**ISSUE NUMBER 327** 

THE INDUSTRY'S NEWSPAPER

APRIL 11, 1980

#### RESPONDS TO TRANSIT STRIKE

# Radio Keeps Big Apple Moving

Faced with New York City's first major transit strike in 12 years, local radio's response ranged from the obvious (expanded traffic coverage, especially in drivetimes), to the offbeat (Talk-formatted WMCA's coverage included airing tips on which areas offered the most colorful street life). While conditions were unpleasant (WNBC PD John Lund said certain routes between Manhattan and Queens were subject to five-hour delays), virtually all radio personnel contacted by R&R agreed that New Yorkers seemed to be taking the strike, if not as an adventure, at least in stride. Taking it in stride became a sport of its own, in fact, as there were widespread outbreaks of commuter jogging reported.

More than one broadcast operation stationed reporters at the site of the transit workers union/city negotiations and at specific traffic problem areas, with some unpredictable results. WCBS reporter Mary Gay Taylor got a first-hand definition of legwork when a skateboarding commuter ran over her feet, and WOR's Lester Smith was stopped by police for violating passenger rules (see accompanying photo). Smith's journalistic enterprise prevailed, however, as he picked up a few strangers who were walking to work and thus made his way downtown.

#### WABC Goes "All-News"

Although many stations provided routine services, a number of them handled the strike in a unique manner. For the first three days of the strike (which were the worst, because the Long Island Railroad was striking along with the subway and bus workers), Top 40 outlet WABC dropped its normal morning drive programming in favor of nearly four hours of continuous transit information, while News operation WINS jettisoned its 20-minute news block format in favor of greater flexibility in covering breaking stories, according to VP/GM Cecil Forster. WCBS OM John Wheeling noted that his



SIGN OF THE TIMES — Striking transit workers thrust New York City into adopting some unusual traffic restrictions, such as the carpool-only access pictured above.

News station was forced to abandon its normal spot load for much the same reason.

Pop/Adult stations WNEW and WYNY stressed the human interest element. WNEW PD Russ Knight told R&R that station staffers recorded mini-interviews with people on the street in which the subjects told how they planned to cope with the strike, and then aired the best of these as promos. WYNY PD Dave Khlar also noted that much of his station's efforts had gone into airing strike survival tips - where listeners could find 24hour services and which hotels had vacancies, along with the usual onthe-scene reportage. Paul Zarcone, at Dancemusic-formatted WKTU, told R&R that the station had instituted such specific listener TRANSIT STRIKE/See Page 26

FCC CHOOSES MAGNAVOX

# **AM Stereo Approved**

The FCC selected Magnavox over four competitors Wednesday (4-9), after an 18-month study period in which all five companies advocated adoption of their particular AM stereo systems. (Magnavox is a subsidiary of Dutch corporation N.A. Philips, and is slated to move its manufacturing plant from Ft. Wayne to Knoxville.)

After it was determined that the systems would be compatible with a potential 9 kHz spectrum allocation, sentiment at the FCC's various branches became increasingly favorable toward AM stereo. However, internal opinions were apparently divided, with Chief Scientist Steve Lukasik's office supporting the adoption of a single system while the Broadcast Bureau and Office of Plans and Policy suggested leaving the decision entirely up to the marketplace.

#### **Even The Losers Get Lucky**

While Magnavox is the big winner, Kahn-Hazeltine, Belar, and Harris may also reap some benefits, according to one engineering source. Harris will probably be a prime supplier of the transmitter "exciters" necessary to generate stereo signals to the transmitter.

Belar, a big supplier of monitors, may also profit, but according to R&R's source, Kahn may reap the biggest windfall, since preliminary indications are that with a relatively minor change, Kahn's stereo system will meet Magnavox's specifications. Kahn Communications President Leonard Kahn told R&R he was still debating converting to the Magnavox system.

#### Broadcasters Go All Out To Prevent Marketplace Choice

For months, rumors persisted that the Commission might adopt all five systems. But broadcasters and most manufacturers pushed for a single system. "Chaos" was the consensus of most broadcasters when asked how they felt about a multiple system decision. However, in recent weeks, Kahn and reportedly Motorola had relaxed their single-standard stance in favor of a marketplace decision.

**Actual Hardware Tests** 

In an approximately 800-page filing with the FCC. Magnavox stressed that it had "conducted our investigations as much as possible on actual hardware in the real world." A bouquet from a Pioneer executive called the Magnavox system "the best qualified for AM stereophonic broadcasting since it is the most well-balanced with a minimum number of shortcomings." Despite scattered broadcaster reservations about "unanswered questions" relating to the Magnavox system, the company's evidence was apparently convincing to the Commission.

#### NAB Urges Broadcaster/ Manufacturer Cooperation

To get AM stereo off to a good start, there must be an understanding between receiver manufacturers and broadcasters on audio processing standards, according to NAB engineers.

"Manufacturers have to be inspired to build better receivers, but at the same time AM broadcasters must understand that most people are still listening on cheap receivers," NAB Asst. to the Senior VP/Engineering Chris Payne told R&R.

"We'd like to have all AM stations broadcasting in stereo using the same recommended process for equalization, compression and signal warp, but we realize that some stations, especially in large markets, will want to doctor their signal more than we suggest because their competition is doing it," Payne conceded.

NAB recently surveyed AM stations to find out how much signal tampering they were doing. Survey results are expected to be released next Tuesday (4-15) during NAB's convention in Las Vegas.

## Six New Arbitron Advisory Council Members Elected

Six new members of Arbitron's Advisory Council were elected to the radio liaison group last week, joining six continuing members in an initial meeting Sunday (4-13) at the NAB Convention in Las Vegas. The Council is made up of radio executives elected by Arbitron's radio client stations, and representing various formats and market sizes; they present radio's point of view to Arbitron on important ratings issues.

The newly-elected members are Bill Clark (KABL-AM-FM/San Francisco) in the Beautiful Music category; Jerry Duckett (WKAP/Allentown), Contemporary Markets 51+; Perry S. Ury (WTIC/Hartford), MOR/Personality Markets 1-50; Heftel President Thomas Hoyt (representing WLUP/Chicago), AOR/Other category; Sus-

quehanna's Arthur W. Carlson (representing WK1S/Orlando), MOR/Personality Markets 51+; and Nathan Safir of KCOR/San Antonio for the Spanish seat.

Continuing members are Chairman Ed Christian from WNICwwkR/Detroit, Contemporary Markets 1-50; Vice Chairman (becoming Chairman in June) George Nicholaw of KNX/Los Angeles, News/Talk; Jim Phillips (KHEY-KEZB/El Paso), Country Markets 51+; Paul Downs (WRAP/Norfolk), Black; and Don Nelson (WIRE-WXTZ/Indianapolis), Country Markets 1-50. Nelson will step down in July when his resignation as WIRE-WXTZ VP/GM becomes effective. Also continuing are Bob Galen of Blair Radio (appointed by the Council to represent reps) and Kathy Lenard of NBC Radio.

INSIDE THIS WEEK'S ISSUE

A Roadmap For Radio In The 80's





# "Clones (We're All)" ALICE COOPER

The Long-Awaited New Single Produced by Roy Thomas Baker

ON WARNER BROS. RECORDS

#### New PD's At WVON, WBMX

Two top Black-formatted stations in Chicago appointed new PD's this week, as Lee Armstrong joined WVON from Top 40 WNOE/ New Orleans and Bob Scott took over the programming reins at WBMX from WOL/Washington, D.C. At presstime it was learned that Bobby Bennett, air personality at WAMO/Pittsburgh, has been named PD at WOL to replace Scott.

Armstrong replaces Carl Con-ors. WVON-WGCI President nors. Earnest L. James explained to R&R, "Carl submitted his resignation to me, and I requested he stay on until he could be replaced. Carl's son has a respiratory illness and must live in another climate." Commenting on Armstrong, he

said, "He was instrumental in increasing WNOE's strength in the marketplace. He brings the expertise and determination necessary to take WVON into the 80's as the dominant AM Black Adult Contemporary station in Chicago." Armstrong added, "I feel this position with this station is a golden opportunity."

Scott replaces PD James Alexander, whose future plans were not announced. Scott told R&R, "I had to focus on where my career was going, and this seemed to be a logical step." He added, "At this time there will be no changes at all as far as staff goes, but we'll probably get a bit more promotion-minded in terms of getting our people out there."

### Fire Devastates Altoona Station

An apparent wiring malfunction in WVAM-AM-FM/Altoona's transmitter room caused a fire Monday morning (4-7) which virtually gutted the stations' studios and destroyed their equipment. According to Chief Engineer Bob Reigh, the fire set off a burglar alarm shortly after WVAM's midnight signoff. MD Stan Davis told R&R, "Within about 20-30 minutes it spread and had gutted the entire building. Our bookkeeping office and one of the programming offices were saved

We're looking at over a quarter of a million dollars damage." The stations' transmitter, the

#### Former PD Peterson Declares "Cagle For Congress"



W.B. "Gerry" Cagle

W.B. "Gerry" Cagle became the second prominent radio industry figure to throw his hat into the Congressional ring for the first time this year when he announced his candidacy for the 4th Congressional District in Mississippi. Cagle, who was PD of KHJ/Los Angeles, WRKO/Boston, and KCBQ/San Diego under the name Gerry Peterson, joins KSON/San Diego owner Dan McKinnon (R&R 2-15) in the election race. Cagle, running as a Democrat, has worked for the last two years with special projects for the state of Mississippi and as a special assistant to the Governor.

Country AM's record library, and the Top 40 FM's automation system were totally destroyed. "It's a complete wipeout as far as our equipment is concerned," Tom Riley told R&R.

#### **Competitors Rush To Help**

Area radio stations were quick to offer aid, as usually happens with radio disasters of this sort. WVAM GM Herb Wolfe told R&R Monday, "The thing that impresses me most is that every competitor in our county has offered, and in most cases lent, equipment to us to get back on the air, and we are hoping to be back on by tomorrow."

And with some timely assistance and a bit of luck, WVAM-AM was back on the air the next day. WTRN/ Tyrone, PA made available an auxiliary transmitter, while WGMR/Tyrone and WKNC/Roaring Springs donated some country gold product. In addition, duplicate copies of the station's current playlist were discovered in one of the two salvaged offices. Other stations offering help included WFBG/Altoona, WRTA/Altoona, and W.IAC/Johnstown, as well as the Country Music Association and several record labels.

As for more permanent repairs, Davis told R&R, "The building itself is salvageable, because it's brick, and we will probably gut that entirely, clean it up, and start all over again. The station has been in the process of transfer of ownership for nine months. It was approved last week by the FCC, and the change was supposed to take place on April 30." (As reported in R&R last week, Blair Country Broadcasters had its distress sale of the stations to minority buyers Phyldel Communications tentatively approved by the FCC. However, a request for a tax certificate for the sale to a minority was denied because the FCC said it would "undermine the punitive nature of distress sales." Blair Country had earlier been accused of fraudulent billing.)

Davis continued, "Now the change is going to be held up as we have to wait for the State Police Fire Marshal to make an investigation, and possibly some other people, including the insurance people, etc." The station hopes to have the FM on the air by the end of the

#### KGB/Chicken **Suit Heads For Last Court Battle**

The fate of the chicken suit worn by former KGB/San Diego mascot Ted Giannoulas will be determined Tuesday (4-15) in a San Diego appellate court in what should be the last legal showdown in the long dispute between the radio station and its ex-Chicken. At issue is whether Giannoulas's present suit too closely resembles the costume worn by KGB's present Chicken. KGB GM Jim Price told R&R,



#### 'Round-the-Cluck Convenience

CHICKEN BANK IT - A typical example of present-dey Chicken promotion is this print ad for the San Diego Federal Bank.

"It's the final hearing we have to have on the contempt notice. It will finally determine whether or not the judge feels Ted's suit is too similar to the one we use. If he rules in our favor, Ted will have to re-alter his suit, but that's about

Earlier, the appellate court had suspended earlier court orders forbidding Giannoulas to appear as a chicken in San Diego, Orange, or Imperial counties or at any sports events involving San Diego teams. Its opinion stated that preventing Giannoulas from appearing as an 'antic chicken" violated his First Amendment rights of self-expression, and added that KGB "can hardly claim exclusive rights to the role of antic chickens in gen-

#### LETTER

#### Don't Make Radio The Scapegoat

Dear R&R.

I read with great interest the comments by Neil Bogart concerning the problems facing the music industry in the 80's. While he makes some very cogent and incisive points, I must take issue with his comments about airing albums in their entirety.

Neil said, "Of course a consumer isn't going to spend five or six bucks actually buying an album if he can tape it off the radio." The album that was tracked most often by the most stations in 1979 was Led Zeppelin's "In Through The Out Door." The most explosive sales item of the year and one of the biggest sellers of the year was Led Zeppelin's "In Through The Out Door." So far in 1980 the album that has been tracked the most by the most number of stations is Pink

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#### TALK ON TOP: RATINGS SUCCESS STORIES

News/Talk PD's And GM's Reveal The Techniques That Scored In The Ratings Books.

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#### this week...

#### HANDLING YOUR PERSONALITIES

Three PD's discuss delicately dealing with difficult — but all-important — air personalities.

#### Page 24 DO "DOLLAR CONCERTS" STILL WORK?

E/P/A's Al DeMarino contends that budget-priced concerts can work to radio and records' benefit. Also, some no-budget promotional tips for radio from WXLP's Tom McGuire.

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# Washington Report

# **Free Rides For** Citizens' Groups?

#### **Broadcasters Oppose Financial Reimbursement**

The usual split between broadcasters and public interest groups was evident in comments filed this week on an FCC proposal for a one-year pilot project to reimburse individual consumers, groups, and small businesses for expenses when they come to Washington to participate in rulemaking procedures. If approved by the Commission, funding has to be approved by Congress. Comments were due Monday, April 7.

#### **Broadcasters Say No**

Tim Ives, President of WJBC-WBNQ/Bloomington, IL, summarized broadcaster opposition: "If public interest groups are truly unable to appear before the Commission for financial reasons, then similar reimbursement should be allowed for broadcasters," Ives told the FCC.

Broadcast associations, including the Arizona Association of Broadcasters and the Delaware-DC-Maryland Association of Broadcasters, as well as NAB and NRBA, also filed opposing comments. Other broadcasters commenting in opposition to reimbursement were Storer Broadcasting; KXRB-KIOV/Sioux Falls, SD, and KBLS-KTYD/Santa Barbara, CA. NAB said the reimbursement program would "slow FCC proceedings, needlessly delay rulemakings, and squander the agency's limited resources." NRBA pointed out that FCC Consumer Assistance workshops already offer the public plenty of opportunity to let the Commission know how they feel.

#### Citizens' Groups **Plead Poverty**

The argument of the citizens' groups was summed up by Stephanie Savage of the Council for Public Interest Law, who told the "Well-financed and organ-

ized representatives of regulated industries, bolstered by IRS deductions which effectively subsidize one-half of their participation costs, have been able to generate nearly one billion dollars annually to advance their interests in agency proceedings. By contrast, consumer, environmental, and other groups of citizens that are widely dispersed and poorly financed have been unable to shoulder the high costs of participation." Other groups who wanted financial reimbursement were National Black Media Coalition (NBMC) and Media Access Project (MAP), a public interest law firm.

#### Outcry From Taxpayers

The bulk of the filing was individual letters from private citizens, who mostly said they read about the proposal in TV Guide. Some supported the measure, saying they couldn't afford to go to Washington. But most, like L.W. Nelson of Saratoga, CA, were irate: "I'm opposed to reimbursing citizens for appearing before the Commission. If they care enough, they'll get to Washington on their own funds. We taxpayers are fed up with these harebrained schemes for which our dollars pay," Nelson told the FCC. Reply comments are due May 23.

#### **LEGALIZED BINGO?**

## **New Lottery Law** In The Works

The Omnibus Crime Bill (S 1722) is a massive criminal code revision, with one provision that would change lottery rules. Broadcasters would be permitted to air information and ads for lotteries conducted by non-profit organizations. This means that church binschool fund-raising events, and Girl Scout raffles could all be promoted. Further, noncommer-

cial radio stations could conduct and promote their own lotteries to raise money

Mike Aisenberg of the FCC Legislative Division told R&R the Commission had not been asked to comment on the bill, but was watching it with interest. "The bill passed the Senate Judiciary Committee in early January and is on the floor, but there's no set date for further consideration," he said.

#### NAB HOSTS FIRST INTER-ASSOCIATION MEETING



NAB ORGANIZES UNITY EFFORT — Trying to prevent inter-association troubles has been a goal of NAB Board Chairman Tom Bolger since he took office last June. The first meeting was held last week at NAB he and included: (back row, I-r) George Huntington, TVB; Stephen Riddleberger, RAB; Timmi Pierce, AWRT; George Back, NATPE; Herman Land, INTV; Len Allen, RTNDA; Roy Easley, AMST; Jack Hogan, RTNDA; John Summers, NAB; (seated, I-r) CBS VP Tom Dawson, representing BPA; Paul LaCamera, National Broadcast Association for Community Affairs; Philip Balboni, NBEA; Bob McAuliffe, BFMA; Nicki Goldstein, INTV; Ron Doerfler, BFMA; Phyllis Tritsch, AWRT; Bill Potts, ABES; Tom Bolger, NAB; and Tom Roland, NBACA.

## TV Dumps On Radio As Ad Medium

#### Radio Execs Giggling Behind The Scenes

In a random sampling of radio network and station rep firm executives, R&R learned that while much attention has been given to the emotions in the current RAB/ TVB squabble, it has evolved to "much ado about nothing."

It's still being disputed as to who started the quarrel. But name calling was only the beginning of the attack

#### **TVB Calls** Radio Fragmented

In its current campaign, the Television Bureau of Advertising (TVB) claims each radio format commands only a small share of listeners, that listeners ignore 90% of what they hear, and consumers are buying more TV's than radios. Citing Blue Nun and Chrysler, TVB also asserts that radio's biggest advertisers are forsaking the medium.

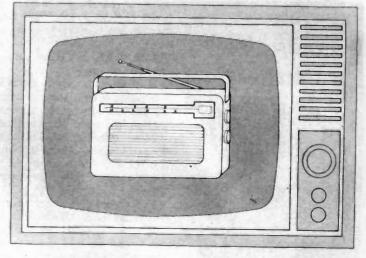
#### Secondary, Expensive **And Invisible**

TV delivers more persons per dollar invested, more working women, more upper echelon professionals and more upscale adults, TVB claims. They go on to say that local TV ads can be produced as cheaply as radio spots. TVB also calls radio invisible because. "in many homes it is a background medium while most people watching TV aren't doing anything else."

Finally, based on a survey they did in 1975, TVB says TV is 14 times more entertaining than radio, 21 times more exciting, 41 times more influential, but admits to being perceived as only 3 times more honest.

#### **Carlson Disagrees**

Like most radio broadcasters R&R talked to, Susquehanna Broadcasting Division head Art Carlson (past RAB Board Chairman) denies radio's been harmed in the feud. "TV has begun to feel they have some problems," Carlson told R&R. Carlson sees radio cutting into daytime TV audience because more and more women are work-



# WHY THE RADIO

#### FCC At A Glance

#### Clear Channel Rules Partially Waived

The Commission last week (4-3) allowed daytimer WAZE/Dunedin. FL to go full-time, the first local nighttime AM service. WAZE broadcasters at 860 kHz, only 10 kHz away from clear channel WWL/New Orleans, but the Commission gave WAZE a waiver.

#### **Tax Certificates Issued**

Peterson Broadcasting was given a tax certificate last week (4-3) for selling WYLD-AM-FM/New Orleans to Inter-Urban Broadcasting, a partnership of black broadcasters, for \$2.25 million. And PTC, Inc. received a tax certificate for the \$250,000 sale of WESY/Leland. MS to East Delta Communications, which is 51% black-owned. A tax certificate allows the deferral of capital gains taxes if a station is

sold to a minority.

#### Hawaii Station Gets Short-Term Renewal

KAIM-AM-FM/Honolulu has been granted a short-term renewal and will be required to submit detailed EEO information with its next renewal application. The FCC said KAIM did not systematically hire or promote minorities and told the station to spell out what it was doing to recruit, train and

promote minority employees.

#### Licensee Denied CP For Trafficking

Guy Erway has been denied a construction permit for a new FM in Goleta, CA because FCC Judge Walter Miller said Erway engaged in trafficking and if given the opportunity, would do it again. In 1967 he bought WGMF/Watkins Glen, NY and in 1971 he got a CP for WXXY/Montour, NY. The fol-lowing year he sold WGMF and the CP for a profit of \$40,000.

Judge Miller said Erway, who owns KKIO/Santa Barbara, CA, might try to sell KKIO and the Goleta CP once he got it. Judge Miller instead granted the CP to competing applicant Goleta Com-

munications,

# Pride in our people Pride in our communities



#### HEFTEL BROADCASTING CORPORATION

875 NORTH MICHIGAN AVENUE, SUITE 3744 CHICAGO, ILLINOIS 60611, 312.337.0600

Honolulu

San Diego

**Boston** 

Chicago

Indianapolis

Fairfield/Cincinnati

## At The Nets

#### APR

News is a profit center for over 50% of Assoclated Press Radio's (APR) affiliates, according to a survey to be released next week. At almost every station news is a programming asset, affiliates said. AP notes that of the stations reporting nonprofitable news, comments were penciled in such as, "It doesn't make money yet, but it will."

Other survey results indicate: 73% of APR's membership is affiliated with another network, and the average APR affiliate programs 1067 minutes of news a week and has 3.4 full-time news people.

"If anything, our results show radio stations want more news and public affairs," APR Asst. Managing Editor Bill McCloskey told R&R. "For example, 57% of our stations say they will use the live programming provided from Democratic and Republican headquarters."

AP also begins a new series April 21 for the homeowner. Produced by Cammy Seidel and Bruce Hodgman, "At Home" will deal with everything from houseplants to the lawn to cooking.

Louise Schiavone replaces Editor Richard Roth, who departs AP to become Asst. NY Bureau Chief of Ted Turner's Cable News Network. She is formerly of WGST/Atlanta.

Kitty Falcone joins from KOH/Reno, replacing Mike Anders who goes to WASH/Washington.

#### UPI

WBZ/Boston wins UPI's top national award for 1979 spot news reporting. The station's continuous six-day coverage of a 1978 hurricane won the New England award last year and then beat all national competition for the present award.

#### The Source

103 affiliates have now signed on. Latest is NBC's Washington O&O WKYS.

Bill Vitka joins as overnight news correspondent. He's formerly of WPIX/New York and WMMR/Philadelphia news departments.

Andy Denemark will be new Manager of Affiliate Relations, formerly held similar position with syndicator DIR.

The Source features Joe Jackson, live in concert May 2-3-4 over 200 stations.

#### **NBC**

Al Liebrecht, Director of Sales, NBC Radio Detroit, named 1979 Salesperson of the Year at a net convention in Miami last week.

Charles Strehan becomes VP/Market Development. He's been an Account Exec in NBC Radio Chicago Office.

Correspondent Edwin Newman recently suggested silence in broadcasting during a recent "Take Ten With NBC News," because silence is soothing and offers the listener time to consider what's just been said. Newman followed up with four seconds of dead air.

NBC provided live coverage of the 1980 NCAA basketball semifinals and championship games from Indianapolis.

#### ABC

A new division, ABC Radio Marketing Services, has been organized under Director of Marketing Bob Cambridge, to market ad campaign ideas to the radio industry which have worked for ABC stations. Notable among them: the "Remarkable Mouth" TV campaign which helped make WRQX/Washington the number one FM station in the market. ABC says it will not offer the service to competitors.

Sportscaster Lou Boda and Dave Johnson, track announcer, will provide the call for the Kentucky Derby live on May 3.

Eric Weil named Manager Segmented Market Development for O&O's of ABC's Radio Market Dept. Weil is a former Brand Manager for Revlon.

#### **ABC FM**

The Cars will be featured in an encore presentation of "Supergroups In Concert," April 19. Net says they're back by affiliate demand.

#### **ABC** Information

Four-time Grammy award winner Dionne Warwick will be featured May 4 as the first of four "Adult Contemporary Specials." The two-hour program, hosted by actor Jay Gregory, will take a personal look at Warwick's 18 years in music.

#### **ABC** Entertainment

Ronny Lamonica named host of "Sportsworld," replacing Bill White, who returns to New York Yankees broadcasting team. Lamonica is former KDEN/Denver Sports Director.

Ronnie Milsap featured in "Country Greats In Concert" in a program recorded live at the Kentucky State Fair. Concert airs May 3.

#### **CBS**

Control Data Corp. has purchased full sponsorship of "Today In Business," network radio's highest rated financial program.

#### RKO

Charley Steiner appointed weekend sportscaster. He's formerly WXLO/New York News Director.

#### Mutual

Toni Tennille stars in a Western episode of Radio Theater, April 21. She will portray a young Tennessee woman during the Civil War torn between her brother and lover when one goes to fight for the North, the other for the South. Radio Theater is now carried by 369 stations.

Fred Robinson named VP and Western Sales Manager. He joins Mutual from CBS Radio net where he was an Account Exec.



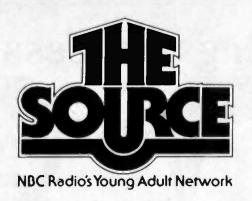
INDIANAPOLIS RUNS RED HOT BUSI — Radio broadcasters of Indianapolis arranged to have a local bus painted bright red with each of the broadcaster's call letters painted on the bus above RAB's slogan: — "Radio: It's Red Hot." Not only is the bus bright red, but the call letters are reflective, so that during the night hours the bus letters remain visible and bright. Indianapolis broadcasters are (left to right): Ray Cooper, Station Mgr. WIBC. WNAP; Bob Lamb, GM WATI; Tom Severino, Station Mgr. WXTZ; AI Hobbs, GM WTLC; Gary Arnold, GM WBRI; Jeff Smulyan, GM WNTS; Don Schuette, Station Mgr. WIRE; Pat Kelly, Station Mgr. WIFE; and Chuck Cunningham, Station Mgr. WFMS. Others not present for picture: Stan Barrett, GM WXLW; Ken Walt, GM WNDE-WFBQ; Bill Powell, GM WIKS.



TOAST TO RETIRING RIBICOFF — Broad Street Communications hosted several receptions in Washington recently for Congressional delegations in states where its broadcasting subsidiary, Insilco, has stations. Foremost was a luncheon tribute from Connecticut broadcasters for retiring Abe Ribicoff (shown third from left) who served 18 years in the Senate. Also in attendance were Republican Sen. Lowell Weicker and Democratic Representatives Christopher Dodd, Toby Moffett and Robert Giamo. Pictured also are Broad Street President Fred Walker and Ruby Frank, Asst. to the President (at left), and Broad Street Chairman Richard Geismar (at right).



BALTIMORE RADIO IN N.Y.C. — Executives of 18 Baltimore area radio stations were in New York last month to make a radio presentation to national sales rep firms. Officers of Baltimore Radio Executives, Inc. in attendance were (at podium) President Harry Shriver (Pres./GM of WFBR-WBKZ), Vice President Jake Embry (VP/GM of WMAR), Secretary Rhody Bosley (VP/GM of WITH), and Treasurer Carl G. Brenner (Exec. VP/GM of WBMD-WKTK). Among the national sales firms attending were Blair, Buckley, Christal, Eastman, Bernard Howard, Katz, McGavren-Guild, Major Market, Jack Masla, and U.B.C. Sales.



# GEORGE THOROGOD & THEDESTROYERS ROCKIN' RHYTHM & BLUES.



et back to basics with George Thorogood and the Destroyers. Cookin' chord by chord. Thorogood makes his music a celebration.

He gives new life to old standards by Chuck Berry, Bo Diddley and others. Gut tearing blues. Hard driving rock and stunning moves on the slide guitar.

Joined by Jeff Simon on drums and Billy Blough on bass they form a rhythm section that drives you there and back.

An exclusive concert recorded live for The Source by EDR/Media. Hear "Who Do You Love", "Johnny B. Goode", and "One Bourbon, One Scotch, One Beer". Plus more from their latest release on Rounder Records "Move It On Over".

Foot stompin' boogie. Basic blues. And hardcore rock'n' roll. Their music. On their terms. Our gain.

The weekend of April 18th, 19th and 20th. On more than 200 radio stations throughout the country. Check your newspaper for specific time and station.

#### CALIFORNIA STATIONS CLIMB

# Continued Ratings Success At News/Talk



George Green



George Nicholaw



Michael Packer



Frank Oxarart

#### Room For Talk

"What you see in the Los Angeles market is the beginning of the end of giant stations on the AM band doing music." That's the prediction of KABC VP/GM George Green, who says the growth of talk is there to stay. News/Talk stations all over California were up over Oct./ Nov. '79 in the Jan./Feb. Arbitron ratings. "What's happening in Los Angeles proves Talk is viable and profitable and there's a lot of room for the format. Even with a newcomer in the market – I mean KMPC, which does about 18 hours of talk a day now – KABC went up from a 6.0 to a 6.5. And KMPC went up too, from a 2.8 to a 3.1," Green concluded.

#### What Does The Weather Have To Do With It?

"In California, we can't even credit the weather," said all-News KNX/Los Angeles VP/GM George Nicholaw, referring to the mild winter which East Coast stations are blaming for their uninspiring books (people were not tuning in for school closing, traffic conditions, etc.). "We did have terrible storms and heavy flooding all over Southern California, but they broke out a day after the book ended. So even though I'm sure we had a heavy tune-in factor during the storms, that wasn't reflected in the ratings, and we all still went up," Nicholaw continued. KNX went from a 4.0 to a 4.9. Asked why News stations did so well, Nicholaw offered this explana-

## News/Talk

tion, "People are just more aware now. With inflation in the Los Angeles area running at 25.7%, people are just that much more concerned and they want to know what's happening. And it's important that there are two all-News stations in this market, because it makes both of us better."

The other all-News operation, KFWB, went from a 4.1 to a 4.4. VP/GM Frank Oxarart pointed out the difference between his station and KNX. "We're all-News all the time; we have no long features, no radio drama, no play-by-play sports. We stress local news. We're the only Los Angeles station with a fulltime statehouse reporter. There's an increased awareness among the all-News audience, and we provide the speediest news service in the market," Oxarart stated.

#### **KXRX Takes On KGO**

Up the coast from Los Angeles is San Francisco's News/Talk blockbuster KGO, boasting its seventh up book in a row from 9.2 to 10.6. VP/GM Michael Luckoff told R&R a nonstop promotion campaign is partly responsible. "We never let up; we're always promoting. My philosophy is to pretend I'm number five in the market trying to move to number three. At KGO we have no intention of sitting on our laurels." Luckoff said the station's promotion campaign continues year-round and he emphasized TV spots and billboards, as well as a lot of on-air promos.

#### The KGO Alternative

Who would think of challenging such a formidable opponent as KGO? KXRX/San Jose, 50 miles to the south, which was up from a 1.6 to a 2.2. Operations Manager Michael Packer, former KABC Assistant Program Director, told R&R, "The San Jose area has been eavesdropping on San Francisco for too long. It's time for what I call 'close to home radio.' We provide alternative programming to KGO. We have a psychologist, Dr. Tom Tutko, from 9am to noon; KGO doesn't have one. We have a woman talk show host, Diane Raymond,

who brings warmth and friendly personality to our air. KGO's hosts are all men," Packer said.

"Our weather can be very different from San Francisco and is another reason to emphasize local news," Packer continued. "It can be foggy and 60 degrees in San Francisco, and 85 degrees and sunny in San Jose.

And we've had no trouble finding sponsors. Local bankers will sponsor a local business report. Local car dealers are eager to sponsor a local traffic report," Packer concluded.

Next week, R&R looks at Chicago, Cleveland, and New York.



ALL THE T-SMIRTS IN CHINA — WOR/New York VP/GM Rick Devlin and New York City Mayor Ed Koch hold up station's T-shirt atop the Greet Wall of China. Motto "WOR Radio, The Heart Of New York" is printed on T-shirt in English and Chinese. Devlin told R&R WOR featured several shows with Koch live from Peking during the two-week visit.

"Easy Ed" Hartley, WKBX/Savannah 6-10pm talk host, played April Fool on his audience last week. Ed promoed sex symbol Bo Derek as his guest and said the station received several hundred calls before his show even went on the air. The real guest was Ed's wife, but after five minutes Ed said the two burst out laughing and had to let the listeners in on the joke.

Chicago Mayor Jane Byrne shared her impressions of Easter and Passover celebrations live from Jerusalem on WIND Easter Sunday.

KYW/Philadelphia Entertainment Editor Bob Nelson produced a series of 20 reports on country music last month. "The Heart of the Country" featured Grand Ole Opry Music from such stars as Dolly Parton, Jimmie Rodgers, and Johnny Cash.

Jim Althoff joins KXL/ Portland as 11am-3pm talk show host. Jim was formerly at KGO/San Francisco. Also at KXL, News Director Brian Jennings won the Alfred I. Dupont Award last month for his 25-part series on the shortcomings of air safety procedures at the Portland International Airport.

John R. Gambling (son of WOR/New York's famed morning man) hosts a new

Jim Althoff

weekend show on the station with Kathy Novak. The two cover a variety of entertaining subjects from movies to sports to fashions, and the people who make those subjects exciting will be featured Saturdays from 4-8pm and Sundays from 2-6pm.

KABC/Los Angeles personality Carole Hemingway was honored March 30 by the National Organization for Women for her work on behalf of women's rights.

KGO/San Francisco personalities won two first place awards from the Associated Press. Morning news cohosts Jim Dunbar and Ted Wygant won best Radio News Broadcast over 15 minutes, and the afternoon news team of Harv Morgan, Greg Edmonds, Carl Haeberle, and Larry Doyle won for best spot coverage.

WRC/Washington will help sponsor a Health Fair April 14-20. Free services and screening will be offered for blood pressure, anemia, and vision, and at several Fair locations free hearing and glaucoma tests will be provided.

Psychic Annette Martin joined KXRX/San Jose as 7-8pm talk show host Sundays. Martin gives psychic readings that probe callers' past and future lives.

A lot of new personalities at KVI/Seattle, which just recently went News/Talk under direction of former KABC News Director Bruce Marr. Barbara Stenson appointed News Director; she's a former Seattle TV reporter/producer. Dick Vertlieb named anchor of "Sports



Annette Martin

Page," KVI's weeknight sports magazine. Currently an instructor of sports administration at the University of Washington, Vertlieb was Exec. Dir. and GM of the Seattle Mariners baseball team from 1976 to 1978. And Alan Ray joins KVI as anchor/reporter from KIRO/



Bob Grant



Janet Rose

Bob Grant and Janet Rose (pictured above) debuted on WMCA/New York's "AM 57," a new morning news/interview program this Monday (4-7). Grant is former WWDB/Philadelphia talk show host and Rose comes to WMCA from Disco WKTU/New York, where she was News Director.

# WOR & RADIO takes its show on the road

... WOR Radio has taken its entire operation out of the studio and into the heart of its listening audience during unique remote broadcasts over the past year...

Including

# WOR's Salute to Long Island

Live from the Westbury Music Fair, April 1979

# WOR's Salute to New Jersey

Live from Atlantic City, N.J., August 1979

# WOR's Walt Disney World Remote

Live from Orlando, Florida, October 1979

# WOR's National Leukemia Society Radiothon

Live from the N.Y. Sheraton Hotel for 22 hours, February 1979

Special Live News Coverage
Pope John Paul II's visit to N.Y.
President Carter's Town Hall Address

WOR RADIO
710
THE HEART OF NEW YORK

From her new album Mad Lo.

HURT SO BAD E-46624

Produced by Peter Asher • Recorded by Val Garay

© 1980 Elektra/Asylum Records. A Divison of Warner Communications Inc. •

**Asylum Records** 



# WHAT'S NEW



RADIO PROGRAMMING/SALES REPORT TO GO NATIONAL

#### Wallace & Washburn, Simmons Join Forces

As first reported in R&R (2-8), the Boston-based marketing firm of Wallace & Washburn has joined with the Simmons Market Research Bureau Inc. (best known for its work in the magazine research field) so that the "Wallace & Washburn Report" may be made available nationally. The "Wallace & Washburn Report" is an annually syndicated survey which provides radio programming information and qualitative sales data on a station-by-station/market-by-market basis.

Under the joint venture, Simmons will conduct all fieldwork and production for the report as well as representing the survey to advertising agencies and media as reports become available in each market. The two firms intend to expand the report's availability into the top 30 markets, adding Los Angeles, San Francisco, Chicago, Philadelphia, Washington, D.C., Detroit, Pittsburgh, Cleveland, Dallas-Ft. Worth, St. Louis, Houston, Minneapolis-St. Paul, and Miami to Boston and New York (those presently served) for a total of 15 markets by 1980.

Pictured at the announcement are, from left: Wallace & Washburn President Kim Wallace, W&W Chairman Harry Washburn, Simmons President Frank Stanton, and Simmons Sr. VP Ed Bars.

SAUCE SALES SLUMP

#### Booze Biz On The Rocks?

Changing lifestyle trends and general economic conditions are reflected in the liquor industry which, according to a study by Lehman Brothers Kuhn Loeb Research, showed a general decrease in domestic sales in 1979. This is not surprising in that many consumers are curtailing their luxury spending by giving less expensive gifts than the traditional bottle of scotch and eating out less often as well as possibly par-

taking in wine or beer as opposed to more expensive libations. A general industry price increase over the past several years has also served to put some premium products such as Seagram's "Chivas Regal" and Liggett Group's "Wild Turkey" out of the reach of many consumer pocket-books.

Seagram, despite the largest advertising budget in the industry, saw a large volumn decline for their major brands with the exception of a 13.5 percent increase for "Seagram's Gin." Heublein on the other hand, continued its success story with a general increase, most markedly a 24 percent jump in "Popov" vodka sales over 1978 figures.

#### Some Spirits Still Rising

Other exceptions to the trend were Brown-Forman's "Jack Daniels," which enjoyed a 15.5 percent sales increase and Walker's "Kahlua," up 12.5 percent (substantiating the continual growth made by cordials, liqueurs, brandies and other specialty products over the past several years). However, most domestic whiskeys and blends continued to decline in 1979.

Following are the top 10 domestic liquor brands in terms of sales volume for 1979: (1) Heublein's "Smirnoff" vodka (up 1.4% over 1978), (2) Bacardi rum (up 12.1%), (3) Seagram's "7 Crown" whiskey (down 4.1%), (4) Walker's "Canadian Club" whiskey (down 1.4%), (5) James Beam's "Jim Beam" whiskey (up 1.5%), (6) Seagram's "V.O." whiskey (down 0.6%), (7) Heublein's "Popov" vodka (up 24.0%), (8) National's "Windsor Supreme" whiskey (up 2.0%), (9) Paddington's "J&B Rare" scotch (up 1.9%), and (10) Gordon/Rentield's "Gordon's Gin" (up 2.4%).

**ALMOST 200 STATIONS PARTICIPATING** 

# Drake-Chenault Sets Nationwide Listeners Poll

To launch the second year of its "Weekly Top 30" syndicated show, Drake-Chencult Enterprises will be conducting its first annual "Weekly Top 30" Listener Preference Poll and nationwide Sweepstakes. While such listener polls are common practice for individual stations, the national scope of this particular poll is unusual, as nearly 200 stations will be participating.

Beginning April 19, listeners are invited to mail Drake-Chenault entries listing their three all-time favorite hits along with the call letters of the station where they hear the "Weekly Top 30." Deadline for entries is May 19 with results to be aired on a special edition of the show scheduled for the July 4th holiday weekend.

All listeners voting in the poll will be eligible for a roundtrip vacation for two to Hollywood, including an evening on the town with the show's host Mark Elliott. The winning entry's station will also win a trip to Hollywood.

# Tastee Freeze Puts Network TV Ads On Ice

In an attempt to maximize its \$1 million ad budget, Tastee Freeze International, operators of more than 2000 fast-food franchises, has announced its plans to withdraw from using network television this season in favor of a co-op ad plan. Under this plan, Tastee Freeze stores which contribute one percent of their gross sales to a national advertising fund will receive p-o-p kits, a 60-second radio spot, a 30-second TV spot and newspaper ad slicks. These materials may also be purchased independently with stores able to band together for regional co-op campaigns as well.



# So You Wanna Be A Record Company President?

"How To Make And Sell Your Own Record: The Complete Guide To Independent Recording" is an 176-page paperbound book complete with photographs, illustrations and worksheets written by former artists' manager for Bill Graham's Fillmore Management, Diane Sward Rapaport. Beginning with promotion and sales (the two areas independent labels and artists usually think about last) the volume provides detailed information about budgeting, financing, legalities, graphics, manufacturing and the actual recording of the songs.

In addition to the worksheets, which are designed to serve as a checklist and to keep you from going over budget, the book also features a directory of independent labels and capsule interviews with 60 owners of independent labels as well as musicians who record for these labels. "How To Make And Sell Your Own Record" is published by Headlands Press, P.O. Box 862, Tiburon, CA 94920 and is distributed to bookstores by Quick Fox and to music stores via the Music Sales Corporation. The 11 x 11 book retails for \$9.95.

# NARM Survey Claims Distributors Favor Bar Coding

Record distributors may be the next major group of merchandisers to implement full computer automation and UPC bar coding for their product. as reported in a National Association of Recording Merchandisers (NARM) survey of retail, one stop, rack jobber, and independent distributors. The respondents noted that inventory control would be the main advantage of bar coding followed closely by increased accuracy in sales reporting. In view of the current depressed economy, most record manufacturers have resorted to a tightening of credit and return policies which.

the survey projects, computer automation would facilitate.

Sixty percent of those contacted are presently using automation in some form, and 80 percent of those not already automated have plans to do so. However, with the cost of converting to automation running well into the tens of thousands of dollars, 78 percent of the respondents felt that total manufacturer participation is necessary to render the system cost efficient. For further information contact NARM at 1060 Kings Highway North, Suite 200, Cherry Hill, NJ 08034, (609) 795-5555.

#### **PRO:MOTIONS**

## Chernault Elected VP & Dir./Mktg. At SESAC

George Chernault Jr. has been elected Vice President and Director of Marketing for SESAC, following a recent meeting of the licensing firm's Board of Directors. Chernault most recently served as a Regional Manager for SESAC for the past eight years, prior to which he held a variety of executive positions at WSLS-AM-FM-TV/Roanoke. VA. He will be based at SESAC offices in New York City.

## Ostin Named Nat'l Dir./Promo For Front Line Mgt.

Randy Ostin has been named National Director of Promotion and A&R for Front Line Management. Previously. Ostin served as Midwest Regional Director of Promotion at Elektra/Asyfum Records. He will be based at Front Line's West Coast headquarters.

#### Glazer Upped To Dir./Mktg. Administration At Atlantic

Susan Glazer has been promoted to Director of Marketing Administration at Atlantic Records. An eight-year veteran

of the firm. Glaser began her tenure at Atlantic as a Sales Assistant, most recently serving as Budget Analyst. Prior to joining Atlantic. Glaser was a statistical analyst with American Express.

## Mitchell Promoted To Int'l Mgr. For Atlantic

Cheryl Mitchell has been named International Manager for Atlantic Records. Having joined Atlantic in 1972 as a clerk in the International Department, Mitchell has spent the past six years as Foreign Production Coordinator and Assistant to the Vice President of the International Department.



# PHOTOGLO

## "We Were Meant To Be Lovers"

#### PLAYING ON:

94Q	WZUU	KRLA	KLIF
WAKY	WGH	WKIX	WAYS
WKEE	KSTT	<b>KWEN</b>	<b>FM99</b>
<b>WPRO</b>	KING	KAAY	<b>KPLZ</b>
WAMS	WORD	KIXI	WFOX
<b>KNX-FM</b>	KRSP	K104	WSM-
WING	<b>KSFO</b>	WUSL	FM
WCIR	WXIL	WTSN	K101
WANS-	KKRC	WKY	WSEZ
FM	KDZA	<b>KBDF</b>	KENI
KSLY	<b>KBIM</b>	WIFE	KOOK
KRLC	WWWE	wcos	<b>KPPL</b>
<b>Z96</b>	KQDI	<b>KBOZ</b>	WREC
WCGQ	WTMA	WFLB	<b>KCBN</b>
WROV			7



# Get the Picture?

From the debut album "PHOTOGLO"





## STREET TALK

Looks like the newly-aligned Charter Media Company (R&R 4-4) is off and running. Word out of Philadelphia is that Karl Eller and Charter Media are discussing the possible purchase of the "Philadelphia Bulletin" newspaper. This may be only the first step in planned expansion for Charter, with future growth to include more broadcast properties.

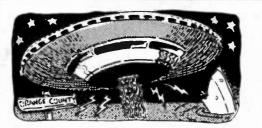
George Michael has joined the staff at WRC-TV/Washington, D.C. as weekend sports anchor. The question is will he continue to handle weekend sports on WABC-TV/New York as well, since WRC-TV is owned by NBC? Sounds like a physical and political impossibility!

Allen Dennis is returning to Nashville to do mornings at WLAC, exiting WKY/Oklahoma City.

Steve Coggins has been named PD at KSEL/Lubbock, filling the slot vacated by Jeff King's move to KPLZ/Seattle. Steve was running KSEL-FM, and the move to AM PD is an internal promotion.

Congratulations to WTIC-FM/Hartford PD Arnold Chase and his wife Sandy on the birth of their first child, a son named William Henry who arrived April 6th.

Beverly Fox has been named to the position of Program Director at WWDC-AM/Washington, D.C.



#### We Will End No Bit Before Its Time

Taking a cue from Orson Welles's 1938 classic "War Of The Worlds" broadcast, KEZY/Anaheim recreated the landing of the Martians 1980 style on April Fool's Day.

The whole thing started as a bit of a whim around 3:40pm with a special "news" bulletin reporting UFO sightings in Orange County. One thing led to another and the whim turned into a full-scale production with nearly all the KEZY staffers lending a satirical hand. Soon the Queen Mary had been sunk by the invading aliens and impersonations of Jimmy Carter, Jerry Brown, and other officials phoned in for comment.

The 2½-hour event culminated in the KEZY studios with the Martians demanding that KEZY project a stronger signal so that all Martians could enjoy the station even at home on the red planet. The entire "joke" caused quite a stir, with more than a few listeners reportedly "fooled" in the elaborate April Fool's stunt.



IF THIS IS ST. PATRICK'S DAY, HOW COME YOU'RE BLUE? — The wacko promotions just keep on comin' ... KPLZ/Seattle morning man Mark Ellis took the occasion of St. Patrick's Day to swim in Seattle's only Irish waters ... Greenlake. It was not what you'd call ideal weather for a swim. Wind and rain greeted the swimmers, and the 44-degree water temperature wasn't all that inviting either. Undaunted, Mark, along with a lady dump-truck driver, a flight instructor, a carpenter, and one of the KPLZ salesmen, made the 40-minute swim in the icy waters. Production Director Michael Kostov (on left) documented the event as Mark prepared for his dip, which by the way, he says, will now be an annual event!

Al Edmonson, formerly of LAX Records and A&M, has joined the independent promotion firm of Gorov & Kaplan in Los Angeles. Al will become VP of Promotion specializing in Black product.

Big rumors surrounding the possible appointment of Harvey Schein to the top corporate post of Polygram USA. Harvey, who left the chairmanship of Sony Corporation of America to join Warner Communications as Executive VP two years ago, is said to be under consideration for a new Polygram post heading all the German-Dutch entertainment conglomerate's American operations.

Rodney Dangerfield, who's made a career out of "no respect," has signed a recording contract with Casablanca. We assume he'll be doing a comedy album for the label (a la Robin Williams), but wouldn't it be great to hear Rodney "sing" a 1980 version of Otis Redding's "Respect?" Seems like a natural!

The Warner Brothers "Bunnies." a Burbank-based softball team, has issued a blanket challenge to all West Coast teams interested in possible competition this season. Interested teams should contact Pat "The Bird" McCoy at WB by calling (213) 846-9090. Who knows . . . the legendary R&R "Breakers" might even try a game with the "Bunnies" as long as it can be scheduled before the May 22 strike deadline.

RIC NIE.

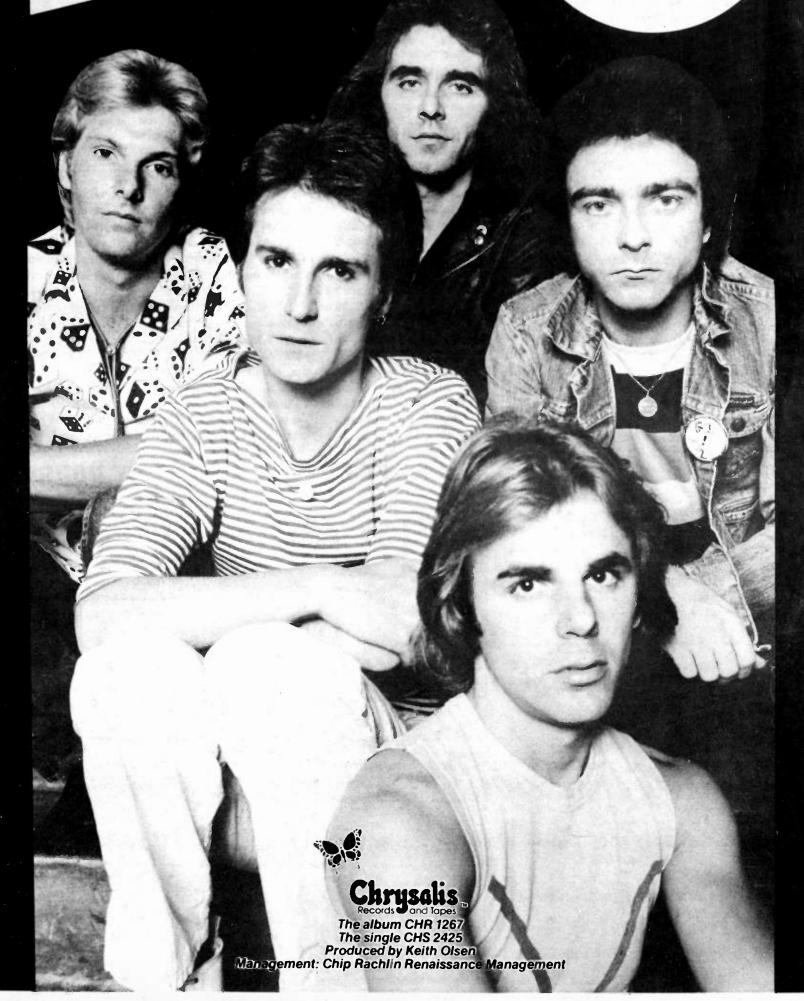
(808) 395-9600

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

**GARY MOORE, WBGN...** "I'll give up smoking before I'll stop subscribing."

Jocks...write today for free samples.

# Midnight Rendezvous Midnight



Back in the 1700's, London housed one of the more unusual social clubs in the history of weirdness, the Eccentrics Club. Each member, in order to be certified, had to be a *known* eccentric of his day. The roster, naturally, included every silly, twit-like, warped, tortured, tormented soul in England and the rest of Europe.

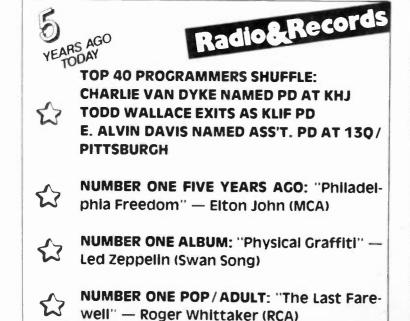
Which made the GO column wonder . . . if there were such a club today, there certainly wouldn't be any problem finding members . . . especially in the Radio and Records industry. As you know, there are a good number of us who have no trouble making horse's blankets of ourselves.

As we reflect on historical (if not hysterical) radio and its idiosyncratic overtones, our Eccentrics club should include these true, albeit sometimes salty, retrospectives:

- 1. The station engineer who would regularly practice shooting at illegal aliens as they crossed the border near the transmitter.
- 2. The well-known DJ in the 50's and 60's who broke his leg while tap dancing on the roof of his house.
- 3.. The radio station manager and newsman who helped a really famous movie star smuggle a hooker into San Quentin.
- 4. The deejay who was involved in soixante neuf on the sofa of a radio station lobby with a pretty young lady . . . as the station owner entered with friends dressed in tuxedos and evening gowns.

The suave executive completely ignored the nude couple in the lobby and proceeded to point out the trophies the station had won and proceeded into the record library to show his cronies where the hits were kept.

- 5. Of course, we can't forget the "WKRP" incident that really did happen at one of the country's fine radio stations when they did drop turkeys from a helicopter in a contest . . . not realizing that turkeys cannot fly.
- 6. How about the DJ who was cavorting with the wife of a man done in by gangsters the night of the cavort? After learning of the murder the next day, he refused to come out of the station for a week.
- 7. On St. Patrick's Day, a newsman painted a certain part of his anatomy green, then took it out to show the morning deejay his bit of Old Ireland with bogus enthusiasm. Unfortunately, a group of unsuspecting girl scouts was touring the station that morning.
- 8. And who can forget the sportscaster who was recreating a baseball game when the wire service broke down. The announcer had been guzzling beer all during the broadcast and realized he couldn't take a long enough break to go to the john ... so thanks to his amazing ingenuity, he tinkled in the wastepaper basket . . . commenting on the air that indeed a sudden rainstorm had developed in that baseball city, and you could actually hear the raindrops pounding on the tin roofs over the dugouts.





#### ABC Edges CBS In 1980's Tightest Race

The ratings competition is getting truly fierce as the end of the **Nielsen** season approaches (two weeks left). In the week ending April 5, ABC edged CBS by just one-tenth of a point, 19.2 to 19.1, and the seasonal standings are a virtual dead heat. NBC fell by the wayside as the two leaders battled it out; the third-place network earned a 14.9 average rating.

Another of CBS's enduring stalwarts was the ratings leader — "MASH" squeezed by ABC's "Three's Company" for the top spot. ABC boxed the other networks into a corner on Monday with its championship fights finishing third (although CBS scored some strong Monday numbers as well). "Dukes Of Hazzard" (CBS) was fourth, followed by 5) "Flo" (CBS) in a strong second showing 6) "Alice" (CBS) 7) "60 Minutes" (CBS) 8) "Taxi" (ABC) 9) "The Jeffersons" (CBS), and 10) "Real People" (NBC's Ione top 20 entry).

Going into reruns, "Dallas" (CBS) mustered an 11th place spot, followed by 12) "Vega\$" (ABC) 13) a tie between "Lou Grant" (CBS) and ABC's "Love Boat" 15) "Trapper John MD" (CBS) 16) "Charlie's Angels" (ABC) 17) "WKRP in Cincinnati" (CBS) in a strong comeback 18) "20/20" (ABC), and 19) a tie between ABC's "Barney Miller" and "Benson." CBS had 10 shows in the top 20 to ABC's nine and NBC's one.

NEW TV VIEWING RECORD: There are only 24 hours in a day, so this trend has to stop somewhere, but the average time spent watching TV in the typical American household just went up again, according to a Television Bureau of Advertising study. The average is now seven hours and 22 minutes a day, up two minutes from last year's figures, and representing slightly over 30% of the day (and night).

MUSIC ON TV: Melissa Manchester, the first artist in Oscar history to have recorded two nominated movie themes in the same year (themes from "The Promise" and "Ice Castles"), will perform both songs in their entirety on the awards telecast April 14, another first . . . Bernadette Peters guests on the "Tim Conway Show" April 26 . . . Jose Feliciano is on "American Bandstand" April 12, the "Tonight Show" April 16, and "Mike Douglas" April 17 . . . Tommy James joins "Merv Griffin" April 14 and "American Bandstand" April 19 . . . And Sha Na Na's syndicated series has been renewed for a fourth 26-segment season. And finally, the Specials appear on "Saturday Night Live" April 19.

#### NOTEO SOOPE:

CAPITOL TO ENTER HOME VIDEO MARKET: Capitol Records has announced its intention to enter the home video market beginning in June by marketing Thorn-EMI's video product in the U.S. Capitol's initial release will include approximately 25 feature films from the EMI movie library, a videocassette of the Knack live at Carnegie Hall, and as previously reported, Marty Balin's video "rock opera," "Rock Justice." All titles will be available in Beta and VHS, will be distributed through Capitol's present marketing network, and will retail for about \$50 ... NBC DEBUTS VIDEO DIVISION: Following similar recent announcements by CBS and ABC, NBC has formed NBC Enterprises, a new division which will represent the firm's entrance into the new communications technologies. The newlycreated division will be headed by Mike Weinblatt, most recently head of NBC Entertainment . . . SHEP GORDON FORMS VIDEO PRODUCTION FIRM: Shep Gordon has announced the formation of Alive Video Inc., a subsidiary of Alive Enterprises, Gordon's management firm. Alive Video will concentrate on producing prerecorded software for the home video market and, while the firm was involved in the production of Gordon client Blondie's "Eat To The Beat" videocassette, in which the LP's 12 tracks served as the basis for 12 video vignettes, Alive plans to produce non-musical video programming as well . . .

#### **ERR WAVES**

#### BY BOBBY OCEAN



# Our Singles GET ALL THE BREAKS!

FAGLES
"I Can't Tell You Why"

INDA RONSTADT
"Hurt So Bad"

EIL & ARA

EDAKA

"Should've Never Let You Go"

ROBBIE UPREE
"Steal Away"

THANKS TO ALL PARALLELS!



"Through a more thorough knowledge of your target group you'll be able to score ratings successes."

## Dig Deeper Than Demographics

The Arbitron demographic cells are the endall and be-all for radio sales and programmers, right? Wrong. There are significant stories that can—and should be derived from more of an in-depth look at your market and your audience. Through a more thorough knowledge of your target group's lifestyle and concerns, the better the chance you'll be able to score ratings successes.

#### Concern About Budgets, Politics

A recent article in The Wall Street Journal caught my eye because it touched on what I'm getting at. The tone of the article dealt with the concerns of young adults, 18-26. The Journal's research showed that contrary to an image of being young and carefree — with implications for radio preferences inherent in that image — the young persons had deep frustrations, questions about the future, and were looking for leadership.

How does this affect you, the broadcaster, as well as the music industry? The implications are numerous:

- 1. Some, perhaps most young adults are finding that there are a lot of serious economic concerns on their minds. How does this affect their attitude towards radio do they listen as much as in the past, and what do they want to hear?
- 2. What type of music is best to play given the mood of our nation? Is escape the thing or should records deal with the harsh realities and frustrations of today?
- 3. When you consider news and public affairs aspects of your programming mix, do you know how the audience in your community feels about certain issues like politics, inflation, consumer issues, etc? If you don't, maybe your public affairs and news information is a tuneout factor, as much so as a burned-out record.
- 4. Finally, how do you position your station in a sales situation? Just the broad Arbitron demos don't really tell an advertiser anything qualitative about your audience. You need to take the pulse of your target audience frequently, to better know who listens, then convey that message to advertisers.

## Market Research = Programming Feedback

Let's examine the above four points to see how you can and should go beyond Arbitron to program and sell your station better. In order to tap the mood of your marketplace and target audience you may want to consider marketing research. Items such as focus groups, telephone surveys, or on-the-street interviews may be utilized. Once you have properly done your homework in this area you might then have some answers to these four points of interest.

In each market the economic situation is different. If you live in Houston or Denver or San Antonio you might not know there was a sour mood in the country. However, if your station is located in an area of high unemployment, little affluence, serious layoffs, the attentiveness to radio is likely to have been affected. At Arbitron we found that response rates dropped whenever an atypical event took place in proximity to the survey. Perhaps that is the public's way of telling us that in times of ongoing crisis radio listening is atypical. If a station does not know how attitudes and perceptions, as well as radio habits, may be changing, that station may wake up rudely when the next Arbitron radio market report comes out.

#### Music, Playlist Impact

One of the more interesting aspects of the Journal article was the subhead "Yearning For The Good Old Days." While the article generally was looking at attitudes with regard to political issues, it brought to mind what the feeling of radio listeners might be about prior music. If persons who make up a significant segment of the AOR and Top 40 audiences are harking back in their relatively short past, does that mean stations appealing to this target demo ought to inject more gold into rotations? If so, how far back in musical history does a station go in selecting the right music from earlier times? You might think that music from the late sixties, early seventies would be the best to add - but do we need more music influenced by a major crisis (Vietnam) in this day and age? You need to research your market to find out the answer in your area.

#### **News Coverage Importance**

Many programmers and GM's forget that news and public affairs is an important part of any on-air sound. What does the listener in your target demo want to hear on your newscasts? The ability to answer intelligently that question can go a long way to adding to your chances for success in the numbers. Also, besides content information, you also need to know how often people in your community want to hear news and public affairs, and if that amount differs by daypart. Does a real estate show that goes over well on the weekend also guarantee a hit during the week? Are time and money-saving tips useful to your audience if so, what major areas of interest are there, and when does the audience want this information showcased? By the way don't forget to advertise to your target listener the fact that he/she can get useful information from your station.

# Q&A

We received many queries regarding the comparability of the 12+ Arbitron estimates shown in R&R and the 12+ Mediastat figures printed.

The sets of overall share figures for the two rating services are not comparable. The major reason is that the Arbitron data is for the total week, Monday-Sunday, while Mediastat's is for Monday-Friday. Unless a client specially requests it, Mediastat surveys don't cover the weekends

#### Week In Review

#### **RAB Goals Committee Meets**

The RAB Goals Committee met recently with officials from RAM Research. According to RAB Vice-President Dick Montesano the committee was generally satisfied with the tone of the RAM presentation. GOALS has asked RAM for additional information with regard to certain methodological questions — how does RAM's one day diary cume compare to the weekly cume in the Arbitron system, for example — and RAM will keep the dialogue going by getting back to the committee on these questions.

RAM President John Patton was in New York this past week speaking to Broadcast Rating Council officials. RAM hopes to nail down the final details soon on a BRC audit of the ratings firm's procedures.

#### **Birch Picks Up Additional Support**

The Birch Report, monthly ratings analyses generated by former radio programmer Tom Birch, has acquired more support in the Rochester market. Approximately a dozen stations—all the members of the local broadcast association—have just signed with the Birch service. This brings to 130 the number of stations served by the Birch Report.

#### How To Sell This Data

A station considering investing in market research to delve into the previous points must ask itself what is the payoff? Can we sell this information as well as enhance our programming with it?

The better your ability to address the three earlier areas of concern, the better your numbers should be in the local Arbitron. But the Arbitron demos won't tell the entire story. You may need to set up an education process in your market working with ad agencies and advertisers - to have them realize that going deeper than just the book is useful in many cases. Sometimes an advertiser is served well if he/she knows that one station has an audience made up of listeners who are positive, affluent, optimistic people - more likely to buy or spend some of the discretionary income. Another station may have better gross numbers but its listeners may be of a lower socioeconomic status, may have concerns about whether or not they will have a job next week, and as such may not be as receptive to a commercial for hot tubs or some other superfluous item.

When selling news sponsorships, your research on what your listeners want to hear — and can get from your station — may help to lock up an order. Specialty news features can often generate sponsors interested in talking only to an audience with a particular interest in certain features or news items. Sports coverage, auto repair and maintenance, and grocery shopping and cooking tips are examples of items that your listeners may want — and that can generate ad dollars to support the effort.

#### Rest Of The Iceberg

Bottom line of the above thesis is that there is so much more than you need, in these crazy times, to know about your audience than what the Arbitron demographics tell you. Properly researched and with the correct follow through, your station can know more about itself than it ever will from the Arbitron. At the same time you can also have better success in the Arbitron, and better sales to boot.

— Ihan Hiber



Pictured left to right are: Kim Wallace, President of Wallace & Washburn; Harry Washburn, Chairman of Wallace & Washburn; Frank Stanton, President of Simmons; and Ed Barz, Senior Vice President of Simmons.

# Wallace & Washburn and Simmons combine talents

Wallace & Washburn, the Boston-based marketing firm, announced it is combining forces with the Simmons Market Research Bureau, Inc., to roll out the Wallace & Washburn Report nationally.

#### **Programming and Sales Data Provided**

The report, an annually syndicated media study, provides radio programming and qualitative sales information on a station-by-station/market-by-market basis, as well as qualitative data for local print media and television stations.

#### Simmons' Role

Effective immediately, Simmons will conduct all fieldwork and produce the reports for Wallace & Washburn. In addition, the Simmons sales force will represent the report to advertising agencies and media as reports become available in each market.

#### **Accelerated Expansion**

Concurrently, Wallace & Washburn will spearhead an accelerated expansion of the report into the top 30 markets—15 during

1980, including Boston, New York, Los Angeles, San Francisco, Chicago, Philadelphia, Washington, D.C., Detroit, Pittsburgh, Cleveland, Dallas/Ft. Worth, St. Louis, Houston, Minneapolis/St. Paul, and Miami.

To date, 36 radio stations in New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco and Detroit have subscribed to the study with representation by NBC, CBS, ABC, RKO General, Blair, Century, and Metromedia owned stations.

## Agency Acceptance; National Recognition

According to Kim Wallace and Harry Washburn, both former New York "packaged-goods" marketers, "Response to the Simmons tie-in has been excellent at all levels. The stations recognize that the qualitative sales data will have greater advertising agency acceptance with Simmons behind it. Simmons' solid reputation, and their 250 agency clients, means the Wallace & Washburn Report will receive national recognition immediately.

#### **Not Another Rating Service**

Agencies appreciate the fact that this is not another rating service. Instead, the Wallace & Washburn Report is providing rich additional data which adds another dimension to the media decision process."

Simmons Market Research Bureau, Inc. is best known for its work in the magazine field where it measures audiences of 138 magazines with coverage of over 500 categories of products and services.

Prior to starting their own market research firm 4 years ago, Kim Wallace and Harry Washburn were on the marketing side at major New York and Boston advertising agencies including Benton & Bowles, Norman Craig & Kummel, SSC&B, and Humphrey Browning MacDougall.

For more information contact Kim Wallace or Harry Washburn at: WALLACE & WASHBURN INC., 118 Newbury Street, Boston, MA 02116 (617) 262-5978

# WITATIONS STATIONS COMMONS

KRLA 12-7-2-2
WPGC 30-20-18
KFI deb 23
KHJ 20-16
CHUM 27-20
Q107 deb 17
96X 25-10
WIFI add
WEFM add 24

# Willing.

# Brad Messer



#### Found! Man Who Gives A Damn!

A few years back I worked with a PD who was impressively effective. I won't use his name. He had a staff meeting. Got himself worked up as he ranted about 65-second spots, missed PSA's, log mistakes, and sloppy production. Blood veins began lining his temples with harmonic tremors as he built up pressure, spewing anger about late people, sick people, drugged people, people who didn't give a damn how things went. Climaxing his righteously-indignant tirade he unleased a powerful bolt of silence, spread his arms, raised his eyes toward the ceiling as if God were somewhere in the light fixture and screamed, "Where-are-the-people-who-care?"

Heck of a meeting! Everyone was impressed with his intensity and left the room determined to do a little better lest he physically attack. (Not long afterward the same PD staged a staff meeting at a sister station and went through the very same act, including the closing line. He must have thought it had a neat effect.)

Well, unnamed PD of days gone by, I think I may have finally found the person whom you've been seeking all these years. The man who really cares. But he's not in radio. He's in a jungle:

Agence France-Presse

MANILA, Philippines — Japanese searchers have found positive traces of a Japanese Army Sergeant be-

lieved to still be hiding out in Philippine forests 35 years after the Japanese surrender in World War II. The search team said they left handwritten notes in Japanese in a small hut on a high mountain peak, asking the Sergeant to surrender and return to his family.

Now there's someone who obviously cares. He hasn't even been paid in 35 years and he's still in there doing his job. Doing it admirably and effectively, too. He had the Allied Forces so intimidated they haven't dared attack his mountain in ages. He is ever loyal and determined, although Tojo never sends replacements, makes him work weekends and never promotes him.

When that man finally decides to hang 'em up and return to civilian life, he might enjoy a second career in radio broadcasting.

He would continue to enjoy working with 35-year-old equipment, and could easily remain on the schedule of promotions to which he has long been accustomed.

As I think about some of the similarities, my imagination begins to do its distraction. I see myself on that Philippine mountain peak squatting on the dirt floor with my hutmate Sgt. Nakahara.

We are talking about the Good Old Days, gazing out the hole in the wall that serves as a window. I am idly recalling to Sarge how I never had a window when I worked in radio, and he chuckles as I bemusedly explain how we had to have information relayed in so we'd know if it was sunny outside.

It is a typically balmy, tropical afternoon. I talk of radio newsrooms, he talks of Tojo and Tokyo, and we fall into a long silence as we try to remember the last time we were given a raise in pay.

#### Rip 'N' Read Lincoln

#### Lincoln, It Really Was A Plot

MONDAY, APRIL 14: No question about it. It was a conspiracy. 115 years ago this evening President Abe Lincoln was shot at Ford's Theater in Washington, D.C., and simultaneously Secretary of State W.H. Seward was Bowie-knifed at his home. Seward recovered. Lincoln died the following day. Nine people were accused of the conspiracy. Three men and a woman were hanged for it.

The custom of the U.S. President throwing out the first ball began 70 years ago, as Taft inaugurated the 1910 pro base-

Pete Rose is 38. Loretta Lynn is 45. Tony Perkins hits 48, Rod Steiger is 55.

#### Tax Money Into The Pit! (Or) I Gave At The Orifice

TUESDAY, APRIL 15: I know we'd all be happy to pay our taxes with a smile . . . if the IRS didn't insist on cash. Tonight reporters will interview people lined up at the post office with last-minute returns, and their comments will be spliced into bright little montages for AM drive.

San Francisco was incorporated 130 years ago today. Roy Clark is 47.

Survivors of the sinking of the Titanic said yes, it really was a case of "women and children first" into the lifeboats. But there weren't enough lifeboats for everyone when the ocean liner struck an iceberg and sank, in the pre-dawn dark 68 years ago this morning. (Details in last week's column.)

#### But His Pilot's License Would Be Expired

WEDNESDAY, APRIL 16: Powered aviation really hasn't been around long. Wilbur Wright would only be 113 today. And in the Alive category we have Kareem Abdul-Jabbar, who can reach pretty high himself, having his 33rd birthday. Bobby Vinton is 45. Dusty Springfield is 41. Jimmy Osmond would be draft age, which is 17 is we had one, which we don't.

Down in oil refinery country the people of Texas City, TX can recall the fiery explosion of the ship "Grandcamp" 33 years ago today. 510 people aboard and ashore were killed and more than 3000 injured (1947).

#### The Bay Of Pigs Attack

THURSDAY, APRIL 17: 19 years ago tonight Cuba was attacked by 1500 people who had been trained by the CIA. Roughly 1200 were rapidly captured by Fidel Castro's people at the Bay of Pigs. That was in 1961, about four months after the U.S. had denied a wild claim by Castro that we were planning an invasion. Prisoners captured at the Bay of Pigs were held hostage in Cuba a long time. While they were there the Berlin Wall was built, the ICBM was perfected, our Vietnam "advisors" began carrying guns, two Americans were shot into space and the Cuban Missile Crisis came and went. When a \$50 million ransom was paid they were released, just before Christmas 1962, twenty months after capture.

Today's the 16th anniversary of the first Rolling Stones album release.

Harry Reasoner is 57.

#### The Great San Francisco Earthquake

FRIDAY, APRIL 18: There hasn't been one that big since. 74 years ago an (estimated) 8.3 earthquake snapped through San Francisco, igniting fires that burned three days. Although many people died in falling buildings, most of the 452 casualties were fire victims. (Which reminds me of John Leader's explanation of why he likes living in Los Angeles: "I can't stand the idea of missing the Big One.")

Albert Einstein died 25 years ago today at age 76. President Carter's first Energy Problem speech was 3 years ago today. He asked Americans to wage the "moral equivalent of war." To me it seems more the financial equivalent, at the gas pump.

The midnight ride of Paul Revere was 205 years ago tonight (1775). Gene Autry recorded "Back In The Saddle Again" 44 years ago in 1936.



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FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 81/7 Moves: Up 51, Same 20, Down 3, Adds 7, WFBL, BJ105, WOHO, WIGY, FM99, KDZA, KBIM, 233 28:24, 94Q 14-10, KDWB 18-13, WZUU 8-6, KIMN 20-15,



**Produced by Guy Stevens** 



CLASH "Train In Vain (Stand By Me)"

# TOURISTS "I Only Want

Produced by Tom Allom

#### Others Getting **Significant Action**

TOURISTS "I Only Want To Be With You" (Epic) 14/11 Moves: Up 0, Same 3, Down 0, Adds 11, WIFI, WHFM, WFLY, KJ100, WVIC. WIGY, WXIL WFOX, WFLB, KSLY, KBDF.

**NEW & ACTIVE** 

CLASH "Train in Vain (Stand By Me)" (Epic) 90/15 Moves: Up 48, Same 27, Down 0, Adds 15 including WPEZ, WGCL, KOPA, WTRY, Y95, WQRK, KYNO-FM, KENO, WIFI 10-7, CKGM 16-11, KUPD 17-10.

On Epic Records

# Media Marketing\*

## **Setting Advertising Objectives: Part II**

ast week I discussed the general philosophy of formulating advertising objectives. In this week's column I would like to show you a specific approach to setting advertising objectives based on market research. The approach I'll be discussing relies on the hierarchy-of-effects notion I introduced last week. The basic idea is to determine what proportion of your total potential listener market has passed through each of the steps in the hierarchy and then use this information to decide upon the most fruitful advertising approach.

#### **Total Potential Listeners**

he total potential listener market is defined on the basis of station programming and marketing goals — most typically, some demographic segment is being sought, such as 35-49 years old males. However, the total potential market can be defined in any terms you wish — e.g., demographic, psychographic music preferences, or some combination of the above. As shown in the diagram, the total potential is 100% of your desired market, by definition. This potential market forms the population to be studied via market research. In the market research effort, you will attempt to assess the levels of the remaining steps in the hierarchy shown in the diagram.

#### **Awareness**

fter screening potential survey respondents to determine that they are indeed members of your potential audience, the first question to ask would be designed to determine if they are aware of your station; e.g., "which local radio stations can you name, either by call letters or dial position?" Alternatively, you could use an aided recall question which asks the respondents to respond to a list of stations; e.g., "Which of the following radio stations have you heard of before?"

	Yes	No
WAAA		
WBBB		
WCCC		

Remember, the aided recall question will always give you higher levels of awareness than the unaided recall form of the question. You may wish to use them both (always with unaided preceding aided!) in order to determine the differences in results. The percentage of the sample of respondents who state that they are aware of your station constitutes the second step in the hierarchy. The hypothetical results shown in the diagram indicate that 80% of the station's potential listeners were aware of the station.

#### Attitude

he next item of interest in the survey is the attitude which potential listeners hold toward the station — i.e., do they like it or dislike it? Station attitudes can be determined via the following question.

"Based on everything you know or have heard about WXXX, how do you feel about listening to that station?" (read choices)

I like it very much	
I like it a little	
I'm neutral toward it	
I dislike it a little	
I dislike it very much	

The percentages of respondents who indicate that they like the station "a little" or "very much"

100%	<b>Setting Prom</b>	otional Objectives	Potential: Aw Aware: Favor
Total Potential	80%		Favorable: In
Listeners Aware Of 70% Station Favorable Attitude	Intend: Liste		
		Once: Regula	
			Intend To Listen
	erarchy-Of-Effects F		

would be added together to form the hierarchy step of "favorable attitude" shown as 70% in the diagram. Thus, for our hypothetical station, virtually everyone who is aware of it is favorably predisposed to it. So far, so good.

#### **Intent To Listen**

The next step in the hierarchy is intention to listen to the station, which can be assessed as follows:

"During the next week, how likely is it that you will listen to WXXX at least once?"

Very likely	
Somewhat likely	
Somewhat unlikely	
Very unlikely	

Notice that the intention question specifies a time period within which the listening is to occur, which helps the respondents to reflect more accurately on the true possibility that they will actually tune in to the station. Leaving the question vague with respect to time will lead to greater inaccuracy in response. Turning to our hypothetical results again, we find that fully half of the total target market intends to listen to the station. This reflects the fact that many people who are favorable to this station may not be interested in listening to it just yet — they may have another station which they like even more. Hence a 20% drop (from 70% to 50%) from attitude to intention is not surprising.

#### **Listened At Least Once**

he next item to be measured is actual listening behavior, as reported by the respondent. Here, the following question is useful:

"During the past week, did you listen for at least a few minutes, to WXXX?"

Yes	
No	

This question can be viewed as a sort of a measure of weekly "cume" among your target listener audience. It also is an assessment of the "conversion power" of the station — i.e., how well do you convert favorably disposed potential listeners to actual listeners? Our hypothetical results in the diagram show a big drop between intentions and behavior, a common occurrence. People often don't do what they intend to do, and therefore need a little "nudging" in order to fulfill their listening plans.

#### **Regular Listening**

he final step in the hierarchy, regular listening, is the ultimate goal. It can be thought of, roughly, as a way of characterizing average quarter hour share. If you have a solid base of regular listeners, then your average quarter hour share should reflect this. Within the survey, regular listening could be measured via the following question:

	"How often t	o you listen to W	"YXXX		
	Every day				
	5-6 days/wk				
	3-4 days/wk				
	1-2 days/wk				
3.8	Less than one	ce a week 🗆		50,0450	
/es	Potential:	Aware	=	100:80	= 1.25
	Aware: Far	vorable	=	80:70	= 1.14
	Favorable:	Intend	=	70:50	= 1.40
	Intend: Lis	ten Once	=	50:20	= 2.50
	Once: Reg	ular	=	20:10	= 2.00
	50%				
	Intend To Listen				
		20%			
		Listened Once		10	%

("Cume") ("A Q H")

Listen

Regularly

To be more precise, you could ask the respondents to estimate the amount of time they have spent listening to the station in the past week, but the above question should work for most purposes. All respondents checking one of the top two categories would be designated "regular" listeners — only 10% for the hypothetical station shown on the diagram.

What Can You Say?

ased on the results of the survey, a diagram like the one shown can be constructed. Selection of the advertising objective, or deciding what you want to say to the market to get them to listen to the station, then by computing the ratio between each adjacent pair of steps in the hierarchy. These computations are shown at the top of the diagram for our hypothetical results. By examining the computed ratios, the most appropriate advertising objective can be selected — i.e., the highest ratio. The highest ratio represents the biggest percentage drop from one step in the hierarchy to the next, and thus indicates where you need to beef up your promotion in order to move greater numbers of folks towards regular listenership.

s shown in the diagram, the largest ratio in our hypothetical results is between intention and listening once. In other words, the station needs to engage in a promotion which will help "convert" intenders to "triers" of the station. This might be accomplished via increased advertising in other media or by running a contest and advertising it in media which hit the target audience.

he next biggest ratio in the example is between listening once and regular listening, indicating that the station may need to revamp its programming to keep more listeners around for longer periods of time. Or, the station may simply need to remind its listeners of all the benefits it offers — i.e., advertise, not in other media, but on itself. Be self-serving — tell your listeners how good they have it and how much they would miss out on by failing to listen to your station regularly.

ext week, in the final installment of this mini-series on advertising objectives, I'll give you some pointers on the more detailed copy points your advertising should address to help achieve the desired objective.

-Dr. Richard Lutz



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# **TOP-40**

# John Leader

PROGRAMMER'S NOTEBOOK

# The Air Personality

If music is the most important thing on your radio station, then the air personalities are a very close second. The people who talk on your station, whether they talk a lot or a little, help to shape the sound and image your outlet projects to the listeners. As a programmer, perhaps one of the most difficult tasks you face each day is dealing with those six or seven individuals who make up your air staff.

This week we take a look at how three separate programmers deal with their jocks and how the approaches differ by market size and philosophy.

#### **Training Ground**

Steven Alan MacKelvie is the manager of KRLC/Lewiston, ID, and he keeps a very close watch over his radio station, his PD, Moe Holland, and his jock staff. Remembering that Lewiston is a smaller-sized secondary market, very often the jocks that work for KRLC are in

ing warm or projecting sincerity, things like that. Getting the staff to perform up to my standards is not particularly difficult, since they were all hired because they were capable of sounding good in the first place. Our critique sessions are just professional maintenance meetings, where I try to reinforce what the guys are doing on the air."

#### Motivation

Todd Chase of JB105/Providence feels that when a jock gets to the level of a major market, such as Providence, critiques are no longer necessary. He does not sit down and go over airchecks with his staff because he doesn't feel that they need that kind of input.

"I don't feel it's very important for me to go over an aircheck point-by-point with a jock. The staff here knows what to do . . . format is not a problem for them and, since we really are a personality station, I am not about to encourage all of them to sound alike. In fact I don't want them to sound alike. I encourage their differences and feel that they are even more valuable to this station because they all sound different within their own shows.

"I will on occasion make general recommendations

"One of the big problems with announcers who have not had the benefit of several years of on-air experience is that they don't know when to stop talking."

need of more frequent attention. Steven told me, "Moe and I go over airchecks with the fulltime jocks at least every other week. The staff can aircheck themselves every day, if they want to, using a skimmer cassette system we had installed in the control room. Moe sits down with our weekend people every week because they are less experienced and need more work. The kinds of things we talk about are seldom format problems. Our staff knows the format and that is never a big problem. We usually spend our time trying to get the jocks to economize with words and ideas. In a market situation like Lewiston, where we are trying to appeal to a very wide demographic, it's important that the jocks don't sound too specific in their appeal. By that, I mean their music mix has to be considered as well as their deliveries. One of the big problems with announcers who have not had the benefit of several years of on-air experience is that they don't know when to stop talking. They see a 24-second record intro and think they have to talk for 24 seconds. It's also difficult for them to limit their ideas to one per set. Probably the biggest thing we stress in the critiques we do with the jocks is economy of words . . how to say something better, getting the same point across without wastand logical presentation of thoughts or not trying to jam three separate thoughts into one break. Our jocks are ambitious and they want to talk. That's good and we don't discourage that as much as we try to direct and manage it.'

#### **Professional Maintenance**

Stepping up a bit in market size to Nashville, I spoke with KX104 PD Michael St. John, who still uses the critique method with his jocks, but approaches it from a different angle.

"About once every three weeks I will actually sit down with each jock and listen to a recent aircheck. We don't go over every single break set by set, but we'll usually listen to three or four sets and then have a discussion on how he's sounding. I try to be very careful about who I hire for the station, and since we've only had one full-time opening in the last year, that care seems to have paid off. Basically, if you can bring a jock into the station who understands what the station sound is all about, then you're that much further ahead to begin with.

"I find that the people who work at KX104 have enough experience to know the difference between what sounds good and what doesn't, so I'm not spending a lot of time critiquing the basics. We talk more about things like sound-

to the jocks. I'll say, 'You sound too up,' or 'You sound redundant,' at which time I'll ask the guy to aircheck himself and listen back to it. That usually works wonders with our staff because they know what they're doing and when they listen back to their own airwork, they can spot the problems.

"There is another technique that I think works better than regular critiques when dealing with the staff — meetings. We try to have one general jock meeting a month and just go over whatever needs attention. If we're running a particular promotion or contest, whatever needs some general discussion, we'll talk about it. It also gives all of the jocks a chance to talk about production problems and anything else that might be bothering them.

"You know, I used to feel that having jock meetings was imposing on their free time, but they really seem to want to have them, and I think it's a really strong psychological thing for us all to get together regularly and air our beefs."

#### The Couch Technique

It's interesting to note that the amount of regular attention paid to critiquing the jocks varies with market size. When you think about it, that's just as it should be, because as a jock gains more experience, the amount of time you, as a programmer, should have to spend going over details with him should diminish. Part of the maturtion process of becoming a professional air personality is knowing what's right and wrong and how to present what you want to say.

In dealing with jocks it's best to keep in mind that each one is an individual. Basic psychology says that people are different, and it follows that different people will respond to criticism in different ways. What you might say to one jock could not necessarily be said to another in exactly the same way even though they both might have a similar problem. But sometimes knowing that people must be treated differently in order to get similar results only creates an additional problem.

By trial and error you should be able to determine just what techniques will work for you as you deal with your staff. Some jocks really respond to the critique method. Others react very negatively to it, but might prefer just general discussions about their work. The point is, even without several years of psychological study, you can find what will trigger the response you seek simply by taking the time to deal with your jocks as individuals.

A program director is, by necessity, a lot of things.

He must be creative, logical, accessible and, perhaps most importantly, sensitive to those around him. The ability to keep six or seven individuals sounding their best every day and at the same time have them all following a generalized course of action can take up a lot of any PD's valuable time. The key, as Michael St. John pointed out, is first to select your staff carefully. A lot of potential problems can be eliminated if you hire the right people in the first place. Secondly, the motivational techniques that work best for the individuals you do hire should be determined by you, the programmer, and remembered for future use.

An air personality is a very important part of your station's sound, and you must take the ultimate responsibility for that sound. Walking the fine line between "friend" and "boss" can be difficult in the PD-jock relationship, but it must be done. Above and beyond a well rounded knowledge of programming, all the successful PD's I know share the ability to deal with people. When dealing with jocks you almost have to be one part babysitter, one part parent, one part cheerleader, one part brother or sister, and five parts psychiatrist, but when you get a strong staff all sounding great, the multi-part investment of time is always worth it.

Perhaps this is an oversimplification, but it's still a good rule of thumb when dealing with talented professionals: people generally perform better when they feel like they're working with you as opposed to for you.

# The Case Of The Hidden Hawaiian Vacation

The rain beat a steady staccato on my fifth floor window. In the distance the steel gray Pacific threw repeated punches at the battered shore. Jack walked into my office with the daily mail delivery, and I shuffled through it absent-mindedly, all the while wishing the rain would stop.

Then something in the stack of correspondence caught my eye. In a flash of my stainless steel letter prong I had the small package open. It was a cassette tape with a letter from KYUU/San Francisco. I read the letter to myself; "There's always a big reward for solving a Montgomery Street Mystery. In this case, It's a Hawailan vacation for two. Listen closely with your cohorts to this cassette as Montgomery Street investigates the crime. Then tell us who, what, where, when, why or how to solve it. Put your solution on a sheet of business stationary and send it to KYUU. If you're right, your name goes in a hat from which a winner will be drawn."

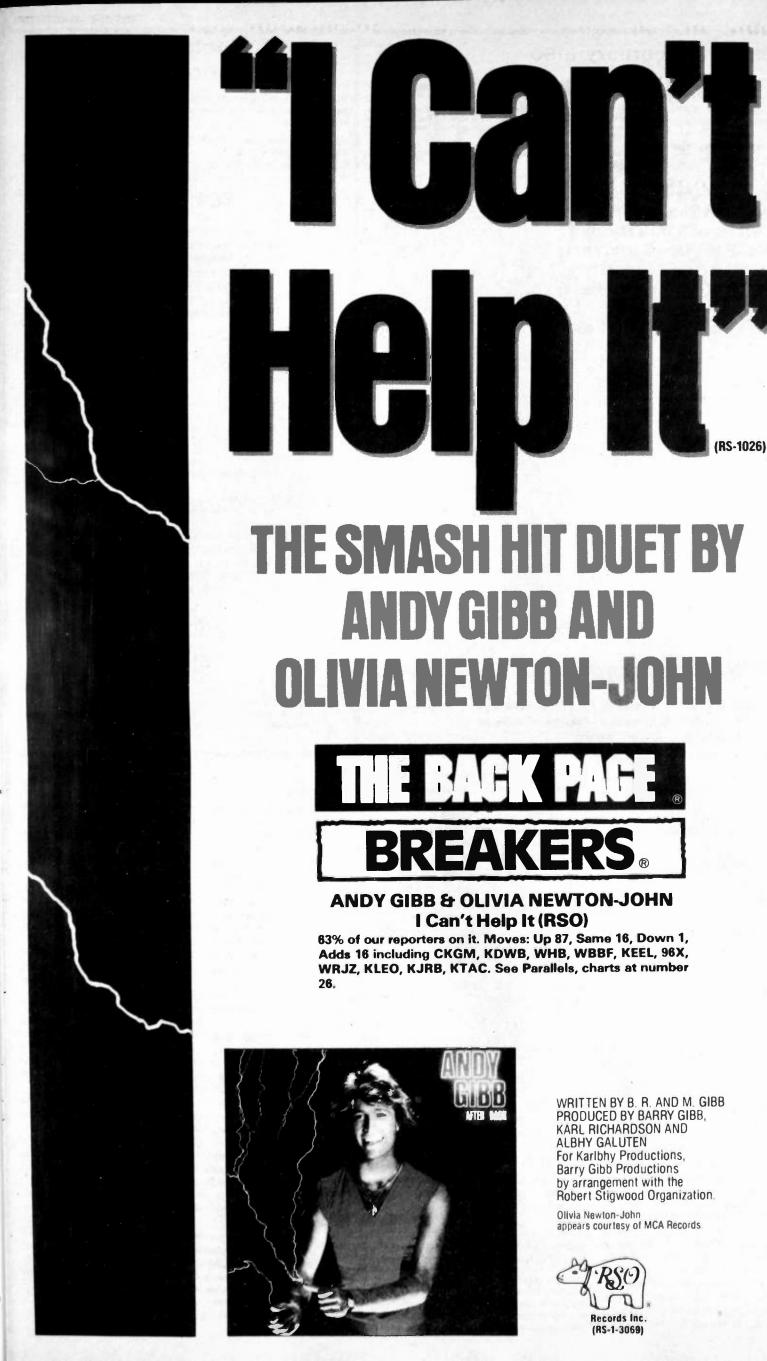
The letter explained that KYUU was airing the Montgomery Street mini-mysteries for its listeners during April, and that all the daily winners names would go into a drawing for a 1980 Mercedes 450SL (just like Montgomery Street's car!).

But what about me? If I were to get out of this town of broken hearts and shattered dreams, I had to solve the mystery. My trip to paradise was as close as my tape recorder. I slipped the cassette into my machine, lit up a Lucky, took a deep drag, and leaned back to listen. As the mystery unfolded I made a few notes. This was not going to be easy, but growing up in the Midwest, I knew that good things never came easy.

I rewound the tape and listened again. I checked my notes for a possible clue and the paper stared back at me like a starless night. KYUU's clever attempt at trade publicity for its big contest had me stumped. Sure, I wanted out of L.A. bad. It was still raining. It seemed like it had been raining for years, and my chance for a trip to Hawaii depended on solving this case.

There was only one thing to do. I put the cassette in my battered briefcase and headed for the parking lot. I knew the weekend would give me plenty of time to go over the facts and try to grab the brass ring . . . besides, "Tenspeed And Brown Shoe" would be on Sunday night and I knew that would inspire me.

EDITOR'S NOTE: Mr. Leader has been spending a lot of time listening to the Montgomery Street Radio Mystery sent by KYUU, and he really is trying to win a trip to Hawaii. Personally, we hope he solves the case quickly, whether he wins the trip or not, just so he'll take off that stupid trench coat and get back to work.





#### January-February 1980

## **Advance Arbitron Results**

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Average Quarter Hour Shares are Monday-Sunday 6ammidnight, Metro Survey Area, 12+. Note: A bruker 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 run on-air survey announcements during the bank.

Advance figures supplied by subscribing stations and verified by Arbitron.

#### Houston

KRLY Vaults To 9.1, Market Lead;
Dethroned KMJQ Steady;
KIKK-FM Takes Good Jump;
KYND Drops Almost 2;
KILT-FM Gains In AOR Race;
Four Top 40's Down, KULF Up;
KODA Improves In BM Battle

	O/N '79	J/F '80
KAUM (R)	3.7	3.0
KCOH (B)	1.0	1.4
KENR (C)	4.4	4.0
KEYH (N)	2.3	2.6
KFMK (R)	3.0	2.2
KHCB (RL)	1.1	1.0
KIKK (C)	1.3	. 1.3
KIKK-FM (C)	6.6	7.8
KILT (R)	3.8	3.7
KILT-FM (A)	3.0	3.8
KLAT (S)	2.7	3.4
KLEF (CL)	1.6	1.5
KLOL (A)	5.4	4.6
KLVL (S)	.8	1.0
KMJQ (B)	8.0	8.0
KNUZ (C)	1.4	1.7
KODA (BM)	3.9	4.2
KPRC (N)	5.7	5.3
KQUE (PA)	4.2	3.2
KRBE (R)	4.5	3.9
KRLY (R/D)	6.4	9.1
KTRH (N)	5. <b>9</b>	6.1
KULF (R)	2.5	3.1
KXYZ (RL)	1.1	1.8
KYND (BM)	7.2	5. <b>3</b>

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.

#### Transit Strike

Continued from Page 1

services as a request line, so listeners could call with information on the best way to get from one point to another; and on-air mentions of car-pool areas, as well as updates on area high schools' hours of operation, which were staggered to facilitate traffic flow.

#### The Issues Behind The Picket Lines

One of the more unusual approaches to the situation was taken by Black-formatted WBLS, which supplied on-air coverage of the issues leading to the strike. Inner City Broadcasting National News Director David Lampel explained that not only was the inner city "virtually locked out of service" but also that a disproportionate number of the striking workers were black or Hispanic and that there were issues other than dollars and cents, such as disciplinary actions and warring factions with in the union which needed to be brought to the public's attention. To this end, the station conducted and broadcast interviews with union and city officials, then allowed listeners to call in questions via WBLS's "Newsline."

Several stations increased their traffic coverage, with WNBC. WXLO and WBLS all going to 'round-the-clock traffic updates. Similarly, WHN PD Ed Salamon

told R&R his Country outlet had been broadcasting a 24-hour rotating series of special traffic restrictions currently in force. Likewise, due to the lengthening of peak commuter times, a number of facilities, notably WNBC, WXLO, WABC, WNEW and WNEW-FM, widened their drive times and doubled their frequency of traffic reports as well.

#### **Increased Air Coverage**

Drive time air coverage also increased, as News outlets WOR and WCBS kept their 'copters airborne longer and Black-formatted WBLS chartered a plane. Meanwhile, WKTU, WYNY, and WNEW-FM relied upon what WNEW-FM GM Mel Karmazin described as "invaluable" traffic information supplied by Shadow Traffic, a recently established traffic news operation which provides either live or teleprint reports to 45 stations in the surrounding New York area.

While there were no reports of station staffers being greatly affected by the strike (most either living within walking distance or benefiting from impromptu living arrangements provided by the stations), few programmers foresaw an immediate end to the transit troubles. WXLO PD Don Kelly noted that wages had ceased to be the central issue, with the current impasse caused by state's Taylor Law, which holds strikes by public employees to be illegal, making them subject to a fine of two day's

pay for each day they are on strike. Naturally, the union would like to see the law set aside, as it would lose all the monetary gains the strike would bring. Meanwhile, the city is claiming the statute is out of its jurisdiction.

#### "A Marvelous Job"

However long the strike's duration, few programmers would disagree with WOR News Director Reg Laite's assessment: "It's just the kind of story that brings out the best in New York radio," said Laite, to which WABC PD AI Brady adds, "all radio stations are doing a marvelous job."

And for the listeners of AORformatted WPLJ, PD Larry Berger told R&R that the most common strike-related opinion expressed by callers to the station's
Sunday night talk show was for
WPLJ "to keep playing rock 'n'
roll to keep our spirits up." Those
sentiments seem to bear out WWRL
PD Bob Law's view that the situation is "more of an inconvenience
than a crisis."

TUNA TUNES IN TO BURNS — Mercury recording artist George Burns was Interviewed by KHTZ/Los Angeles morning man Charlie Tuna for his Weedeck "Inside Rock" syndicated show, with the interview scheduled for the company's "Country Report" program as well. Pictured (I-r) are Weedeck principal Ron Martin, Tuna, Burns, and Weedeck's Lloyd Heaney.

#### March 1980 Mediatrend Estimates

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

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

#### St. Louis

WWWK Up 5+ For Second; KMOX Drops 44; KSHE Up Nicely; WIL-FM In Slight Gain; KEZK Has Good Jump; KXOK, KSLQ Drop; Black KMJM Falls From Top 10; KMOX-FM Returns To List

	Jan. '80	Feb. '80	Mar. '80
KMOX (T)	25.5	28.0	23 4
WWWK (R)	6.2	8.0	13.1
KSHE (A)	R.B	10.1	11.0
WIL-FM (C)	5.0	8.0	8.4
KEZK (BM)	6.0	5.9	7.4
KXOK (R)	4.8	4.6	4.3
WRTH (BM)	4.2	4.1	4.3
WIL(C)	6.6	3.7	4.2
KSLQ (R)	3.8	5.4	3.9
KMOX-FM (A)	5.0	2.4	2.9

#### Cleveland

WMMS Rebounds For 3-Share Lead; WQAL Extends BM Lead Over WDOK; WERE Slides; Classical WCLV Leaps Into Top 10; WJMO Also Debuts; Dropouts: WZZP, 3-Share Loser WHK

	Jan. '80	Feb. '80	Mar. '80	
WMMS (A)	11.9	10.6	11.9	
WQAL (BM)	8.0	8.7	9.0	b
WDOK (BM)	6.6	8.1	7.9	
WERE (N)	8.5	9.1	7.6	
WCLV (CL)	2.2	2.4	5.6	
WGCL (R)	7.2	5.8	5.5	
WDMT (D)	2.9	5.5	5.2	
WGAR (PA)	6.8	4.9	4.8	
WJMO (B)	2.5	4.1	4.3	
WLYT (A)	3.5	4.5	4.2	

#### LETTER

Continued from Page 3

Floyd's "Another Brick In The Wall." The runaway best-seller of this year so far is Pink Floyd's "Another Brick In The Wall."

Neil said that "... fans don't need to buy the albums because they've taped it for free." This fails to recognize that a good reel of tape costs as much as or more than an album, and that a good tape deck costs far more than a turntable of equal quality. How does the term "free" apply to the consumer? Maybe the consumer isn't shelling out money to the record company, but the consumer is shelling out money.

Neil asked, "Why do we go along with a practice that is obviously self-destructive?" This fails to recognize that it was enthusiastic support from the record companies in the early 70's that spread the "Midnight Album Hour" concept into multiple stations in every decent-sized market in the country. And it fails to speak to the

companies do about it?" So long as stations pay their licensing fees, stations are free to program music selections in any way they see fit . . . including albums in their entirety. Any other view would raise serious First Amendment questions.

Maybe the poor quality of many pressions (which is notably com-

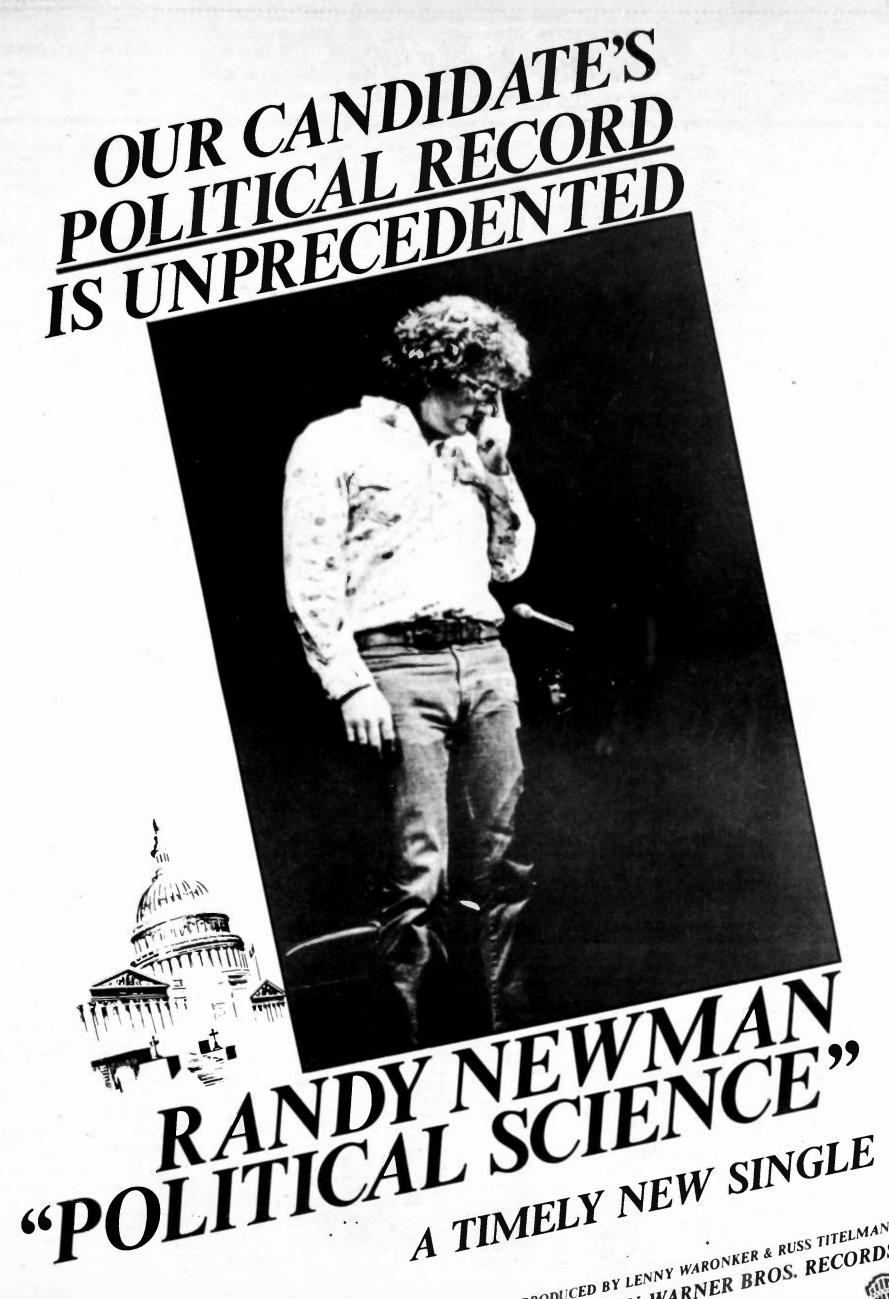
question, "What can the record

Maybe the poor quality of many pressings (which is notably compounded by the problem of counterfeits) has caused some people to prefer the sound they get from a radio station that can afford \$20,000 in audio processing and enhancement equipment in the line. Maybe hearing albums with one or two good cuts and a lot of fill (which has been more the rule than the exception the past few years) has caused people to be more cautious and to want to hear an entire album before they plunk down their \$7.

But when the sound is in the grooves, the people are in the stores and bucks are in the cash registers, regardless of how many times the album is tracked by radio. New releases by Billy Joel and Bob Seger further confirm this.

A contention that tracking albums means reduced sales is simply not supported by the most elementary review of the facts, and I hope that other programmers and managers will join me in refusing to allow radio to be made a scape-goat.

Bobby Christian Program Director WXKX/Pittsburgh



PRODUCED BY LENNY WARONKER & RUSS TITELMAN ON WARNER BROS. RECORDS

#### **EAST Most Added® Hottest**

J. Gells Band **Linda Ronstadt** Bruce Cockburn

Blondie **Christopher Cross** Bob Seger Billy Joe

# DDS&HOT

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.

WAPE/Jocksonville, FL

WAYS/Charloffe, NC

#### SOUTH Most Added. Hottest

Robbie Dupree Upps, Inc. Firefall **Gary Numan** 

Blondie Billy Joel Bob Seger

#### EAST

#### PARALLEL ONE 96KX/Pittsburgh, PA

Jay Stone BILLY JOST.
BDB SEGER
J GETLE BAND
HOTTOBE:
EAGLEB 2-1
JOURNEY 5 3
KENNY LOGGINS 15 12
CHRIS CROSS 22 17
BOZ SCAGGS 21-16

#### CHUM/Toronto, CA Brod Jones

Hottest BLOWDIE 2-1 CHRIS CROSS 9-4 EAGLES 15-8 UTOPIA 16 11 JOURNEY 20-15

#### CKGM/Montreal, CN

JIM CONNEH
AMBROSIA
AMBY 6 OLIVIA
PAT BEMATAR
RMACK
J GETLS BAND
HOTLORE
BLONDIE 1 1
EAGLES 4 2
MICHAEL JACKSOW 12-8
LIPPS 1 MC. 20 10
CLASH 16-11

#### WABC/New York, NY Sonja Jones

GARY NUMAN BILLY JOEL LINDA RONSTADT UTOPIA HOTLEST BLONDIE 2-1 SPINNERS 3-3 CHRIS CROSS 14 7 BOG SEGEN 16-6 LIPPS, INC. 22-13

#### WCAO/Bathmore, MD Ron Riley

BERNADETTE PETERS
BETTE HIDLER
HOTEGET
BLOMDIE 2-1
CHRIS CROSS 3 2
MICHAEL JACKSON 7-5
CHARLIE DORE 20 17
TONY SCIUTO 22 18

#### WFIF/Philodelphia PA Gerry DeFrancisco

BRUCE COCKBURM
ANNE MURRAY
HOTLOST:
BLONDIE 1 1
CHRIS CROSS 10 7
PEACHES 6 HERB 15 12
LINDA RONSTADT 23 14
ROCERS 6 CARNES 18-15

#### WIFI/Philodelphia, PA LIZ Kiley

LINDA RONSTADT TOURISTS J. GEILS BAND CLIFF RICHARD ( PETER MCIAN Hottest: GARY NUMAN 1 1 PINK PLOYD 2-2 PRETENDERS 8-4 RUSH 12 6 UTOPIA 15-10

#### WKBW/Buffalo, NY Jon Summers

NICOLETTE LARSON BARRY MANILOM LIPPS, INC. BRUCE COCKBURN HOELEST, PINK FLOYD 1-1 WHISPERS 13-9 BETTE MIDLER 20 1 BETTE MIDLER 20 1 BERNADETTE PETERS BILLY JOEL 25 17

#### WNBC/New York, NY Roz Frank

MOJ FORM
AIR SUPPLY
PLEETWOOD MAC
LIPPS INC
LINDA ROMSTADT
BROTHERS JOHNSON
HOTCHER
PINK FLOYD 2
BLUNDIE 5 2
BILLY 6 SYREETA 7-5
RUPERT HOUMES 10 8
PESTIVAL 14 10

#### WPEZ/Pffsburgh, PA Mark Fritzge

Mon Fritzges
CLASH
SPIDER
HOTLEST,
PINN FLOYD 1-1
BLONDIZ 4 2
AIR SUPPLY 1) 9
STYX 14-10
MICHAEL JACKSON 15-12

#### WPGC/Washington, D.C.

BILLY JOEL
LINDA RONSTADT
TEMPTATIONS
PRETENDERS
HOTCOST
BLONDIE 1 1
AIR SUPPLY 9-3
BROTHERS JOHNSO
MAC DAVIS 18 12
PEACHES 6 HERB

LINDA RONSTADT MICHAEL JACKSON CHARLIE DORE BOB SEGER HOTLE 12 BOB SEGER 2-1 BLONDIE 32 DR. HOOR 5-3

#### F106/Boston, MA Tom Conneils

LINDA RONGTADT
J. GEILS BAND
UTDFIA
BRUCE COCKBURN
MOTECAL
BLONDIZ 3 2
DR. HOOK 7 4
AIR SUPPLY 10 7
PRETENDERS 19 9

#### WXLO/New York, NY Don Kelly

ISLEY BROS BOZ SCAGGE MANHATTAM TRANSFE HOTLEST: BILLY JORE 11 6 CHRIS CROSS 12-9 DR HOOK 16 11 BOB SEGER 20 14

#### PRO-FM/Providence, Rt

GROWONNI
LINDA ROMSTADT
FIREFALL
DOLLY PARTON (dp)
RED RIDER
M. MANCHESTER
HOTE-SET:
BLONDIE 4 1
PRETENDERS ) 2
AIR SUPPLY 5 3
BOS SECER 7 4
EAGLEB 6 6

#### JBIO5/Providence, Ri Todd Chose

LIPPS, INC.
J. GELLS BAND
GLADYS KNIGHT
HOTEBAE
PINR PLOYD 1-1
SILLY JOEL 12 6
MHISPERS 16 15
BROTHERS JONNSON 29
BOZ SCAGGS 31-27

#### PARALLEL TWO

#### 14Q/Worcester, MA Steve York

STORY FORM
PIREFALL
CHAKA KAHN
ALICE COOPER
HOTCOST
PINK FLOYD 1-1
GARY NUMAN 15 U
CLIFF RICHARD 19-9
CHARLIE DORE 18 10
PRETENDERS 24-18

#### WBBF/Rochester, NY Dave Mason

DOWERMANN
JOURNEY
DAN FOGELBERG
ANDY 6 OLIVIA
HOTUBER
BLONDIE 1-1
AIR SUPPLY 6-3
BILLY 6 SYREETA 10-7
MICHAEL JACKSON 12-10
ROGERS 6 CARNES 23-17

#### WICC/Bridgeport, CT Bob Mitchell

DAM FOGELBERG
OFF BROADMAY
JAMES LAST BAND
BRUCE COCKBUNN
RAYDIO
HOTES=1
BLONDIE 2-1
BOB SEGER 4 3
CHARLIE DORE 14 10
FELIX CAPALIERE 16-1
ROGERS 6 CARNES 22 1 Bob Mason

WKBO/Harrisburg, PA Jim Buchanan BRUCE COCKBURN
HOTCOBE
BLONDIE 3 1
CHRIS CROSS 4-2
BILLY 6 SYREETA 5-3
ROGERS 6 CARNES 18FLEETWOOD MAC 16-11

#### WKEE/Huntington, WV Gary Miller

GOTY MINEM

J. GEILS BAND

PAT BENATAR

HEIL SEDARA

BARRY RANIOW

BERNADETTE PETERS

JOHN COUGAR

MAC DAVIS

CHRIS CROSS 2-1

BOB SECER 3 2

AIR SUPPLY 7 4

BILLY JOEL 9-5

JIMMY RUFFIN 19 9

#### WPST/Trenton, NJ Tom Taylor

PAUL DAVIS
PAT BENATAR
M. MANCRESTER
J. GELIS BAND
SPIDER
HOTCOST
BOD SECGEN J.
BILLY JOEL 5FLEETHOOD MAC
JOURNEY 18-15

#### WTRY/Troy, NY Bill Cahill

OFFICIAL SECTION OF THE SECTION OF T CLASH STYN PRETENDERS J. GEILS BAND HOTCOST. BLOMDIE 2-1 CHARLIE DORE 19-13 GARY NUMAN 24-15 ROGERS 6 CARNES 27-18

#### WAEB/Allentown PA

ROBBIE DUPREE BETTE MIDLER FOOLS FOOLS Hottest. BLONDIE 2 1 CHRIS CROSS 3 2 BILLY JOEL 6-4 MICHAEL JACKSON JOURNEY 19-12

#### WFBR/Baltimare, MD Andy Szulinski

RORONA LIPPG, INC. BERNADETTE PETERS RANDY NEWHAN HOTE-SET; BLONDIE 1 1 BLLLY JOEL 4-3 BROTHERS JOHNSON 13-8 ROCERS 6 CARNES 19-14 MAC DAVIS D-16

#### WBEN FM/Buffolo, NY Roger Christian

M MANCHESTER FIREFALL FIREFALL LIPPS, INC. Hotteat PINK FLOYD 1-1 CHRIS CROSS 4-2 DR. HOOK 12-7 BILLY JOEL 14 11 ROGERS 6 CARNES 31 18

#### WBLI/Long Island, NY Bill Terry

DBH DETTY

MEIL SEDAKA
JARES LAST BAND
HOTLEST
PINK FLOYD 1-1
BILLY & SYREETA 5-3
PEACHES & HERB 15-10
DR. HOOK 18 12
AMBROSIA 21-15

#### WTIC-FM/Hartford, CT Rick Donahue

MCR DOGONUM

GARY NUMAN
DAN FOOELBERG
PEACHES A HERR
JAMES LAST BAND
HOTESST
PINK FLOVD 1 1
BLONDIE 3 2
BILLY 6 SYREETA 11-8
CHARLEE DORE 19-13
ROGERS 6 CARNES 20 14

#### Q106/York, PA Steve Gallagher

BRUCE COCKBURN
J. GELLS BAND
H. MANCHESTER
NAC DAVIS (dp)
HOSteat:
BLONDIE 1 1
BLONDIE 1 1
RAY,GODOMAN 6 8 6-2
MICHAEL JACKSON 9-5
BILLY JOEL 12 9

#### WHFM/Rochester, NY Marc Cronin

PAT BENATAR FIREFALL PETER MCIAN TOURISTS HOEteat BLONDIE 1-1 EAGLES 3 2 DR HOOK 10-7 BILLY & SYREET JIMMY RUFPIN 1

#### WFLY/Albony, NY

DOUMISMO
DRETTE HIDLER
TON PETTY
BRUCE COCKBURN
TOURISTS
BOB SECER 1-1
FLEETMOOD MAC 7.5
KENNY LOGGINS 10.7
BOZ SCAGGOS 17-10
DR. HOOK 19-16

WFBL/Syracuse, NY Robb Stewart ROUD SWWGH
BROTHERS JOHNSON
GARY NUMAN
BETTE MIDLER
FELIX CAVALIERE
HOTLERE:
HOTLERE:
BILLY & SYREETA 11
EAGLES 16-10
DR. HOOR 17 13
AMBROSIA 37 20

#### WRQX/Washington, D.C. Allon Burns

CHARLIE DORE TOM PETTY HOTTEST BLONDIE 2-1 BOB SEGER 8-5 BILLY JOEL 11 6 DR. HOOK 23-14 B-52 S D 17

#### PARALLEL THREE

13FEA/Monchester NH

FLOYD CRAMER RICK PINETTE 60AK HOTTESTE 60AK HOTTESTE 60AK AIR SUPPLY 2-1 BOB SEGER 3 2 CHARLIE DORE 5-3 PINK FLOYD 8-4 FLEETWOOD MAC 9-6

#### 14WIC/Wheeling WV Rich Collins

ANDY & OLIVIA
LINDA RONSTADT
BETTE FIDLER
BETTE FIDLER
REMY MGG INS
REMY MG INS
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BILLY JOEL CLASH MICHAEL JACKSON PHOTOGLO PHOTOGLO Hottest BETTE MIDLER 4-1 STW 10-3 BOB SEGER 6 4 BOB SEGER 15 11 ROMANTICS 17-13

#### WCIR/Beckley, WV

ROO HHI

NAZARETH
FIREPALL
PAT BEMATAR
PETER MCIAN
BERNADETTE PETERS
HOTCOST
BOB SECER 41
BOB SECER 41
BOB SECER 42
BOB SE

#### WFBF/Altoons, PA Tony Booth

MANHATTAN TRANSPE HUMBLE PIE J. GEILS BAND STEVE FORBERT HOELES BLONDIC I-1 PINK FLOYD 2 2 CHRIS CROSS 3 BOB SECEN 7 4 DR. HOOK 10 6

#### WGUY/Bangar, ME Jim Randali

JOURNEY RICK PINETTE &OAK MICHAEL JACKSON HOTLES CROSS 1-1 BLONDIE 3 2 AMDY & OLIVIA 9-3 STYX 8-5 BILLY JOEL 12-9

#### WHEB/Portsmouth, NH Rick Bean

NICOLETTE LARBON BARRY MANILOW SPYRO CYRA NEIL SEDAKA HOTLESE: CHRIS CROSS 1-1 CHARLE DORE 6 4 AIR SUPPLY 8-5 RAY,GOODANN 6 8 14-8 BETTE MIDLER 18-14

#### WJBQ/Portland, ME Chip Kelley

BARRY MANILOW BETTE MIDLER RICK PINETTE 60AK HOCKESE EAGLES 1-1 MICHAEL JACKSON 3-2 DR. HOOK 5-4 CHIP HARDING 17 12 PAUL DAVIS 18 16

#### WLBZ/Bangor, ME Michael O'Haro

Michoel O'Horo

ROBBIE DUPREE
MICHAEL JACKSON
HOELESE
BLONDIE 2 1
KOOL & THE GANG 6-4
AIR SUPPLY 10-6
RAY, GOODMAN & B 12 9
BILLY JOEL 17 10

#### WTSN/Dover, NH

NEIL SEDAKA HOTCOST AIR SUPPLY 1-1 EAGLES 3 2 PEACHES 6 HERB 9-6 CHARLIE DORE 18 13 BILLY JOEL 19-14

#### W/UL/Parkersburg, W/ O Brian/Wayne

OBION/Wayne

SPIDER
TOURISTS
BEACH BOYS
STEVE PORBERT
UTOPIA
IRONHORSE
HOLTOSE
HOLTOSE
HICHAEL JACKSON 2-1
CHBIS CROSS 7 4
MHISPERS 9 6
GARY NUMAN 11-7
CHARLIE DORE 17-11

#### WYRE/Annapolis, MD Steve Kingstan

Sleve Kingston
MICHAEL JACKSON
JOURNEY
LIPPS, INC.
PRETEMBERS
LINDA ROMSTADT
HOTEGES:
LINDA ROMSTADT
HOTEGES:
LONDIE 1
CHRIS CROSS 8-2
AIR SUPPLY 11-5
ANDY 4-0LIVIA 15-10
BROTHERS JOHNSON 17-11

#### WIGY/Bath, ME

FIREPALL
FELTX CAVALIERE
J. GETLS BAND
RAYDIO
TOURISTS (dp)
COOPER DODGE BAND (dp)
HOLLER
FINK FLOYD 1-1
BOB SEGER 4 2
FLEETWOOD MAC 6 4
BILLY JOEL 8 5
BOZ SCAGGS 19-14

#### VIOO/Charleston, WV

PIREFALL
DAN FOGELBERG
HOTCHES
CHRIS CROSS 1-1
BLOMDIE 6 2
AIR SUPPLY 9 7
JOURNEY 19 15
DR. HOOK 23-18

#### SOUTH

#### PARALLEL ONE

CLASH
PEACHES 6 HENS
FIREPALL
J. GEILS BAND
HOTLOST:
BOB SEGER B-2
AIR SUPPLY 9-5
FLEETWOOD MAC 1
JOURNEY 30-21 KRBE/Houston, TX Dayna Steele HOGENS 6 CARNES LINDA RONSTADT RED RIDER HOLLEST BLONDIE 2 1 AIR BUPPLY 14 8 CHARLIE DORE 21 JOURNEY 22 14 UTOPIA 25 18 WAXY/FI Louderdole, FL Richard Byrd BARRY MANILOW PRETENDERS MICHAEL JACKBON LINDA RONBYADT HOLLWEST BLOMDIE 1-1 AIR BUPPLY 5 3 BILLY 6 SYREETA 9 CHRIS CROSS 10 5 BILLY JDEL 18 12

#### Y100/Miami, FL Robert Muzzy

LIPPS, INC. ABBROSIA
BOZ SCAGGS
MANHATTAMS
HOTTOMIS

#### 293/Altonta, GA Dale O'Brien

PETER MCIAN NEIL SEDARA ROBBIE DUPREE HOTLERS, PAUL DAVIS 4 1 SILLY JOEL 5-2 BROTHERS JOHNSON AMBROSIA 24 9 BOZ SCAGGS 22 10

#### 297/Fort Worth, TX Gary Mack

GOT MOCK

AIR SUPPLY
GARY NUMAN
HOTERST
BLONDIE 1-1
BOB SEGER 7-5
BILLY JOEL 10-8
EAGLES 12-10
FLEETWOOD MAC 13-11

92Q/Nashville, TN Scooler Davis

Scooler Davis
BOZ SCAGGS
MHISPERS
PAUL DAVIS
DAN FOGELBERG
LIPPS, INC.
CLASH (dp)
BOB SEGER (dp)
MOTEST.
PINK FLOYD 1-1
DOTTIE WEST 11-5
AIR SUPPLY 10-7
MICHAEL JACKSON 1
MAC DAVIS 26-20

BJ105/Orlando, PL

PELIX CAVALIERE

RAY GOODMAN 6 B Hottest BLONDIE 1 1 CHRIS CROSS 3 2 BOB SEGER 5 3 AIR SUPPLY 7-4 EAGLES 13-9

KEEL/Shreveport, LA Marty Johnson

MOIN JORGON
ANDY 6 OLIVIA
DAN FOOGELBERG
JERRAINE JACKSON
PIREFALL
SPIDER
HOTEGST:
BLONDIE 2-1
CHRIS CROSS 3 2
MICHAEL JACKSON 7
AIR SUPPLY 12-7
BILLY JOEL 15-12

KTSA/Son Antonio, TX

BOZ SCAGCS FIREFALL LINDA ROWSTADT BROTHERS JOHNSON CARY WURAN (RA) HOTEGE: SLOWDIE 2-1 DR. HOOK 14 9 AIR SUPPLY 15-12 BILLY JOEL 19 15 ROGERS 6 CARNES 22

AUDITOB/Birmingham, AL Chris Andrews

MICOLETTE LARSON J CEILS BAND NOBBLE DUPREE SPIDER FORWARNES HOTCOME 2-1 PAUL DAVIS 9 5 GARY NUMAN 12-6 BRUCE COCKBURN 21 BETTE MIDLER 27 2

WAKY/Louisville, KY Mike KcVoy

JAMES LAST BAND BRUCE COCKBURN Hottest BLONDIE 2-1 AIR SUPPLY 7 5 DR. HOOK 8-6

RENNY LOGGINS 17-8 BILLY & SYRBETA 20-15

gnoJ yneT

#### WFMF/Baton Rouge, LA 94Q/Attanta, GA left McCartner

NONCY NOCE

BETTE MIDLER

JAMES LAST BAND

PAT BENATAR (dp)

HOTESE

BLONDIE 1

BOS SECER 4 2

AIR SUPPLY 9-3

BILLY JOEL 13-6

LINDA RONSTADT 26-20 RODNEY CROWELL SPYRO GYRA FIREFALL PAT BEWATAR HOTLEGE: PRETEMBERS |-1 BILLY JOEL 4-2 JAMES LAST BAND 12-FELIX CAVALIERE 14-BOZ SCAGGE 20-12 WGH/Norfolk VA

#### Bob Canada PARALLEL TWO

ROGERS & CARMES
MICHAEL JACKSON
BETTE MIDLER
FIREFALL
GARY NUMAN
HOTLEST:
BLOMDIE 1:
CHARLIE DORE 6 2
LIPPS, INC. D-6
PHOTOGLO 15-11
MAC DAVIS D 13

WHISPERS
ROBBIE DUPREE
BOB BECER
ROTLEST:
BLONDIE 5 2
BROTHERS JOHNSON
AIR SUPPLY 13-10
BILLY JOEL 16-11

#### WIUX/Raieigh, NC Ron McKgy

ROOMCKDY
AMBROSIA
BOZ SCAGGS
ANNE MURRAY
JERNAINE JACKSON
LIPPS, INC.
MANHATTAN TRANSFE
JENNIFER MANNES
DAN FOGELBERG
JERRY KNIGHT
HOTE STORM TO THE STORM TO THE

#### WLAC/Nostwille, TN

Smokey Rivers GARY NURAN ANNE MURRAY BERNADETTE PETERS HOUNDIE 4 DOTTIE MEST 15-7 BILLY JOEL 14 9 BROTHERS JOHNSON 2 ROGERS & CARNES 22

#### WRJZ/Knaxville, TN Fred Story

ROBBIE DUPREE ANDY & OLIVIA NEIL SEDAKA BRUCE COCKBURN HOTEBAST BLONDIE 1 RAY, GOODMAN & B AIR SUPPLY 7-5 PRETENDERB 21-11 ROGERS & CARNES

#### WSGA/Savannoh, GA 9rady McGraw

LIPPS, INC.
WHISPERS
BOB SEGER
HOTHERS JOHNSON
BOB SECER 11-4
AIR SUPPLY 10-5
BILLY JOEL 12-8
GARY NUMAN 32-15

#### WSGN/Birmingham AL

JOHN MENDER

GARY HUMAN
DAN POGELBERG
LEPPG, INC.
ROBBIE DUPNEE
HOTEGER.
PINK FLOYD 1-1
PAUL DAVIS 10-5
CHRRLE DORE 14-8
BILLY JOEL 16-9
RAYD10 22-17

#### WTIX/New Orleans, LA Marty Maxwell

AMBROSIA AMBROSIA LIPPS, INC. ISLLY BROSS JERRALNE JACKSOM OFF BROADWAY DOLLY PARTON HOTLESS BILLY JOEL 6-1 BROTHERS JOHNSON 5-JOURNEY 17-6 ROCKES & CARMES 25 'WHISPERS 28 18

MOY NOSMO MORBEE DUPREE ISLEY BROS. OFF BROADWAY (dp) RACK (dp) RAC DAVIS (RA) HOTEBEE BLONDIE 1 1 BLONDIE 1 1 BLONDIE 1 1 BLONGIE 1 10-6 GARY NUMAN 15-10 ROCERS 6 CARMES 20 MOJO PW
JAMES LAST BAND
KOHOMA
PAT BEWATAR
KNACK
JERRAINE JACKSON
HOTTER
PINK PLOYD 1-1
BOB SECER 4 2
CNRIS CROSS 7-5
AIR SUPPLY 10-8
MISPERS 22-17

SOBBLE DUPREE SPIDER J. GEILS BAND Hottast: BDB SECER 2-1 GARY NUMAN 6-4 PETER MCIAN 11 6 EAGLES 13-7 RAYDIO 14 9

#### WRVQ/Richmond, VA Bill Thomas

JOURNEY ROBBIE DUPREE DAN POCELBERG HOTTEBER EAGLES 2-1 BOB SECER 9 2 MICHAEL JACKSON 1 J. GEILS BAND 18-BILLY JOEL 19 12

#### KAUM/Houston, TX Leslie Roboy

GARY NUMAN HOTCOST: BLONDIE 5 1 AIR SUPPLY 10 6 CHARLIE DORE 12-7 JOURNEY 20-14 FLEETWOOD MAC 22-17 KELP/EI Paso, TX

JUPPS, INC.
PRETENDERS
HOTCEST.
PINK PLOYD 1-1
DR. HOOK 10-3
PEACHES & HERB 16 IS
BILLY & SYREETA 14
JIMMY RUPFIN 25-13 FM100/Memphis, TN

AMBROSIA 802 SCAGGS SMOMEY ROBINSON HOTTEST BLOMDIE 1 1 EAGLES 4 2 BILLY JOZL 11-6 DR. HOOK 12-7 AIR SUPPLY 13-8 WNOX/Knoxville, TN Scott Majors

# GOGERS 6 CARNES DAN POGELBERG NEIL SEDAKA MARSHALL TUCKER Hottest: BLONDIE 1 1 BOB SEGER 5-2 318 SPECIAL 8 5 BILLY JOEL 14 9 CHARLIE DORE 19 10

WSKZ/Chaffanoogo, TN David Can oil ROBBIE DUPREE RNACK WARSHALL TUCKER HOTELER BOB SEGER 1-1 BILLY JOEL 12-9 CHARLIE DORF 12-1 BOZ SCAGGS 22-19 JAMES LAST BAND 29-26

#### 95SGF/Savannah, GA C B Gaffney

BERNADETTE PETERS BRUCE COCKBURN LIPPS, TNC. PIREFALL PAT BENATAR HOLLE 2-1 BLONDIE 2-1 BLONDIE 2-2 DR. HOOK 11-7 PAUL DAVIS 21-13 GARY NUMAN 24-15

#### KINT/El Paso, TX Ruben Barron

DAN FOGELBERG JARY NUMAN NOTCEST: BLONDIE 2 1 RAY GOODMAN 6 B 5-3 EAGLES 6 4 MICHAEL JACKSON 7 5 PEACHES 6 HERB 12 7

WERC/Birmingham, AL Mark Thompson

DAN POGELBERG
NICHAEL JACKBON
LOU RAMLS
HOTEBET
BLONDIE 2 1
BLONDIE 2 1
BLONDIE 2 1
BROTHERE JOHNSON 15-5
PRACHEE 6 HERE 20-13
JAMES LABT BAND 26-19

KKIO4/Nashville, TN Lee Masters BARRY MANILOW
BRUCE COCKBURN
PAT BENATAR
SPIDER
LRB
HOTTERS:
BLONDIE 2-1
CHRIS CROSS 3 2
ROGERS 6 CARRES 15-9
BROTHERS JOHNSON 16-WHISPERS 29 16 KJ100/Louisville, KY C.C. Moffhews

#### YIQ3/Jocksonville, PL Maja Piff

REO SPEEDWAGON BABYS TOURISTS CRETONES HOLTONES HOLDONE 1 1 JOURNEY 4-2 DAROTA 9-5 BILLY JOEL 13 6 DAN FOGELBERG 15-8 KHFI/Austin, TX Bob Penny

Y95/Tompa PL Pat Berry PAT TRAVERS
RED RIDER
RAYDIO
ROBER DUPREE
FIREFALL
HOTERAL
BLONDIE 2-1
BOS ESGER 1 2
DR. HOOK 10-5
BILLY JOEL 11-8
FLEETWOOD MAC 20-11 LINDA RONSTADT CLASH HOTEGET: BLONDIE 3 I DR. HOOK 14-11 UTOPIA 15-12 PLEETMOOD NAC 17 GARY MUMAN 18 14

#### KRt Y/Houston TX Michael Jones

JERMAINE JACKSON MICHAEL JACKSON DRAMATICS BERMADETTE PETERS HOLLENS BLONDIE 3 I BILLY 6 SYREETA 10-5 CHRIS CROSS 13-8 808 BECER 16-11 LIPPS, INC. 20-14

#### KBFM/McAllen Brow Steve Owens

PAT BENATAR
DAN FOGELBERG
LIPPS, INC.
GARY NUMAN
HOTELST.
BLOMDIE 2-1
EAGLES 6-2
AIR SUPPLY 12-4
CHARLIE DORE 11-9
LINDA RONSTADT D-23

#### 96X/Miami, FL

Bruce Kelly LINDA RONSTADT
NEIL SEDARA
ANDY & OLIVIA (RA)
HOTTES
PINK FLOYD 1-1
LINDA RONSTADT 4-2
BROTHERS JOHNSON 14-9
8-52'S 25-10
PEACHES & HERB 26-12

#### WQRIC/Nortalic, VA Don Davis

DORDOMS

AOBBIE DUPREE
GARY NUMAN
CLASH
BRUCE COCKBURN
HICOLETTE LARSON (dp)
HOTEBRET
HICHAEL JACKSON 7
BROTHERS JOHNSON 13-1C
DAN POGELBERG 18 13
BOZ SCAGGS 24-18
PIREFALL 26 21

#### KFMK/Houston, TX

Jerry Steele JOURNEY
HOCKEST:
BLONDIE 3-1
BOB SEGER 12 5
PINK FLOYD 14-6
WHISPERS 18 11
LIPPS INC. 30 15

#### PARALLEL THREE

Sleve Oceon

HICHAEL JACKSON
JANIS IAN
RANDY NEWMAN
VAN HALEN
RUPERT HOLMES
BOB SECER 2-1
BILLY JOEL 9-6
FLEETWOOD MAC 17:
LINDA RONSTADT 22-16

#### G100/Mobile, AL Scott Griffith

ANDY 6 OLIVIA BETTE WIDLER JAMES LAST BAND CARY NUMAN HOTCORE: BOB SECER 2-1 BILLY 6 SYREETA 13-10 CHARLIE DOFE 17-12 PAUL DAVIS 19-14

#### KAAY/Lime Rock, AR

ANDY & OLIVIA
HARY MACGREGOR
HOTE-st;
EAGLES 5 1
DR. HOOK 7 4
ROBERTA FLACE 14 11
CHARLIE DORE 19-14
PHOTOGLO 20-16

#### KSEL/Lubbock, TX Ston Costies

SHOCLOSING
SHOCK SHOCK SHOCK SHOCK SHOCK SHOCK SHOCK SHOCK SHOULD WKXY/Sarasola FL Charlie Fernandez HOTTEST: BLONDIE 1-1 BOB BEGER 4 1 AIN SUPPLY 6-4 DR. NOON 13-11 ROGERS & CARNES

#### WAAY/Huntsville, AL

PIREPALL BTYX

BICHAEL JACRSON

ROBBIE DUPREE

HOTLEST

BOB SECER 3 1

CLIFF RICHARD 8-5

BILLY JOEL 12-9

DAN FOGELBERG 22-16

LINDA ROMSTADT 24-19

#### WCGQ/Columbus, GA Larry O Day

CORONA
BETTE MIDLER
J. GEILS BAND
OFF BROADWAY
PHOTOGLO
RAYDIO
HOTEBER
BOB SECER 2-1
PAUL DAVIS 6-2
ROGERS 6 CARNES 15
JIMMY RUFFIN 16-9
FLEETWOOD RAC 17-11

#### WFLB/Fayeffeville, NC Larry Cannon

LGTY CORNON

CLIFF RICHARD
MANNATTAM TRANSFE
BRUCE COCKBURN
TOM PETTY
PHOTOGLO
GAP BAND
TOURISTS
BORBY CALDMELL (dp)
HOTE at:
PINK FLOVD 1-1
DR. HOOK 4-2
CMRIS CROSS 9-5
ROCHERS JOHNSON 15-8
ROCHERS

#### WHHY/Montgomery, AL Rich Thomas

NEIL SEDAKA FIREFALL KNACK HOTTBET: HICHAEL JACKSON 5-1 AIR SUPPLY 8-4 BILLY JOEL 10-6 BETTE HIDLER 14-7 ROGERS & CARNES 20-14

BOBBIE DUPREE
BERNADETTE PETERS
MICHAEL JACKSON
BRUCE COCKBURN
Nottest:
BOB BEGER 1-1
RAY,GOODMAN 6 B 10
CHARLIE DORE 9-5
FLEETMOOD MAC 14-7
BILLY JOEL 17-8

WTMA/Charleston, SC Dan Stevens KORONA BROTHERS JOHNSON ANNE MURRAY PHOTOGLO
BERNADETTE PETERS
HOTCHST:
BLONDIE 1 I
BLONDIE 1 I
BLONDIE 5 2
ROGERS 6 CARNES 23-14
CHARLIE DORE 28 20
BETTE MIDLER D-22

#### WSEZ/Winston-Salen, NC

Pete Berry ANDY 6 OLIVIA
OFF BROADWAY
RED RIDER
NEIL SEDAKA
BERNADETTE PETERS
HOOLE 1 1
PEACHES 6 HERB 14-7
BILLY JOEL 17-9
PRETENDERS 16-11
JOURNEY 24 14

#### WFOX/Goines He. GA Greg James

FIREFALL PHOTOGLO
BERNADETTE PETERS
ANNE RURRAY (dp)
TOURISTS (dp)
Hotest:
BLONDIE 2-1
BLONDIE 2-1
BLILY 6 SYREETA 8-4
PAUL DAVIS 11-5
PRETENDERS 12 7
ROGERS 6 CARNES 22-18

#### WROV/Rognake, VA Barry Michaels

ROBBIE DUPREE BOD SEGER
PHOTOGLO
DAVID SANBORN
BARRY MANILON
BARRY MANILON
BLONDIE 1
KENNY LOGGINS 5-3
FLEETHOOD NAC 11-6
UTOPIA 13-9
BETTE MIDLER 16-10

#### FM99/Tallahasses FL

Michael O'Malley MANHATTANS
MOBBIE DUPREE
FELIX CAVALIERE
HETTE MIDLER
WHISPERS
BARBY MANILOW
HOTCOCK
BILLY & SYMEETA 2-1
BON SECEN 5-1
BILLY JOEL 6-5
BILLY JOEL 6-5
BROTHERS JOHNSON 19
CLASH 24-19

#### KWIC/Beaumont, TX Dave Storr

ANDY & OLIVIA
AMBROSIA
HOTTEST

#### KPUR/Amonilo, TX Dan Wilson

NEIL SEDARA LIPPS, INC. J. GEILS BAND JERNAINE JACKSON HOTC-BEI BLOWDIE 1-1 BILLY JOEL 6-4 FLEETWOOD MAC 8 5 PAUL DAVIS 12-9 AIR SUPPLY 16-10

JIM EVONS
BERNADETTE PETERS
ROBBIE DUPREE
JAMES LAST BABD
JENNIFER WARNES
TOM PETTY
SPIDER
ROBIN THOMPSON (dp)
HOTEGST
BLOMDIE 1 1
EAGLES 10 -4
PRETENDERS 17-11
BETTE MIDLER 24 14
BROTHERS JOHNSON 30

WANS FM/Andresson, SC Jim Evans

#### MIDWEST **Most Added** a Hottest

Firefall Bette Midler Dan Fogelberg

Air Supply Billy Joel DDS & HO

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

James Last Band Bob Seger Robble Dupree Christopher Cross

#### MIDWEST

PARALLEL ONE

CHABLIS DORE FIREFALL J. GEILB RAND MORE SEL FIRE FLOYD 1-1 RICHARL JACKSON 8-4 SHOOTING STAR 17-12 PAUL DAVIS 24 19 R. RANCHESTER 27 22

RILLY JOSE ANDY & GLIVIA JUNNIFER WARMES RANDY HIMMAN ROTLOSE: AIR SUPPLY 3-1 LINTA ROMSTADY 21-15 DAN POGERRE 24-16 BOZ BCAGGS 25-19

KSLO/SI LOUIS MO

DR. ROOR Hottest: HLOHDIE 1-1 CHRIS CROSS 4-2 LINDA ROWSTADT 10-1 BOGERS 6 CARMES 17-7 OFF BROADMAY 15-6

GIO2/Gincinnels GH Pol O'Brian

ROGERS & CARMES
ARRHOGIA
MOTIOSI:
MOTIOSI:
MOTIOSI:
MOTIOSI:
MICHAEL JACKSON 12-9
FLEETWOOD PAC 12-11
JIMMY RUPFIN 20-16

WBCL/Cleveland, OH Bob Trovis

ROD TOWNS

BOZ SCAGGS
SHOREY ROBITSON
DAM POCELBRAG
JEMPIFFER WARMES
CLASE
ANDBOGSIA
BOTTERS
BOUNDIE 2-1
BOS SECER 9-6
AIR SUPPLY 21 10
GARY HUMBH 20 17
PRETENDERS 18-14

WSL Chicago II. Short Castr

PRETENDERS
Bettest:
BLOWDIE 1-1
CHRIS CROSS 12-5
BOA SEGEN 10-7
EAGLES 19 13
AIR SUPPLY 25-15

WORT/Milestudies Wi

þ

DAH POGELBERG LINDA HOMSTADT HOTCOOL BILLY & SYREETA & 1 CHRIS CROSS 3-2 AIR SUPPLY 5-3 BLOWDIE 0 5 EAGLES 12 7

WZUU/Milwoulies, WI Bill Shannon

BARRY MANILOM Bottest. DR. ROOM 4-1 CWRIS CROSS 10-2 FELIX CAVALIERS 8-6 PAUL DAVIS 11 7 CBARLIE DORE 18-11

FORTAST LOUIS, MO

Bottest: BABTS 2-1 BILLY JOEL 7 3 TRIUMPH 9 4 BLONDIE 14-11 PAT TRAVERS BAND 24-16

WHB/Kareas City, MO Rick Brown

MAC DAVIS
AMDY & OLIVIA
BEBUADETTE PETERS
HOTE & CHOSS 1
AIR SUPPLY 6-4
ROCERS & CARMES 16-10
BETTE HIBLER 19-16
LIWDA ROMSTADT 22-17

KS96-FM-Min Chuck Knapp

LIMDA ROMSTADT B02 SCAGGS PRETEMBERS NOTESE: AIR SUPPLY 1-1 CHARLE DORE 10 5 PAUL DAWIS 13-9 AMDY & OLIVYA 19-15 AMBROSIA D-18

N

PARALLEL TWO

92% Columbus, OH Buddy Scott

MEMON SCOW
ARBROSIA
CLASH (dp)
TOW PETTY (dp)
FIREPALL (dp)
Soltest
HALUMDIE 2 |
BOB SECER 4 2
AIR SUPPLY 5-3
RAY, COLDINAN 6 B 15 9
RILLY 6 SYMESTA 2)-18

NOA/Des Moines. IA A.W. Pantojo

UTOPIA GARY NUMAN JENNIFER WARNES Bectest: Pluk PLOYD 1-1 SLOWDIE 2-2 SHALANAN 12-5 RAY, GOODRAN L B 15 7 BILLY 6 SYMEETA 20-15

NOFM/Oktohomo City, Oil. Chuck Morgan

BOI BLAGS GARY BURAN BROTHERS JOHNSON BROMADETP FETERS Hottest: PIME FLOYD 1-1 BLOWDIE 3-2 CRARLIE DORE 10 7 RAY,GOODAMA & B 19-13 RICEABL JACKBON 20-16

RRAV/Tutes, OK Gary Reynolds

JAMES LAST BAND BICHABL JACESON BETEST: BAT,GOODMAN & 8 2-1 BLONDIE 1 2 AIR SUPPLY 10-7 BOORRS & CARNES 12-8 AMDY & OLIVIA 22-15

K293/Peoria, IL Kalih Edwords

RATH CHURCH
LIWDA ROMESTADT
FIREFALL
ROBBIE DUPBEE
FAT THANKIS
HOLLEST JOHL 6-1
CHARLIE DOBE 7 3
FLESTWOOD RAC 11-5
UTOPIA 9-6
ARBROSIA 20 15

WGRD-Grand Rapids, MI Ray Ration

AIR SUPPLY
BILLY A STREETA
ROTLOST:
BLOWDIE 3 2
EOOL & THE GAMC 8-4
PLAY JOEL 10-12
RILLY JOEL 10-12

WAIEE/Fort Wome IN

Hottest: BOB SEGER 1 1 EAGLES 4 3 BLOWDIE 5 4 AIR SUPPLY 9-6 DR. HOOR 11-10

WNAP/Indianapolis, ils Diane Shannon

RED RIDER TRIUMPH HARSHALL TUCKER HOTE-BEL: CHRIS CROSS 1-1 CHRABLER DORE 13-10 DF. BOOK 13-11 PRITEMBERS 16-12 JIMMY RUPFIM 18-15

MMCI/Columbus OH Stere Edwards

AMBROSIA
MOTHER
AMBROSIA
MOTHER
BLOWDIE 3 1
BILLY 6 SYMEETA 11-3
KOOL 6 THE CAME 13-9
BILLY JOEL 14-11
BROTHERS JOHNSON 17-12

WOHO/Toledo, OH

BOZ SCAGGS
FELIK CAVALIERE
BOTLERE
BOTLERE
BOTLERE
BLOUL & THE GAME 4-2
BLOUDZE 12-9
AJR SUPPLY 16-12
R. MANCHESTER 19-14

WOW/Omaha, HE

DW FORM
LINDA ROWSTADT
ARRE MURRAY
BETTE MIDLER
ROTEGE
BILLY JOEL 9 1
DR. HOOR 10-7
CHARLE DONE 13-8
PAUL DAVIS 16-11
HOGERS 6 CARMES 17-12

WVIC/East Lansing, Mil Jim St. John

JAMS JOHN

DAM POCELBERG
BROTHERS JOHNSON
TOURISTS
LIMDA RONSTADT
LIPPS, INC.
BOD SECER 1-1
AIR SUPPLY 16 6
GILLY JOEL 15-9
BILLY 4 SYMETH 21-16
CHARLIE DOSE 37-25

CHARLIS NAND (dp)
CHARLIS DORE (dp)
CHARLIS DORE (dp)
LIPPS, INC. (dp)
ROS SEGES (dp)
Rottest:
BLOWDIE 2-1
BILLY JOEL 10-5
GARY NUMAN 17-8
AIR SUPPLY 19 11
ROGERS & CARMES 23-14

KEYN-PM/Wichito, KN Juff Alon

LINDA BONSTADT
DAN POGELBERG
HOTTOET
EAGLES 3 1
CHRIS CHOSS 5-2
BOR SEGER 7 3
AIR SUPPLY 9-5
BILLY JOEL 14-10

WZZP/Cleveland, OH Bob McKay

ROD MCKGy

JAMES LAET BAND
LA FLAVOUR
LEIF GARRETT
RACHEL SWEET
RAUGE COCERURH
HOGEGEL
CHRIS CROSS 2-1
DR, HOOM 1-2
AIR SUPPLY 5-3
N. RAMCRESTEP 14-7
JIHMY RUFFIN 10-8

ITWEN/Tules OK

GROUMERS JOHNSON BROTHERS JOHNSON BROTHERS JOHNSON FIRSPALL AWRE MURRAY HOTERSTEIN LORDIES 9-1 DAVID GATES 7 3 BILLY & SYREETA 15-6 AIR SUPPLY 12-10 WRISPERS 23-18

FLEQAMONIC FOR Mark McCov

BETTE RIDLER
BROTHERS JOHNSON
ANDY & OLIVIA
ROTERS 1 1
CHRIS CROSE 1 1
BOO SEGEN 0 2
NICHAEL JACKSON 10-7
SILLY & SYREETA 12-0
PAUL DAVIS 22-16

WYFM-Youngstown, OH July Yober

Jeff Topin
BROTHERS JOHNSON
BROTHERS JOHNSON
BRONADETTE PETERS
BORBIE DUPREE
FAT BEWARD
ROCKURS:
PIWE FLOYD 1-1
BLOWDIE 2-2
BOS SECEN 6.
CHBIS CHOSS 12-9
EAGLES 15-12

WORQ/Detroit Mi Jim Ryan

STYE BOUREE FIRE STYLE BOURSE DUPREE FIREFALL BERNADETTE PETERS HOTORE 1 J. GEILB MAHO 15-2 RICHAEL JACKSON 8 5 PAUL DAVIS 23-17 CARALLE DORE 28 18

PARALLEL THREE

REYR Sternarch, NO Dan Brannan

Don Brownon

BERHADETTE PETERS
JOURNEY
LIMDA BOWSTADT

ROBERE DUPREE

RICHAEL JACESON

BOTTON

BOTTON

CHARLE DORE 5 2

BLOWDIE 9 6

DR. ROOK 11-9

AIP SUPPLY 16-13

KULS/Rapid City, SD

N. MANCRESTER BAYDIO RAYDIO Bottest: PIME FLOYD 1-1 AIR SUPPLY 2-2 BOB SEGER 3-3 PAUL DAVIS 12 6 BILLY JOEL 14-9

IUGC/Sious Falls, SD Brian Phoenia

LINDA ROMSTADT
DAM POGELBERG
GARY NUMAN
CLASH
PEACHES & HERB
STTW
EOROMES
HOTELS
AIR SUPPLY 1
BILLY JOEL 4-2
JOURNEY 10-7
DOWNA SURRER 17-10
DOWNA SURRER 17-10
EXEL (SCHOOL Fairs MO

KUXL/Grand Forks, NO Jack Lundy

LINDA RONSTADT ANNE MURRAY HOLLEGE: AIR SUPPLY 2-1 BETTE MIDLER 20-14 ROGERS & CARNES 25-17 UTOPIA 23-19 ARBROSIA 30-23

WEAQ/Eau Claire, WI

Rick RODOTS
FIREFALL
CHARLLE DORG
FAUL DAVIS
JIMAY RUPFIN
HOTLEST:
H MAHCHESTER 14-9
BARBRA STREISAND 15-11
BOS BEGGE 18-13
LINDA ROMSTADT 19 15

LINDA ROMSTADT HOTTEST: BLOWDIE 3-1 BILLY JOEL 10-7 CHABLIE DORE 14-9 RAY,COODMAN 6 B 15 11 CLASH 20-15

WRITE Roome WI

PEACHES & HERB
OFF BROADWAY (RA)
HOTCOST:
PINF FLOYD 1-1
BLOWDIE 2-2
CHARLIE DORE 15 4
HICHAEL JACEBOW 14-10
PRETENDERS 24-10

WROIL/Rockford, IL. Tom Hunter

Hottest: BLOWDIE 1 1 CHRIS CROSS 2-2 LINDA ROWSTADT 14-12 UTOFIA 15-14 PRETEMBERS 22-17 WSPT Slevere Point W

SETTE HIDLER
ALLAH CLARRE
J GELLE BAND
PAT BERNATAN
HOLLOST,
HAC DAVIS 1 1
JOURNEY ?-)
BILLY JOEL 9 4
CLIFF RICHARD 10-5
AIR SUPPLY 13-8

UTOPIA
PRETENDERS
AMBOTE A
BOTTO DITTO
SETTE PIDLER
BOTTO 1-1
BOD SECE 6 3
BILLY JOEL 9 6
BILLY JOEL 9 6
BILLY JOEL 9 7
FLETWOOD MAC 22 16

WEER SOUTH BUNG IN Joe Lightner

DOCEMBO CANNEL
PRETEMPTORS
DAM POGELSERG
FORDMAN 1991
FIREPALL 14p1
Rettoot
BLUNDIE 1 1
J GELLS BAND 7-4
PETTE MIDLEN 19-16
GFF BROADMAY 27-21
CHARLIE DOME 29-23

KDW/Topena KN Todd Hoffman

CLASH
M. MANCHESTER
HOStoot
BLOWDIE 1 1
CHARLIE DORG 13-7
JOHNEY 15-10
DR BOOD 16-11
FLEETWOOD MAC 18-13

KOWS-PM/Forgo, ND

ROWS-FALFORMO. NO BR Rochords TON FETTY CRETOMES PAUL DAVIS BABYS HICHAEL JACKSON HOTCOST BETTE HIDLEN 1-1 CWRIS CROSS 5-1 AIR SUPPLY 14-10 PRETENDERS 15-11 DAM POGELBERG 14-12

WEST PARALLEL ONE

8100/Son Diego, CA Glan McCartney

Hottest: BLONDIE 1 1 CWRIS CROSS 6 3 HICHAEL JACKSON: RILLY JOEL 14-11 JOURNEY 23-19

KEARTH/Los Angeles, CA Bob Hornillon

ROBBIE DUPRE LEOW HATWOOD FRAME SIMATHA HOCKSEL, PIME FLOYD 1-1 LIPPS, INC. 4 2 AIM SUPPLY 15-10 PRETEMBERS 19 13 ROCERS 6 CARMES 26-22

RPVLOS Angeles CA Roger Collins Roger Cal

FIREFALL
DAM FOCELBERG
Nottest:
PINN FLOYD 1-1
EAGLES 5 3
BILLY S SYRETA 18 12
AMDY 6 OLIVIA 27-17
B-52'8 0 23

KFRC/Son Francisco CA

GOTORGYSTON
LINDA ROMSTADY
BOG SECEN
RICHARL JACKBON
CHABLES DORE
ROSBIS DUPRE
BOTORES
BOTORES
BLONDIE 2-1
CHRIS CHORS 10 6
BILLY & STREETA 11-8
GARY WURAN 20-12
AIR SUPPLY 23 16

Doug Erman

Doug Fremen

BERNADETTE PETERS

FHACE

FIRETALL

J. GELLS BAND

Settent

CHRIS CROSS 1-1

JOURNEY 11 7

ROCERS & CARRES 11-9

R. RANGESTVO 15-12

FILIX CAVALITEE 20 15

IUR Sautha WA Michael Harley J. GETLS BAND

BOO SECTA VAN BALEE PIREPALL BOTTOST: BLOMDIE 1: BOO SECTA 2 EACLES 6 4 DILLY JUST 8-5 DR. BOOM 15-10

MODBIE DUPREE
LLAIM BROTHER SHAM BROTHER BROTHER SHAM BRO

KUPD Phoens AZ John Sebashan

JOYN Suboggon
BLOWDIE
BOX MCAGGS
PHETENDERS
BOXE 0CAGGS
CHRIS CROSS 5 1
BOB SECEN 10 4
CLASH 17-10
HEART 18-12
GARY MUMAH 25-20

ICREA/LOS Angeles CA

BARRY MABILOM
JARES LAST BAND
BOTLOST
LIPPS, INC. 1 1
MANHATTAN TRANSFE 13 7.
BROTHERS JOHNSON 17-12
LEON HAYMOOD 19 15
PRETENDERS 22 19

ATR SUPPLY DR. HOOM WHISPERS DACKSON BOTCOME BLOWDIE 1-1 RAY,GOODMAN & B LIPPS, INC. 9-4 PRETENDERS 13-9 BOB SEGER 18-12

IVU/Las Angeles, CA Chuck Martin

PARALLEL TWO

HCPIL/Salt Lake City, UT

LINDA ROMSTADT
ROBBIE DUPPRE
PAT TRAVERS
JERRAINE JACKSON
HOTEGE
PINK FLOYD 1-1
PRETENDERS 14-8
AMBROSIA 19 9
ROCERS 6 CARMES 16-11
CHARLIE DORE 21-15

KENO/Las Vegas NV

PAT BENATAR
H RANCHESTER
ARBROSIA
CLASH
EMACH (dp)
RED RIDER (dp) RED RIDER (dp) Hottest: EAGLES 1 1 BLONDIE 6 3 FLEETWOOD MAC 19-13 PAUL DAVIS 27-20 DAM POGELBERG D-23

KERN/Bakersheid CA

DAH POCELBERG GARY HUMAH BED RIDER BOLTER BLOWDIT 4 1 BOS SECED 5 2 AIR SUPPLY 7 5 JOURNEY 78 24 CLIFF SICMARO 29 25

AFIGN/Son Bernardino, CA **Draig Powers** 

DOS BCAGGS
BROTHERS JOHNSON
BOLLOSI
BO

KOW Portland OR

BILLY JOST JIMMY SUFFIH UTOPIA SOTTON TO THE CHOIS CHOIS 2 1 BLOWDIS 11 3 PAUL DAVIS 20-16 POZ SEAGGS 22 17 M. MANCHESTER 23-18

ELFS/Sponone WA

Brian Gregory BOOM DE DUPRES
SEMEMADETTE PETERS
ANDY & GLIVIA
BLOOMS BUDTHEMS
J. GELLE MAND (dp)
BECTOST:
PIEM FLOYD 1-1
RAY,GOODWAN & B 0-5
CHARLIE DOME 10 11
BROTHERS JOSEPON 22-16
BOJ SCAGGS 30-22

KMUC/San Diego CA

O'N COMMS
JOURNEY
AMBROSIA
PAUL DAYIS
BOTTONEY
CHEES CHOSS 1 1
LIMDA ROMESTADY 12-9
PLACHES & HERB 16 12
AMDY & GLIVIA 10-14
ROGERS & CARMES 19 16 KRDY/Socramento CA Rica Shannon

THM PETTY
JEFF. STARSHIP
Bottost:
BOOMSIE 2-1
BOD SECEN 4 2
DF. NOOK 9-4
BILLY JOEL 12-7
RAY,GOODMAN 6 8 15 10

KRSP/Sdlf Lake City, UT

PIREPALL
PAT BENATAR
BRUCE COCKBURN
HOTCOST:
JOUNNEY 3 1
FLEETWOOD MAC 5 2
UTOPIA 8 3
DAN FOGELBERG 12-6
AMBROSIA 24 17

KRUK/Phoenix, AZ Bobby Rivers

SOUR DOWNS
STEVE FORBERT
BRUCE COCKBURN
RED RIDER
DOLLY PARTON
SMORET ROBINSON
ROCKET ROBINSON
ROCKES:
EAGLES 2 1
DR. ROOM 13-9
LINDA ROWSTADT 14-10
UTOPIA 16-11
BLOWDIE 25-19

KTAC/Tocomo, WA Sean Carter

ROBOMA
JAMES LAST BAHD
MICHAEL JACKSON
ANDY & OLIVIA
MORTESE
PIME FLOYD 1-1
RAY,GOODANA 6 B 10 4
CHRIS CROSS 12-8
BILLY JOEL 13-10
AIR SUPPLY 16-13

KTKT/Tucson, AZ Ed Alexander

Ed Assorder
RED RIDER
LRB
LIPPS, INC. (dp)
TOR PETTY
Bottest
alr SUPPLY 3-1
BOS SEGER 5-3
BILLY JOEL 9-5
PRETEMBERS 14-8
AMBROSIA 29-21

KLUC/Las Viigas NV

DOWN ARMONY

ROBBIE DUPREE
BOB SEGER

HOTEBAR

HOTEBAR

LOGELBERG 1-1

REHNY LOGGINS 5 2

STYR 9-6

UTOPIA 13 9

BOZ SCAGGS 27 13

KMJK/Portland OR

John Shomby
BRUCE COCEBURN
GARY NUMBAN
PAT BENATAR
JAMES LAST BAND
ROBBIE DUPRE
BLONDIE 4 1
BLONDIE 4 1
BLUT JOEL 11-7
SHALAMAR 12 8
JOURNEY 10 14
PRETENDERS 19-15

KIOY/Freeno CA

SETTE MIDLER
RUPERT HOLMES
AMMATTAN TRANSFE
LIPP INC
HOttest
BLONDIE 3 1
JOURNEY 12-6
JERRAINE JACESON 15-9
EGOROMA 22-10
BROTHERS JOHNSON 23-14

KYNO-FM/Fresno CA John Lee Wolker BETTE MIDLER ROGERS & CARNES

ROCERS & CARMES
GQ
AMBROSIA
JAMES LAST BAHD
CLASH
Hottest
PIWK FLOVD 1-1
SMALAMAR 6 3
WHISPERS 7 4
RICHARL JACESON 13-7
CWBIS CROSS 16-9

KZZII/Albuquerque, NM

PRETENDERS
LINDA ROWSTADT
DAN POGELBERG
HOTESE
BOB SECER 2-1
AIR SUPPLY 4 2
BLOWDIE 5 3
RAY, GOODMAN 6 B 6 4
BILLY JOEL B 6

FM102/Sacromento, CA Billy Manders

JOURNEY SOT SCAGGS BOTESET: PIWE FLOYD 1-1 WHISPERS 10 5 AIR SUPPLY 16 11 BROTHERS JORNSON 22 16 LINDA ROWETADT 25-18

PARALLEL THREE

KBDF/Eugene OR Greg Lee

P. MANCHESTER SUE SAAD & MEXT (dp) RICHAEL JACKSON BROTHERS JOHNSON LINDA ROMSTADT TOURISTS (dp) HOTEN-\* TOURISTO HOTTON H

Mony Dens FIREPALL BROTHLPS JOHNSON FELIX CAVALIERE JOHN STEWART DAVID SANBORN PAT BEMATAR CLIFF RICHARD 12 TOP HOTLER BOS SEGER 5-1 PAUL DAVIS 8 2 BILLY JOEL 17 3 FLEETWOOD RAC 10 4 CLASH 19-9

KBOZ/Bozemon, MT BERNADETTE PETERS JAMES LAST BAND PHOTOGLO
FIREFALL
Hottest
CHRIS CROSS 3-1
EAGLES 5 2
ROOL 6 THE GAMG 6-4
BILLY 6 SYREETA 8-5
HICHAEL JACKSON 11-7

KCBN/Reno, NV

TERI DESARIO FIREFALL FIREFALL
PHOTOGLO
JAMES LAST BAND
SUE SAAD 6 MEXT
HOTEST
HOTEST
BLONDIE 2-1
CHBIS CROSS 3-2
BOB SECER 5 3
BILLY 6 SYREETA 16-7
JOURNEY 14-10

KDZA/Pueblo, CO Rop Aving

HOP AWING
FELIX CAVALIERE
FETER NCIAM
OZARK MT. DAREDEY
BOTOLIE 6:
BLONDIE 6:
FLEETHOOD MAC 14:
CHARLE DORE 20-12
UTOPIA 21-15
ROGERS & CARNES 22-16

ANNE MURRAY ALLAN CLARRE
Hottest
AIR SUPPLY 2-1
STYM 10-3
DR. HOOK 11-9
BILLY JOEL 13-9
BETTE MIDLER 18-11

KOOK/Billings, MT Michael May

BRUCE COCEBIAN
M. MANCHESTER
CLASH
AMBROSIA
MAZARETH
BETTE MIDLER
HOTTBS:
BLONDIE 1
AIR SUPPLY 3 2
BOB SEGER 6 3
BILLY JOEL 10 6
FLEETWOOD MAC 12-9

KODUGraat Falls, MT

MAC DAVIS DOLLY PARTOM
PHOTOCIO
J GEILS BAND
VAN HALEM
HOTOSEO
FINE FLOYD 1-1
BILLY 6 SYREETA 3-2
DR. HOOR 8-5
CHARLEE DORE 14-10
ROOL 6 THE GANG 15-11

Steven Alon MocKehvie
FIREFALL
BETTE MIDLER
LIPPS, INC.
SPIDER
BERNADETTE PETERS
NOTLORE
FINE FLOYD 1-1
ROB SECER 5 4
CHRIS CROSS 8-7
ROGERS 6 CANNES 16-12
STYK 23 17

ILSLY/Son Luis Obisco CA

DAN POGELBERG JOURNEY
JAMES LAST BAND
BETTE MIOLER
TOURISTS
HOTCEST
BLOMDIE 2-1
BOB SECER 5 3
GARY MUMAN 15 8
ATR SUPPLY 13 10
PRETENDERS 24-20

KBN/Anchorage AK Kent Byus

Rent Byus
FIREPALL
REO SPEEDWAGON
FNACE
RARLA BONOFF
TERI DESARIO
PAT BEMATAN
WHISPERS
CROMM HEIGHTS AFF
TOTO
NotesE
FINN FLOYD 1-1
DR HOOK 10-4
ROB SECER 16-13
COMMODORES 21-17
AMDY GIBB 22-18

# PARALLEL ONE PLAYLISTS

#### EAST

#### 1050 chum

#### Toronto

- I OFONIO

  BURDEL/Coll I Mo

  BURD SEURPLIFUE Lake

  BULLY SELECTION MAY BE HIGH

  BULLY SELECTION MAY BE HIGH

  BULLY SELECTION MAY BE HIGH

  CONTY, CRUSSYNTER Like The Wind

  J. Cl. ILS BOND/Clame flack

  BURDEL/COLL SELECTION FOR THE LIKE In The

  FAIL LIKE IN COLL SELECTION OF THE LIKE

  FAIL LIKE IN COLL SELECTION OF THE SELECTION OF THE

  LIKE IN COLL SELECTION OF THE SELECTION OF THE

  LIKE IN COLL SELECTION OF THE SELECTION OF THE

  LIKE IN COLL SELECTION OF THE SELECTION OF THE

  LIKE IN COLL SEL

- ALEY NUMB
- Ps MARREN ZEVONIA CONTAIN GITT MERUSIA/Biggest Part Of No.



#### New York

- PLOW YORK

  BLOWDE/Cell Mey
  PINK FEOTO/Another Brick in The
  SPINKERS/Morkin Mey Kay.

  JOEEN/Cray Little Thing Ge
  RAY GOODMAN & BYSpecial Lody
  BILLY & STREET/AMINITY You I is Born
  OHIS SCORES/Fire Law
  BOB SECORE/Fire Law
  BOB SECORE/Fire Law
  BOB SECORE/Fire Law
  HINDHEL SAY
  BROTHERS & MERRY Pledge My Love
  BROTHERS & MERRY Pledge My Love
  BROTHERS AND GENOME TO BE
  RECORD TO BE
  BROTHERS AND STREET
  BROTHERS AND

- GARY NUMAN/Cars BILLY JOEL/IT'S STITL RUR TO Me LINDA ROMSTADT/MUTT SO Bed UTUPIA/Set Me Free
- RUGERS & CARNES/Don + Fall In Love



#### Providence

- ILLINGITE IN PRICE AND THE PROPERTY AND

- 14 IZ BETTE MIDERNTHO Rose

  13 UT-PIA/Sat No Free

  17 IA GART NUMAN/Cars

  18 15 JURINEVYAN, May You Kant IT

  19 Ib UMRIETYAN, May You Kant IT

  19 Ib UMRIETYAN, May You Kant IT

  20 IB WILLIAM TO WAN TO WAN TO WAN

  20 IB WILLIAM TO WAN TO WAN

  21 IA MARKAN TO WAN TO WAN

  22 IA JURIN RUFFIN/Mobid On To My Love

  25 ZZ JURIN RUFFIN/Mobid On To My Love

  25 ZZ JURIN RUFFIN/Mobid On To My Love

  26 ZA KANAN/ICAN TO WAN

  27 ZZ JANAN BERNOWN WAN

  28 ZZ SCAGOS/Bread Fall Griss

  28 ZA KANAN/ICAN TO WAN

  29 ZB DOZ SCAGOS/Bread White

  D ZB DOZ SCAGOS/Bread White

  D ZB DOZ SCAGOS/Bread White

  D ZB DOZ SCAGOS/Bread Pair IT WAN

  D ZB DOZ SCAGOS/BREAD PAIR

- ADD5
- 30
  FIREFALL/Memode For A Fell
  DOLLY PARTON/Starting Over Again
  REO RIDER/White Hot
  M. MANCHESTER/Fire in The Morning
- OFF BROADMAY/Stay In Time JERBAINE JACKSDN/Le\* s Get Serlous

#### FM99 &WXLO

#### New York

- New York

  | BLONDLE/CALL Ma
  | PEROJES & MERRI/ Place My Love
  | PEROJES & MERRI/ Place My Love
  | BRILLY & SPREETA/WITH You I is Born |
  | BRILLY (ACCOMMAN & B/Special Lady
  | SHALLEY (ACCOMMAN & B/Special Lady
  | SHALLEY (ACCOMMAN & BRIGHT
  | QUEEN/OF ANY LITHIG THING CA
  | LIPPS, LINC / Funny Yown
  | OPETS CROSS/Place Line The Wind
  | CHEST CROSS/Place Line The Wind
  | CHEST LIPPS, LINC / Funny Yown
  | ACCOMMAN CONTROL OF MAN
  | CHEST LIPPS, LIPPS,

- ADD 5
- SMUMEY ROBINSON/Let Me Be The Clock RURONA/Let Me Be BILL! JOEL/Simping With The

#### Philadelphia

- Philadelphia

  1 BIOMORE/CALL No.
  2 RAT (ADDIMAN BI/Specife Lody
  4 SEAULISAI Can T Tell You Why
  5 BAULISAI Can T Tell You Why
  6 BILLY ASYMETRY WHITE YOU I'm Burn
  5 SAUDL & THE CANGA/Too lost
  10 7 ORTIS CROSS/Rilos Like The Wind
  6 S SHIPRER RESAMENT H, Way T.,
  9 BILLY JOHL/YOU May the Right
  11 DBL SYGRE/FIRE Lebe
  12 II DBL HODS/Savg Eyes
  12 II DBL HODS/Savg Eyes
  13 II DBL HODS/Savg Eyes
  13 II DBL HODS/Savg Eyes
  14 LINDA ROSSTAD/FAUPT SO Bad
  16 SI SHERMER SAVING
  17 IF FEETWOOD MCC/Thina About No.
  17 II FLEETWOOD MCC/Thina About No.
  18 DBL ADVISSOR DRANG SAVING
  18 DBL ADVISSOR DRANG SAVING
  19 DBL ADVISSOR DRANG SAVING TO BE NOT TO BE NO.
  19 DBL ADVISSOR DRANG SAVING TO BE NOT TO BE NO.
  19 DBL ADVISSOR DRANG SAVING TO BE NOT TO BE NO.
  2 DBL ADVISSOR DRANG SAVING TO THE MORNING TO BE NO.
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  2 DBL ADVISSOR DRANG SAVING TO THE MORNING TO BE NO.
  2 DBL ADVISSOR DRANG SAVING TO THE MORNING TO THE MORNING

- ADDS BRUCE COCKBURN/Mandering Where The AMME MLRRAY/Lucky No.
- APPE MADRITYLUCKY PO JAMES LAST BAND/The Seduction AMBROSIA/Biggast Pert Of Me FELIK CAVALIERE/Only A Lonely Meert. CLIFF RICHARD/Carrie BERNADETIC PETERS/Gee Whiz LOLLY PARTON/STATING Over Again MOC DAVIS/II's Nerd To Be Humble ME IL SEDARA/Should've Mever Lat



#### Pittsburgh

- Pittsburgh

  1 PINK FLOYD/Another Brick in The
  4 2 BLONDIE/Call Me
  5 3 KOOK L THE GANG/Too Mot
  5 4 OPRIS CROSS/Rioe Like The Wind
  6 ORAIS CROSS/Rioe Like The Wind
  6 RAY GOOGNAN & BYSpecial Ledy
  7 9005 SECRY/Fire Leke
  10 8 BILLY JOEL/YOU May be Right
  13 9 AIR SUPPLY/LOST In Love
  14 10 STRU/FIRE Time
  11 1 EAGLES/I Can T Fell You why
  13 12 MICHAEL JACKSON/OHT The Wall
  13 12 MICHAEL JACKSON/OHT THE Wall
  14 10 STRU/FIRE Time
  11 1 EAGLES/I Can T Fell You why
  15 12 MICHAEL JACKSON/OHT THE Wall
  16 DASTS/BARN MAY FROM
  17 17 UTOPIA/Sat Me Frae
  17 17 UTOPIA/Sat Me Frae
  18 DILLY & SYNEE TAYNIN ON TO MAY
  19 12 TOWN PETT/Refugue
  19 21 TOWN PETT/Refugue
  19 21 TOWN PETT/Refugue
  19 22 JIMPAT RUFS/RY/NOON T Fell In Love
  19 22 JIMPAT RUFS/RY/NOON TO Me
  10 22 LINDA PONSTADIYHUT SO BOO
  17 23 MAROSIAN/BIOGNOT ME
  10 TOWN ME
  10 22 DANGIE TENORE NOON TO ME
  10 TOWN TOWN ME
  10 22 DANGIE TENORE NOON TO ME
  10 22 JIMPAT RUFS/RY/NOON TO ME
  10 TOWN TOWN ME
  10 22 DANGIE TENORE NOON TO ME
  10 TOWN TOWN TOWN ME
  10 22 DANGIE TENORE NOON TO ME
  10 TOWN TOWN TOWN ME
  10 22 DANGIE TENORE NOON TOWN ME
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  10 22 DANGIE TENORE NOON TOWN TOWN ME
  10 20 DANGIE TENORE NOON TOWN TOWN ME
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  10 20 DANGIE TENORE NOON TOWN TOWN TOWN
  10 20 DANGIE TENORE NOON TOWN TOWN
  10 20 DANGIE TENORE NOON TOWN
  10 20
- ADDS CLASH/Train in Yeln KENNY LGGGINS/Keep The Fire SHOUTING STAR/You Got what I Need DAN FOGELBERG/Neart Motels BRUCE COCKBURN/Kondering Where The

### **WRKO** Boston

- BOS SECER/Fire Lake 
  BONDELEZ/CALI Me
  BONDELEZ/CALI Me
  DANNELEZ/CALI ME
  PINE FLOY/ANDITHE DE LEK IN The
  AIR SUPPLY/LOSY IN LOVE
  BILLY JOEL/YOU MARY BE RIGHT
  BILLY JOEL/YOU MARY BE RIGHT
  BOOK JOEL/CALI ME
  BILLY JOEL/YOU MARY BE RIGHT
  BOOK JOEL/CALI ME
  BOLES/THE POLINES IN LOVE
  BOOK SETTE MILDER/THE POLINES IN LOVE
  BOOK SETTE MILDER/THE POLINES IN LOVE
  ANDY & QLIVIA/I CAN'T HAID IT
  BOOK JOEL/CALI ME
  BOOK SETTEM BILDER/THE POLINES IN LOVE
  DANNELEZ/CALI ME
  BOOK SETTEM BILDER/THE POLINES
  DANNELEZ/CALI ME
  BOOK SETTEM BILDER/THE POLINES
  DOUGLE PROSINISON/LEZ/CALI ME
  BOOK SETTEM BILDER/CALI ME
  BOOK SETTEM BILDER
  BERNAUETTE PETERS/CALI ME
  BERNAUETTE PETERS/CALI ME
  BOOK SETTEM BILDER
  BERNAUETTE PETERS/CALI ME
  BOOK SETTEM BILDER
  BERNAUETTE PETERS/CALI ME
  BOOK SETTEM BILDER
  BERNAUETTE PETERS/CALI ME
  BERNAUETT

# III Buffalo

- PINK FLOYD/Another Brick in The BLOWDIE/Cell Me BLOWDIE/Cell Me EACLES/I Can't Tell You Why BOB SECRIFIE Lake O'RIS (ROSS)RIde Like The Wind LINDA ROWSTROT/NOW DO I MAKE YOU ITTO RISKS THE Free IDDNA SUBPRISTOT/NOW DO I MAKE YOU ITTO RISKS THE Free IDDNA SUBPRISTOT/NOW DO I MAKE YOU ITTO RISKS THE FREE IDDNA SUBPRISTOT FROM THE BROWN INTO RESERVE THE TOWN INTO REPORT OF THE RESERVE THE TOWN INTO RESERVE THE TOWN INTO RESERVE THE RESER

- NICOLETTE LARSON/Dencin Jones BARRY MANILOW/I Don't Ment To Well-LIPPS, INC /Funkytown BRUCE COCKBURN/Mondering Where The: DOLLY PARTUN/Starting Over Again GRACE SLICK/Seasons ARME MURRAT/Lucky No.

# MOS

#### Providence

- 1 1 PIRR FLOTO/Another Brick in The
  4 2 B00 SEGENYI're Lave
  5 3 NY, GOUDINER & Hispanilal Ledy
  6 PIROCONS AND SEGENYI're Lave
  7 PIROCONS AND SEGENYI're Lave
  8 PIROCONS AND SEGENYI're PROPERTY
  9 TOWN HOMAN/Cars
  9 EARL EVILLE OF THIS TO WHY
  10 PIROCONS AND SEGENYI'RE SEGENYI'R
- J GE ILS BAND/Love Stinks
  34, 39
  QLADTS RHIGHT/Landlord
  BETTE MIDLER/The Rose
  RCHOMA/Let Mm Be
  MAZARETH/Hollday
  PAT EENALAR/Ms Live For Love
  BERMADETTE PETERS/Gee Mniz CIN

#### WPGG

#### Washington D.C.

- - 20, 28 TEMPTATIONS/Power PRETENDERS/Brass in Pocket GARY NUMAN/Cers
    DAN FOCELBERG/Heart Hotels
    BOZ SCAGGS/Breakdown Dead Ahead

# 96 KAT Pittsburgh

- ### UNIX. FRI STEREO

  2 1 EAGLES/I Can'T Tell You Why
  1 2 STYX/First Time
  2 3 JUNEFEYAP, Way You Wan't I?
  4 4 808 SECLUFIRE Lake
  6 5 LINDA ROSSTADT/HOW Do I Make You
  3 6 PINN FLOTO/Another Brick in The
  8 7 LINDA ROSSTADT/HOW Do I Make You
  1 6 DARTY/Back Do My Feet Again
  1 9 BILLY JULE/You My 58 Right
  1 10 J. CEILS BAND/Come Back
  1 10 J. CEILS BAND/Come Stinks
  1 10 J. CEILS BAND/Come Stinks
  1 10 J. CEILS BAND/Love Stinks
  1 25 JOR RAY DODDMAN & 8/Special Lady
  1 10 J. CEILS BAND/Love Stinks
  1 25 JOR RAY DODDMAN & 8/Special Lady

- ADDS 27, 28, 29

#### F-105

#### Boston

- 2 1 BOB SEGER/Fire take
  3 2 BLOMOIE/Call Mo
  3 PINAN ELOTO/Another Brick in The
  3 PINAN ELOTO/Another Brick in The
  4 DR. HODK/Sany Eyes
  5 MICHAEL JACKSON/OIF The Hell
  9 OWNER STAND STAND IN Love
  4 BRY COUNTY OF THE LOVE
  4 BRY COUNTY OF THE LOVE
  4 BRY COUNTY OF THE LOVE
  5 PRETENDERS OF SOME OF THE LOVE
  5 PRETENDERS OF SOME OF THE LOVE
  6 PRETENDERS OF THE LOVE
  6 THE JOURNEY FARM May YOU WANT IT
  10 IZ BILLY TORL FOU May DE RIGHT
  10 IZ BILLY A STREET FAIRTH TO USE A BROWN DEAD AND A COUNTY OF THE LITTLE FOUND OF THE LOVE OF THE LOVE

ADDS LINDA RONSERDT/Murt So Bed J. OLILS BAND/Love Stinks UTOPIA/Set Ne Free

#### 60/WCa0 Baltimore

BOLLIMOTE

1 BLONDIE/Call No
2 ORRES ORDSS/Ridos & Like The Wind
3 ORRES ORDSS/Ridos & Like The Wind
5 ORRES ORDSS/Ridos & Like The Wind
8 PLIEF RD/VANOTHER UT Co. In The
1 BLUE ALL SOLVOIR May the Hight
1 DR. HODAY Lawrey Eyes
3 EAGLES/I Can't Tall Too. Why
8 BHISPERS/And The Beat Gase On
5 ADOL & The GANGA/Too hot
1 AIR SUPPLY/Loos In Love
1 CLIFF RICHARD/Car'rie
9 PLET TOOD MAC/TalnA. About Me
1 JIMBY HUFF 18/Mold On To My Love
1 JOHN 15/MOLD MAC/TO TO MACHINE
1 JOHN 15/MOLD MACHINE
1 JOHN 15/MOLD MACHINE
1 JOHN 15/MOLD MACHINE
1 JIMBY LOST DOMA/TO SO Bad
PAAL DAYLY/DO RIGHT
1 JMB L LAST DOMA/The So Bad
PAAL DAYLY/DO RIGHT
1 JMB L LAST DOMA/The So Bad
PAAL DAYLY/DO RIGHT
1 JMB L LAST DOMA/The Sobact
1 JMB 1 LAST DOMA/The Boxe
1 JMB 1 LAST MACHINE
1 JMB 1 LAST

wifi 92

#### Philadelphia

### WNBC Radio 66

- New York

#### **MIDWEST**

#### \_KWK\_ STERED WK St. Louis

- 2 1 IMBTS/Midnight Henderrows
  1 2 JOURIST/Any may You ment it?
  3 BILLT JOURIST/OW May the Bight
  4 THI-LOMPH/I Can Service
  5 PINE ILDTO/Another Brick in The
  6 2 YOURISM STARK/Fordight
  4 7 HUSEN/Spirit of the Redio
  8 00 PERMISMINITY OF THE REDION
  10 9 ROSEN/Free Bill
  10 STARY ALL SHIPERY IN Time
  10 9 ROSEN/Free Bill
  11 0 STARY AND AND AND AND AND AND
  11 11 SUMBILY/CAT INC
  13 BOD STORMER THE LAND
  15 12 HAND CANNEL THE AND AND AND AND
  15 13 THE THANKER BAND/Short Fin' Whishay And
  15 15 THE THANKER BAND/Short Fin' Whishay And
  15 17 FINERALLY OWN THAT GOT AND
  16 CHAINSTAN THANKER BAND/Short Fin' Whishay And
  17 FINERALLY OWN THAN GOT AND
  18 CHAINSTAN THANKER BAND/Short Fin' Whishay And
  18 CHAINSTAN THANKER BAND/Short Fin' Whishay And
  19 19 HAND AND AND AND THANKER BAND
  10 THANKER
  10 THA

22 19 MAN SMALL TULNESS.

ADDS 16 BDB 54 GER/Against The Wind 600 BDB 54 GER/Against The Wind 600 BDB 54 GER/Mar Strut
ALKARE // Par Strut
BILLY AGE, 5/12 as 51111 RAP To No. BILLY AGE, 5/12 as 6910 g with The MID RIDER/Dun't Flynt 15 OH 10415/Justine 14 BD 20/20/Tell No. Winy THEIMPH/LEVIN' For The Bask of



- Chicago

  1 1 BLONDIE/Call Ma
  2 2 PINK FLOTO/Another Brick in The
  2 2 PINK FLOTO/Another Brick in The
  3 4 QUEEK/Cary Little Thing Ca
  4 3 SPINGERS/And The Thing Ca
  5 0 PINS ENDOR/Another Brick in The Wind
  5 0 POSS SCHOOL/Another Teradher
  6 0 PUNCH CALL STATE THING CALL
  7 9 BILLY A SYRE ETA/RITH YOU I IN BURN
  9 II DAM FOOL/BER/June
  7 9 BILLY A SYRE ETA/RITH YOU I IN BURN
  9 III DAM FOOL/BER/June
  10 12 ROOL & The GAM/June Hot
  10 13 EAGLES/I Can't Tell You Why
  10 I BARD SETTINGER
  27 I BARD STATE YOUR
  10 I BERNY LOGGINAT/Hop Do I Mane You
  14 IT MICHAEL JACKSON/ROCK WITH YOU
  15 IN KERNY LOGGINAT/This is IT
  20 OFF BERNY LOGGINAT/This In TIME
  27 25 BILLY JOLL/YOU May Be Right
  28 25 JOURNEY/Any Way You Want IT
  4 50 DETERMINED STATE HOW THE THING
  13 STEVE FORBERT/Anomen'S Tune
  13 SO STEVE FORBERT/Anomen'S Tune
  13 CAPT. A TENHILLE/DO THAY TO Ma
  ADDS 50

# 

- Kansas City

# ECENSIS City 1 1 OHRIS CROSS/RIO LINE THE BIND 2 2 BLOMDIE/CAIL He 3 3 BILLY & SYRE/ELAWIEN TOU I'M BOTH 6 4 AIR SUPPLY/Lost In Love 5 5 BILLY JOEL/TON Many Box RIGHT 6 6 EAGLES/I CAN'T Fell You why 7 5 PINDRES/Subchil He, Way. 6 6 REPER SUBCHIL HE, Way STAND HE 6 10 ROPER'S LOCARIES/HE TIMES IN LOVE 6 10 ROPER'S LOCARIES/HE TIMES IN LOVE 10 11 FLEETHOOD MAC/Think About Ma 11 III FLEETHOOD MAC/Think About Ma 12 12 JUHRY RUFF IN/HOHA ON TO My Love 13 13 DR. HODRY Sany Eyes 10 14 UTOPIA/Sar Me Free 13 15 BOS SECRY/Fire Lave 13 15 BOS SECRY/Fire Lave 13 16 PALL DAYIS/DR RIGHT 10 16 BETTE MIDLER/FITH BOSE 12 17 LINDR ROMSTADT/Hur? 50 Bod 11 16 PALL DAYIS/DR RIGHT 10 19 M. MAKCHESTER/Fire In The Morning 12 20 DANE GEORGY FIRE OF THE HEAVES 12 22 CLEFF RICHAMSO/GOTT/Le 13 22 CLARE (ECRY/FIDE OF THE HEAVES 12 22 CLEFF RICHAMSO/GOTT/Le 13 22 CLARE (ECRY/FIDE OF THE HEAVES 14 22 CLARE (ECRY/FIDE OF THE HEAVES 15 22 CLARE (ECRY/FIDE OF THE HEAVES 16 22 CLARE (ECRY/FIDE OF THE HEAVES 17 28 BERNACHTE PETERS/GOR WHIT 18 CONTROL OF THE PETERS/GOR WHITE 18 CONTROL OF T 98KSLQ

- St. Louis

Milwankee

Miwanke

4 1 08 HDANISHY EYES

10 2 DERIS CROSS/RIGE LIKE The wind

3 5 EACLES/I Can I Tell You why

5 4 M. MANCIES STER/Fire in The Marining

10 9 DILLY 4 SYME FAIL THE LINE BOYN

11 7 FALL DERING (EMC/DNI) A LONE IY MEAT.

12 7 ALL DERING (EMC/DNI) A LONE IY MEAT.

13 13 SUMPHY/LONE IN LONE

10 10 608 SECR/FIFE LINE

10 11 OARS SECR/FIFE LINE

10 10 OARS SECR/FIFE LINE

10 0 AND A THE CANCEL SECR/FIFE

10 10 OARS SECR/FIFE LINE

10 OARS SECR/FIFE

10 OARS SEC

LINDA RONSTADY/Murt So Bed BRUCE CODCIBURY/Blundering Where The. PHOTUGEO/We were Meant. RAY,GODOMAN & B/Speciel Lady

#### kbeQ Leases City

PINC FLOVADANCE DITCE In The 2 903 SEREN/Fire Lake 3 80.0018/Fire Lake 3 80.0018/FIRE

CHARLIE DORE/Plief Of The Airwayes FHEFALL/Newcod For A Fell J. GEILS BAND/Love Stinks

WARREN ZEVON/A Cartein Siri CLASH/Train in Vein ALLAN CLARKE/Silpetream OZMOK MT. DAMEDEY/Take You Tonight



BILLY & SYMEETA/BITH You I'm Born .

OMIS CROSS/Rick Like The Wind
AIR SUPPLYLest in Love
Piss FLOYD/Another Brick in The
BULLORDIE/CRIST
BULL

FIRDFALL/Needed For A Feli 808 SERF/Ageinst The Wind 802 SEADS-Fireshabown Deed AI CLASH/Trein in Yeln WITDFIA/Set No Free 0FF BRADOWN/YS/ey in Time JOURNET/Any May You Ment It

#### **KDWB** Minneapelis

ATTROCESS

3 1 AIR SUPPLY/Lost in Love
4 2 808 SECENTY fre Lehe
6 3 DB. MOKY/Sany Eye
1 4 O'RIS CROSS/Rise Like The Wind
7 GARY RIBMA/Cres
8 6 PME TERRERS/Rass in Pocket
9 7 PALL DAYIS/Do Right
10 6 JOURNEY/Any New You want it
10 6 JOURNEY/Any New You want it
10 6 JOURNEY/Any New You want it
11 0 ASS/Train in Yeal in The Morning
13 11 CASS/Train in Yeal in The Morning
13 12 INDEX A COMMENT OF So Bed
14 BOARD (TCGAI) Was
14 BOARD (TCGAI) Was
15 TELLIK CANAL (ERE/Only A Lonely Heart,
16 16 DAN FORESTA & COMMENT HOTELS
17 10 LINDA ROWSTADY/New's So Bed
16 16 DAN FORESTADY/New's So Bed
16 16 DAN FORESTADY/New's So Bed
16 16 DAN FORESTADY New's Town Lovin's
17 10 BETTE HIDLER/The Rose
18 10 BOARD CONCURREN/Journe Does The Lovin's
18 25 STEVE FORESTA/GOOD by TO LITTLE D
18 25 STEVE FORESTA/GOOD by TO LITTLE D
18 26 BILLY JOEL/TOW May Be Right
18 0 CETORES/Most Love
18 27 MON A QLITAL/I Can't walp it
28 DE KIMON/Can't Put A Price...
A 31 JBMIFER MANUSCYWEN THE Feeting Come
A 28 BILLY JBMIFER MANUSCYWEN THE Feeting Come
A 32 RANDY REDMAN/POITTICE Science

#### WGCL98 Cleveland

2 1 BLORD E/Call No
2 PINK FLOTO/Amethor Brick in The
3 CALL PINK FLOTO/Amethor Brick in The
3 PINK FLOTO/Amethor Brick in The
3 PINK FLOTO/Amethor Brick in The
4 RUPPERT HOLNES/FINE
5 9 SPENDERS/MICHAEL IN THE
6 9 60B SECRIF/FIR Lette
7 THIOMAEL ARCKSON/OFF The Wall
6 BEAGLES/I Can't Tall You Why
6 9 KODL & THE GAME/TOO NOT
11 10 BILLY JOEL/YOU May Be Right
12 13 CHURK HOMAN/Care in Forces
12 13 CHURK HOMAN/Care
12 13 CHURK HOMAN/Care
13 16 PINK TEROCES/Breas in Pocket
16 19 PINK TEROCES/Breas in Pocket
17 10 AUDINES/ANN Nev Tou Sent 17
18 17 SHALANAN/Second Time Around
17 16 KEDHY LOGG INS/Keep The Fire
23 12 CLIFF RICHMO/Carrie
23 12 CLIFF RICHMO/Carrie
23 12 CLIFF RICHMO/Carrie
24 23 J. GE LIS BAND/LOVE STINIS
29 41 SHI PINKS/FAND THE BOOK GOS ON
22 MOSTERS A GAMES/TOON Fail To Crock
27 M. MANCHESTER/Fire In The Grock ON
28 DAMES LAST BAND/The Seduction
29 JAMES LAST BAND/The Seduction
20 PALL DAYS/OR Right

20, 26, 26 JBBNIFER WARKES/When The Feeling Come CLASM/Train in Yeln AMBROSIA/Biggest Part Of Me

JIMMY RUFIN/NoId On To My Love FELAE CAYALEBE/ONLY A Lonely Wear\*, MEIL SEDAMAY Should\* re Never Let SMCCK/Com\* Pert A Price.... SMCCTHG STARY to got what I Need MCC CAYAS/TIT's Herd To Be Numble OFF SMCKMMY/Stry in Time LIMBA RMCKATO/TWARY to Bed ON



# 102 Cincinnati

4 1 BLOMDIE/Call Ma
1 2 OWNIS CROSS/MIGH Like The Wind
3 8 000 SEBEN/Fire Lake
5 4 EARLES/I Can't Tell Tou Why
2 5 PINK FLOTO/Monther Brick in The
10 6 BILLY JOEL/You May 80 Right
9 7 AIR SUMPLY-Lost in Love
6 8 TOM RETTY/Netuges
12 9 HIGHAEL MAKESOW/DF The Wall
8 10 REFERT HOLLES/MIN
13 11 FLEETWOOD MAL/Think Report Ma
7 12 KOOL & THE GAME/TOO NOT
113 1 LIND MONSTAD //Wow Dow Make You
14 1 JOHN SUMPLY HOLLES/MIN
13 19 DOWNIS SIMBER/ON The Red to
14 1 JOHN SIMPLY MIN FROM
14 1 JOHN SIMPLY MIN FROM
15 19 UTC PLA/Set Ma From
15 19 UTC PLA/Set Ma From
15 19 UTC PLA/Set Ma From
15 22 DOWNIS MONSTAD //Wow Down Man't IT
17 24 SPINGERS/MONTHIN TOU I'm Born...
17 24 SPINGERS/MONTHIN TOU I'm Born...
17 25 SILLY 6 SYMEETA/MITH YOU I'm Born...
18 25 LIND ROWSTAD //Wen't So Bad
18 26 QUEEN/OR SYL LITH TO THING CB
18 27 TOTO/99
18 28 DAT EERA/TAR/Mearthrader
A 29 RODERS & CANNES/MON Y Fall In Love...
A 30 AMBROSIA/Biggest Part Of Ma

#### SOUTH

#### **Z-93** Allenta

20, 30 THE CLPREE/STOOL AMON

# Ft. Worth Dalles

1 1 BLONDIE/Call Ma
2 2 BLONDIE/The Hardest Part
3 1 LINDN ROWSTART/New Do I Make You
4 4 MEANTYEVER IT Up the
6 0 BBSTSBeet Dit My Feet Again
9 7 JOURNEY/ANY May You Sant 19
10 6 BILLY JOSEL/YOU MRY BB Right
5 9 PAT BENATAR/New Thresher
12 10 EAGLEST/ Can't Tell You Mhy
13 11 FLEETHOOD MKC/Thrinh Rhout Ms
14 GLEETHOOD MKC/Thrinh Rhout Ms
15 2 QUEENCY are LITHIU Thing Ce
11 13 SPINNERS/NewThinh New May
18 15 LINDN ROWSTADT/NewT So Bad
16 16 STYLY/Borrowed Time Sith Minny
18 15 LINDN ROWSTADT/NewT So Bad
17 17 JEFF STARSHIP/Girl sith The Hungry
18 15 CHOST CROSSENT OF Line Sith The Mungry
18 15 CHOST CROSSENT OF LINE WIND
18 15 STYNEYBORN CONTROL TO THE SITH OF LIND ROWSTADT/NewT So Bad
17 17 JEFF STARSHIP/Girl sith The Hungry
18 10 ONE CROSSENT OF LINE WIND
18 15 STYNEYBORN CONTROL THE SITH OF LINE ROWSTADT/NEWT SO
19 ONE STYNEYBORN CONTROL TO THE SITH OF LINE ROWSTADT/NEWT SO
19 21 CAN SUPPLY/Los\* In Love
AZS GRY NUMMAY/CES
22 25 SOOL & THE GAMG/TOO MOT

ADDS
22 23 SOOL & THE GAMG/TOO MOT



A005 22, 23

#### THE MUSIC FM

THE MUSIC FM

1 PRETENDERS/Bress in Pocket
2 BILLY JOLLY/OU May Be Right
3 PAUL DAYIS/Do Right
4 BLORDIZ/Gail Me
2 MESS LAST BAND/The Seduction
6 BRUCE COORGENS/Monedering there The ...
9 MARES LAST BAND/The Seduction
1 BRUCE COORGENS/Monedering there The ...
10 MARES LAST BAND/The Seduction
1 BRUCE COORGENS/Monedering there The ...
10 PELLIX CATALIER/Only A Lonely Meert.
10 PELLIX CATALIER/Only A Lonely Meert.
11 DISC SCROSS/Mee Like The Wind
11 MODERS & CANSES/Deart First in Love ...
12 DORS SCROSS/Mee Like The Wind
13 MARES SCROSS/Mee Like The Wind
14 MORBOSIA/Biggeat Pert Of Me
15 ORBIS CROSS/Mee Like The Wind
16 MORBOSIA/Biggeat Pert Of Me
17 CLASS/Tree in valon
18 LIKE SCROSS/Mee Like The Wind
19 MEIL SCROSS/Mee Like The Wind
19 MEIL SCROSS/Mee Like The Wind
19 MEIL SCROSS/Mee Like The Wind
10 LINDA ROBSTATOT/Mert Sed
20 FIRS FLOYG/Another Brick in The
21 MORBIS ETWON/A CHECH Of IT!
22 MORBIS ETWON/A CHECH OF IN THE
23 MORBIS ETWON/A CHECH OF IN THE
24 MORBIS ETWON/A CHECH OF IN THE
25 MORBIS CORP.
26 MORBIS ETWON/A CHECH OF IN THE
26 MORBIS ETWON/A CHECH OF IN THE
27 MORBIS ETWON/A CHECH OF IN THE
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21 MORBIS ETWON/A CHECH ETWON/A CHECH
21 MORBIS ETWON/A CHECH ETWON/A

# 104KRBE

#### Houston

DAN FOOLUERB/Near? Note is LEIF CANNETY/I was Looking For ... ABDY 40 LIVIA/I Can'? Naip i? CLABN/Train in Yain STYX/Barrowed Yime FOURS #E DAPME E/Steel Away

28, 29 RED RIDER/White Hot

### Minni

3 1 EAGLES/1 Can't Tell You thy
4 2 O-813 CROSS/Ries Like The Wind
5 3 8.000 ETC/15 Ib to
6 3 8.000 ETC/15 Ib to
6 3 8.000 ETC/15 Ib to
7 8.000 ETC/15 Ib to
8 8.000 ETC/15 Ib to
8 8.000 ETC/15 Ib to
8 8.000 ETC/15 Ib to
9 9 PAT SEWATAD/New Treater
14 10 ETC/15 Ib to
16 IB SEMENTAD/New Treater
14 10 ETC/15 Ib to
16 IB SEMENTAD/New Treater
15 IB BLLY 4 SYME(ETC/NITE) TO GOT
7 14 SPINGETS/NOW In Ib to
17 10 ETC/15 Ib to
17 10 ETC/15 Ib to
18 10 ETC/15 Ib to
18 10 ETC/16 Ib to
19 10 ETC/16 Ib to
10 Ib to
10

AQDS 37, 38, 39, 40

#### WEST

## KKLABI

#### Los Angeles

LOS Asgeles

1 I LIPPS, INC./FunkyYoun
2 2 8 92:5/Mock Lobster
3 3 MAY, GOODBAN & M/Special Ledy
4 & EARLES/I Can T TOI You thy
5 5 SPINDEDS/INCO IN TOI YOU thy
5 5 SPINDEDS/INCO IN TOI YOU thy
6 6 WHSPOSS/AND TENNES FOR TOI YOU THY
7 10 MAN TON THANSFETTEILIDM ZONE
9 9 PEACES & RETRUIT Plags My Love
9 9 PEACES & RETRUIT Plags My Love
11 11 BOB SEBEUT/FIRE Leke
11 11 BOB SEBEUT/FIRE Leke
11 12 BOB DEBES JOHESCHISTEN TO THE IN LOVE
12 BOB MAY TENDES TO THE IN THE IN LOVE
13 IN THE SEBEUT/FIRE LANGE
14 10 MAY TENDES TO THE IN THE IN LOVE
15 BOB MAY TENDES TO THE ON THE IN LOVE
16 BULLY JOELYTON MAY BE RIGHT
17 JOHN THE TON THE ON THE TOP
17 JOHN THE TON THE ON THE TOP
18 THE THE TORKET TO THE TO THE TOP
19 PETEROSES TO BE NEART.
21 SPORTE TORKET TO THE MAY TO THE TOP
24 SET FLEETENDED MECTITION TO THE TOP
25 MAN LANGE TO THE TOP
26 MAY TOLD TO PLAGE
27 ANDROSIA/BIGGOST PORT OF ME
28 THE TOP
29 MANDES TORKETS TO THE
20 TO THE TOP
20 MAN TOLD TO THE TOP
20 MAN TOLD TO THE TOP
21 TO THE TORKET TO THE TOP
22 MAN TOLD TO THE TOP
23 MAN TOLD TO THE TOP
24 MAY TOLD TO THE TOP
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27 MAN TOLD THE TOP
28 MAN TOLD THE TOP
29 MAN TOLD THE TOP
20 MAN TOLD THE TOP
21 TO THE TOLD THE TOLD THE TOP
22 MAN TOLD THE TOLD

ADDS BARRY MAKILOW/F Don 1 Went To Well JAMES LAST BAND/The Seduction

BEACH BOYS/Goin\* On GQ/Sittin\* in The Park KOROMA/Let Me Be ON



PROCESS

1 PINK FLOTVAND THE BY CA IN The
2 808 SEGER/Fire Lene
3 81LLY JOEL/Fox May Be Right
4 NICHAEL JACKSDN/OFF The Well
5 CHILTY JOEL/Fox May Be Right
4 NICHAEL JACKSDN/OFF The Well
5 CHILTY JOEL/Fox May Be Right
6 JULINET/ANY May YOU Ment 19
7 8LOHD LE/Call Ma
8 BILLY 3 SYMEET/ANY NO 118 Born...
9 FLANT/Even 11 Up
11 DON FOOLLERS/Dear Motel
11 DON FOOLLERS/Dear Motel
12 THE TOOL MAC/Think About Ma
14 TOMBY JAMES/Three Those In Love
16 ROGERS & CANES/Don't Fall in Love
16 ROGERS & CANES/JOEN THE IN COVE
16 ROGERS & CANES/JOEN THE IN COVE
16 ROGERS & CANES/JOEN THE IN COVE
17 LINDS TORKS/TAT/MAY TO BE 
18 ROS LATE SAME/THE DE WIND
18 ROS LATE SAME/THE THOSE JOEN
18 ROS LATE SAME/THE SAME THE SAME
19 JIMEY MUST IN WAIL OF THE WIND
18 ROS SEGER/Against THE WIND
19 ROS SEGER

ON PAUL DAYIS/Do Right FELIX CAYALIERE/Only A Lonely Heart...

# **93** WHJ

Les Angeles

Los Angeles

1 BLONDIE/Call No.
3 PAY, DOUBLE / Call No.
4 LiPPS, NO. / Pully Youn
9 LiPPS, NO. / Pully Youn
9 PARCESS / CRAY / Pludge Ny Love
4 Parcess / CRAY / Pludge Ny Love
4 Parcess / CRAY / Pludge Ny Love
5 PARCESS / CRAY / Pludge Ny Love
6 Parcess / CRAY / Pludge Ny Love
7 Parcess / CRAY / Pludge Ny Love
9 PARCESS / CRAY / Pludge Ny Love
1 DES SEEDY / Pludge Ny Love
1 DES SEEDY / Pludge Ny Love
1 DES SEEDY / Pludge Ny Love
1 Parcess / Pludge Ny Love
1 Parc

AIR SUPPLY/Lost In Love DR. HOOK/Sexy Eyes BHISPERS/Lody JERBAINE JACKSOM/Let's Get Serious

## KJR**@**950

#### Souttle

J GEILS BAND/Love Stinks BOB WEGER/Against The Wind VAN HALEH/The Cradia Will Rock FIREFALL/Headed For A Fail

#### MUSIC RADIO AL Los Angeles

ACDS FIREFALL/Headed For A Fell DAN FOGELBERG/Heart Hotels

LINDA ROKSTADT/Ner\* So Bed BWOTHERS JOHNSOWS Some LEGH MAYWOOD/Den\*\* Pauh H: Don\*+... BARRY WANILGE/! Don\*+ sen\* To selb JAMES LAST BARD/The Seduction GARY MANING/Cer's BMC CANYS/THIS Merd To Be Numble FELIX CAYALIENE/ONLY A Lonely Mear\*... UTGP14/Ser\* He Free.



BLONDIE/Call Ma

Piss FLOYD/Another Brick in The
DRIS CROSS/Ride Like The Wind
EAGLES/I Cen \*\* Tell You Why
SPIEMERS/SUDVINI'N Wey-...

BUS SCEEN/Fire Lake
HICHAEL MICHAEL
HOWEL JAKES/MICHAEL
HOWEL JAKES/MICHAEL
HICHAEL
HOWEL JAKES/MICHAEL
HICHAEL
HOWEL JAKES/MICHAEL
HICHAEL
HOWEL JAKES/HOWEL
HIGH
HOWEL JAKES/HOWEL
HIGH
HOWEL JAKES/HOWEL
HIGH
HOWEL
HO

PAT BENATAR/We Live For Love KONONA/Let Me Be

dusti-limite &

Denver

1 OWRIS CROSS/RIde Line The Wind
2 2 808 SEGER/Fire Leke
3 2 ENDESE/SI/Cen Y Test You Why
4 8 BOWDIE/Call the
5 3 BLALES/J Cen Y Test You Why
4 8 BOWDIE/Call the
5 3 BLALY JOEL/YOU May Be Right
6 AIR SUPPLY/Lost In Love
17 JOUNNEY/Any May You Nan't
13 8 ROGERS & COMMES/DON'T Fall in Love
19 DE WOO/ Seary Fire Of The Air ware
10 11 FLEETWOD MC/TAINA ROOW May
19 12 M. MINDES/SER/Fire in The Morring
10 15 FELLI CAYAL LERE/Only A Lonely Mear Y.
16 BETTE MUDER/Fire Rose
16 16 ONLY MANGERS/MINDES/

BERNADETTE PETERS/Gom Whiz IOMACK/Can't Put A Price... FIREFALL/Meaded For A Fall J. GEILS BAMD/Love Stinks ADDS

NAZARETH/Holiday RED RIOER/White Hot HEIL DIAMONO/The Good Lord Loves Y KENNY LOGGINS/Keep The Fire ON



Phoceix

5 1 O-RIS CROSS/RIde Like The Wind

1 2 BABTS/RIdel phr Rendervous

2 3 AROSS/RIDE Like The Wind

1 2 1 SEQUATI-V/Remember

10 4 805 SEQUATI-V/Remember

10 4 805 SEQUATI-V/Remember

10 5 PINK FLOVD/And The Radio

7 PINK FLOVD/And The Bradio

8 7 PINK FLOVD/And The Bradio

10 8 BLLV JOEL/YOU May Bo Right

10 CLASS/Train in Valen

11 JOERS/TAN WAY FOU Many 1 1

12 MERIT/Rock int Velevan Down

13 SEQUELA/Rock int The The Migh

13 SEQUELA/Rock int The The Migh

14 SEQUELA/ROCK int The The Migh

15 SEQUELA/ROCK int The The Migh

16 JARTIA WHE/I Like To Rock

17 FORE LOWER/Momen

18 BABTS/Back to Ney Feet Agel

19 SANTANA/AI I Mented

20 GARY NUMAN/Cers

21 BLONDIE/Call Me

22 MILLY HATD/ET/FIIP\*In' WITh

23 LINDA ROUSTAD/T/Pob Do I Make You

24 REA THALESS/Teh in' 1 Back

25 PAT BENATAR/Mear\*To Bad

26 MLZMETY/FOR 1 1 49

80 LU SANGS/BOSTOP\*

80 SEQUELA/ROCK IN TO BOWN

80 SEQUELA/ROCK IN TO BACK

27 JOERS

MAZNETY/FOR IN TO BOWN

10 PRITE MERIA STORY IN TO BENAT BACK

21 29, 30

MMS GLSSW/Kie Boogle Noon!
TOWNT TUTOME AND

AT 29, 30

HAMS OLSON/Kid Boogle Boogle
TOWN TOTOR Folini in The Backseat
MANSHAL TUCKER/it Takes Time
ANN THE TOTOR FOLINI
MAN HALE TOTOR CONTROL
JOE FEBRY FROJECT/OISCOUNT DOGS
JOE FEBRY FROJECT/OISCOUNT DOGS
JOE ILLS BOWN/Love Strike
TRIUMPH/I Cam Survive
HJMSLE PLEYFOOI FOR PROTTY FACE
PAT TRAYBIS BAND/Soortin: Whiskey And
FOOIS/Deavity/Julg Girls
RUSSIA/Fight Back

#### 610 # KFRC

#### Son Francisco

2 1 80.000 | E/Call Me
2 2 PINE FLOTO/Another Brick in The
3 3 JOURNEY/ANY MEY YOU WANT IT
4 4 808 SECER/ITE Lake
5 9 RAY COCOMAN & 8/Special Lady
6 0 CHIS CROSS/FILE Lake
6 10 CHIS CROSS/FILE Lake
7 1 LINDA ROWSTROT/MOW DO I MANE YOU
18 8 ILLY & SYMEET/AND DO I MANE YOU
20 UN UNSPERS/AND THE Beat Goss DO
7 11 SPINE(ES/I CAN T Tail YOU MBY
21 UN UNSPERS/AND THE Beat Goss DO
7 11 SPINE(ES/I CAN T Tail YOU MBY
21 UN UNSPERS/AND THE Beat Goss DO
7 11 SPINE(ES/I CAN T Tail YOU MBY
21 UN UNSPERS/AND THE BEAT GOSS DO
7 11 SPINE(ES/I CAN T Tail YOU MBY
11 SPINE(ES/I CAN T Tail YOU MBY
11 SPINE(ES/I CAN T Tail YOU MBY
12 UN UNSPERS/ SOME SEAT OF CONTROL
13 GORT MIGHT/CON TO HOVE
15 18 PRETEND(ER/S/Fass In POCKET
15 19 QUEEN/CALL JACKSON/OT The Wall
12 IS PRETEND(ER/S/Fass In POCKET
15 20 J. CEILS BAND/Come Bach
15 20 J. CEILS BAND/Come Bach
15 20 J. CEILS BAND/Come Bach
16 23 OAN FOOL BERG/Longer
D4 BOZ SCAGES/BY add down Dead Anead
22 25 SANA MRAIN/Sear Threwer
16 23 OAN FOOL BERG/Longer
D4 BOZ SCAGES/BY add down Dead Anead
22 25 SANA MRAIN/Sear Threwer
16 20 CAN FOOL BERG/Longer
D4 LEPPS, INC., Frunkytom
D6 SEGER/ANGERS TOWN HIM
ADD. SEGER/ANGERS TOWN HIM
D6 SEGER/ANGERS TOWN HIM
D6

30 SEGER/Agsinst The Wind HIGHEL JACKSON/She's Out Of My Life CHARLIE CORE/Pilot Of The Airways ROBBIE CUPREE/Steel Away

KGRONA/Let Ma Be AMBROSIA/Biggest Part Of Ma PEACHES & HERB/I Pledge My Love



1 PINC FLOYD/Another Brick in The
4 2 LIPPS, INC./Funkytown
5 SRAY, COODMAN & BY Special Lady
2 4 BLONDIE/Call Me
5 SRLY & SYMETRIA/BITH YOU I'M BOTH
7 6 MANNATTAN TRANSFE/TVIIIGHT ZONE
8 T FLALES/I Can't TO TIL YOU MY
6 8 PRACHES & NERBY! Pledge BY LOVE
19 OPRIS CROSS/FINE Like THE BITH
19 OPRIS CROSS/FINE Like THE BITH
19 OPRIS CROSS/FINE Like THE BITH
19 10 AIR SUPPLY/Lost In Love
21 10 CAMAR IE DOME/PITO O'T THE Afrewas
15 12 MAYBE MENTON/Year's
16 15 BOS SEGER/FITE Lane
19 13 PRETENDERS/Brass in Pocket
17 14 BROTHERS JONESON/STOMP
17 STIMES/STOMP TO WE ARROW
18 18 LILLY JOEL/YOU MAY DE RIGHT
18 16 JINST RUFF IN/MAID ON TO MY LOVE
21 DIAM PROST STOMP TO BE
22 BOST AND MOST TO TO THE BEAR YOU
22 DIAM HOUS TO TO THE STOMP TO ME
24 BERNMONT TO THE STOMP TO ME
25 IN LINE OF THE STOMP TO ME
26 JOURNEY/AND MY YOU MENT IT
27 BOZ SCAGGS/Breakdown Daed Ahead
28 DONN HEIGHTS AFFOW GAR ME LOVE
29 KOROMN/LET ME BO
30 MICHAEL JACKSON/SHIE OUT O'T MY LIFE

ACDS

FELIX CAYALIERE/Only A Lonely Heart. M. MANCHESTER/Fire in The Norming BARRY MANILOW/I Don't Went To Wells

Parallel I: Selected stations in major markets that are nd/or exert a significant national influence

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

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

Note: (\*)Format dominance is based on the Monday-Sunday, 6AM-12Midnight, total persons 12 plus shares as published by Arbitron.

All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take place in January

ALLELS.

190 REPORTS

JOHN   "Hit So	ng" (A	nylab	el)	
LP: Hit Regional Reach	50ng 100/25	65%	Metion	
E 33% M 21% S 58% W 19%			Up Same Down Adda	51 24 0 25

EXAMPLE		
100/25	- 100 R&R reporting stations on it this week, 25 of those	
	100 added it this week.	
66% -	Percentage of this week's to	

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

**National Summary** Up 51 — Number of stations moving it UP on their charts,

ne 24 — Number of stations hold-ing it STATIONARY on their charts (on to on, add to on, 31-31, etc.).

Down 0 — Number of stations mov-ing it DOWN on their cherts. Adds 25 — Again, number of stations ADDING it this week.



AIR SUPPLY Lost In Love (Arista) 179/4 94%			
Regional Basch g 94% S 97% m 96% W 87%	0	Hetlonel Summery UP 141 SAME 18 DOWN 16 ADDS 6	
PI	P?	P3	
SAMT  MAGE 30-16  WILLO 18-16  WILLO 18-16	AAPT  10107 1-7  10788 6 5  10107 1-7  10788 6 5  10527 6 5  10781 8-7  10781	MARY 3-0 MINE 10-10 MI	

Regional	171/16 90%		
Baich c 014 S 674 H 804 W 174	•	Bummery UP 140 SAME 15 DOWN 0 ADDS 16	
PI	P 2	PS	
MELO 4-29 MFILE on 94KE 31-25 MFILE on 94KE 31-25 MFILE on 94KE 31-25 MFILE ON 94KE 31-25 MFILE ON 94KE 30-24 MFILE 31-24 MFILE ON 94KE 30-24 MFILE 31-24 MFILE 31-25 MFILE 31	EANW 35 21 EANW 35 21 ENFT d-25 ENFT d-27 WTIL a-30 EXT d-27 WTIL a-30 EXT d-27 WTIL a-30 EXT d-36 EXT d-36 EXT d-36 EXT d-36 EXT d-37 WHO 2-7 WHO 2-7 WHO 2-7 WHO 2-7 WHO 3-7 WHO 2-7 WHO 3-7 WHO 3-7	Mino 11-20 MINO 11-20 MINO 11-20 MINO 11-20 MINO 11-20 MINO 12-20	
WOHY d 30	WRVQ 32-25 WRF 26-23	MERY 10-25 EWIC a ESEL 4-27 EPUR 25-22	
EEARTH 27-23 BRLA d-27 KPI d-27 KPI don KPRC on Bloo d-27 KJR 23-19 FIRM 27-24 EOPA d-28 P2 EART Olo7 on WFSE 37-24 WSEEPR 38 30 WFSE 37-70	WDNQ d-28 WY1C d-25 EOPH on SWEED 32-24 EARLY 32-24 ELEC 32-25 ELEC 32-26 ELEC 32-26 WISH d-29 WHAP 30-24 WHAP 30-24 WHAP 30-24 WHAP 30-24 WHAP 30-24 WHAP 30-25 WHAP 32-25 WOHO 32-27	ROWNER 31-2- RIMEL 10-23 RYM on END 19-13 RKLS 27-21 WHER 4-16 WEPT 4 28 WHAR 4-26 WEPT 4 28 WHAR 4 29 WHAR 6-27 WHOR 30-27 RDVV 4-27	
WPBS 17-20 whIPM d-12 whIPM d-12 whIPM d-12 whIPM d-12 whIPM d-12 whIPM 122-15	REMOT = 2-6 REMOTE = 2-7 REMOTE	### d-17 # 019 27-22 # 009 d d d # 000 d d d # 000 d d d d # 000 10 -20 # 000 10 -25 # 000 a # 0720 d -25 # # 0 -25 # # 0 -25 # # 0 -25	

BLONDIE Call Me (Chrysalis) Up: "American Qigolo" Soundtrack 178/1 94%		
Regional Reac Z 944 S 974 M 914 W 924	0	Hational Summary UP 82 SAME 65 DOWN 30 ADDS (
Pl	P2	P3
MARC 2-1 MARC 1-1 MARC 5-2 MARC 5-2 MARC 2-2 MARC 1-1 MARC 1-1 MARC 4-2 MARC 1-2 MARC 1	Q107 1-1 WPBA 1-1 WPBA 1-1 WPBA 2-2 WBBF 1-1 WHFM 1-1 WHFM 2-2 WBLE 2-2 WBLE 2-2 WBLE 2-2 WBLE 2-1 WPBF 1-1 WARE 2-1	MGUY 3-2 MIBI 2-1 MIGT 7-6 MTMM 17-21 137EA 1-5 R104 5-10 MTMG 1-1 MYMG 1-1 14MW 2-1 V100 6-2 MCSN 16-11
HPGC 1 1 CWUM 2-1 CEGM 1-1	0106 1-1 WEBO 3 1 140 3-2 WEER 4 3	MAA Y 1-3 WHEY 1-2 G100 7-5
197 1-1 188E 2-1 193 1 3 949 2-4 9100 6-3	EAUH 5-1 FRLY 3 1 FPUE 3-1 ETEA 3-1 ETEA 2-2 EINT 2-2	MFOX 2-1 MEST 1-1 MEST 2-6 MFUB 0 4 MFUB 1 1 MANSFM 1 1 MANSFM 1 1 MROV 1-1 CRIO1 1-2 FM99 3-6
NTLS 1 1 RDWB 2-14 ES95PM on EWB 14-21	ESF 2-1 ESF 2-1 WTIS 1-4 EEEL 2-1 WFWF 1 1	WRRY 1-1 HWIC 10-7 #866 2-1 #PUR 1-1
MON A 8-2 MIR 3-5 MIR	MERC 2 1 WERC 2 1 WEGH 2-3 WAXY 1-1 WEGH 3-3	HOWERT 1 2 SPYR 9-6 SERC 15-9 SELS 7-4 WHER 2 7
EARTH 2 4 IPI 3 3 INJ 1-1 IPIC 2-1 B100 1-1 LJP 1	MAPE 1-3 BJ105 1-1 W5GA b-2 955GP 2-1 W80G 1-3 FW100 1-1 W80G 5-3 WLAC 4 1	WEAG on MSPT 2-2 WEAR 3 1 WTSR 1 1 WTSR 1-1 BDVV 1 1
13 RM 4-4 10PA 9 7	EE104 3-1	-
EGPO 4-21	#887 2-1 #880 E 1-1 #800 E 1-1 #812 2-2 #878 1-1 #60 E 1-1 #877 2-1 #887 2-1	HSLY 3-1 6 CSM 3-1 EDZA 6 1 EDZA 6 1 EDZA 6 1 EDZA 6 1 EDZA 6 1 EDZA 7 1 1 EPAD 1-2 ERLC 7 1 3 EDZA 7 1 3

(fliondie cor	1	1
	WDMQ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	#RAJC 6-b #RAJC 6-b #RAM 6-1 4 #RAM 6-1 4 #RAM 6-1 4 #RAM 1-1 1-5 #RAM 1-5 #RAM 1-5 #RAM 1-5 #RAM 1-5 #RAM 1-1 #RAM 1-1 #RAM 4-1 #RAM 6-1 #RAM	
	VALIERE onely Heart	(Epic)
LP: Castles 81 Aegional		Mational Summary UP 51
LP: Castles 81 Regional Reach		- 11

CLASH

Basch B 385 B 485 B 475 U 595

Fi

WIP1 10 7 WP81 4 PRO-FR 4 20 CNUR 11-10 CNUR 14-11

8888 on 940 32-17

MOSA su MOCT w SBFG 33-33 sDMB 11-11

Bloo 27-26 EJB on EINN 6 30 EOPA a EUPO 17 10

Train In Vain (Epic)
LP: London Calling

90/15

NAA

1.5

MBBB 11-30 MABA 4 10 MABA 4 10 MBBB 11-30 MBBB 11-30 MBBB 11-30

HTVDS

BOUTH

AREL 39-31

REEL 39-32

REEL 39-32

REEL 39-32

REEL 39-32

REEL 39-32

REEL 39-32

MARE 4

BJ105 on

9580F on

WEEL 37-26

WEEL 30-37-26

REILO 37-25

BJ300 J7-3: MDMRG 0 37 MVIC 0 37 BOFM on HISM 27 26 MVAP 0 921 0-dp

RERW 30-29 RYWOFM o SJRB on-dp ECPX on RRSP 23-21 ELUC 35-20 REWO A SHUE 31-26 ETET on-dp

ng... (Miller

NAA

P?

MPRR d 39 MFEY e-30 MICC a MPST d 31 Q106 a MEBO a 14Q on WEEE on

RTEA ON EMPI ON EMPI ON EMPI OF WERC G 27 955GF a WHEG ON WELC ON WHILE G WHIL

BRUCE COCKBURN

Reach E 34% S 31% R 26% W 33%

WEBW a MFIL a WPEI on MCAO on F105 a

RDW\$ 20 18

М

47%

Watleral Summary UP 46 SAME 27 DOWN 0 ADDS 35

WLBs 25 18 WIGT 16 26 R104 a WFRQ 11 37 V180 6 10 WC18 on WX1E 34 19

MART 25-26 MCGG d 37 WERE 15-24 MESS 36 34 MPLS on MAMBER on CRIO1 16-29 PNSS 34 39 WERT on RPUS on

EQWBPH 31 2 ERBC e-39 EFE d-16 WEAQ on WEPT 17 13 WHAN 20 15 WHOR 10-16 EDVV b

EDVV a ECBH 14-14 EDEA 29-24 BBDF on de EPED on EALC 13 11 E01H 19-9

\*

Mational Summary UP 24 SAME 15 DOWN 0 ADDS 20

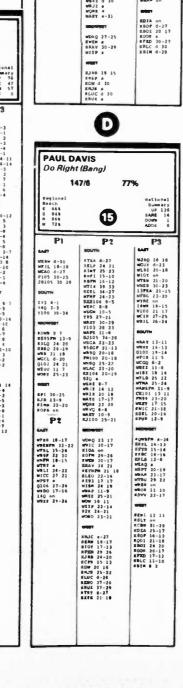
P3

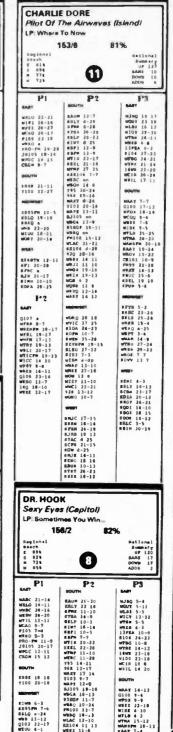
MHES d 39 E104 29 24 MCIR on

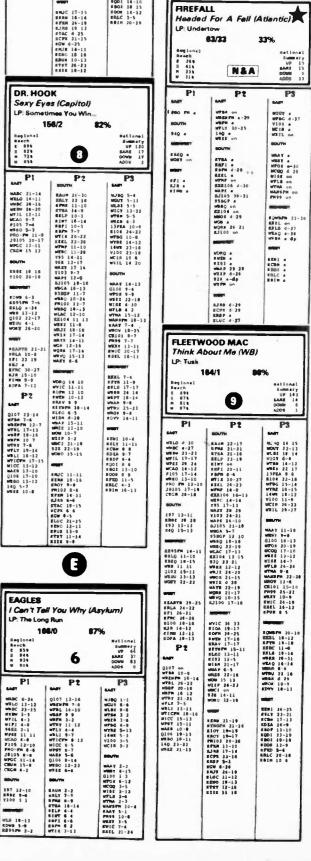
WHRY on WCQQ 6-28 WEEZ 16 31 WISC a WPLS a WANSPM on

KOWBFN 9 5 EERL 14 11 EFYR 13-12 WEPT 23-21 WMAH ON

PRO TR 25-22 JBIO5 36 33 JBIO5 36 33 JBIO5 36 38 JBIO5 36 JBIO5 26-24 940 16 10 SECULTIVE 193 28-24 940 16 10 SECULTIVE 18 JBIO5	WYICEP on WYICE AND	13FEA 17 14 WRG 23-23 [LME 3P 25 LEVEL 3P
	PHER CRO	
		6% Wational
Reach E 964 E 934 M 856 M 856	3	Bummary UP 76 BAME 47 DOME 57
P1	P2	P3
MARC 14-7 MYLO 12-9 MYLO 12-9 MYLO 12-9 MYLO 2-9 MYLO 3-9 MYLO 3-9 MY	LAMT  10177 5 4  10780 2-4  10527 4 2-4  10528 4-2  10528 4-2  10528 4-2  10528 4-3  105	MADE 2-3 WINTER STATE ST









RATE 9 6

WTMF 3-7

EARIES 9-14

WING 6-6

YOU 9-14

YOU 9-6

WANY 15-9

YOU 3-6

WANY 15-9

YOU 3-6

WANY 15-9

YOU 3-6

WANY 15-9

YOU 3-7

WANY 15-9

W #GMBP# 0 7 REAL 5-0 IFFE 1-0 IFFE 1-0 EALS 6 5 WEAQ 3-2 WEAQ 3-2 WEAT 4-11 WHAN 4-1 WHOM 10-1 BDVV 5-9 BEARTH 8-7 EBLA 4-4 PF 9-1 HEJ 0 5 FFEC 9 9 0108 4-4 EJR 0 6 02RB 1-3 FOP6 10-26 RRH1 5-6 BULY 6-4 BCBH 6-4 RDHA 3-2 6 BDF 7-6 # BOI 9-3 ROOM 9-5 B PRD 3-4 

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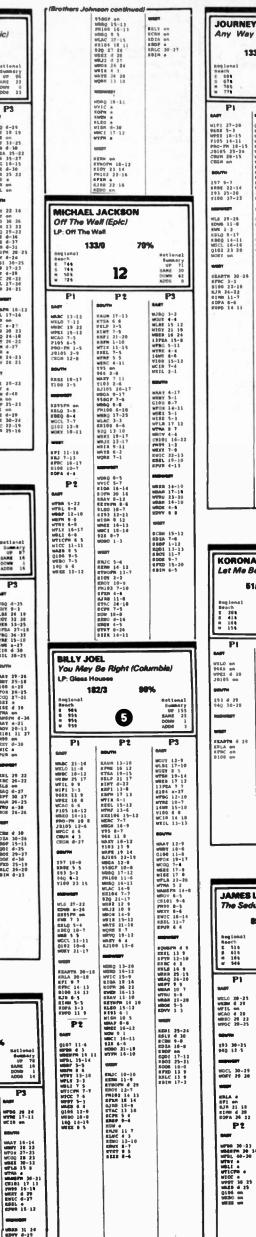


ERDE 0 7 193 8 6 1100 16-11

ESLQ 22 19 ESSQ 28 24

HRAPYU 17 14 HRLA 17-12 EFI om HRJ 14-10 HFMC 17-15 GRPA 4

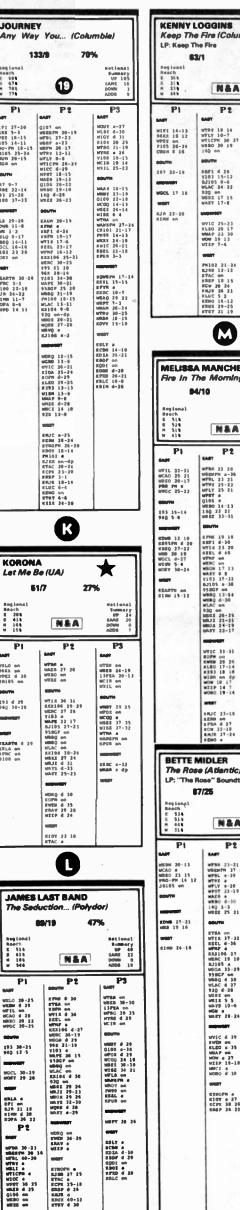
CANDO 15-12 URLY 0-6 UFFUX 1-2 UFFUX 1-2 UFFUX 2-2 UFFUX 2-30 UFFUX 23-16 UF



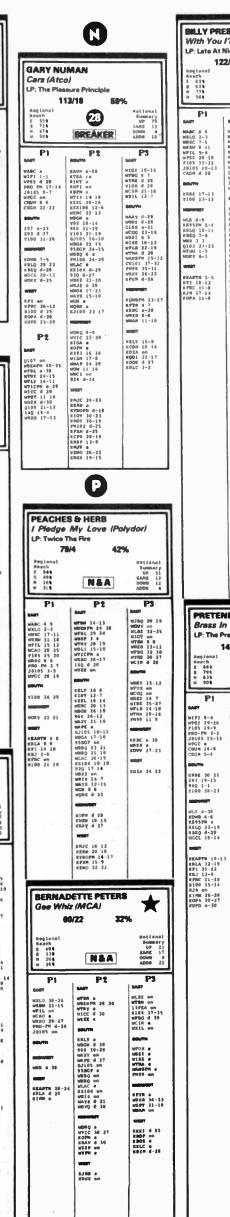
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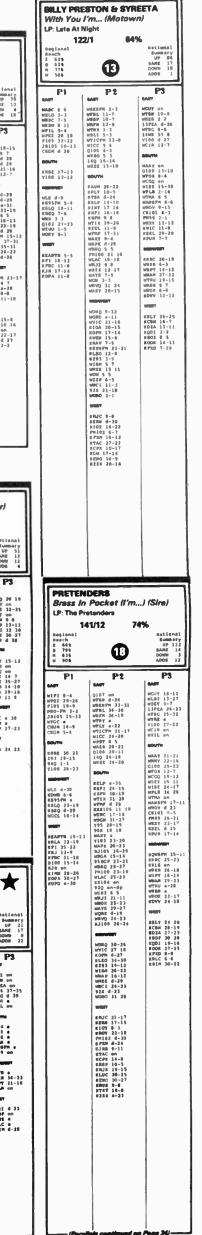
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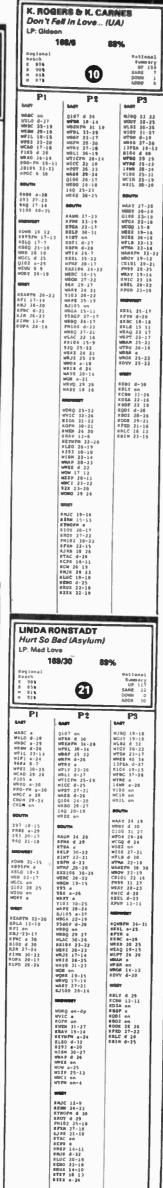














	Bree LP: N	Breakdown Dead (Columbia) LP: Middle Men			
	11	159/13		84%	
	Regio Reach E 81 S 89 H 74	6	3	National Summary UP 127 SAME 19 DOWN 0 ADDS 13	
1	P	1 , 5	) \$	P3	
ı	5A87	BAST		BABT	
	96 KK 21 WPEX 24 WCAO 27 F105 33 MRXO 28 280 - F91 30 - F	19 wine with 19 wine with 19 wine with 19 wine 2 3 wine 2	272   272   273   274   275	MEUTY ON MILES 142 24 117 117 117 117 117 117 117 117 117 11	



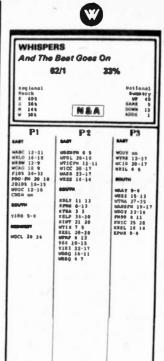


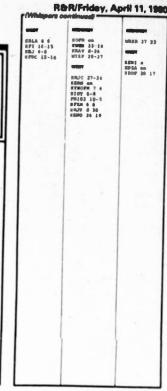
82%

UTOPIA

117/6







#### **Others Getting Significant Action**

BARRY MANILOW "I Don't Want To Walk Without You" (Arista) 27/10 Moves: Up 9, Same 8, Down 0, Adds 10, WKBW, WZUU, KRLA, WKEE, WAXY, KX104, BARNY MANULUW "I DON'T WANT TO WARK WITHOUT YOU" (ARISTM 2//19 MOVRE: UP 8, Same 8, Down 9, Adde 10, WKBW, WZUU, KRLA, WKEE, WAXY, KX104, WJBQ,WHEB, WROV, FM89.

BOB SEGER "Against The Wind" (Capitol) 25/9
MOVRE: UP 4, Same 12, Down 9, Adde 9, WRKO, KFRC, KJR, WSQA, WHBQ, 92Q, WISM, KLUC, WROV, 94Q 27-24, KOPA 25-21.

STYX "Borrowed Thre" (AB-M) 22/1
MOVRE: UP 8, Same 12, Down 3, Adde 1, KKRC, SRKX 16-16, BJ105 23-20, WQUY 8-5, WLBZ 27-21. KRLC 23-17.

Moves: Up 8, Seme 12, Down 3, Adds 1, KRRU, WINA 16-16, U. 27-21, KRLC 23-17.

STYX "First Time" (AS-M) 21/3

Moves: Up 9, Seme 8, Down 1, Adds 1-WTRY, WDRQ, WAAY, WPEZ 14-16, Y103 39-34.

WLAC 9-6, KRSP d-27, KLUC 9-6. WAC 94, KRSP d.77, KULC 94.

RAY PARKER JR. & RAYDIO "Two Piaces At The Same Time" (Arista)
19/5, Movee: Up 12, Same 2, Down 0, Adds 5, WICC, KHFI, WIGY, WCGQ, KKLS, KRLA
424, WSGN 22-17, WGGQ 14-9, FMB9 3-22.

DOLLY PARTON "Starting Over Again" (RCA) 17/4
Moves: Up 8, Same 7, Down 0, Adds 4, PRO-FM, WTIX, KRUX, KQDI, WRKO 21-18, WOKY
29-28, WOW 29-23, 13FEA 23-21.

STEVE FORBERT "Goodbys To Little Jo" (Nemperor) 17/3
Moves: Up 5, Same 8, Down 0, Adds 3, KRUX, WFBQ, WXIL, KDWB 28-23, WFLY 29-24,
WPST 32-29.

WPST 32:28.

TOM PETTY "Here Comes My Girl" (Backstreet/MCA) 15/8

Moves: Up 2, Same 6, Down 0, Adde 8, Q107, WFLY, 92K, KROY, KTKT, WFLB, WANS-FM, KQWB-FM, KJ100 29-20, KFXD 28-23.

JENNIFER WARNES "When The Feeling Comes Around" (Arista) 15/8

Moves: Up 8, Same 3, Down 0, Adde 6, KDWB, WGCL, KXX108, WKIX, KIOA, WANS-FM, KHFI 19-14, WOW 28-21.

KHFI 19-14, WOW 25-21.

TOURISTS "I Only Want To Be With You" (Epic) 14/11

Moves: Up 0, Same 3, Down 0, Adds 11, WIFI, WHFM, WFLY, KJ100, WVIC, WIGY, WXIL, WFDX, WFLB, KSLY, KBDF.

WHISPERS "Lady" (Boler/RCA) 11/5

Moves: Up 6, Same 0, Down 0, Adds 6, KHJ, WSQA, WHSQ, \$2Q, FM89, KFMK 18-11, WTIX 28-16, KX104 29-18.

WTIX 28-16, KX104 25-16.

MANHATTAN TRANSFER "Twilight Zone" (Atlantic) 11/5

Moves: Up 4, Same 2, Down 0, Adds 5, WXLO, WKIX, KIOY, WFBQ, WFLB, CKGM 30-27,

Moves: Up 4, Same 2, Down 0, Adds 6, WXLO, WKIX, KIOY, WFBG, WFLB. CKGM 30-27 KEARTH 74, KRLA 13-7, KHJ d-27. MARSHALL TUCKER BAND "It Takes Time" (WB) 11/3 Moves: Up 4, Same 4, Down 0, Adds 3, WSKZ, WNOX, WNAP, KWK 22-19, WANS-FM 37-31, WINDA 24-15.

KARLA BONOFF "Baby Don't Go" (Columbia) 11/1 Moves: Up 8. Same 1, Down 1, Adds 1, KENI, KGW 16-16, KQW8-FM 25-22, KRLC 17-14.

ILC 17-14. **\*\*DER "New Romance (It's A Mystery)" (Dreamland) 10/10** xxes: Up 0, Same 0, Down 0, Adde 10, WIFI, WPEZ, WPST, KEEL, KXX108 KIL WANS-FM, KRLC,

WXIL WANS-FM, KRLC.

BILLY JOEL "It's Still Rock & Roll To Me" (Columbia) 16/3

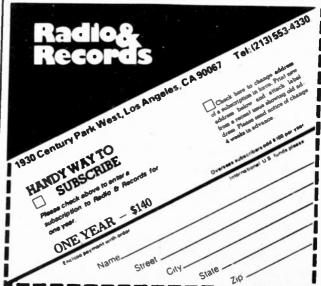
Moves: Up 1, Seme 6, Down 0, Adds 1, WABC, SKKX, WPGC, KWK on, Q107 on, WDRQ d-24.

FOOLS "It's A Night For Beautiful Girls" (EMI America) 10/1

Moves: Up 5, Seme 4, Down 0, Adds 1, WAEB, F106 20-16, WRKO 3-7, PRO-FM 28-21, J8106

35-28. BEACH BOYS "Goin' On" (Caribou) 10/1 Moves: Up 3, Seme S, Down 1, Adds 1, WXIL, KRLA on, WBEN-FM 29-23, Y103 35-33

o-13. BHOOTING STAR "You've Got What I Need" (Virgin) 16/0 Roves: Up 3, Seme 7, Down 0, Adds 0, WIFI d-30, 96KX 33-24, WPEZ on, KBEQ 17-12,





# "HOLIDAY"

THE SINGLE FROM MALICE IN WONDERLAND.

Produced By Jeff "Skunk" Baxter.

WAZARETH
ON A&M RECORDS & TAPES
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**WKBO WKWK KUPD WLYT** WANS KX104 KRIG KOAQ **JB105 KFMN** KQDI **KCPX KRSP KRUX** WRKR **KDZA KBEQ** K104 **KBIM** WSFL **WDRQ KYLT** KFIV **KJ100** KOOK **KJOY WBBQ** KEIN **WRFC** 3WD WAGQ **KCAP WZDQ** WTAC 98Q V-97 **WFOM WWKE** G105 K102 KQWB-FM WGTR WGUY **WBGN WVIC** KHFI WISE WXIL **KSDN** KTOQ **WGBF** KASH **KPAM KSTN KBZY KFXD KOBO WPST KEOS KDJQ KJAQ** WZIX **WRAW KATA** KALE **WROV** 

# THE PICTURE PAGES

#### Working Their Way Back To N.Y.



Atlantic's Spinners recently headlined at New York's Avery Fisher Hall, part of a coast-to-coast tour to promote their current single and LP. Pictured post-gig are (standing, I-r) producer Michael Zager, exec producer Jerry Love, Atlantic President Jerry Greenberg, Cotillion President Henry Allen, Spinner Henry Fambrough, Atlantic VP Jim Delehant, Atlantic/Cotillion's Bill Cureton, Atlantic/Cotillion VP Everett Smith, and Atlantic's Simo Doe; (kneeling) Spinners' Bobble Smith and Earl Young.

#### **Pure Prairie Leagued With Casablanca**



Cincinnati's Pure Prairie League has signed with Casablanca, with a debut album on the label due next month. Pictured at the signing are (I-r, standing): PPL's Billy Hines and Michael Connor, manager Jack Daley, producer John Ryan, Casablanca President Bruce Bird, and PPL's Mike Reilly; (seated) PPL members Jeff Wilson and Vince Gill.

#### Forum Salutes Eagles Long Run



The Eagles were recently presented with crystal statuettes from Dr. Jerry Buss, Chairman of the Board of California Sports and Forum owner, to commemorate their four sold-out shows at LA's Forum in March. Pictured at the ceremony are (I-r): Front Line Mgt. VP Larry Solters, Forum VP Claire Rothman, Forum Talent Enterprises' Jeff Cheen, Eagle members Don Felder, Don Henley, Timothy B. Schmit, and Joe Walsh, Dr. Buss, Eagles' Glenn Frey and Joe Vitale, Front Line Mgt. President Irving Azoff, and Forum Talent Enterprises' Bobby Paris.

#### The Best Side Of Jane



Jane Olivor recently performed at NY's Carnegie Hall and featured songs from her latest Columbia LP, Jane is pictured backstage flanked by (I-r) Columbia's Paul Atkinson, CBS Records Div. President Bruce Lundvall, Olivor's manager and album co-producer Jason Darrow, CBS/Records Group Deputy President Dick Asher, and Columbia VP Mickey Eichner.

#### **Con Funk Shun Has Gold Confection**



Mercury's Con Funk Shun were recently presented with a gold album for their previous release, "Candy," while celebrating the release of their current LP, "Spirit Of Love." Gathered at the presentation are (standing, I-r): Phonogram/Mercury's Willie Tucker, Phonogram/Mercury VP Bill Haywood, Con Funk Shun members Michael Cooper, Cedric Martin, and Louis McCall, Phonogram/Mercury VP Mick Brown, PolyGram's Kenny Hamlin, and group members Karl Fuller and Danny Thomas; (kneeling) Felton Pilate II and Paul Harrell of Con Funk Shun, and PolyGram's Larry Smith.

#### **Porrazzo Pens Polydor Pact**



Ohio's Porrazzo has signed an exclusive recording agreement with Polydor Records, who will release his debut single. Pictured making it all official are (rear, I-r): Polygram Record Operations Sr. VP Ekke Schnabel, Porrazzo's lawyer Joseph L. Serling, Polydor Records President Fred Haayen, and SGI Productions' Jim Strassburg; (front) Polydor Records Exec. VP Dick Kline and Porrazzo.

# 610 & KFRC THANKS ANDY GIBB!

FOR BEING THE MARCH OF DIMES SUPERSTAR SUPERWALKER





Pictured are some of the thousands of KFRC listeners who gathered at Kezar Stadium for the start of the Superwalk.

RSO RECORDING ARTIST ANDY GIBB, THE 610 AIR TEAM MEMBERS, AND MORE THAN 26-THOUSAND WALKERS RAISED 1.2 MILLION DOLLARS FOR THE MARCH OF DIMES IN NORTHERN CALIFORNIA MARCH 23, 1980.

# THE PICTURE PAGES

#### Oaks Strike MCA Gold



MCA's Oak Ridge Boys were recently presented with a gold record for their album "Y'ell Come Back Saloon." Shown at the ceremoniel luncheon at NARM in Las Veges ere (i-r): MCA Records President Jim Foglesong, MCA Distributing Corp. President Al Bergamo, Oak Ridge Boys Bill Golden, Duane Allen, Joe Bonsall, and Richard Sterban, MCA Records President Bob Siner, end MCA VP Chic Doherty.

#### **Shandi Holds Captive Audience**



Dreamland Records execs Mike Chapman (seated) and Nicky Chinn are under the gun during the recent signing of Shandi to an exclusive recording contract on their RSO-distributed lebel. Her debut LP, produced by Chapman, is still in production.

#### **Beneficial Side Effect**



Elektra/Asylum has signed Side Effect, with the group's lebel debut LP just out. Pictured (I-r, rear) ere E/A VP Oscar Fields, executive producer Weyne Henderson, producer August Johnson, group's Alicia Howard, Vice Chairman Mel Posner, and management personnel Forrest Hamilton and Reggie Johnson; (I-r, front) E/A's Primus Robinson and group's Louis Patton and Greg Matta.

#### Hear Today — Bugs Tomorrow!



L.A.'s Whisky-A-Go-Go had "bugs" recently but only in the form of Casablenca recording ertist Bugs Tomorrow. The informal necktie party efter the show consisted of (I-r) Casablanca VP's Al DiNoble and Danny Davis, Bugs manager Artie Ripp, Bugs Tomorrow, and Casablanca's Bobby Applegate.

#### George Jones Gallops Into Palomino



Epic recording artist George Jones reappeared at L.A.'s Palomino Club recently and was welcomed backstege by (I-r) Epic VP Frankie Rand, CBS Records VP Mike Martinovich, Jones, CBS Records' Jack Lameier, E/P/A's Larry Stessell, and Epic's Jeff Stroty and Lori Helder.

### **Capitol Fetes Graham Nash**



Following his performance at the Hollywood Pantages Theatre, Capitol's Graham Nash was honored with a party at the Brown Derby Restaurant. With Nash Irightl are Capital's Louis Newmer and Sugar School.



# Black Radi

# Bill Speed

#### Bill Parris: The Consultant's Role In Black Radio

Bill Parris is National PD for United Broadcasting, and has been their consultant for the past five years. United owns, among other properties, notable Black stations like WSID/Baltimore, WJMO/Cleveland, WOOK-FM/Washington, and KSOL/San Francisco. Parris spoke about his perception of a consultant's proper role in Black radio, and also ventured into discussions of a station's image and positioning, as well as other programming and promotion-related insights.

R&R: You are a consultant, even though you're also National PD. Is it good for most

radio stations to have that kind of outside influence?

BP: I don't think necessarily for most stations. There are situations, though, where local management at a station will get itself in a position in a market where it has lost objectivity. I think the greatest thing a consultant can do, if he is a good one, is to come into a market and take a fresh objective viewpoint. Secondly, if the consultant has had a lot of experiences in similar situations with Black-oriented stations or Country or whatever, I think that degree of depth enables him to say this will be good for you and in most cases this has been proven effective. But there are situations that are so specialized and so unique that only the people right there in that market have their finger on it. In those situations, a consultant is not a good thing to have.

R&R: How can a consultant fine-tune a station?

BP: All of us in programming need all the input we can get because things are changing so fast every year, month and day. I think it is foolish for a programmer to cut off any input and say I can't learn things from this person. But a consultant is most valuable in those situations where a station has got itself immersed in its own philosophy and its own beliefs at the exclusion of new ideas. The unfortunate thing about consulting as a business is that most people making decisions that box the station into a certain situation are doing so based not necessarily on experience or business logic but upon their own perception of their self-importance, their ego. These are not the people who will call on a consultant. It takes two things: it takes a situation a consultant can really help in, and the people on the scene realizing that they need outside help. And it's the second step that keeps a lot of consultants out of situations they could help in.

R&R: Why not, instead of hiring a consultant, just change program directors?

BP: Well, that is what most of them do, only because of the perception of a program director. In so many cases, the program director is just a glorified announcer, someone who strikes management as being the most credible of the seemingly uncredible, uncontrollable jocks. The one thing I'm trying to improve in this firm and in all of the stations where I've acted as a consultant, is the perception of the program director as a professional, not as a shuck-and-jivin', finger-snappin' guy, but a professional who is laid back and calm, who has more the veneer of an attorney and a professional person and has that objectivity. That is the kind of image I would like to see programmers get into because that's the kind of a track record and that's the kind of the perception they have to work in within this industry as it becomes more complicated. Ten years ago, a program director could be the most credible announcer who happened to like music and was seemingly able to pick hits. Now he's got to be part mathematician with Arbitron and the other ratings services, part attorney with the legal positions of the Commission, especially as it relates to contests, and he's got to be a diplomat. It's funny to think that the training most doctors have to operate on people is comparable with what a successful major market program director would have

"During the book retaining listeners for a long time will have a much more immediate and dramatic effect than an extra hundred thousand people seeing your call letters on the beltway in the morning.

R&R: What are some of the elements of your variables in programming?

BP: When it comes to tailoring a station's sound, generally what a consultant does is to advise general market positioning for a station. A radio station's image is like a person's reputation. It is not necessarily one major thing they do right or wrong, but a general perception of what they are about and where they are coming from. A station's image erodes the way a person's reputation erodes. Often the negative things make more of an impression than the positive. I think if there is one general thing a consultant does, it's to provide stations with positioning, and one way to do this is to improve a station's on and off-air image. If you made a chart and looked at the successful formats regardless of demographic appeal, you would see that the formats with the greatest average quarter hour maintenance and the greatest listener loyalty are those stations with the best image for whatever it is they may do, be it a Black station or a Beautiful Music station or a Top 40. There is certainly no doubt in the general audience's mind as to what type of station those call letters are associated with.

#### **Image Consciousness**

R&R: You mentioned earlier about on-air and off-air image. Which is more important?

BP: I really believe on-air is. It is true that a radio station, like any other product, should be merchandised off the air to people who are not listeners. But I don't think we've had in the last 5 or 6 years any genuinely new formats come along, and the direction the business seems to be taking is toward overspending and outspending the competition in terms of outside audience acquisition. It is coming down to a dollar and cents war every rating book.

R&R: Explain further . . .

BP: It means the station will go into a book and the way they attack the book is to

list five or six things all related to billboards, television, to outside exposure. And I really believe that that is good. It won't hurt. But I don't think it is nearly as important as what you do on the air. What you do on the air makes a 100 percent impression to every listener. And during the book where you are concerned with quarter hour maintenance, retaining listeners for a long time, certainly anything you can say during a book to make listeners stay for another 4 or 5 minutes, will have a much more immediate and dramatic effect than an extra hundred thousand people seeing your call letters on the beltway in the morning. In the total scheme of things, it is what happens on the air that is primarily important. The way I advise my contract stations to conduct their promotional activities is between ratings sweeps go for audience acquisition, get listeners into the frequency. Then the moment the book starts concern themselves only with retaining what they have for as long as possible.

R&R: You sound like an advocate of Extended Measurement.

BP: Actually, I'm not. Extended Measurement minimizes the effect of concentrated

"A consultant is most valuable in those situations where a station has got itself immersed in its own philosophy and its own beliefs at the exclusion of new ideas."

programming. Unfortunately, for better or worse, with the stations I have consulted that's been an advantage. I felt that our contest posture and what we do during the four-week sweep has been responsible for maybe 7 to 10 percent of our numbers. And Extended Measurement deprives us of that. Hopefully, in the future we will devise ways that will be effective with the Extended Measurement program. But in the short term I'm not really an advocate of it. The WJMO Story

R&R: Let's pinpoint one of your successes, WJMO in Cleveland. The station had been on the air 20 years in the market without ratings as high as the recent figures. What did you do?

BP: That is an interesting case. I went there 34 years ago after the station had suffered a yearlong declining rating posture. You go into a market totally objective with no preconceived ideas. And I found a situation in Cleveland where the station still had good cume, but the average quarter hours had eroded. The way books are turned over very quickly is to improve the average quarter hour maintenance. So basically with the cume, they were able instantly to get numbers back up again. If the cume had been down or sliding, that would tell me that people no longer even gave the station a chance. It's not even in consideration. That takes time and usually money to build that. But the cume was already there, so what we did in the short term is to look at the mechanics of the on-air sound to see what was detaining people from staying with the station for a long time. In effect, the basic thing that they were doing wrong was to integrate a lot of crossover and a lot of purely white selling product in their music. Conceptually, what we did is improve the black definition of the station.

R&R: So many Black stations believe that if you play certain pop records, that gives

you pop appeal.

BP: I think that generally programming a station to a person's race is an inherently weak premise. I don't think you can do that. It is not true that because this person is white and this one is black that you can list all the elements of their music taste. Human beings don't act that way. I have as many black friends who like white music as white friends who like black music. What you can say, though, is that your position in the market and the way you are perceived has a lot to do with your image as a radio station. And in certain competitive situations, it is the erosion of the Black station's image as targeted to the black community and a special relevance to black listeners - when that starts eroding, then that station's perception of what it is is weakened. At our stations, if they are Black, I try to give a special break to black artists and try to generally exclude white artists. And that's done for the sole purpose of improving the definition and image of the radio station.

#### People

WJJS/Lynchburg has named Donnie D as its new Music Director. He was most recently with WTOY/Roanoke . . . Program Director Rudy Green has exited KAPE-AM-FM/San Antonio. Tom Poe, in-house air personality, will take over the FM programming duties with Operations Manager Cesta Ayers overseeing the AM side . . . Carl Connors is no longer Program Director of WVON/Chicago. His replacement is Lee Armstrong as reported in last week's "Street Talk" . . . WIKS/Indianapolis air staffer Fred Moore can now be heard over the airwaves of KMJM/St. Louis . . . Former programmer Doug Harris, late of WAOK/Atlanta, has established Van Harris Promotions, an independent promotion firm serving the Northeastern and Southeastern regions of the country. Their business telephone is (404) 953-1421 . . . Kenneth Gamble, president of Philadelphia International Records and the Black Music Association (BMA), recently spoke at the 7th annual Business Management Conference at Tuskegee Institute, outlining his experiences and discussing the future of Black America . . . Congratulations to the newest member of the Motown family. Skip Miller and his wife Karen are the proud parents of Justin Anthony, who bounced in on April 2 weighing 7 lbs, 4 ounce. Skip is Vice President of Promotion at Motown while Karen is a production associate with the "Sanford" television show... John Brown has exited his post as East Coast Regional Marketing Coordinator for Elektra Records . . . Having resigned as Vice President of Black Product for LAX Records, Al Edmundson is now joining Gorov-Kaplan Associates in the same capacity . . . 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**

RADIO SEMINAR: The 1980 Black College Radio Conference is being held in Atlanta this weekend, April 11-12. Highlights of the event will be featured in next week's column. Coinciding with the meetings is the week-long celebration of WCLK/Atlanta's sixth anniversary . . . And speaking of birthdays, KBLX-FM/San Francisco became a year old on April 1. Festivities at the Old Waldorf attracted 200 with a six-piece female salsa band providing entertainment . . . KOKY/Little Rock, in association with PUSH, presented a non-denominational service commemorating Dr. Martin Luther King last Friday (4-4). The entire service was broadcast live from the Metro Center Mall in downtown Little Rock.

# Pup/Rhythms

**BROTHERS JOHNSON** "Stompl" (A&M) **SMOKEY ROBINSON** "Let Me Be The Clock" (Tamla) **ISLEY BROTHERS** "Don't Say Goodnight" (T-Neck) **LEON HAYWOOD** "Don't Push It Don't Force It" (20th) SKYY "High" (Salsoul) **CON FUNK SHUN** "Got To Be Enough" (Mercury) WHISPERS "Lady" (Solar/RCA) RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) **MANHATTANS** "Shining Star" (Columbia) GQ "Standing Ovation" (Arista) AL JOHNSON W/JEAN CARN

"I'm Back For More" (Columbia)

SYLVESTER "You Are My Friend" (Fantasy) 47% reporting airplay. Medium airplay in the East at WWIN and WILD. Climbing at WDIA, WGIV, WLOK, WOWI and WNOO with hot rotation at WOIC, WAOK and WANT in the South. Debuting at WLOU in the Midwest medium at WCIN and KPRS while hot at WVON, WKWM and KATZ. Hot at KDIA and climbing at KSOL in the West

DRAMATICS "Welcome Back Home" (MCA) 45% reporting action. Climbing at WCIN and WKWM while hot at WJMO, KPRS, KMJM and KATZ in the Midwest. New in the South at WJJS and WANT with medium airplay at KOKY, WGIV and WPXI while in hot rotation at WNOO and WOWI. The West shows it climbing at KDIA and hot at KSOL. Climbing at WILD and hot at WAMO in the East.

RAY, GOODMAN & BROWN "Inside Of You" (Polydor) 45% of our reporters are on it. Added in the East at WAMO; climbing at WWIN, WXYV and WILD. New at WJJS, medium at KOKY, WHRK, WVEE and WLOK, and hot at WDIA, WGIV and WOIC in the South, Debuting at WDAO in the Midwest while climbing at WJMO with hot rotation at WBMX and WCIN. Climbing at KDIA in the West.

GAP BAND "I Don't Believe . . ." (Mercury) 39% reporting airplay. Climbing at WLOU and KATZ while hot at KMJM, KPRS, WBMX, WJMO and WKWM in the Midwest. The South shows it climbing at WGIV while hot at WJJS, WOWI and KMJQ. Hot in the East at WAMO and WILD. Heavy airplay at KSOL and KDIA in the West.

JERMAINE JACKSON "Let's Get Serious" (Motown) 39% reporting activity. Climbing at KDIA while hot at KDAY in the West. New at KAEZ, hot at WTLC, and medium at KATZ, KPRS, WJMO, WKWM and WDAO in the Midwest. The South shows it climbing at WLOK, WPXI and WDIA with hot rotation at KOKY and WOIC. Medium airplay in the East at

FATBACK BAND "Gotta Get My Hands On Some . ..." (Spring/Polydor) 39% reporting airplay. Added at WAMO while climbing at WILD in the East. New at WPXI, climbing at WAOK and WOIC, and hot at WDIA, WGIV and WLOK in the South, Medium airplay at

KATZ, WJMO, WKWM and WCIN while hot at WDAO, WTLC and WLOU in the Midwest.

LIPPS, INC. "Funkytown" (Casablanca) 39% of our reporters are on it. Added at WAOK and WDIA while clmbing at KMJQ, WLOK, WHRK and WVEE and hot at WGIV in the South. Climbing throughout the Midwest at WTLC, WJMO and KMJM. New at WILD and medium at WXYV in the East. Debuting at KSOL with medium airplay at KDIA and hot ro-

SISTER SLEDGE "Reach Your Peak" (Cotillion) 37% reporting action. New at WLOU and WJMO while climbing at WCIN, WDAO, WBMX and KMJM in the Midwest. Added at WOIC, hot at WAOK and climbing at WDIA, WGIV, WLOK, WNOO and KMJQ in

the South. Medium airplay at KDAY in the West.

PEABO BRYSON "Minute By Minute" (Capitol) 37% reporting airplay. New at KDAY and climbing at KDIA in the West. Hot at WTLC and KAEZ with medium airplay at WLOU, WDAO, WJMO and KATZ in the Midwest. The South shows it hot at KOKY and WGIV while climbing at WDIA, WPXI, WOIC and WNOO.

BAR-KAYS "Today Is The Day" (Mercury) 37% reporting activity. New at WJJS while climbing at KMJQ and WOWI and hot at WLOK and WDIA in the South. Medium airplay at WAMO in the East. Heavy rotation at KAEZ with medium airplay at WLOU, WCIN, WJMO and KMJM in the Midwest. The West shows it climbing at KDIA and hot at KSOL.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 34% reporting action. In medium rotation at WCIN, WJMO and KATZ In the Midwest. Climbing at WILD and WAMO in the East. The South reflects heavy rotation at WGIV and KOKY with medium airplay at WDIA, WLOK and WOWI. Hot at KDAY while climbing at KDIA and KSOL in the West GLADYS KNIGHT "Landlord" (Columbia) 34% of our reporters are on it. Added at WWIN, WILD and WWRL in the East, Debuting at KOKY, WDIA, WLOK, WOIC and KMJQ in the South, New at WKWM, KPRS, KMJM and KATZ in the Midwast, Added at KYAC in the

INVISIBLE MAN'S BAND "All Night Thing" (Mango/Island) 32% reporting airplay. Added at WDIA, KMJQ and WLOK with hot rotation at KOKY, WHRK and WVEE in the South, Hot at WWIN and WXYV in the East. Climbing at WJMO while hot at WKWM in the Midwest. Medium airplay at KDIA while hot at KDAY in the West.

SHALAMAR "Right In The Socket" (Solar/RCA) 32% of our reporters are on it. Added at WTLC and WDAO with medium airplay at WJMO in the Midwest. Climbing at KDAY in the West. New at WANT, hot at WAOK and WGIV and climbing at WLOK, WPXI, WOIC and KMJQ in the South. Hot at WWIN in the East.

MICHAEL JACKSON "Off The Wall" (Epic) 29% reporting activity. Climbing at WAMO in the East, Hot at WJJS, WOIC and WOWI in the South. Medium elirplay at KPRS and KMJM while hot at WJMO, WDAO and WLOU in the Midwest. The West shows heavy airplay at KDIA and KSOL

MASQUERADERS "Desire" (Bang/CBS) 29% reporting airplay. Added at WJJS, climbing at KOKY and WGIV and hot at WPXi in the South. Climbing at WAMO in the East. Medium airplay at WLOU, WCIN, KAEZ and KPRS in the Midwest. Climbing at KDIA and KSOL in the

STEPHANIE MILLS "Sweet Sensation" (20th) 29% reporting action. Added at KYAC and KDAY in the West. The Midwest shows adds at WCIN and KPRS with medium airplay at WKWM and WJMO. New at WLOK while climbing at KOKY, WDIA and WOIC in the South. Medium airplay at WWIN in the East.

KLEEER "Winners" (Atlantic) 26% of our reporters are on it. Climbing at WKWM and hot at WTLC in the Midwest. Added at WDIA, while climbing at WHRK, WVEE and WLOK with hot rotation at WAOK in the South. In medium airplay at WXYV and WILD and hot rotation at WWIN in the East.

BEN E. KING "Music Trance" (Atlantic) 26% reporting airplay. Climbing at WAMO and WILD in the East. Medium airplay at WOWI and KMJQ in the South. Hot at KATZ while climbing at WLOU, WKWM, WBMX and KMJM in the Midwest. Climbing in the West at KSOL. MASS PRODUCTION "Forever" (Cotillion) 26% reporting airplay. Added at WJMO and WKWM while climbing at WTLC and WDAO in the Midwest Hot at WPXI, WANT and KOKY with medium airplay at WGIV, WNOO and KMJQ in the South.

PHYLLIS HYMAN "Under Your Spell" (Arista) 24% reporting action. New at KSOL in the West. Climbing at WJMO and KAEZ in the Midwest. The South shows it climbing at WAOK, WOWI, WNOO and KMJQ. Medium airplay at WAMO and WILD in the East.

### **NEW & ACTIVE**

GREY & HANKS "Now I'm Fine" (RCA) 21% of our reporters are on it. Medium airplay at WILD in the East. Climbing at WPXI and KMJQ in the South. Medium airplay at WJMO, WDAO, WLOU, KATZ and KMJM in the Midwest.

AMBROSIA "Biggest Part Of Me" (WB) 21% reporting activity. Added at WTLC and KMJM in the Midwest. New at KOKY, WHRK, WVEE, WPXI and KMJQ in the South. Debuting at WXYV in the East.

## JAZZRADIO

HOTTEST

#### GROVER WASHINGTON JR. ..... Skylarkin' "(Motown) . Various Cuts CHUCK MANGIONE..... Fun And Games (A&M) SPYRO GYRA ...... Catching The Sun (MCA) . Various Cuts CARMEN McRAE . . . . . . I'm Coming Home Again (Buddah/Arista) EARL KLUGH ...... Dream Come True (UA)

LONNIE LISTON SMITH ..... Love Is The Answer (Columbia) CHICO HAMILTON ...... Nomad (Elektra) HEATH BROTHERS ..... Live At The Public Theater (Columbia) .... Various Cuts

NEW & ACTIVE
STEVE KUHN & SHEILA JORDAN Playground (ECM)

EAST: WRVR/New York, NY, Herschel/Prescort; WHUR/Washington, O.C., Jesse Fex, WEAA/Baltimore, MO, Chauncey Lewis, WYBC/New Haven, CT, Eric Strauss. SOUTH: WCKL/Atlanta, GA, Requeye Ward, WTJZ! Newport. News, VA, Rol Ewell. MIOWEST: WBBY/Columbus, OH, P. Normen Grant; WJZZ/Detrolt, MI, Dorlan Pester. WEST: KAOX/Oenver, CO, Chuck Edwards, KRE/Berkeley, CA, Hal Jeckson, KKGO/Los Angeles, CA, Monice Riorden, KJLH/Los Angeles, CA, Lawrence Tanter.



POP | Ringthme April 11, 1980 EAST.

		WEST
others Johnson sy Brothers	Leon Haywood Brothers Johnson Isley Brothers	Brothers Johnson Leon Haywood

### Regionalized Adds & Hots

WXYV

ADOED

-Horttest
Leon Heywood
Manhettene
Whitepers "Beet"
Jeley Brothers
Brothers Johnson
Al Johnson
Slayy
Harold Melvin & Bluenotes Con Funit Shun Invisible Man's Band

WWRL New York, NY Bob Lew/Linda Havnes

ADDED Rodney Franklin Dr. Hook Gledys Knight Jerry Knight Gene Page Smokey Robinson John & Arthur Simme S.O.S. Bend

HOTTEST Shalamar "Right" Heath Brothers Michael Jeckson Brothers Johnson Phyllia Hyman Rufus & Cheke Jermaine Jackson Kenny Loggina

WKND Hartfurd, CT

ADDED None HOTTEST HOTTEST
Kool & The Gang
Vaughan Mason & Crew
Laon Haywood
Brothers Johnson
Natalia Cole/Paebo Bryso
Fat Larry's Band
Dramatics
Trussel
Islay Bruthers
Rufus & Chaka

WWIN Beltimore, MD Curtle Anderson

ADDED Barry White Gledys Knight Jerry Knight Common Sense Change Wardell Piper Asphelt Jungle Jerry Butles Jerry Butler HOTTEST Manhattana Washter Lewie Trussel Shalamer "Right" Brothers Johnson Invisible Man's Band

Roberta Flack/Donny Hathawa

WILD Boston, MA Blove Crumbi

ADDED Crown Heights Affale Lipps, Inc. Roberts Flack/Donny Hathaway "Back" Kwick Dionne Warwick Gledys Knight Tavares
Bobby Bland
MOTTEST
Leon Maywood
Brothers Johnson
Skryy
AJ Johnson
Sharon Palge
Controllers
Gap Band
Whispers "Beat"
laley Brothers
Ronnie Laws
WAMO
Pittaburgh, P.A.

ADDED Fatback Band Con Funk Shun Ray, Goodman & Brown Kwick Rane & Angels Al Johnso HOTTEST HOTTEST
Sequence
Vaughen Mison & Crew
Gap Band
Whispers "Beet"
Dramatics
Ronnia Laws
Spinners
L.A. Boppers
Brothers Johnson
Leon Haywood

Pittaburgh, PA Ken Allen

WJMO Cleveland, OH Bernie Moudy

ADDED Sieter Siedge "Peek" Lakseide Crown Heights Affeir Mase Production Jerry Knight Jerry Butler Al Johnson

HOTTEST Brothers Johnson Dremetics Ronnie Laws Islay Brothers Leon Haywood Prince Michael Jackson Whispars "Lade" Whispers "Lady Gap Band

KAEZ Oklahoma City, OK Steve Scott

ADDED Manhattana Jermaine Jackson

HOTTEST Leon Haywood Spinners Brothers Johnson Peabo Bryson Donna Summer Racificus Bar-Kays Whispers "Beat" Skyy Sharon Paige Chuck Cissel

WSMX Chilosyu, H. Jernes Alexand

ADDED Herbie Hangock Gene Chandler

HOTTEST
Gap Band
Isley Brothers
Vaughan Misson & Crew
Whispers "Lady"
Brothers Jöhnson
Leon Heywood
Ray, Goodmen & Brown KMJM

ADDED Barry White Gladys Knight

Bt. Louis, MO Harry O

Gladya Knight
Arribrosla
HOTTEST
Islay Brothers
Yellow Magic Orchestra
Leon Haywood
Whapers "Lady"
Gap Band
Kool & The Gang
Smokey Robinson
Brothers Johnson
Dramatics
Narada Michael Walden

WKWM

ADDED Gladys Knight Raydio Mass Production Heat Tavares S.O.S. Band

HOTTEST Gap Band Skyy Leon Haywood Invisible Man's Band Silk Sylvester

ADDED HOTTEST

HOTTEST
Whispers "Beat"
Brothers Johnson
Gep Band
Micheel Jackson
Ray, Goodman & Bi
Roberta Fleck/Donr
Dramatics
Spinners
Isley Brothers
Leon Haywood

WNOO Chettanoogs, TN Dwight Harrison

HOTTEST

HOTTEST
laley Brothers
Dramatics
Brothers Johnson
Rufus & Cheka
QQ
Vaughen Mason & Crew
Ray, Goodman & Brown
Partisment Rick James Stevie Wonder

WOIC Columbia, SC Bob Walters

ADDED Gledys Knight Lou Rawle Sister Sledge "Peak"

HOTTEST HOTTEST
Isley Brothers
Michael Jackson
Brothers Johnson
Kenny Loggins
Manhattans
Whispers "Lady"
Ray, Goodman & Brown
Sylvester
Narada Michael Walden
Jermeine Jeckson WTLC Indianapolis, IN Jay Juhnson

activity.

ADDED
9th Creation
Gene Chandler
Jerry Sutter
Bonnie Pointer
Ambroeie
Isley Brothers
Shelarner

HOTTEST Fetbeck Bend Con Funk Shun Whispers "Ledy" Jermeine Jackson Smokey Robinson Kleeer

WLOU Louisville, KY Bill Price

ADDED

HOTTEST Prince Leon Haywood GQ Webster Lewis Michael Jackson Con Funk Shun Fetbeck Band Raydio Rufus & Cheka Isley Brothers

KATZ St. Louis, MO Earl Pernell

ADDED Parliament "Big" Delegation Barry Whita Gladys Knight Change

HOTTEST HOTTEST
Brothers Johnson
Yellow Magic Orchestra
Islay Brothers
Whispers "Lady"
Vaughen Mason & Crew
Dramatics
Sylvester
Ben E. King
Whispers "Beet" WDAO Dayton, OH Turk Logen

are listed in order of their simplay

ADDED Hay, Goodma Pressure B.T. Express

HOTTEST Bylvester Bylvester Sieve "Juet/Foxy" Isley Brothers Lakeelde Whispers "Lady" Dionne Werwich Manhattane Con Funk Shun Fatbeck Bend

WCIN Cincinneti, OH Michael Robert

ADDED ADDED Michael Jeckson "She's" leley Brothers "Go" Stephenie Mills Eagles Chuck Clasel Narads Michael Walden

HOTTEST Brothers Johnso Whispers "Beet" Uson Haywood Uson Heywood Ronnie Lawe Ray, Goodman & Brown Harold Melvin & Bluenot Islay Brothers Skyy Smokey Robinson L.A. Boppers

KPRS Kanese City, MO Dell Rice

ADDED Bobby Caldwell Stephenie Milla Gledys Knight Kwick Rodney Franklin Two Tons O'Fun AJ Johnson HOTTEST Dramatica HOTTEST
Dramatics
Vaughen Mason
Silk
Ronnie Laws
Controllers
Brothers Johnso
Gep Band
GQ
Leon Haywood
Al Johnson

#### WEST -

Denver, CO John Ande

ADDED
Manhettan Transfer
Change
Skyy
J. Gells
Christopher Cross
Bobby Thurston

HOTTEST Parliament Vaughan Mason & Crew Brothers Johnson Gap Band Michael Jackson Roberta Flack/Donry Hatheway Leon Haywood Natalie Cole/Peabo Bryson

KBOL Sen Meteo, CA J.J. Jeffries

ADDED Con Funk Shun Smokey Robina Phyllis Hymen Manhattans Upps, Inc.

HOTTEST HOTTEST
Brothers Johnsor
Gap Band
Isley Brothers
Leon Heywood
Michael Jackson
GQ
Whispers "Lady"
Drametics
Ban-Kaye
Skyy

KDAY Los Angeles, CA Stave Woods ADDED S.O.S. Band S.O.8. Band Kanny Doss Peabo Bryson Stephanie Milis HOTTEST Invisible Man's Bi Lipps, inc. Isley Brothers Leon Haywood Jermains Jeckaoo Leon Haywood Jermeine Jeckson Brothers Johnson Smokey Robinson Whispers "Ledy" Randy Brown Slave KDIA Oektand, CA Oekland, CA
Jerry Boulding
ADDED
Alton McClain & Destiny
Patrice Rushen
Two Tons O'Fun
HOTTEST
Brothers Johnson
Vaughen Mason for Crew
Yellow Megic Orchestra
Gap Band
Isley Brothers
Sylvester KYAC Seettle, WA Robert L. Scott ADDED ADDED Kenny Doss Stephanie Mills Gladys Knight Jerry Butler Slave Isaac Hayes Dr. Hook HOTTEST Not Available

SOUTH .

ADDED Islay Brothers "Qo" Roberts Flack/Donny Hathaway "Bach" Raydlo K wick

Jerry Butter Berry White K endricks/Hollend Lippe, Inc. HOTTEST

HOTTEST
Brothers Johnson
Whispers "Beet"
Slater Sladge "Peek"
Rick James
Ronnie Laws
Chuck Mangione
Shelamer "Right"
Controllers
Yellow Magic Orchestra

WANT Motemand, VA Bon Milles

ADDED Narada Michael Walden Tavares "Can't" Lateside Dramatics "Home" Shelamar "Right"

MOTTEST leley Brothers Brothers John Futures Uncle Louis Uncle Louie
Smokey Robinson
Stylvester
Whispers "Lady"
Yellow Magic Orchestra
Mass Production

KOKY Little Rook, AR Jimmy Smith

ADDED Delegation Barry White Gladys Knight Ambrosia

HOTTEST Invisible Man's Band Jermaine Jackson Mass Production Manhattane

ADOED Alton McClain & Destiny Bobby Caldwell Stephanie Mills Gladys Knight Invisible Man's Band

HOTTEST
Bar-Kays
GQ
Whispers "Lady"
Roberts Flack/Donny Hatherialsy Brothers

Prince
Leon Haywood
Manhattans
Smokey Robins
Fetback Band

ADDED
Lou Rawle
Jimmy Ruffin
Skyy
Fatback Band
Lakeside
Two Tons O'Fun
Barry White
Brides Of Funkenstein
Parliament
Boz Scaggs
Ambrosia ADDED

HOTTEST HOTTEST
Vaughen Mason & Crew
Masqueraders
Brothers Johnson
Prince
Sharon Peige
Con Funk Shun
Manhattans
Islay Brothers
Smokey Robinson
Mass Production

ADDED B.B. King Parliement "Big" Kwick

-Whispers "Best"
Brothers Johnson
Prince
Michael Jeckson Ber-Kayı

WHRK Memphis, TN Ron Oleon ADDED

HOTTEST Leon Hays

Whispers "Beat" Isley Brothers Brothers Johnson Al Johnson Skyy Harold Melvin & Bluel Con Funk Shun Invisible Man's Band

WGIV Charlotte, NC Chale Turner

ADDED Dionne Werwick Chuck Brown & Soul Searchers Instant Funk S.O.S. Band Alton McClain & Destiny Jerry Knight

HOTTEST Brothers John Prince "Sexy" Lou Rawis Slave "Foxy" Sieve Foxy Lipps, Inc. Fatback Band Shalamar "Right" Ray, Goodman & Brown Randy Brown Paabo Bryson

ADDED ADDED
Dramatics
Manqueraders
Menhattans
Raydio
Whispers "Lady"
Con Funk Shun
Smokey Robinson
Bar-Kays
Ray, Goodman & Brown
Crown Heighta Affair

HOTTEST

Brothers Johnson Whispers "Best" Spinners Kool & The Gang Gap Band Michael Jackson Ray, Goodman & I "Special" "Special" Andy Gibb Vaughen Mason & Crew Parliement ADDED

Biondie Ambrosia HOTTEST Leon Haywood Menhettens Whispers "Beet" Isley Brothers Brothers Johnson Al Johnson Show

Skyy
Marold Melvin & Bluenotes
Con Funk Shun
Invisible Man's Band

WDIA Memphis, TN Ron King

ADDED ADDED
AJ Johnson
Con Funk Shun
Kleeer
Gledys Knight
Upps, Inc.
Pleasure
Invisible Man's Band
Rodney Franklin
Chapter 8

HOTTEST
Ann Peebles
Smokey Robinson
Isley Brothers
Brothers Johnson
Manhettans
Leon Haywood
Bar-Kays
Bobby Bland
Fetback Band
Ray Goodman fe R

KMJQ Houston, TX Jack Petterso

ADDED ADDED
Barry White
Gladys Knight
Ambrosia
Kwick
Invisible Men's Band
Teens Maris
Temptations

INCITEST
Islay Brothers
Con Funk Shun
Gap Band
Brothers Johnson
Smokey Robinson
Whispers "Lady"
QQ
Raydio
Leon Maywood
Sharon Paige



# Jeff Gelb-ASBR

AOR MAILBAG

## Dollar Concerts And Other Low-Cost Promotions

This week we dip into the AOR mailbag for two letters that offer information of interest to all AOR stations.

The first comes from Al DeMarino, VP of Artist Development for E/P/A, who wrote in response to an R&R AOR guest column by Polydor VP of Artist Development Jerry Jaffe. In his column, Jaffe suggested that rising costs had killed the idea of dollar concerts as a valid promotional vehicle for new acts. DeMarino responded, in part:

"The harsh realities of 1979 have made more companies cost-conscious than ever before. Some companies found it expedient to cut back or eliminate the dollar concert concept (actually a misnomer as ticket prices usually range anywhere from \$1 to \$4).

"At E/P/A, however, we have had tremendous success with the concept and plan to continue it. The fact that we have been successful approximately 90% of the time underlines the valid communication not only between the artist development department and the promotion department, but also our mutual dialog with our branch operation. Simply stated, more often than not we have chosen the right attraction for the right market at the right time with the proper AOR station tied in. (Also, consideration must be given to the venue and the use of a promoter, if necessary.)"

DeMarino's letter then cites several examples of sold-out or near sold-out shows with ticket prices ranging from \$1.94 to \$4, and concludes, "There is no question that we intend to be more conservative as to general tour support investments, but as far as the 'dollar concert concept' is concerned, we will continue to utilize it where and when it is appropriate."

That should come as welcome news to radio stations which, in the past, have used dollar con-

cert promotions as a means of mingling with listeners at the same time as they presented them with a valuable service: inexpensive entertainment. Jerry Jaffe may have been right in saying that offering live entertainment for a dollar or less is a thing of the past, but as DeMarino pointed out, stations which incorporated their dial position into a higher cost of admission have had no trouble filling those clubs and halls with music-starved fans.

### Promoting With No Promotional Budget

Our second letter came from WXLP/Davenport Assistant PD Tom McGuire, who offered encouragement for stations with no promotional budget that are forced to compete with big bucks promotions on other stations:

"Before we became a part of the Guy Gannett family last summer, 97X was a radio station without a promotional budget, but we promoted constantly anyway. The prizes may not have been gold-plated Mercedes, but we did keep interest high.

"Last spring we had about 100 T-shirts printed up (that's all we could afford), and gave them away like this: listeners were invited to write a letter telling us why spring was nicer with 97X on the air. Every day we selected a letter to read on the air, and gave a T-shirt to the person who wrote the letter. This accomplished a number of things: we got people involved; we let people promote the station; most importantly, the station was talking about something. The promotion provided a thread that ran through the programming day. To me, this is one of the most important things a promotion

can accomplish: a sense of station unity.

"Another thing we did was invite listeners to name a local band. In five days we got over 300 postcards with suggestions. The band picked the name they liked best and the winner got a six pack of albums. The promotion cost nothing, but it gave us something to talk about. And, when you do something through the mails you also get a feel for where people are listening. Imagine our surprise when we started getting mail from over 150 miles away.

"We have a substantial promotion budget now, but learned from our no-cost promotions that a promotion need not be expensive to be appealing."

Remembering that radio is theatre of the mind, stations can pull off incredible promotions without incredible budgets. For example, a well-produced promotional teaser campaign, or an air staff that understands the promotion well enough to promote it clearly and enthusiastically on the air, can go a long way toward creating a successful low or no-cost promotion. Tom's letter suggested several excellent ideas along these lines.

R&R can provide the perfect forum for communicating with the rest of the country's AOR programmers. If you have a promotion, a programming tip or question you'd like to share with the rest of us, don't hesitate to write. Address all communication to Jeff Gelb, R&R, 1930 Century Park West, Los Angeles 90067.

## AOR On April Fool's Day

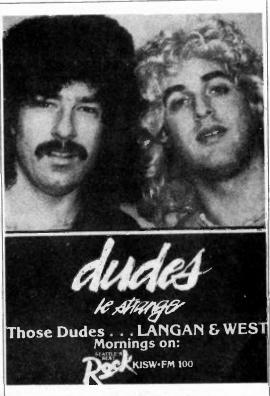
AOR radio has perennially turned April Fool's Day into a day-long excuse for some really zany programming, and this year was no exception:

In Los Angeles, KWST invited eight celebrities to play guest DJ's, with an emphasis on talents who mimic famous voices. Among the talents heard were Lorenzo Music (the voice of Carlton the Doorman from the "Rhoda" TV series), Alan Hale (the skipper of "Gilligan's Island"), and voice actors Daws Butler and June Foray (Rocky and Natasha). KMET switched staffers' shifts for the day, but had them use the names of the people who normally do the shifts, which got pretty strange, for example, when Cynthia Fox was calling herself Jeff Gonzer. And KLOS morning man Frazer Smith turned his entire show into a KMET satire, with Frazer on a station nicknamed "the

Mighty Mutt," with air personalities "Cynthia Fix," "Tacos Turner," "Parakeet Kelley" and others.

In other markets, M105/Cleveland recreated 1970 AOR programming all day, along with decade-old news stories. WXRT/Chicago had several guest DJ's, including WLS's John Landecker. KTXQ/Dallas held several phony contests, including one for tickets to a "Beatles reunion concert." KTCL/Ft. Collins took April Fool's Day to the streets of Denver, Boulder, and Ft. Collins by asking listeners to dress and act like fools on predetermined street corners in each city where they'd be judged by station staffers for their degrees of lunacy. The "biggest fools" were awarded \$100 gift certificates from local record stores.

Many stations closed out the day of wild programming with an appropriate network radio concert broadcast of EMIA recording act the Fools.



THESE GUYS HAVE HEART — KISW/Seattle chose to honor area favorites Heart in its current advertising for morning air personalities Langan and West. The team wore Heart-like wigs in a vain attempt to emulate the Wilson sisters in their current album cover pose. Nice try, guys.

#### EVOLUTION

WORJ/Orlando GM Bryan Bieler is leaving to become GM at KDUK/Honolulu. WORJ's new GM is Harvey Tate. In other WORJ news, PD David Souza has also been named VP of Programming for owners Sudbrink Broadcasting. Siegrist has been named PD and MD at WWCK/ Flint. Doug Burton has been upped to MD for the . Ron Tyler has exited as PD at KATT-FM/Oklahoma City. Mark Dempsey has been upped to KATT-AM-FM PD. Clark Ryan is KATT-FM's MD . . . Dick Bascom moves to Y95/Rockford from WAAL/Binghamton on the 28th to become Y95's MD . . . Tom O'Hare has exited as air personality at KSAN/San Francisco. Succeeding him is former WMMR/Philadelphia air personality Dan Carlysle . . . Sally Gill has exited as Music Coordinator at KSJO/San Jose. Lee Roy Hansen has been upped to MD from the airstaff. WVBR/ Ithaca PD Robert Hamberger has exited for law school. The new PD is Michael McNeil, and the MD is Dave Blackwood . . . WPGU/Champaign PD Phil Priest has segued into station sales and Jon Kamerman has taken over as PD... Goldfarb relinquished his MD duties at WGRQ/ Buffalo but retains his airshift. PD George Hawras will assume MD responsibilities as well. Paul Heine has joined WGRQ for nights from neighboring WBUF . . . Rod Glenn has exited as MD at WRNO/New Orleans . . . Gary Clayton has exited as MD at KRST/Albuquerque . . . Mark McKay has been upped to MD from the airstaff at WZLD/ . Jimmy Mack has been appointed Columbia. Assistant MD at WBCN/Boston . . . Marlene Foxx has joined M105/Cleveland for afternoon drive. Jerry Longden has joined KROQ/Pasadena from KEZY-AM/Anaheim for middays . . . KQRS/Minneapolis Assistant PD Mari Sollom is exiting to become MD at KQDS/Duluth, a new AOR reverting from Country in late May. More details on staff and such soon.

COMING NEXT WEEK: For 8½ years, Bob Burch's name was synonymous with Century Broadcasting's. As its National PD, he oversaw the programming policies of KSHE/St. Louis, WABX/Detroit, KWST/Los Angeles and KMEL/San Francisco. Next week, in a frank conversation with Burch, he offers both an overview of an impressive radio career as well as candid comments about the policies, problems and potential of the Century stations he helped program.



TAJ MAKES MUSIC FOR KSAS — To thank listeners and clients for their support of new Kansas City AOR KSAS, the station held two appreciation parties featuring music by Taj Mahal (left), pictured here with KSAS PD Bishop Cheen (right).



BILLY'S ANGELS — This may look like the cast of a new TV series about a streetwise private eye and his two associates, but actually, it's Columbia's Billy Joel smiling broadly as he greets KTXQ/Dallas MD Temple Lindsay (left) and Columbia's Cynthia Henderson (right) while on a promotional tour for his new album release.

#### UPDATE

If you watched "WKRP In Cincinnati" last week you may have noticed a copy of the KATT/ Oklahoma City calendar on the wall of the studio. It was a gift to a cast member of the show who was visiting the station recently, and showed up as a complete surprise to delighted KATT staffers shortly thereafter on the show . . . WIOQ/Philadelphia has inaugurated a "Spring Festival" of on-air promotions, including daily featured artists. tips on getting in shape, ideas for indoor activities, day trips, and news of other special outdoor . KINK/Portland is sponsoring a series of \$1.02 concert dates with many of the area's most popular groups ... WDEK/Dekalb has started offering "DEK Discount Cards" in the shape of credit cards to listeners, who will be able to use them for specially-priced purchases WYSP/Philadelphia has begun a campaign to bring Mercury's Rush to town for a concert date. The station's petition drive netted over 10,000 signatures in less than a week. Meanwhile, to appease fan appetite for the band, WYSP ran a 90-minute concert broadcast of the band as an area exclusive April marks the first AOR anniversary of WMET/Chicago. The station is celebrating with daily radio concerts, and is offering WMET posters and special prizes . . . The sum of WDHA/

North Jersey's benefit promotional efforts for 1979. in conjunction with its sister AM station, was over \$100,000 raised for various charities. Nice going, . WFBQ/Indianapolis's Album Project II has sold over 8000 copies in eight weeks, with proceeds benefiting the state's Kidney Foundation Happy 5th AOR anniversary to KZAM/Seattle From our "If At First You Don't Succeed" department: When Ron Ely was named Bert Parks's MC successor for the Miss America pagent, it put an end to KFMH/Muscatine's campaign to place Frank Zappa in that position. Undaunted, the station is now mounting a campaign to have Zappa play Tarzan in an upcoming movie. WSAI-FM/Cincinnati gathered over 1000 listeners for a free outdoor concert of an area group. The station also sponsored a bubble-blowing contest in return for movie tickets and gift certificates WRKI/Bridgeport has enlisted the aid of local record stores in passing out music research sheets with album purchases. The sheets request information about record and radio preferences KAZY/Denver's charity basketball match against the Denver Broncos (who won, 92-76) raised \$1200 KNAC/Long Beach provided live remote news coverage from the annual Long Beach Grand Prix . . . WIBZ/Parkersburg, WV has begun a two-hour jazz show for Sunday nights, and needs jazz record service from all labels. Contact PD Larry Schuster at (304) 485-6158

#### PROMOTION OF THE WEEK



ROCK & ROLL MONEY: WMMR/Philadelphia, in conjunction with Columbia Records, produced \$5000 worth of funny money, each bill good for approximately a dollar off the price of select Columbia album product.

WMMR air personalities Mark Goodman (left) and Michael Picozzi (right) set up shop at an area bank, posing as tellers and handing out the bills free to those who came by. The money was also distributed at other WMMR promotional functions

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.

#### CONCERTS&CONVERSATIONS

RADIO CONCERTS: Boomtown Rats, Fools on WSAI-FM/Cincinnati... Fools on WRCN/Long Island... Boomtown Rats on WLUP/Chicago... Boomtown Rats on KQRS/Minneapolis... Boomtown Rats on KSHE/St. Louis... Boomtown Rats on WYDD/Pittsburgh... Rachel Sweet, Sylvain Sylvain on WMMS/Cleveland... Fools on WOUR/Utica... Molly Hatchet, Dave Mason on WRIF/Detroit... Fools on WMMR/Philadelphia.

GUEST DJ'S: Frank Zappa on KSJO/San Jose . . . Rachel Sweet on WMMS/Cleveland . . . Ramones on WWWW/Detroit.

CONVERSATIONS: Rockets, Grace Slick on WMMR/Philadelphia... Ramones on Q107/Toronto... Boomtown Rats on CITI-FM/Winnipeg... J. Gells Band on KSJO/San Jose... Graham Nash on KEZO/Omaha... Babys on KWST/Los Angeles... Plimsouls on KEZY/Anaheim... Cheap Trick on DC101/Washington... Grateful Dead on WNEW-FM/New York... Dave Mason on WDHA/North Jersey... Grace Slick, Rush, Boomtown Rats on WLUP/Chicago... Gentle Giant on KPAS/EI Paso... Squeeze on WBRU/Providence... Humble Pie on WWWW/Detroit... Suzanne Fellini on WOMP/Wheeling... Squeeze on WQBK/Albany... Robin Trower, Grace Slick on KILT-FM/Houston.

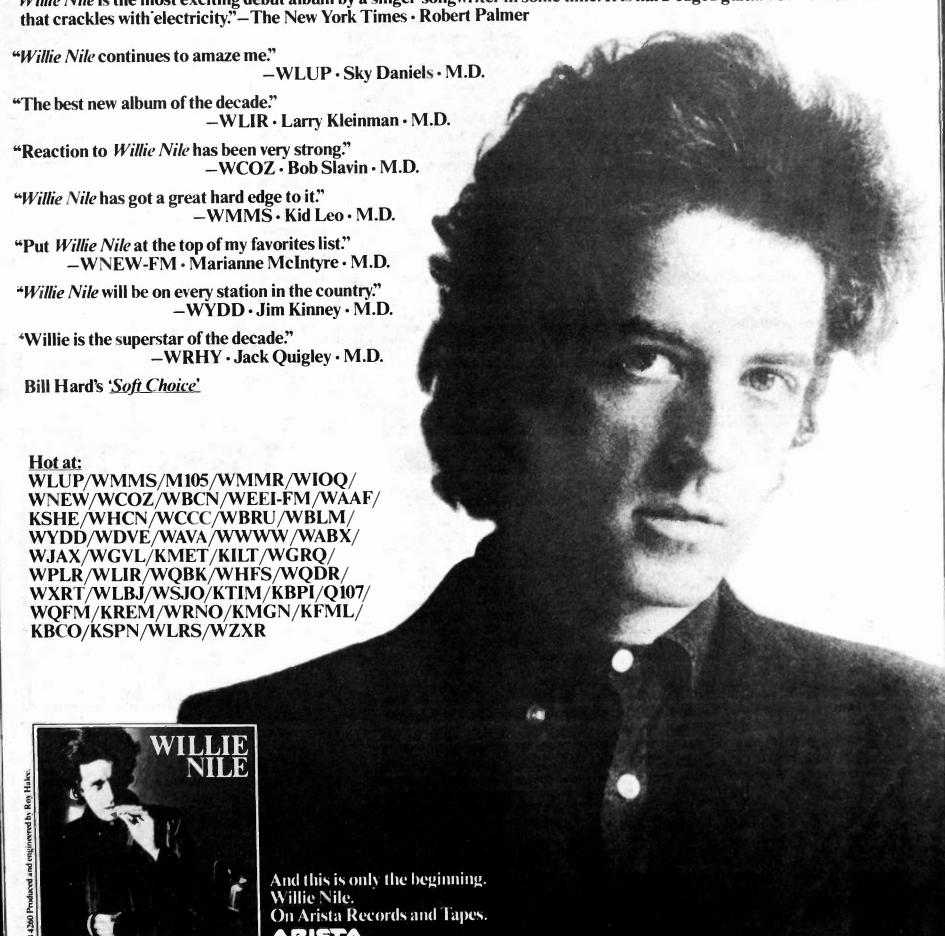


# Willie Nile. He's rocking the nation.

With critical acclaim from programmers and press across the country-Willie Nile's made the most impressive debut in years.

"Willie Nile's inspiring debut album signals the arrival of a major new figure in rock 'n roll. He moves you, physically and emotionally, the way the best rock has always done."-The Los Angeles Times · Robert Hilburn

"Willie Nile is the most exciting debut album by a singer-songwriter in some time. It is hard-edged guitar rock. An album



### \_Album Airplay/ 40

		9 29		A 11 44 4000		
	3/28		4/11	<b>April 11, 1980</b>	154 REPORTERS	Album cuts are listed in order of airplay preference
1 5	1	1	1	BOB SEGER & SILVER BULLET	. Against The Wind (Capitol)	."Fire" "Strut" "Betty" "Bop"
5	5	5	2	DILLY JUEL	. Glass Houses (Columbia)	"Right" "Fantasy" "Borderline" "R&R"
3	2	3	3	HEART	. Bebe Le Strange (Epic).	"Even" Title "Heaven" "Break"
4	4	2	4	LINDA RONSTADT	. Mad Love (Asylum)	. "Talk" "Go" "Cost" "How"
2	3	4	5	PINK FLOYD	The Wall (Columbia)	"Brick" "Run" "Numb" "Flesh?"
6	6	6	6	JOURNEY	. Departure (Columbia)	. "Anyway" "Time" "Where" "Lady"
10	•	9	7	PRETENDERS	. Pretenders (Sire)	"Brass" "Sobbina" "Wait" "Neck"
20	15		8	PAT TRAVERS BAND	. Crash And Burn (Polydor)	"Whiskey" Title "Born" "Love"
7	7	7	9	J. GEILS BAND	. Love Stinks (EMI America)	. Title "Come" "Trvin" "Wait"
12		•	10	ELVIS COSTELLO	. Get Happy!! (Columbia)	"Stand" "5ive" "High"
13		12	11	CLASH	. London Calling (Epic)	"Train" Title
11	•	10	12	WARREN ZEVON	. Bad Luck Streak (Asylum)	"Certain" ".leannie" "Wild"
9		13	13	RUSH	Permanent Waves (Mercury)	"Parlin" "Freewill" "Nous"
23	17	15	14	MARSHALL TUCKER BAND	. Tenth (WB)	"Time" "Rivee" "Cettle"
	14		15	ROBIN TROWER	Victims Of Fury (Chrysalis)	"Chow" "Medhouse" " leck"
36	23	19	16	JOE PERRY PROJECT	Let The Music Do (Columbia)	"Dogo" Telo "Ctor"
8	11	14	17	TOM PETTY & HEARTBREAKERS	Damn The (Racketreet/MCA)	. "Refugee" "My Girl" "Losers" "City"
22	20	17	18	CHRISTOPHER CROSS	Christopher Cross (WB)	"Ride" "Seiling"
_	_	$\rightarrow$	19	VAN HALEN	Women & Children First (WB)	"Condia" "Eventhade" "Albinhau"
_	_	34	20	BOZ SCAGGS	Middle Man (Columbia)	"Breakdown" "Imagination" "Jojo"
_	_	25	21	HUMBLE PIE	On To Victory (Atco)	West water
25	25	20	22	GARY NUMAN	Pleasure Principle (Atco)	POOL INTATUATION
	27		23	TRIUMPH.	Progressions Of Power (RCA)	Cars Complex Metal
-		28	24	FIREFALL	Undertow (Atlantic)	VV88K8NG Survive vvoman
16	16	18	25	NAZARETH	Malice In Wonderland (A&M)	Fall Love Title Leave
			26	DAN FOGELBERG	Phoenix (Full Moon/Epic)	"Honday" "Cars" "Angel" "Talkin"
-	36		27	GRACE SLICK	Dreams (RCA)	"Fire" "Longer" Title "Heart"
_	31		28	ANGEL CITY	Face To Face (Enia)	"Angel" "Wind" Title "Diablo"
38	38		29	RED RIDER	Par's Eight 16 (Coniect)	"Marseilles" "Line" "Rain" "Shake"
	24		30	SHOOTING STAR	Shooting Star (Virgin)	"Hot" "Girl" Title "News"
-	34		31	CRETONES	Thin Red Line (Planet)	"Need" "Bring" "Tonight"
19	21		32	T RUNDGREN/LITODIA	I nin Ked Line (Planet)	"Real" "Cost" "Mad" "Justine"
_		<b>→</b>	33	T. RUNDGREN/UTOPIA	Adventures in (Bearsville/wb)	"Free" "Road" "Caravan" "Last"
_	_	37	34	MOTORS	Tenement Steps (Virgin)	"Loneliness" "Slum" "Zero" "Man"
_		<b>→</b>	35	JOHN STEWART	Dream Bables Go (HSU)	"Hollywood" "Spirit" "Thunder"
26	26	-	36	IAN HUNTER	Welcome To The Club (Chrysalis)	"Gotta" "War" "Bitten" "Cleveland"
_		39	37	WILLIE WILE	The Long Run (Asylum)	"Can't" "Heartache" "King" New
18	22		38	WILLIE NILE	Willie Nile (Arista)	"Moon" "Over" "Lord" "Sing" Entry
1	19		39	MNACM	Union Jacks (Chrysalis).	"Rendezvous" "Feet"
	29		40	MAHOGANY RUSH	But The Little (Capitol)	"Price" "Hard" "Feeling" "Baby"
-	2.5	33	40	MANUGANT NUON	What's Next (Columbia)	"Roadhouse" "Rock"

#### Chart Summary

SEGER held a good lead for another week at the top, while JOEL jumped up to a strong second place. HEART and JOUR-NEY held rock steady as PRETENDERS continued their impressive upward climb. TRAVERS hit top ten as CLASH inched up. RUSH maintained as TUCKER and TROWER both inched up and PERRY pushed upwards. VAN HALEN was the week's bns mudla bebbs teom highest debut, with healthy reports for all rotations (and a sure bet to jump high next week as adds turn into other rotations). SCAGGS and PIE both had good weeks of increased rotations. FIRE-FALL moved up as SLICK held her own. CITY and RIDER moved up. MO-TORS debuted with significant reports for all rotations. STEWART moved up and HUNTER debuted.
MILE moved up and FLEET-WOOD MAC 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.

	4/11	4/4	3/28	3/21	3/1
		18/18	0.10	0.10	0/0
	M 4	M 0			
	67/65	0.10	0.10	0.10	0.10
	M-2				
	H-0			1	
	51/50	0.10	0.10	0/0	0.10
	M 1				
	H-O				1
	92/37	72/64	0.10	0/0	0.10
	M-33	M-6	1		
	H 22	H-2	9		
	36/33	5/5	0.10	0.10	0,0
On Through (Mercury)	M-2	M-0			
"Rock Brigade"	H-1	H-0			
GLASS MOON	31/30	2/2	0/0	0/0	0.00
Glass Moon (Radio Records)	M 1	M-0	1	-	-
"Killer At 25"	H-O	H-O			
GENESIS	27/27	0.10	0.10	0.00	0.00
Duke (Atlantic)	M-0		1	1.0	"
"Turn It On"	H-0			1	1
HUMBLE PIE	83/22	80/83	9/9	0.00	00
On To Victory (Atco)	M-62	M-14		3,0	0,0
"Fool"	H9	H3	H-O		
LITTLE RIVER BAND	46/21	52/50	8/7	0.00	0/0
Backstage Pass (Capitol)	M-19	M 1	M-1	3,0	0,0
"Long Wey There"	H-5	H-1	HO		1
GREG KIHN	32/18	29/25	3/3	0.00	0/0
Glass House (Beserkley)	M111	M-4	M-O	3/10	1
"Castaway"	H-3	Ho	H-O		1
MOTORS	52/17	38/17	36/21	34/32	1/1
Tenement Steps (Virgin)	M-26	M-14	M-11		M O
"Loneliness"	H-9	14-7	1		H-O
ROBIN LANE	18/17	0/0	0.00	-	0.0
Robin Lane (WB)	M1	-/-	3,0	3/0	0.0
"Wrong"	HO				
JAG8	18/16	00	00	00	00
Evening Standards (Island)	M-0			-	-
"World"	Н0				
GRACE SLICK	72/14	68/33	57/50	10/10	0.00
Dreams (RCA)	M 45				0,0
					0/0
		***	0,0	UNU	0/0
	14179	*****			
	"Cradle" IAN HUNTER LIVE Welcome To (Chrysells) "We Gotts" AMBROSIA One Eighty (WB) "Biggest Pert" BOZ SCAGGS Middle Man (Columbia) "Breekdown Dead Ahead" DEF LEPPARD On Through (Mercury) "Rock Brigade" GLASS MOON Glass Moon (Radio Records) "Killer At 25" GENESIS Duke (Atlantic) "Turn It On" HUMBLE PIE On To Victory (Atco) "Foo!" LITTLE RIVER BAND Backstage Pass (Capitol) "Long Wey There" GREG KIHN Glass House (Beserkley) "Casteway" MOTORS Tenement Steps (Virgin) "Loneliness" ROBIN LANE RO	VAN HALEN  Women & Children (WB)  "Cradie"  IAN HUNTER LIVE  We Gotta"  AMBROSIA  One Eighty (WB)  "Biggest Pert"  BOZ SCAGGS  Middle Man (Columbia)  "Breakdown Deed Aheed"  DEF LEPPARD  On Through (Mercury) "Rock Brigade"  (RLASS MOON  Glass Moon (Radio Records)  "Killer At 25"  Duke (Atlantic) "Turn It On"  HUMBLE PIE  On To Victory (Atco) "Fool"  LITTLE RIVER BAND  Backstage Pass (Capitol) "Costaway"  MOTORS  GREG KIHN  Glass House (Beserkley) "Castaway"  MOTORS  ROBIN LANE  ROBIN	VAN HALEN         124/106         18/18           Women & Children (WB)         M4         M0           VCradie**         H-15         67/65           IAN HUNTER LIVE         M-2         M-2           We Gorta**         A         57/60         0/0           AMBROBIA         51/60         0/0         51/60         0/0           One Eighty (WB)         M-1         H-0         32/37         72/84           Middle Man (Columbia)         **Breakdown Deed Ahead**         M-2         M-2	VAN HALEN         124/106         18/18         0/0           Women & Children(WB)         M4         M0         H0           KYMORDER LIVE         H0         67/85         0/0         0/0           Welcome To(Chryselis)         M2         H0         0/0         0/0           We Gotta"         H0         51/60         0/0         0/0         0/0           AMBROBIA         M1         H0         32/37         72/84         0/0         0/0           Moldle Man (Columbia)         M3         38/33         36/33         5/6         0/0	VAN HALEN         124/106         18/18         0/0         0/0           Women & Children (WB)         M4         M0         M4         M0           KYBORDER LIVE         H0         67/85         0/0         0/0         0/0         0/0           We Gotta"         H0         57/80         0/0         0/0         0/0         0/0         0/0           AMBROBIA         51/80         0/0

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

	MARGUALI TILOUTO	4/11	4/4	3/28	3/21	3/14
1	MARSHALL TUCKER	112/67				78/1
	Tenth (WB)	A-2	A-5	A 16	A 34	A-73
	"It Takes Time"	H43	H-42	H-31	H-22	H 2
2	JOE PERRY PROJECT	91/62	80/51	74/22	47/10	0/0
	Let The Music (Columbia)	8.8	A-12	A-41	A 36	
_	"Discount Dogs"	H-21	H-17	H-11	H 2	
3	ELVIS COSTELLO	112/59			113/63	105/53
	Get Happyll (Columbia)	A-1	A-1	A-2	A-5	A-14
	"I Can't Stand"	H 62	H-61	H-52	H-44	H-38
4	TRIUMPH	78/57	81/54	71/31	65/4	9/0
	Progressions Of (RCA)	A-5	A-18	A:35	A-60	A-9
_	"Weekend"	H-16	H-9	H-6	H 1	HO
6	WARREN ZEVON	114/54		125/70	121/74	118/06
	Bad Luck Streek (Asylum)	A-1	AO	A-5	A 3	A-10
	"Certain Giri"	H-59	H 63	H-50	H-44	H-42
6	HUMBLE PIE	83/52	80/14	9/0	0/0	0.10
	On To Victory (Atco)	A-22	A-63	A-9		
_	"Fool"	H-9	H-3	H-O		
7	PAT TRAVERS BAND	117/51	114/60	102/67	112/12	40/1
	Crash And Burn (Polydor)	A-1	A 5	A-14	A-92	A-37
_	"Whiskey"	H-65	H-49	H 31	Ha	H-2
•	ROBIN TROWER	96/50	94/50	94/55	29/53	29/60
	Victims Of Fury (Chrysalis)		A-2 -	A-0	A-7	A S
	"The Shout"	H-46	H-42	H-30	H 33	H-33
•	ANGEL CITY	60/48	51/34	51/23	40/17	26/3
Tie	Face To Face (Epic)	A-5	A-12	A-26	A 22	A 23
	"Marseilles"	H-7	H 5	H-2	H-1	H-O
	RED RIDER	67/48	62/40	53/21	13/5	0/0
	Don't Fight It (Capitol)	A-9	A-17	A-28	A-7	
	"White Hot"	H 10	H-6	H-4	H-1	
10	FIREFALL	83/46	88/7	18/0	0.10	0/0
	Undertow (Atlantic)	A-11	A-75	A-16		
	"Fell"	H-26	H-6	H-0		
11	GRACE SLICK	72/45	68/22	57/4	10/0	0/0
	Dreams (RCA)	A-14	A 33	A-60	A-10	
	"Angel"	H 13	H-13	H 3	H-0	
12	CLASH	102/44		103/84	103/73	104/67
	London Calling (Epic)	A-0	A-0	A-1		A-4
	"Train"	H-68	H-46	H 38	H 28	H-33
13	CRETONES	61/42	60/46	53/30	55/16	33/1
	Thin Red Line (Plenet)	A-10	A-12	A-22		A-32
	"Real Love"	H9	H2	H1	H 2	H-0
14	GARY NUMAN	67/41	71/42	59/34	62/42	71/54
	Pleasure Principle (Atco)	A0	A4	A-3	A-2	A-3
	"Cers"	H 26	H-23	H-22	H-18	H-14

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### THE HOTTEST

1	BOB SEGER & SILVER	1597	E 180 M	3/20 52 149/1	3/21	4
•	Against The Wind (Capito	11 60	A-1	A-0	40 782/74 A-2	N 145/121
	"Fire Lake"	M 2	Mil	M-4	M-4	Ma
2	BILLY JOEL			32 141/1		
	Glass Houses (Columbia)	A-0	A-2	A-3	2.7	A-123
	"May Be Right"	M-18	M-12	M-21	M 30	M-5
3	HEART		144/1		33 146/13	
	Bebe Le Strange (Epic)	A-0	4.0	A-1	9-1	0.0
	"Even It Up"	M-10	M 13	M-7	Ma	M-12
4	LINDA RONSTADT	139/12				0 143/126
	Mad Love (Asylum)	A-1	4.0	4.0	8.0	0-2
	"Girls Telk"	M-14	M-10	M 13	M 13	6-15
5	PINK FLOYD	134/12		138/13	144/14	
	The Wall (Columbia)	A-0	0.0	80	0.0	9-0
	"Brick 2"	M-14	M-9	M4	M-4	M-2
	JOURNEY	133/11				
	Departure (Columbia)	A-1	4.0	A-0	0.4	A-38
	"Anyway"	84-17	M-22	M-21	M 32	M 33
7	J. GEILS BAND	111/7				
	Love Stinks (EMI America		0.0	3.0	A-0	0-0
	Title	M 34	M-34	M-37	M-40	M-46
	PRETENDERS	112/74				1
	Pretenders (Sire)	A-1	R-0	0.0	4-2	A-4
	"Brass in Pocket"	M 37	M 39	M 43	M 49	M-56
•	PAT TRAVERS BAND	117/88				40/2
le l	Crash And Burn (Polydor)	A-1	A-5	9-14	A-92	A-37
10	"Whiskey"	M 61	M 60	M 57	M-12	M-1
	RUSH	101/85		30/67		
	Permanent Waves (Mercury	40	20	A-0	0.0	A-0
	"Spirit Of Radio"	M-36	M-28	M 31	M-22	M 29
10	WARREN ZEVON	114/59				118/42
	Bad Luck Streek (Asylum)	A-1	A-0	A-6	A.3	A 10
	"Certain Girl"	M 64	M 58	M-20	M-74	M-66
11	CLASH	102/58	107/40	103/38		104/33
	London Calling (Epic)	0.0	A-0	A-1	A-2	A4
	'Train"	M-44	M-82	M-64	M-73	M-67
12	TOM PETTY	83.67	82/71	106/86		127/113
	Damn (Backstreet/MCA)	0.0	A.O	A-0	A-1	0.0
	"Refugee"	M-26	M-21	M 20	M-18	M-14
13	ELVIS COSTELLO	112/52	119/61	115/52		105/38
	Get Happy!! (Columbia)	A-1	A 1	A-2		A-14
	"I Can't Stand"	M 59	M-67	M-61		M 53
14	ROBIN TROWER	36/46	94/42	94/39	89/33	39/33
Tie	Victims Of Fury (Chrysalis)	A-0	A2	A.O	A-7	A4
1 10	"The Shout"	M 50	M-50	M 66	M 69	M-80
14	CHRISTOPHER CROSS	78/48	75/44	71/45	72/46	68/36
	Christopher Cross (WB)	A-1	A-6	A-4	A-2	A 9
	"Ride"	M-29	M 26	M 22	M-25	M 24

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# KINGBEES

RS-1-3075



This powerhouse trio delivers 10 tracks of music for right now! Strong and to the point songs that move in the best tradition of rock and roll.

KMET	KXFM	KZEL	WLIR
WMMS	KZOZ	Y95	WHFS
WMMR	KSJO	WIBA	WLYX
WABX	KFML	WMJQ	WJAX
M-105	KTCL	Q107	· · · And More
WWWW	KZAM	WLAV	
KZOK	KQFM	WPLR	

produced by david j. holman & rich fitzgerald



# **BREAKERS**

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



**VAN HALEN** Women & Children First (WB)

"Cradle" "Everybody"
"Whiskey" "Rhyme." 81% of our reporters on it. Total album reports: 124, A-106, M-4, H-15. Debuted this week at No. 19.

#### **BOZ SCAGGS** Middle Man (Columbia)

"Breakdown" "Imagina-tion" "Jojo" Title. 60% of our reporters on it. Total album reports: 92. A-37, M-33, H-22. Charted this week at No. 20.



### SINGLES

"Call Me" (Chrysalis)

2 SUE SAAD AND THE NEXT

'Gimme Love, Gimme Pain' (Planet)

**FLEETWOOD MAC** 

Think About Me" (WB)

FOOLS

"Night...Girls" (EMI America)

**AMBROSIA** 

"Biggest Part" (WB)

**PAT BENATAR** 

"We Live For Love" (Chrysalis)

**ROCKETS** 

"Desire" (RSO)

**OFF BROADWAY** 

"Stay In Time" (Atlantic)

**WISHBONE ASH** 

"Helpless" (MCA)

ROMANTICS

"What I Like About You" (Nemperor)

s received significant AOR sirplay reports this week. These single ither not available on an album or are from an album not currently on the m Airplay/40 chart. The chart is listed in order of total mentions received

### JAZZ ON ASR

SPYRO GYRA ..... Cetching The Sun (MCA) 2 CHUCK MANGIONE..... Fun And Gemes (A&M) G. WASHINGTON JR. Skylarkin' (Motown)

"Loving You" "Moments"

J. LEE & G. BROWN Cloumble) KITTYHAWK. Kittyhewk (EMI America)

"Chinese" "Wooed"

DR. STRUT. Struttin' (Motown) "CMS"
HERON & JACKSON ..... 1980 (Arista) PAT METHENY GROUP ... American Gerage (ECM) 10 ...... Title "Heartland"

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

### REGIONAL ASPR ACTIVITY

FO JOHN COOPER

#551 To #651 T

-BILLY SQUIER (Capitol) -BICONTOWN RATS (Columbia)

Medium PAT BENITAL (OP yearls) PAT BENITAL (OP yearls) PAT BENITAL LIVE (OP yearls) PAT BENITAL LIVE (OP yearls) PAT BENITAL LIVE (OP yearls) IDOZ KAGOS (Oblimate) RACHEL SEETS (SEETS/COLUMN) "Seet House" "Foot is Colif" PAT BENITAL (OP yearls) PAT IO (CAMP)

518-462-5555 PIRE FLOYD (COLUMBILE) RUNDGER N/JTOP/A IBMETS\*1112/MD) FOOLS (CRI AMETICE) Thon-1 Grow Up\* Thight ...(Gr)? BILLY JOEL (Columbia) JOE PERRY PROJECT (Co

Albany

ANT PROFIT MODIFIC (Columbia)
POTTALS
PMITEIDRES (517a)
SOMEZE (AMP)
"Nail in Papers
RATLES (Copto)
SOMERA Z (Copto)
SOMERA Z (Copto)
SOMERA Z (Copto)
DATH, WILL (RZA)
SCHOOL (Copto)
DATH, WILL (RZA)
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HEROM & JACKSON (Arlita)
DAYID SAMBORN (M)
PAT METHERY GROUP (ECH)
ONLON HISTORICAL (PAC AFTE)
PASSPORT (API JAT JAT)



Allentown

ANTIAL
PINE FLOTO (Golumbia)
DINE FLOTO (Golumbia)
DOS SEGRA 4... (Capitol)
DOS SEGRA 5... (Capitol)
DOS SEGRA 6... (Columbia)
There is a many be signed
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LEVIS COSTEL 6... (Columbia)
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TWILTON HERP!
RMACE (Capitot)
BL2 SCAGGS (Columbia)
"Brise sea down, "
RrisePrint (RCA)
MMATHALL RUCKER (MB)
LABSLE PIE (APCO)
CRITOMES (Planet)
"MANIGANY RUSH (Columbia)
MANIGANY RUSH (Columbia) MANDGARY RUSH (COLUMB) FOCKS (EM! America) MDTORS (Virgin) DARYL HALL (RCA)

**Baltimore** 301-889-0096

301-889-0098
motivat
Rusei Improve;

**Binghamton** 

HOTTEST COME (COSS EMP)
PRITTINGERS (SITE)
HEART (SITE)
LIPIDA ROBERT (SITE)
LIPI

**Boston** 

B17-266-1111

IGET POP (Arthur)

AND (COORD (Polyador)

SELECTR (Grynalis)

SELECTR (Grynalis)

SELECTR (Grynalis)

MAGGES (SIGN (Polyador)

FLOR PICKETT (B) Americ

AND (SSIGN (Polyador)

FLOR PICKETT (B) Americ

AND (SSIGN)

MAJARETH (AMR)
DOS SEAGES (Columbia)
BEACH BOYS (Columbia)
BEACH BOYS (Columbia)
BEACH BOYS (Columbia)
BEACH BOYS (Columbia)
JAZZ
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MAJA (L. (RCA)
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WBC1

PO : TONY BERANDING

MODEL SMEET (SMIRI/GOIDE MOTELS PROTECTION (SMIRI MOTELS PROTECTION (SMIRI MOTELS COSTELLO & (COLUMI J. CRILS BAND (DMI America BOB SECRE & (COLVOI) LIBOA ROUSTADT (Asylus) 0.72 S (489) 100 RETY & DMI JOHN FELTO (COLUMI (SMIRI LEM (DATON (SMIRI LEM (DATON (SMIRI LEM (DATON (SMIRI MOTELS PROTECTION) PRIVATE LICATION (AMR) 1942)

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**Boston** DARTE HALL (RCA) MOTORS (Virgin)

HODTEST Plem FLOTO (Columbia) Plem FLOTO (Columbia) Plem FLOTO (Columbia) J. Gillis BAND ((Bil America) LIMBA RODETADY (Asylum) ELISO CONTECTO (Asylum) ELISO CONTECTO & (Columbia) POOS ((Bil America) FLOTO (Columbia) SOUR SINGLES MARFINS (MODIF (Or yearls) JAT SILVER MARR MJELDSEU (Back Door)

SOFTROCI

**Boston** 

Jezz BPUCE COCKBURN (Hillennium)

BILLY JOEL (Columbia)
BD2 SCACCS (Columbia)
BD8 SEGER 4. . (Copito)
FIREFALL (Attentic)
OMISTOMER CROSS (MB)
LINDA RONSTADT (Abylum)
BRUCE CECRBURN (Millenn)

MOST ADDED

**VANHALEN** Women & Children ... (WB) 31/26 IAN HUNTER

Welcome To... (Chrysalis) 21/20 GENESIS Duke (Atlantic) 15/15

**AMBROSIA** One Eighty (WB) 15/14
ROBIN LANE & CHARTBUSTERS 15/14 Robin Lane &... (WB) 13/13

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations that added it this week.



"Breakdoxn "
FIREFALL (erientic)
"Love That Got "

ORACE SLIUR (RICA)
"Face Bind"
RUBIN TRUBER (Cryse (a)
"The Shout"

WILLIE NILE :Arista)
"Vagabond Noon"
AZTEC TWO-STEP (date
RODMIT CHOWELL (MB)
"Hare. :80's"
"Hare. :80's"
"Real Love"
PAT TRAFERS BAND (Po

Bridgeport

AND PROPERTY OF THE CONTROL OF THE CONTROL OF THE CAPTER O Historia Sarra "Sobbing" ORISYOMER CROSS (\*\*) "Ride Like ," ELYS COSTELLO & . ECoti "I Can T Stand" -BLONDIE (Chryssila)

Singles SUZAME FELLINI (Cose FOOLS (EM) America) AMEROSIA (MB) THISTED SISTER

Buffalo

WGRQ 718-881-455

RUSH (RMC-COT)
TRILIMEN (RCS)
TRILIMEN (RCS)
RATE (S)
RATE (S)
RATE (S)
REAT (S)

Medium (B)(1)

Medium TROUGH (Chernalla)

OF HERRY REDUCT (Columbia

SAG SAAO & HERT (Flamma)

MEDIUM (STORP)

MEDIUM (STORP)

GENTLE GENTLY (Columbia)

WILLER HILL GENTLY

ORLOWS (Frame)

LOUIS (Frame)

MILLER HILL

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MEDIUM JOE PERRY PROJECT

Let The Music... (Columbie) 25/18 PAT TRAVERS BAND Cresh And Burn (Polydor) 25/13 ROBIN TROWER Victims Of Fury (Chrysalis) 21/13 HUMBLE PIE On To Victory (Atco)

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

Cape Cod

HIROSHIBM (Arista)
FRAME WEER (RCA)
FRAME WEER (RCA)
FELLE CANNALIER (Epic)
FELL CANNALIER (EPIC)
FELLE CANNALIER

203-549-3456

HOTTEST (CO-IMB) I HOTTEST HOS SEGGE A. . . (Co-ITG) PINS FLOTO (CO-IMB) I PINS FLOTO (CO-IMB) I AGART (Epic -BILLY JOLL (CO-IMB) I PINT TRATEST BARD (Polydor) LYDON ROSSTADT (Asyrium) LYDON ROSSTADT (Asyrium) ROSSTADT (BIN JOHN FLOTO) ROSSTADT (BIN J

PO: LARRY KING

Possone mine 
Medium 
ORISTOPHER (POSS (MB) 
FIREFALL (AFIANTIC) 
ODROON LIGHTFOOT (MB) 
RNUC CODEAGN (HITIPATIC) 
SHUC CODEAGN (HITIPATIC) 
SHUC CODEAGN (HITIPATIC) 
SHUC CODEAGN (HITIPATIC) 
SHUC HITCHING (HITIPATIC) 
SHUC HITCHING (HITIPATIC) 
ELISSA MENDESTEE (AFISTE) 
FARGES (AFISTE) 
FARGES (AFISTE) 
FARGES (AFISTE) 
FARGES (HITIPATIC) 
F

PALL PAI

Modius
CLASH (Epic)
RUSH (Mercury)
CARY HAMRIN (AFco)
MARRIN EXTON (Asylum)
BOZ SCAGGS (Columbia)
REFINDERS (Sire)
AMGEL CITY (Epic)

Jazz

HOTURS IVERGINE HED RICER (Capitot)

Hartford

Singles

Singles

THE HOTTEST BOB SEGER & SILVER BULLET

Against The Wind (Capitol) 36/35 BILLY JOEL

Glass Houses (Columbia) 35/31 LINDA RONSTADT Mad Love (Asylum) 33/31 PINK FLOYD

The Wall (Columbia) 31/29 HEART Bebe Le Strange (Epic) 32/28

Two numbers follow each album tide. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

Long Island 518-587-1023

PD: MARTY CURLEY MD: MARC CUPPELA

Added CEMESIS (AFIGNY)C) YAR HALES (BB) (AFIGNY)C) YAR HALES (BB) (Chrysolis) (AFIGNE)C) (AFIGNE)C)

HONDITE (Chrysalis)
HOTTES
HOT SPUFORD (Polygor) PASSPORT (Atlantic)

### Long Island | 516-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-9200 | ### | 16-485-

AMPACZIV.

DRACE THE SET YE.

AND UP

3-0 (Polydor)
#ECRLESS ERIC (\$1111/Epi
DATIO BROWBLEG (FEATER)

SPECIAL DE L'ANDRESSE CENTRARY

DE 10 DE 10 DE SPECIAL DE L'ANDRESSE CENTRARY

FORT L'ADTO (COLUMBÉR)

REATICS (COMPTION)

REATICS (COMPTION)

FORT (COLUMBER)

Singles

Manchester

Long Island

516-727-1670

ON HE

Added FALCOR HECH Despoils in State of State of

-BLOWER (Lumymolter
Harboot
HAR BIGHS 6...(Capinol)
HARTY Local \*\* "Now Serve"
RUSH (Memorary)
FRUSH (Memora HEATH BRUS (Column) (a)

**New Haven WPLR** 

NOT THAT
LINEAR ADDISTRADT (Anglier)
START ADEL (Options)(a)
SUBSTRADT (Anglier)
SUBSTRADT, LOCAPITAL)
SUBSTRADT, LOCAPITAL)
SUBSTRADT, LOCAPITAL)
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SUBSTRADT

| The Floridate | Color | Colo

MALHEN

ASST. FO. DICK HEER NO. HONYARD HE INTYNE

Action (NUMBER (NUMBER )

ROBERT (NUMBER (NUMBER )

140 NORTH LIFE (Drysell)

140 NORTH LIFE (DR)

Modium

DISTO, TOLL, (TOLA)

DISTO, TOLA, (TOLA)

DISTO, TOLA

DI

WPLJ 95.5

New York

New York

Weelow TON PETTY & THE... (Backsfrost/NEA) Own FOOLERS (Full Whon/Epic) PAT MEMOTAR (Corynolis) MONEY, EVOL (April) MONEY, EVOL (April)

BILLY ACEL (Optomics)
LINDA MOMETADY LAnguage
SERRY 6. (Captropt)
CLVIS CONTRILL 6. LOniomics)
HENRY (Epic)
J. CELLS BAND (CRI America)
CLADI (Epic)
FULLY CONTRILLY C

WOHA

Modiya \*\*ROSED TRUMER (Chrystalls) GRACE TO CHICA) \*\*Angel... Right "Face... Wing you Stuart (RGO) \*\*Bightom' "Spiriv. oslor" \*\*Vollyoudd... \*\*

- Gliss Band (Est Amprice) CLASH (Epic)

Ottawa

**North Jersey** 

201-326-1055

FIMEFALL (Artentic)
"Messed ... Fail"
"Messed ..

\*\*DEFFOR TABLE TO TABLE TABLE

LED ZEPPELIN (Soom Song)

Notifical
PAT SELECTION (Chrysalia)

ROWNING RATE (Chrysalia)

ROWNING RATE (Chrysalia)

SCHOOL (April

ARTIS CONTENIO (Chrysalia)

ARTIS (Chrysalia) 

Singles CHRISTOPHEN CHOSS LIBI BLONDIE (Chryselis) 148 THOMS

Philadelphia

PD: CHARLIE SENDALL MD: JOE SCHWARDINA

MIOO

SST. FOI HELDI LEIGHT

PETTOST ONE PODEL SIZE (Full Stand/Epid) (Full Stand/Epid) FLETHSON SEC. (SIZE SIZE SIZE S. (Column) FLETHSON SEC. (Column) -QUEEN (Electro) -QUEEN (Electro)

102E4

BILLY MELL (Charamita)

White Table (Area)

**Pittsburgh** 

1021

POI JACK ROBERTSON HOL JIM KINGEY

USMESS (Affective)

FIREFAL (All envice)

ALL PROVEY PROJECT (Column)

FRACE SLOTK (ECA)

FIREFAL (All envice)

FRACE SLOTK (ECA)

FIREFAL (All envice)

FIREFAL (All envice) (Cal emile)

Pittsburgh

Jazz Singles

-POLIT & STALIANS

MORNING

TORNITTS (Epic)

TORNITTS (Epic)

TORNITTS (Epic)

TORNICTS (Ep

wcmf

MANDREAM TO THE CONTROL THE

**Philadelphia** 

-

N.C.P.

Syracuse

Syracuse
315-082-9538
315-082-9538
315-082-9538
30071 Lbu-18\*\* Silver Liner\*
3007191 Liner\*
30171 Silver Liner\*
30171 Silver Liner\*
30171 Silver Older Of Lever
11710
3112 SUPPLIES (Dalumia)
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Singles or FLYERS FROME 20PA (Marcury)

Providence

-decOptil (Corpoliss

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Cado (Spic)

Date (Spi 



TOTAL STATE OF THE STATE OF THE

Rochester

GOOD GATS (Ref City)

- (Box sville/M) (CB to Trickib) (Chrysolis) SANTION (Sent) Gree! -0.00 -QuEEN (Eventys)

-QuEDIX (Eventria)
Institution dates (Poly speed
Teaching and Company (May)
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I

Singles



Toronto Partner Address (Contents)

ADDRESS & ... (Contents)

Extris COSTELLO 6... (Contents)

Linco ROSSE REV (Amplum)

HEART (Spic)

HEART (Spic)

ADDRESS (AMPlum)

ADDRESS (AMPlum

Manifest Strington CORTONES STRINGTON STRINGTO

Singles QUEIN (Elentra) Utica

315-797-0603

DANY, HALL (HEA) SQUEEZE HAMI

MOUR ASST. FO: ROBIN SHERBIN NO: DALE COMMOS

AMBORITA (ME)

MARIAN

TOTAL 1-9001
TOTAL J-048

Washington, D.C. 703-534-0320
808.8500F & (Capitol Billar JEEL (Dolumin)
81437 JEEL (Dolumin)
84687 (Spir)
1498 86087507 (Replant Billar)
1908-10046 (Spir)

105 40 GAPT DHASE Added I de I GENTER LIVE (CI "De Gente ."

MUCK (Capitol)
SE SAMO & MEXT (Planet)
-CMS (Electro)

dc O

Added
DEF LEFFRED LIBERCOTY)
JULY MCDDITA (40 Phoprise)
GENESSS INFLANTICE
LAG HARTER LITE (Chrysalis)
LAG DAT ISHIFTED;

Washington, D.C.

202-828-9932 Jane 1986 (d) | BIEE RUTHER (D) (Passeer)

THE EMPORENCE OF PROSPET 1

THE TOTAL TOTA



Page 49

solo album, Daryl Hall (left) greeted WAAF/Worcester MD Paul LeMieux.

Accord
TAR HARTER LIVE (Orrysglis)
FIREFALL (Anterior 1)
Walloost Partie
"Dispost Partie
"Alloost Roomest
GAAS NOOM (Radio Roomest
GAAS NOOM (Radio Roomest
William (Dispost
"William (Dispost
"

WOWIP

TO BE TO BE

BLOTOIE (Drysalis)

NOTISE (Drysalis)

NOTISE (BI)

DATID SAMBORN 1481 SPYRD GYNA 18EA1

Wheeling

614-676-5661

Singles CRACK THE SKY (Lifesong)

سالكنا المناس

Added TAN IMALEN (MB)
"RODIS" "Crosts Roce"
RODIS "Crosts Roce"
"May Lind & IMB)
"May Lind & Imags Bronds
RACHL SHEET (Stiff/Columbia)
"Fool"s Gold"

Worcester

HowTest
GART HADDE (APCO)
FLETWOOD INC. (MB I
MINITEDENCES (Sire)
GALTS GOSTLOS (Columbia
DON FORCESSOR
GART (GALTS)
JOHN COLUMBA
JOHN

STARVICU (2) FM York 717-266-660

P) AFT HART | 10 AFT | 10 AFT

MEDIUM ME

213-552-3525

Hottest Pinc FLOYD (Columbia) BILLY AGE (Columbia) BLO SECER A (Copiled HEAST (Epic) TRILARY (TEA)

3022 500 m 150 m 140

, ngi es

Say What You Feel!

Your Comments Are Welcome, Signed Or Anonymous. Selected Comments Will Be Published Each Week. All Signed Comments Will Be Verified Before Publication

OPINION LINE **CALL THE R&R** 

#### **KY99**

KLAJ

Hedium SPTED GTRA: (NCA) "Lease Meterial" UNDER ZEVO: IAsylum) GARY MARKA: (Atlantic) FIREFALL (Atlantic) Ellia

TITIE MALL TUDIER (MB)
DAN'S MALL (MEA)
PASSMERT (AT) ANTIC)
"Ancient Sepa"
MUSH (METCH')
JOHNT WINTER (Blue Skyl
HEROM & JACKSON (Arists)
"Pum Come ,"

TEKRS ROCK

"Inagliation" "Angal Tou" Elita Teresation, " Jital HECRIE (MCRap(1a) GRACE 3,100 (RGA) "AGO...BINCT TITLE ARROSTIA (MCRAP) "Litin On Own "Litin On O

Accord
HAUBLE PIE (#100)
"Fool , "
YAN HALEN (#B)
"Cradio, Rock"
BUT SEAGES (Column
11110 "Breatdon
SPYRO GYAN (#EA)
11110
BDTORS (\*Ficolo)

Amarillo 806-359-8561

No milità (Marcori)
PAT MARTEN ANNO (POI per )
PAT MARTEN ANNO (POI per )
PINE FLOTO (COI mella)
LINDA MANTAOT (Agrim)
LINDA MANTAOT

Austin 512-474-8543

PRETENDED: (SIFE)
PRETENDED: (

Jazz DATID SAMBURN (Mb) SUSAN MUSCARELLA (PEC AFTE) DATID METDURD (Enge CIPy) BRUCEDO (Polysor) G. MESHINGTON JR (Motoun) "Loving You"

Beaumont

713-727-0229

Horfsat (Laica )

Mon McGR A. (Copitol) AUMORT (Copitol) AUMORT (Columbia) (Light Non-Nichol) (Light Non-Nichol) (Light Non-Nichol) (Light Non-Nichol) (Michaela) (Mi

Birmingham

205-870-9900

MARSHALL TUDEDT (MB) FIREFALL (ATTENTIC) JOHN STEAART (RSQ) LRB (Capitol) GRACE SLICK (RCA)

POTEST OF COLUMN TS OF COLUMN T

Singles FANDANGO (RCA) QUEEN (Elestra)

Jajj

Singles FETER GABRIEL (Atlantic)

Singles

THE PROPO (Columnia)

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HO CLIFF BICHARD (EM) America JOHN STEWART (BSG) -AIR SUPPLY (Arista) Singles

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GREG Rive (Bose hisy)
Title
GREG Rive (Bose hisy)
Titler Y raince "Cas
DEF LIPPARD (Because)
RITTHAME (BRI Aperic
STOMEBOL (BCA)
"Don't Ya Hido"
"High's Like..."
"HOTOR'S (Wirgin)
"JAGS ((sland)

KTXQ ALBUM ROCK PD TIM SPENCER ND: TEMPLE LINDSAY

Medium MAI DENIAM (MCA) RED RIDER (Capitol) STEVE MAISH (RIPShnor) TRIUMPH (MCA) VAN MILKS (Marcury)

DAYIO SAMBORN (MB) ONCH MANDIONE (ABM OR, STRUT (Motoun) PASSPORT (Atlantic)

#### Dallas-Ft. Worth

214-528-5500
ARE (NDA)
NNISHALL TUDER (NB)
GRACE SLICK (NCA)
SHOOTING STAN (Virgin)
ANGEL CITY (Epic)
PRETENDERS (Sire)

Jezz Slingla

The 🔾

KLAO

AQ EIPaso 5/m 915-544-8864

Added TAN MALEN (#0) "Credie, Rock" PAT TRAVERS BAND (Polydor "Bhissey"

"Bhis wa"

Med Jun

Find Total (Costfol)

White Street (Society Costfol)

White Street (Society Costfol)

Mar FORE (Society Costfol)

Mar FORE

Singles

Charlotte 704-374-3772 104-374-372

1051-681

Ples (105-68) 135

Ples (105

Charlotte

704-392-619 MASHALL TUCKER (MB) LINCA ROHSTADT (Raylum)

# Model on DANY (Marcory) Model on DANY FOOGLE (EACH (From 1) Monor/(p) (1) MARKED ZE VON (Asylan) CLASH (Eg) (1) METTE WIDLER (Astrony) (1) MAZARET (ALAR) (PA BMO) (COLUMN (1) ELYS COSTELLO 8. (COLUMN (1) ELYS COSTELLO WROO

(WBCY-108)

Address
MBRUSIA 188:
(MBRUSIA 188:
(DRID)
DRID SAMBURN (48:
MDTORS 181:gln)
of RANK ZAPPA (Morcufy)

HOTTEST BILLY JOEL (Columbia) HEART (Epic) RUSH (Mercury) OMHISTOMHER CHOSS (MB) BUB SEGER & (Copino) JOURNET (Columbia) PMETENDERS (Sire)

#### Columbia

WILD PM

Acced Administration (MISSING MISSING MISSING

INCIDENT ALTO CONTROL OF THE PROPERTY OF THE P

-STYR (A&M)
-DAM FOGELBENG
(Full Moon/Epic)

#### Corpus Christi

512-855-4841 (DON'T WINTER (B) or Sky) 94875 (Corysells) ORISTONER CROSS (IB)

Singles MBADSIA (MB) PAT BEMATAR (Chryse)(s) BLONDIE (Chryse)(s) BETTE MIDLER (ATHENTIC) BRUEL COCKBURN

THE TERRISES (Sire)

WOTEST
PIEM (LOTD (Columbia)
PIEM (LOTD (Columbia)

#LAMI (Epic)

PO: DOUG SOREHSEN

Hoffest (Dels) (mp)
Hoffest (Dels) (mp)
Hoffest (Dels) (mp)
Hoffest (Dels)
Hoffes Jell Mone

#### \*\*\*\* PA IN UNIS PLANED NO. GANGE HILLER

Added GRACE SLI(DL (RCA) FAL HALEN (MB) HOTORS (VErgin) DEF L(FPARD (Marcury) SUE SAAD & HERT (Planet)

#15-000 454 (#E4)
#200 (#E4)
#200

-SPOOTING STAR LYEnging
THEFTER
CASH (Epic)
BILLY ACEL (Columbia)
AUGNETIC (Columbia)

# 10i=

Houston

El Paso

915-533-821

SHOOTING STAR LETINGTO

TOUSTON
713-528-459
JOE PERFY PROJECT (COLUMN)
POTORS (Taliglin)
PRIVATE (IGNTHING (AM)
919-6004 ANA (MCA)
ORETORS (Planet)
ARE (MCA)
-TON PETTY (MCA)

HOTTEST CONTESTS CONT 1101 encel

Single

#### MOST ADDED

VAN HALEN Women & Children... (WB) 31/26 AMBROSIA 12/12

One Eighty (WB)
BOZ SCAGGS 19/10

Tenement Steps (Virgin)
IAN HUNTER Welcome To... (Chrysalis) 9/9

Two numbers follow each album title. The first represents total number of Southern stations playing the album this week. The second is the number of those stations that added it this week.

#### Jackson 801-982-1062 HUBLE FIE TATOO! SATINGS (Scott) Bros.) GAT MINN (Arco)

95

PO : JANIE BROOKS HD : RICHARD LANGLOIS

dest

Accord 802 SCAGS (Columbia) Title "Breakdown, ." "Jojo" Acod SCAUS (Dolumis)
ITTE "The add one..." "Jojo"
YAN MALE (MD)
'Every hody..." "Drade o...Acca"
et All S. (Capitol)
William (Acca"
et All S. (Capitol)
William (Acca"
et All S. (Capitol)
William (Acca"
et All S. (Capitol)
"Bunis Grow Up"
(MG Ellel (Beservice))
Desire me" "Costanos"
SCOTING STAR (stript)
Estados (SCOTING STAR (stript))
Estados (SCOTING STAR (stript))
Estados (SCOTING STAR (stript))
IAM HANTER LIVE (Ovyselis)

IMMS/FALL TERROR TOWN-IMMSR (COP) TO 1 STYRO CYAN (BEA) JOE FERRY FROJECT (CO) IMMSR (CATO) AMERICATIVE (E) (C) AMERICATIVE (E) (C) AMERICATIVE (E) (AMERICATIVE OWNER MEDICATIVE (AMERICATIVE (AMERICATIVE) JUB (CAP) (C) FREFALL (ATTANTE)

Singles QUEEN (Elehtra) AIR SUPPLY (Arista)

## 

GLASS MODN (Radio Nacorus DRCHIOS INCA) AMBROSIA (MB) BLOOD SWEATETEARS (MCA) JOE PERRY PROJECT (Column

### Singles

K94 KSMB Lafayette

ND RAY SUTLEY PD: JAY MA: KER Added CRETURES (Planet) RACHEL SWEET (59197 WILLIE HILE (Arls's RED RICEN (Capitol) JOHN STEWNET (RSC) LRB (Capitol) ANGEL CITY (Epic) HAMEL PIE (ARCO) WAN HALEN (MB)

ROCKETS (RSO)
SURVIVOR (SUOTT) Brow.)
FIREFALL (ATTANTIC)
TRUMPH (RCA)
PAT TRAY(RS BAND (Polydo

### TE SOU

Medium
Rubir (Marcury)
Rubir (

U Bo

HAN HANTER LIVE ICHT YOU YAN HALEN ( CD)

SO2-565-5178

#EART LESIC)
DAN FOOLER HO
CART MARKA (AFCO)
CART (A CLASH ((p)c)
JOE PERRY PROJECT (Column)
WASHALL TUCKER (WD)
ROBEN TROUGH (Crypnal(g)
SHOOTING STAR (Virgin)
ROADWASTER (Marcury)

#### MEDIUM

MARSHALL TUCKER BAND Tenth (WB)
ELVIS COSTELLO & 30/22 ATTRACTIONS Get Happyll (Columbia)
RED RIDER 27/19 Don't Fight It (Capitol)
WARREN ZEVON 22/17

Two numbers follow each album title. The lirst represents total number of Southern stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

Hoffset BUN MIGHR A. (Capitol) HAMI (Bj.c) Colimpia) HAMI (Bj.c) HAMI (Colimpia) HAMI (Colimpia) HAMI (MODO/Ejc) POMF FLOTO (Colimpia) 30-SMECIAL (AAN) LIMBA HOMSET (Asylun) PAT TRAYEST BAND (Polymon) PAT TRAYEST BAND (Polymon) PAT TRAYEST BAND (Polymon)

Miami

305-581-1580

Jess

Singles

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

#### WZXR rookJOS

PD: TOM OWENS HD: RECIBE AND

Added IN HARTER LIVE (Chrysells) OF LEPPAND (Marcury) MDTORS (Yingin) LAURIE & THE SIGNS (Atlantic)

Modium
ELYSI COSTELLO & . (Columbia)
C.ASH (Epic)
MAJANTH (AAM)
ROBIN (Modium) (Prysis) (a)
MANGEN ZEYGE (Arylum)
CANY MARMA (Arco)
MICTEGRISS (SIZE)
- (Con YELDER (SIZE)
- (CON

### TO MEAL MIRSON NO FRAME BALES

Added JAGS (Island) GLASS MCDH (Redio A FIREFALL (Atlantic) GRACE SLICK (RCA)

Medium
SSE SNA MERT (Planet)
MARCH ZEVOR (Asylum)
ORITORES (Planet)
ORITORES (Planet)
MARCH (Capitol)
AND (Capitol)
MOTORES (Planet)
MOTORES (Planet)
MOTORES (Planet)

lgve POI RICK PETERS NO ROSS BLOCK

\*\*ROBBLE COMMEX (CENTRAL)\*\*

\*\*ROBINATION (ANY)\*\*

\*\*ROBINATION (ANY)\*\*

\*\*RAME WESTER (RCA)\*\*

\*\*ROBINATION (CENTRAL)\*\*

ZETA4

PO: KEITH ISLET

STVI (AMA)
CRASH (Epic)
BARYS (OPTIVALE)
BARYS (OPTIVALE)
BILLY JOEL (COLUMNIA)
COMMERC CORE (INSIGN)
CHARLE CORE (INSIGN)
ELVIS COSTELLO &. (COLUMNIA
FANDAMICO (RCA)
PAT TRAVERS BAMO (POLYMOT)
PAT BENATAM (COVINGE)

Hed J ve GAPY HAMAN (Arco) PHS TEMBERS (Size) Delistomer DOSS (wb) LITTLE FEAT (wb) RABOURE N/VOP) A (Beer syllia/Mb) RUSH (Marcor) I RASH (Ma

### 1073

Accord
WAN HALEN (MD)
RED RIDER (Capitol)

Mission TOWN PETTY 6 THE ...
(Backstreet/PACA)
(Backstreet/PACA)
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(Cloud)
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### WKQB

TWO PRICE ((B))
Medium
DARY, MALL (RCA)
OARY, MALL (RCA)
FIREFALL (AFIENT)
OOT CLC (RCA)
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OOT CLC (RCA)
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Nashville

Hightwate SEGE 4, (Capito)) HEAST (Epic) JOURNALY (Columbia) Plas FLOTO (Columbia) Plas FLOTO (Columbia) PAT TRAVERS GAMD (Polydor) BUELY JOEL (Columbia) RUSH (Marcury)

### Ageinst The Wind (Capitol) 35/35

THE HOTTEST

Glass Houses (Columbia) 36/35

BOB SEGER & SILVER BULLET

HEART

Bebe Le Strenge (Epic)
JOURNEY Departure (Columbia)
LINDA RONSTADT 32/30

Med Love (Asylum) Two numbers follow each album title. The first represents total number of Southern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

### PAT TRAVELS BADD (Polyeor) II. TROP-Son NATABLE (Alan) POLICIAN CLASH (Epic) CASH (Epic) CASH (Epic) CASH (Cash (Cash) AUDIC PIE (Arco) RUBUL PIERT PIE

BILLY JOEL

Madium
30-SPECIAL (AAM)
MARSHALL TURKER (eb)
UNB (Capitoli
NOZ NCACOS (Ob)umb)a)
Title Them town, \*
EAGLES (Asytum)
Capit Talli, \*
FIREFALL (Atlantic)

fm99 Added SHAPP CUTS (Planet) GRACE SLICK (RCA) LRB (Capitor) BOZ SCACOS (Cotumbia) FIREFALL (Atlantic) YAN HALER (#5)

(Bechsfrost/RA)
MYARETH (ARM)
RUSH (Mercury)
RANDES SISTA
MANDES SISTA
MASHALL TUDKER (ME)
MS-SPECIAL (ARM)
WILLIE HILE (MI)
MAC TOMBER BAND LEIN
TOMBER BAND LEIN
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MAC TOMBER BAND LEIN
MAC MERCHEN
MAC TOMBER BAND LEIN
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Singles Hone

#### WATE **North Charleston** 803-554-7154

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MIZARETH (AMH)
DATIO SAMODIM (MB)
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D. B. STRON (AFA)
D. B. STRON (AFA)

### FHIO

ND. CLARE RYAN ND: NAME DEMPSEY Added TAN INCEN (18) TAN INCEN (18) INDICAS (VIRGIN) ANGEL (177 (Epic) TRILUMPH (REA) WILLIE HILE (Arista)

BILLE RIGE (MATEC)
MACIUM
GRIT MANNA (MATEC)
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Singles

### Oklahoma City

Foce OBJE SCACES (Columbia)
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\*Loneliness\*

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"Crafte Rock"

OFIBIGO ROCXIOO 305-645-1802 #15480HE ASH (HCA)

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HOR SEGRA L. (L'Applied)
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DA

Singles

Middle Man (Columbia) MOTORS 12/9

#### ZZSTOZ

PD: DAVID PERKINS

Jacksonville 904-633-2785 BEACH BOYS (Carlhoul RED RIDER (Capitol) CORDON LIGHTFOOT (MB)

CORDON LIGHTROOT (86)

COTTAN (100)

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DAVID SANBORN (481

**Johnson City** 615-477-3127

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Lexington 606-252-6694 JOE PERRI PROJECT LOI UND I GRACE SLICK (RCA) FIREFALL (Atlantic)

NOTEST DAW FOREBERD (Full Moon/Epic) (Fu

Single:

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-JERNIFER MANNES CAPIT MOTTON?

DAYLO GATES (Elevtra)

DOS MICH 4. (Capitot)

OM FOCELERO

(Full MODO/Faic)

FLEETECOD No. (mb)

ME is, DIMODO (Columbia)

BILLY JOBL (Columbia)

PALL GATES (Beng)

-PALL GATES (Beng)

-CHARLE (CODE (Island))

JAZZ BOB JAMES (Teppen Zee/Col.) OUCK HANGIGHE (AMH) SPYRD GYRA (MEA) G. MASHINGTON (M. (NoTown) RICHEL EAR'S (LM) HILBERT LONGHIRE (Teppen Zee/Col.) OAYID SAMBORN (MB)

Singles Miami

305-371-6641 #19-DUR ASK (MCA)

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### Montgomery

205-832-4295 ROBIN TROVER (Chrysells) CRETONES (Planet) MANDGANT RUSH (Columbia) MARREN ZEYON (Abylum)

Notice to the state of the stat J011 9004

Singles None Nashville

615-244-9532 Hoffely
PIME FLOY (Columbia)
BIME SCOR & (Coe)Fool
BILLY JOEL (Columbia)
JOURNAY (Columbia)
JOURNAY (Columbia)
ORISTOMER CROSS (e8)
LIMOR MOSTATT (Asylum)
REANY (Epic)
AMERICAN (COLUMBia)
DATE TO (COLUMBia)
DATE TO (COLUMBia)
(F) JI MODA /Epic)

Singles

NASTIVIIO
615-748-8106
ALE PERFY PROJECT (Columbia)
HANSHALL TUDER (Mb)
EVYS COSTRELO 8. (Columbia)
HILLIE NILE (Artora)
19-12-13 (Over\*
J. CEIL) BAND (EMI America)

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# POTTEST STATE OF THE POTTEST S Jazz

Norfolk 804-623-9667 Hottast Pier FLOTO (Cotumble) EAGLES (Asylum) SCM SECER &. . (Capito)) GLLT JOLL (Cotumble) JEFFERSON STARSHIP (REA/Grunt) LINDA ROTATOV (Asylum) PAT MEMATAR (Chryselle) HEART (Epic)

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Oklahoma City 405-631-888

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405-528-5543 JOE PERRY PROJECT (Columbia) Title \*LMBLE P(E (Afco) \*Tool \*\* "Tool ..."

\*\*FOT ICE CONTROL OF THE MODE SCOPE A ... (Cog for I)

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Orlando

"Turn if On, ,"
"Milanderstand,"
"Milanderstand,"
"MOZ SCAGES (Opiumbia)
TAN INLES (da)
MEATLES (Capitol)
REO SPEEDMACON (Epic) HOUSECONDON (pic)

MINISTER (Pipes)

-AMBLE PIE INFO;

CHACLE S. LON (MCA)

JOE PROFE PROJECT (Columbia)

NICKETS (MCA)

FERRE PROJECT (Columbia)

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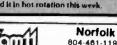
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31/29



#### SOUTH

Action
SMACE SLICK (RCA)
SMES KIMS (Secretary)
LSS (Control)

MADRIETY FARMS
WHICH ICENTRAL
JOHN WHITER (Blue Sky)
WHICH CITY (Epic)
WHICH CITY (Epic)
WHICH WHICH (Blue Sky)
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Orlando

Medium
TOM PETTY & THE .
(BECKST-COLT/MEA)
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PIER FLOTO COM-world
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4081 (50) (Capital)

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70

XL 102 Richmond 804-282-9731

METTERT CLASH (Epic) HEART (Epic) HOS MIGER &. (Cop)+00 BILLY JOEL (Do)+00 Feb JOHNEY (DO

#### RADIO 97 Savannah 912-233-9211

| The content of the

#### WSMU-FM Starkville

Singles

HAMBLE PIE (Atco) MED RIBER (Copiful) FOOLS (EN) Americal

MOTTORY
LINDA ROHSTADT (Anyluni
FLEETHODO NOC (MS)
MUNDOUR NUT/GP+A
(Buse avilla/MS)
FLLY JOLE
MOTSHAL (COLUMN)
FIRETALL (ATIONY)
JOHN STEWART (RSQ)

KMOD

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BILLY JOEL

Tuisa 916-664-2610 NO MAKES (Amytum)
LED ELPPELIN (Soun Song)
PAT TRANSPES BAND (Polydor)
STYR (AMP)
ACTORNIST (Quicant (a)
LUB (Capito))
RODREY (RODRE)
RODREY (RODRE) Added TAN HALTE (EM) 
\*\*Object o. Rect\*\*

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\*\*Through i. Ilgo\*\*

\*\*Chis file (Columbia) 

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MDANA HOPPOOP EAGLES (Applies) TOWN PETTY & THE JAME NATIONAL / MECHATION AND ADDRESS OF THE CONTROL OF THE ADDRESS OF THE ADD TON PETTY & THE.

(BECHAPT ON FREE PLANT |

(BECHAPT ON FREE PLANT |

(Full Boom Fig. |

"Bishing, Boom"

"Each The Fire"

36-SPEC (AL (AGH)

(DLLY HATCHET (Epic)

Title HOLLY MATCHET (Epic)
Title
TOTO (Columbia)
HEAT (Epic)

# 



ND DALE WALTER

Added BOZ SCAGS (Oblumbia) 949 HALER 1001 1AD HARTEW LITE (Oblysal) BOSHET CHOOLLL 1001 BUSSIA (1001 -01LLY SQUEEK (Captrol)

Madium ANDEL CITY (Epic) CLASH (Epic) FOOLS (BH) Americal GNEGA (HH) (Baparking) 6000000 L(64177007 (18)) GMEC A 100 - Emporar large GMEC A 100 - Emporar large LMB (Cope 100 ) GMEC GMEC GMEC GMEC A GMEC GMEC GMEC GMEC A GMEC SLOCK (ECA) TRAINING GMEC GMEC A TRAINING GMEC GMEC SA TRAINING SA TRAINING GMEC SA TRAINING GMEC SA TRAINING SA T

WB PD: STEVE SHINE

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NOOLUS NOWER (Chrynalia)
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NOOLUS CITY (Egic)
HAMBLE PIE (Aros)
CASH (Egic)
BHLY AGEL (Oblumba)
NOOLUS CHRYNALIA
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WART PO NORM WHER NO BOB GELMS

Added
BEARLES (Capital II
JINI (400) N (400 / 10

| Martin | M

**Appleton** 414-734-9228

JAER
SPYND GYNA (NCA)
PAT MERATAN (Grysafia)
DR STRUT (Moreon)
DATID SAMBORS (MB)
RUCTO SAMBORS (MB)
CHUCK MANGIONE (AAM)

#### **Bioomington**

812-332-9292 UFO (Chrysolle) e15480ME ASH (MCe) WARREN ZEVON (Agg Lye)

MOTTON®
ANGEL CITY (Epic)
ELTIS CONTELLO 8... If
CHETOMIS (Priment)
FAMEFALL (ATLANTIC)
DAM FOCELMENG
(Fall Noun (Epic)

DOM FOOLLETTIC

(Full Numer/Epc) select (Epc)

select (Epc

### Chicago 312-440-5270

Thesido Ost ONES (100 (Seconday) "Seci Checops" SHOTING STAT (FFF) III ONACE SLICE (FFF) "Angel , High?" ELVIS OBTELLO & COntumble?

ELVIS COSTELCS 6. COstumbje?

mattert
RUSH (Marcore)

FURNISH (Special Costumble)

RUSH (Special Costumble)

RUSH (Special Costumble)

RUSH (RUSH)

#### Chicago

-BLODDE COmposits)

Morfopt PRESIDENT CONTROL NOT CONT

| 1028 | PHILL OF WHITE (Alligator) | HIRLSHIP (Ar 141) | HERGO & JACOSON (Arthrol | CARD SHOOMS (AR) | LEE & G BROWN (COLUMNIA) | JAMES/E RELIGION | JAMES/E RELIGION | SPRING COMMANDERS (ARCHIVE) | SPRING COMMANDERS (ARCHIVE)

### TEMES

PE LEM PD | BOB COBURN HD DAYE BENSON

Jazz Singles GLES Iflestral

Chicago

MOTTEST
PION ELOTO (COLUMNIO)
TION PETTY & THE
(IBACHST-MOTTEL)
RESPI (ROCKET)
HEART (Epic)
PRETENDENT (Epic)
ETYN IAMMI
LO ZEPPELIN (Soun-Some)
OF MONOWAY (Artentic)
MACHINE (ARTENTIC)
RECORD (COLUMNIO)
RECORD (COLUMNIO)
RECORD (COLUMNIO)
RECORD (COLUMNIO)

WEN

Added
GEMESIS (ATTEMPTE)
"BERTON , LIMBO"
(AM MENTER LITE (C)
"BE GOTTO..."
(RCHIOS (MCA)

ORATION THAN THE STATE OF THE S

941 MI-FM

SWWI

FD: JOHN GORNAN HD: 810 LED

Mart of Cop 11013

Topics of Cop 11013

Service Indiana (Epic)
Filis Canalina (Epic)

218-781-9667

Cincinnati

-MELLY HATCHET (Epic)
-CHACK THE SIT (Lifebough)
-MACE SPRINGSTEEN (Apylob)

TOTAL STRINGSTED (Apylos)

TOTAL STRINGS (SITE)

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LOGICAL S 

Q-FM-96 Columbus

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HOTTOST DAM FORELIERG (Fall Moon/Epic)

FLOTO (Columbia) Emercury) RONSTADT (Adylum) ILS BAND (CM) Ameri

Singles

MOST ADDED

VAN HALEN Women & Children... (WB) 34/31 IAN HUNTER Welcome To... (Chrysalis) 22/22 DEF LEPPARD On Through... (Mercury) 13/11 BOZ SCAGGS Middle Man (Columbia) 21/9

Two numbers follow each album tide. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations that added it this week.

8/8

Cleveland

36-99(7.14, 1.4)(1)
with feet of the control of the

<u>M105</u> PODLS (DI) hour real MANUEL PIE (Aften) EAGLES (Anylus) FINIFALL (Aften) (c) GATY MANUEL (AGE) 30-SPECIAL (AGE)

AMBROSIA

One Eighty (WB)

Cincinnati
513-871-8500
600 85008 6 ... (Cop tep)
700 170005 (Siro)
700 170005 (Siro

Nacial International Communication International Internati WILLIE BILE (Arts)

WILSIE BILE (Arts)

WILSIE BILE (Arts)

SEE SAND & WIST (Pigno\*)

ZE TOP (WE)

OWTOMES (Pigno\*)

WXLP

**Davenport** 

Singles QUEUM (Clehtre) QUEUM (Clehtre) Chick THE SET (Lifesong)

HUMBLI CONTROLLS

BUTTOST

BUT

JAR2 UNITY SOM (HCA) MASSMOIT (ATIONTIC) SPYRO GUNA (HCA) SUFAN MASCAMILLA (PEC ATVO) TOM SOUTH (CD-Numbio) LAMRY CORNELL (Yengerd) Singles None



Des Moines 515-285-6181

THEORY 151/00

ABIT 150/03

BASE 150/03

BAS PD: LINET DAMSON ND: TON MOERMER

Madium MONER (Chrysalls)
ELYS OSTELO 1. (Chrysalls)
ELYS OSTELO 1. (Chrombio)
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WA

PO: DICK HUNGATE

Detroit 313-259-4323

JOS SEGER & ... (Coping 1)
JOSHUET (Chi embid)
"Line of Fire"
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GAST ALBANA (ATCO)
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IAN HUNTER LIVE (Chrysoliv)
\*\*Mtm Gotto..." "Sloughter"
BILLY FALCON (HCA)
BIHGRES (RSG)
RYM (MALE LWB)
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NUMBLI PEE (APOD)
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Jatz Prid: FLOYD (Columbia) Singles

TRIUMPH Progressions Of... (RCA) 26/23 PAT TRAVERS BAND Crash And Burn (Polydor) 32/19 ELVIS COSTELLO & **ATTRACTIONS** 28/18

Let The Music... (Columbia) 28/17

945 MICHAR

(fail impor/Lpic) STC (Firgin) STC (Firgin) STC (Firgin) (ShorsellarMD) PAT TRAVETS SHOOL (Firgins) PAT TRAVETS SHOOL (SCH) JAD (PRI (MDLP) DATA (STATION (Elentral GFT SHOADWAY (ATIANTIC)

JARE BRATORD (Polydor) PASSEGNT (Atlantic) DAYO SAROGON (MD) G. Wilder(GTOR JR (MD) GAROUN) DAY (MD) GAROUN (MD) G

Evansville

812-422-5995

ROBIN TROMES (Orysalis)
MARKE SING (Asylus)
MA

Jazz G. WISHINGTON JR. (Mortoun)

**Eigin** 312-741-7700

PEARL HARBOR & 1801 1000 H LANE & 1801

Singles CRACK THE SKY (Lifesons)

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CLASH 18/16 L
ELYS COSTALLO & (Column
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Ft. Wayne

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HEART Bebe Le Strange (Epic) JOURNEY

The Wall (Columbia)

Departure (Columbia) 37/33 Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

BOB SEGER & SILVER BULLET

Against The Wind (Capitol) 38/37

Glass Houses (Columbia) 38/34 PINK FLOYD

PD BRIAN HORTON NO JEST CURTIS

Name of the first state of the f

WFBO Indiana 317-257-Indianapolis

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JOE PROVINCE (Columbia)
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(Columbia)

Medion
CLASM (Spir.)
BRUSC CONCESSION (Mallendum)
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CONTINUES (Columbia)
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Singros

KY/IO2 - Kansas City 918-753-4587 NOI 1931 FLOYD 1955-4587 NOI 1951 FLOYD 1951 NOI 1 FO 1 MAJ FLOYD MD JOE MICCARE

PAT BEST TOWN
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Notices Still American State S

Jasz Rone \$1ng1es None THE HOTTEST

35/34

34/34

**MEDIUM** 

Get Happy!! (Columbia)
ANGEL CITY Face To Face (Epic)
JOE PERRY PROJECT 21/18

Iwo numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

Detr 313-398 Detroit

HODFort CO. (Recognic or J. ROCKATS | ISSO) J. OI 15 S.AND (ERI America) J

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-C-MMR.1E DDME (Latema)
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Prior FLOTO (Columbia)
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a) Singles

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(Fg.11 Book/E)(c)
Pids FLOTO (Opi-umile)
MODATS 1850.1
HIGHA MODITATO 1479 (up)
HEART (Epic)
000 MEGER 4. (Cup) (vo)
HILLY AREL (Co) (umile)
BLILLY AREL (Co) (umile)
BLILLY AREL (Co) (umile)
FRIEFFAL (101-umile)
-BLILLY AREL (101-umile)

**Grand Forks** 

701-775-0575 ROB-IN TROVER (Chrysalls) PAT TRAVERS BAND (Polydor)

POTTON JUNE T (CO I omb to I SCORE T (CO I omb to I

JAJE ROM

5 (ng | 05 Kansas City

GIOCUGA CALOR (RCA)
JOHN STEMMI (RSO)
STOMEDIA (RSO)
STOMEDIA (RSO)
ANDEL SHEET (SPH)
THIMPP (RCA)
ANDECENTION
ANDECENTION
HISTORIES (RSO)
HISTORIES ASH (RCA)
-TOM PETTY HICA)

OUT TOUT THE AT THE AT

Jazz Rone

FOOL - "
STOTTON' COLIMBIA:
FINE FLOYD COLIMBIA:
FINE FLOYD COLIMBIA:
FLOOR GOOGRAP TARYING
SUPPLING STAR LYTER NO
SOOD SECON AL CORPTON
BILLY ZELL COLIMBIA:
FLOOR TRANSPORT
STAR LYTER NO
SECON SECON SECON SECON
BILLY ZELL COLIMBIA:
FLOOR SECON SECON
BILLY ZELL COLIMBIA:
FLOOR SECON
BILLY ZELL CO

Lansing (IIII-PH)

-RUNDOMEN/L/TOPIA (Boorsville/MD)

9)

#### MIDW

### FM 102 KFM0 Lincoin 402-432-8565

Lincoln

Modium JUSMET (Opiumbio) J. (Elia Both (Dhi America) JEPHRON SINCHIP (MEA/PUR) DOS FOREARIS IFALL Typn/Epic) Singles WMAD

INPTOOT FOR PETTY & THE... (Oncherron/SEA)
UND 10000 8. (Cap(Pa))
PIGE FLEYD (Cartable)
LIGHA MONSTADT (Acylum)
OLLT JOSE (Corumbia)
HEART (Epic)

FARETHEOD INC (MI) FREFALL (Afford to)

#### Madison 608-249-9277

Medium J. GETLS BAND (ER) Amer POULS (ER) Americal ACL POWNY PROJECT (Onco \*LROLE PIE (Aron) TOW PETTY & THE (Backstron\*/MEA) THISPE (ACA)

#### Hoffest CON SECT 6. (Control) 93QFM Milwaukee 414-276-2040

Added THE HALES (ME) ADDS HILES (Arthrol

A Control (SIN America)

D. & SYNDE (For Far's)

D. &

NoPtest PIEC FLOYD (Cotumbis) BILLY JOEL (Cotumbis) WEART (Epic) JOJNECT (Cotumbis)

Pitter FLOTED (Datamate) |
Pitter FLOTED (Sirre) |
ANNILL CITY (Epic) |
PITTER FLOTED (Rept Len) |
PITTER FLOTED (Rept Len) |
PITTER FLOTED (Datamate) |
PIT

MILWAUKOO

414-276-2040

BOB MERH & . (Cop1yp)
LINDA RODETATI (Apylum)
IMMEMALL TUCKER (ab)
ELVIS COSTELLO & . (Co)um/
PAT TRAYE'S BAND (Polydor)
RUSH (Horcury)

Add ATT (1900 Carry) America 1
ATT (1900 Carry) America 1
CORE L CERT (1900 Carry) America 1
CORE L CERT (1900 Carry) America 1
CORE L CERT (1900 Carry) America 1
CORO CARRY (1900 CARRY) America 1
SPERO CRAN (1900 CARRY)
CORO CRAN (1900 CARRY)
CORO CRAN (1900 CARRY)
CORO CRAN (1900 CARRY)
CORO CRAN (1900 CARRY)
CARRY (1900 CARRY)
CARR

Singles

#### KDWB-FM Minneapolls 812-739-4000

812-739-40
MARIDALL ILICAN (mil
1AT THATES BARE (Dolydow
BILLT JOK, (Columbia)
- THILDHEN (ECA)
- ORDER (ECA)
- ORDER (Columbia)
- ORT THES (Classical
- ALD AIDER (Coping))

Jaks

### One POINT (1975) One POINT (1975) (Feld (1975) File Fall (1975) KQ92 Minneapolis

SST. FD: MARI SOLUM Added
IAN HANTER LIVE (Chrysotta)
ANDTOR'S (Firgin)
"Londinose"
TAN HARER (ME)
"Whishey Humon "Credios, Rach"

Medium PRETENDERS (Stro) "Broom, Pachot" J. Oliks MAD (EM) America)

Singles

Muscatine 319-263-2512

### \*FHH

319-263-26512

\*\*ROTOS 197g(n) \*\*Stam Pages of "Lemb1 Instal" |
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\*\*Cont And Ope" "Insignation" |
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| Limit UNAY (\*\*)440| PRT TRAVERS DARD (\*\*n0\*)400\*) MINDRE (\*\*n0\*\*)400\*) MINDRE (\*\*n0\*\*)400\*)

HOTTOST HAMBLE PIE (ATOD)

#### Omeha 402-592-5300 PAT TRANSIS BARD (Polydor) "Balabay" assessmentary/roy/a (Barr 54111a/IB) -Z-92-

Added BYLL18 BYLL2 for to to 1 "Registered State" "Registered States (Service)" "Box 5 or 1 gents BY 1900 FORMET (Online) (1 "Dissecutions" (Service) (Service) "By 1900 FORMET (Service)" "By

Confront
J. COLLS SHOW (COLL James C. 1981-16 Communication College Co

JOSE Roma

#### Peoria 309-674-2000

Jasii

Medium J. 0115 BAND (DH America) ACB IN MOUSE (Chrysalia) PAT TRAVUES BAND (Patydor) WARES EVON (Apy) on) Singles None

fm abum rock



Added TAN HALEH (ME) DEF LEPPARD HAVEURY)

wzok 97

Added BOJ SCAGGS (Columbia) REO SPEEDWAGON (Epic)

Indigent I.C. Intelligence or a "Part III (to a " Application VI (to a " ) Ap

### Rockford

Rockford

815-877-3075

809-84088 - (Cop161)
L180A-R0031A07 (Asptina)
BiLLT JOBL (Cop161)
JOBNAT (Cop161)
JOBN



Hockford

815-399-2233

8815-399-2233

8887 (Spic) (Spic)

(REA/Mount)
JASE

ARETINGER (IBH America)
ARITYMORE (IBH America)
ARITYMORE (IBH America)
ARITYMORE (IBH AMERICA)
L- AROBER (IBH)
L- AROBER (IBH)
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Jazz Mone

Singles

TWO IN THE CONTROL OF THE CONTROL OF

HOTTOST FIREFALL (ATIENTIC)

### Terre Haute

812-238-2657

BILLY ACL (Columnia)

ADMRT (Columnia)

WISHARD (Columnia)

WISHARD (Columnia)

WISHARD (Columnia)

WISHARD (Columnia)

WISHARD (Columnia)

ADDRT (Columnia)

MEDIUM

Bad Luck Streak... (Asylum) 33/18 JOHN STEWART

"Dream Babies Go..." (RSO) 25/15 TRIUMPH

Progressions Of... (RCA) 18/15

MARSHALL TUCKER BAND

Tenth (WB)
WARREN ZEVON

### St. Louis 314-842-1111

Saginaw 617-892-9628 517-894-2996

Gines model of the control of the co

Jess Marie

Sloux Falls 605-339-1520

Eingles
per smarrs (Oryanis)
mole) manual (Oryanis)

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Mortant (Capida) (Capida) (April 1988) (Capida) (Capida)

Added ONO STREETH ON THE PLAN TO THE STREET ON THE STREET Modified To (Adah)
spitalists To (Adah)
di 4.5 Modib (DR1 America)
STEME SML Der (Drinker)
(Modical SML Der (Modi

Simples

#### FM 104 Toledo

Added FATER G SAMDLEC: FATER FALSE tell; "Everybody..." Foulin" "Crofin.Mager" GLASS MODEL (Radio Records) "Velice ma IAN MARTER LINE (Chrysotia) URTOMS Frenet!

| montage| | montage|

Singles

Wichita

#### **T-95** PD BOD LAMPENCE ID: TERRIE SPRINGS

ACMENT 1 1575.

(ADMENT CLASH (Epic)
CAT MINN (Atos)
SE SAND & MEST (Planet)
NOTOS (1976)11
OFF NAME (1976)11

Singles

### 92 CITI FM Winnipeg 204-775-0371

## 204-775-037

###109

PIUM 74,070 (00/m81e)

###109 (00/m81e)

Albuquerque 505-265-8811

Singles BLOOD SHEATERFARS (HEA)

PO: SAN COMMISH NO: GARY CLAYTON

MIGEL CITY (Epic) SURVITOR (Scott) Bros 2 SME SAMO & MEST (Pignet) CLASH (Epic) GARY MARKE LAPON ROADWASTER (Morcury) NARE (MCA) CHOMAN MASH (Cap) Poll CAN FORELMENS (Full Mono/Exic) MED MIDER (Capital) SMEDTING STAR (Virgin) COMCX (Capital)

\*\* KR\$7 Albuquerque 505-266-7946

CORRESTONMENT CROSS (MB)
HOTTOPET Y & Pice.
TOW PET NY & Pice.
THE LOMPH (MCDA) THE CORP (MB)
HE AND TELEPH (MCDA)
L 1900 MODESTAD T (ADVISOR)
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AND THE COLUMN 12)
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MOD

Anaheim

714-776-3696

\*\*Angel : Niger\*
\*\*Angel : Niger\*
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-61.0018 (Orysetts) THE TOP THE TO

J422

977 FM STEREO

POI TODO CIPOLEA
Added
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BDZ SACAGES (CO) valo la la
CLASS LEGICI (Legico la la
CLASS LEGICI (Legico la la
LEGICAS LEGICO (Legico la la
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S

Red Lee
PASLA LODDWAY CF (Fying Flah)
PASLA LODDWAY CF (Fying Flah)
PASTOD CYME (ES)
A TTT Nest (ES)
A TTT Nest (ES)
TOTO (COS Lee)
PASTOD CYME (ES)
PASTOD CYME (ES)
PASTOD COS LEE
PASTO

Magic 98 ILLING Not.

PO: PETE SHAMON NO: HISE BELL

Sington

"\*spinose Noon" (Copino)
"spinose Noon" (Copino)
"Clattic Graft"
"Clattic Graft
"Cla

Singles

-MATS (1988)

MOTTES (1988)

Singles MAJORTY SMEETIES (Elentra)

MOST ADDED VAN HALEN

Women & Children... (WB) 28/22 AMBROSIA One Eighty (WB) 16/16 IAN HUNTER Welcome To... (Chrysalis) 15/14 BOZ SCAGGS

Middle Man (Columbia) 29/13 GLASS MOON Glass Moon (Radio Records) 12/12

Two numbers follow each album tide. The first represents total number of Western stations playing the album this week. The second is the number of those stations that added it this week.



TACHMENT ON TITLE 1

ON THAT

ON SCOTE 1 (1091701)

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LINDA BOCK TOT (1091701)

THAT DO SCOTE 1 (1091701)

THAT DO SCOTE 1 (1091701)

THAT DO SCOTE 1 (1091701)

THAT DO SCOTE ( ANDRE GOLD They can be seen to see the seen to see the seen to see the see the

Singles &CMDIE (Chrysells) ALLAN CLARKE (Elektra)

LEAN KINNEL (Columbia PETER NEIAN EARC/Colu CREG KINN (Beservicy)

Casper 307-235-1515

MOTION SECTION (Capitol SECTION SECTION SECTION SECTION (Capitol SECTION SECTI

MAD., GAR., GISH. (ECM)

DIRE JUPITER (Moreury)
HERST (Epic)
HARST (Epic)
HAZARETH CHAP)
HAZARETH CHAP)
HAZARETH CHAP)
HAZARETH CHAP)
JURINET (Plane)
J. LEE & G. MIDNIN (Qu)

KAZY

Self SAAD & MEXT (Planet)
Nothers (Cap) Total
Nothers (Cap) Nothers (Cap) Nothers (Cap)
Nothers (Cap) Nothers (Cap) Nothers (Cap)
Nothers (Cap) Nothers

Singles HEATS (HOUR)

1411

**Denver** 303-759-5600

"Tour Lips."

Tour Lips.

Fine T(GTD (Columbia)

Bood State 4... (Cognical)

DOMAT (Columbia)

BLLT (DLL Columbia)

BLLT (DLL Columbia)

BLLT (DLL Columbia)

LLT (DLL Columbia)

LLT DE (Columbia)

BLLT (DLL Columbia)

LLT BEOD (ED) Amort (Columbia)

BLLT BEOD (ED) Amort (Columbia)

BLT BEOTELLO 4. (Mollower Lipse)

LLT BEOTELLO 5. (Mollower Lipse)

THE HOTTEST **BOB SEGER & SILVER BULLET** 

BAND Against The Wind (Capitol) 44/44 HEART

39/34 Glass Houses (Columbia) 41/32 LINDA RONSTADT 39/32

## Two numbers follow each album ritle. The first represents total number of Western stations playing the album, this week. The second is the number of those stations who reported it in medium totation this week. KILO 94 Colorado Springs STEREO FM 303-634-4896

HINGRES (RSO)
GENTLE GRAFT (Columbia)
\*Inclae Curl\* "Through, intgl
FOOLS (ESH America)
HONCK (Copital)
SME SAAD & NEXT (Planet)

PO: RICH HAME ID: ART PHILLIPS

Added OF LEPHAN INFOCUP!

THE 10 America's

AMERICA'S AMERICA'S

AMERICA'S AMERICA'S

THE 100 AMERICA'S AMERICA'S

THE 100 AMERICA' -JAY SILVER -ANDREW GOLD (Asylum) -PARMAZZO (Polydor)

Manimum (ACA)
Manimum (ACA)
Milladie (ACA)
CHETONES (Planet)
MACHEL SHETT ISPERIT
MONTHS TUDGER IND:
MOTORS CITY (Epica)
ANGEL CITY (Epica)
MED. RIDER (CAPTOR)
ANGEL CITY (Epica)
MANIMUM MALL (ACA)
MANIMUM PEL (ATOR)
SOMREZE (AMAN)

VAN INACE THE "FOR INCOME."
"Erer yillody."
"Could. Magic ?"
"Cradio. Rece"
CONTINES (Pinne).
"Name! Love"
NDTORS VIrgin.)
"Love!! Heas!
"Come!! Heas!
"Love!! Afriant!
EIREFALL 1Afriant!
"Love!! Afriant!

Terror IT TOOM TOO THE TOOM TOOM TO TOOM TO

### Bebe Le Strange (Epic) BILLY JOEL

Mad Love (Asylum)
JOURNEY

Departure (Columbia) Two numbers follow each album title. The first represents total number of Western stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

### TOS KEPI

TOTAL CONTROL CONTROL

303-936-2313 SHOOTING STAN EXTERNIAL PAT TRAYERS BAND (Polysor) HARBLE PIE LATON HARSHALL TUCKER (ND.) MOTTONE CLASH (Edic) MEDICAN GIGGLO (Potydor ETONICE (NOSS 188) 

Denver

Singles

**KZEL** Eugene

503-484-4304 ALES & POLAR MAR (Dolumbla)

Hoftest PAI TRAYETS BAND INDIVENT BOD SEEDS 4. (Capted) JOURNEY (Columbia) JOURNEY (Columbia) J. Of (15 DAND) (DHI America) PROTESTICS (Sire) PROTESTICS (Sire) PROTESTICS (Sire) ACADIC (CASH (Cpt) ACADIC (CASH (Cpt) ACADIC (CTY (Epic)

AMAZ CITY (Eptc)

AMAZ (DOME L. SENTEN (COLUMBIA)

48 MIR (\*MACHOOS IGAL AMA 2)

J. LEE 8.6. SENDEN IGAL AMA 2)

DITOD (MASIL TON (Extra CATA)

DITOD (MASI

### **ドミスト** iiao

Added TWO MALEN (18) "E-W yeary " "Credie, Rock" AMBROSIA (18) "Baset" "Madey"
Like HighTER LIVE (Chrys.
CRES High (Basernier)
"For Your Love"
"Things To Come"

"Things To Come"
field (on Indiana Come")
field (on Indiana Come")
field (on Indiana Come)
field (on I

### Singles None

Singles Mone

Fresno 209-228-5991

JOHNY WINTER (Blue Say) BUSH (Marcury) TOURISTS (Epic) MOTORS (Vingin) UFO (Chryssils) FLEETWOOD MAC (MB) SURVIYOR (Scottl Bros.)

**Fort Collins** 



PO TUM WELLER

303-571-1232 BILLY JOIL (Dalumbia) GERTLE GIANT (Dalumbia) GERTLE GIANT (Dalumbia) GURGON (LONTROD) (Ma) KINGMETS (MSO) MED RIGHT (COPTRO) OFK BAND (Dalumbia) Added SREG KING (Beserbley) DAMY SPANOS (Windsong LRB (Capitol) MICKEY WORKINSON (Motor NOTIONS BUTCHEST (Polydor) FIREFALL (ATLANTIC) RODGE (PORTLE) (MB I DIACE SLICK INCA) SON STEMMET (ISO) ANNOSAUL (TACHES) ROBH TROUGH (ISO) ROBH TROUGH (Chrysells) LIB (Capital)
SIDICEY ROBINSON (Motour)
SIDICEY ROBINSON (Motour)
SIDICEY & CREME (Polydor)
JOAN ARMINTHADING (RAMI)
MIGOD SHEATSTEARS (MCAI
FAR, THUNDERBINDS) (Crystal
KITTHOMAK (ENH America)
JOHN STILLS (Arinth)
GENESIS (Arinth)
GENESIS (Arinth)
HEO SPEEDMAGON (Epic) JAZE SPYRD GYMA LHCA! PASSPORT (ATTANTIC) DAVID SAMBORN LMB!

Medium LINDA ROMSTADT (Anylum WARREN 2010H (Anylum) BOZ SCASGS (Columbia) WILLIE RILE (Aristo)

Ageod CRESIS (Aflentic) "Don't Nah" "Turn 11 On..." "Histondorstand." (IN NANTEL (19E (Or yealis) JIMI (EURI (19E (Or yealis) AMBROSIA (EUR (E) (E) RUSS BALLAND (Epic) Q.ASS MODIA (Robelo Records) JAGS (Island) SOMEOUS ROBIN LANE &. . (MB)

Neelium
YBILUMPH (RICA)
YBILUMPH (RICA)
FIREFALL (Arian'IC)
ANGEL CITY (Egic)
ANGEL K99

Singles NAMBY NEWNAY (MB) BRIAN BRIGGS (Bearsville/MB) **Great Falls** 408-727-7211

-COOPER DODGE (Arco)

-BLOBDIE (COPypalis)

PORTHAGE
SESSEER A., (Capitol)
BULLY JOSE, (Cotiamie)
DIBEL HAMILY TOB (Eleatro)
BULLY JOSE, (Cotiamie)
DIBEL HAMILY TOB (Eleatro)
BULLY JOSE, (Cotiamie)
BULLY J

GUNDON LIGHTFOOT (MB1 HOOMEY CHOWCLL 14B) "ALP"T. Money" "MOTO...80"s"

JAZZ
CHUCK MANGIOME (AMA)
HERON & MCHSON (Arista)
ROBERT MONEY (RED)
SPRID GWB4 (MCA)
TUN SCOTT (Objumbla)
DN, STRUT (McYoun)
PASSPORT (Arientic)

SIngles ROBBLE LAME INCAT YOURISTS (Epic)

Jatz Rone

Added
802 SCAGGS (Columbia)
FIREFALL (ARiantic)
LIB (Capitol)
AMBUL Pile IArco)
RED RIDER (Capitol)
READY BOTS (Caribou)
CASS REDM (Radio Rec
VAN HALEN (MB)
-CLASH (Epic)

Modium BRUCE COCKBURN (Hittennia CHARLIE CORE (Islame) SUBJECT (Columbia) OFF BRONDWAY (ATTENTIC) INJURED (ASE) CARY MURNIA (ATEN) MODICETS (RSG) 3-D (Polydor)
santes (Evol fasylus)
Rabbies (Evol fasylus)
Rabbies (Tito)
Sobin Those (Chrysol)
Joe STEWNT (RSO)
sill fasylus (RSO)
sill fasylus (RSO)
sill fasylus (RSO) "Yeg mind Hoon"
RADEL SHEET (STCTE/ColTAZMANIAN DEVILS (MB1
DAVID SAMBORN (MB)
"Anything You..." Title

Honolulu **KDUK** 808-524-7100 TOW PETTY & THE... (Secksfront/MCA) TOTO (Columbia) MOBIN TROWER (Obrysalis) MUSH (Marcetry) ROMATICS (Homperor)

ACE NED NEO LAS COMMITTED NEO PERIODI (Captrol) E SLICK (RCA) S REA (Columbia) SAMD & EXT (Plamet) (EZE (AAM) PER (MCA) DES (Polydor)

POI JIN DURLAP NO: RICK NEST

Modium

JOURET Y (Dolumbia)

J. GEILS BARD (DHI America)
THILUMPH (RCA)
OUTTOMES (Falour)

LYIS COSTRELO &... (Columbia)
Plan FLOYD (Columbia)

Half I RODAT/Epic)

Las Vegas 702-732-7753

LINDA RONSTADT (Asylum) BILLY JOEL (Onlumbia) FLEETWOOD MAC (MS) HEART (Epic)

1581

TT NO -unides ZEVOH (Asytum) -NAZAKETH (AMI) -BABTS (Chrysolis) -MUNIGRENZUTOPIA (Bears+1110/MS)

Added #An MALEN EMB1 "Cradie, Roch" MARBLE PIE (AFCO AMBROSIA (MB) "No Big Deel"

Mbdi Wei

, CE LLS BARD (BBI America)
PAT TRAFERS BARD (FDI year)
RMSSALL TRAFERS BARD (FDI year)
RMSSALL TRAFERS BARD (FDI year)
RMSSALL TRAFERS (CDI wall)
RMSCALL RMSSALL (CDI wall)
RMSCALL RMSSALL (CDI wall)
RMSCALL (RMS)
SHOOT ING STAR (FIFE)
RMSCALL (RMS)
SHOOT ING STAR (FIFE)
RMSCALL (RMS)

Jess Singles Itons

Print FLOTO (Columbia)
Print FLOTO (Columbia)
808 SEEDE 6... (Colifor)
908 SEEDE 6... (Colifor)
908 SEEDE 6... (Colifor)
908 TERRET (SE)
908 TERRET SET (PA)
908 TERRET SET (PA)
908 TERRET SET (PA)
908 TERRET (PA)
908 TERRE

Long Beach 213-437-0368 AMGEL CITY (Epic: SPECIALS (Onrysells) CHETOMES (Planet) SELECTER (Chrysells) -MEH MATH -HEAVS (HUMP) -FRAME ZAPPA (Morcury)

Nod use (Epic) Medium (Epic) MEATT (Columnia) ALT PERSTR PROJECT (Columnia) PAT TRAINES BARO (Polymor) MEDIUM (Columnia) PAT TRAINES BARO (Polymor) MEDIUM (Columnia) MEDIUM (

Los Angeles 213-464-5638 213-464-5636 UFD (Corysells) "Lettin" Go? PIRK FLOTO (Solumbia) HEAT (Epic) "Even it the" HAZARETH (AMM)

Addad (Ale HUNTER LIVE (Chrysolis) VAN HALER 1881 suZ/MET L (AMI)
"Yol (day"
Yol (day"
Yol (day"
The Shout"
CLAM (fpic)
Title
MODELT (Corp.
MODELT (Corp.
MODELT (Corp.
MODELT (ROO)
MODELT (MODELT)
MODELT
MO

Jazz Singles

Mortest 808 SEGER 6... (Capitol) "Silver Liner" PRETEMBERS I Sire! "The Melt" JOJBERT (Columbie! "Anyway" J. GELLS BAND (EM) Americal Title Charge ! Los Angeles 213-489-1212 RICHIE HAVEIS (Elektre)

Jatt

Singles

Singles

Jazz

Singles None

Los Angeles

Phoenix

802-833-8888

GILLY JOEL (Columbia)
CLASH (Epic)
CASH (Epic)
CASH (AMMH (AYOU)
OPHISTOPHER (COLSS (MB)
JOURNAY (Columbia)
JOER (AMMH (AYOU)
JOER (AMMH (AYOU)
JOER (AMMH (AYOU)
JOER (AMMH (AYOU)
JOER (AMMH (

**Portland** 

503-855-9181

"Rockin' Heaven"
TOM PETTY & THE...
(Barkstreet/MCA)
"Centery (15y"
"Exem...Losers" "Melugee'
PHOK FLOYD (Columbia)
PAT BEHATARI (Chryseis)
"No You Don-19"
"Don-1", Show. "P

"Don't".Show. "
808 SEGER & (Capitoli
"Fire Lake" "Silver Liner"
"New Strut"

"Tra Lane" "Situm Line"
"New Struct
Billy JOEL (Columbia)
"Borderline" "RER To Me"
"May Be Bighth"
OEF LEFFAND (Mercury)
"Molia America"
TAN INLEN (MB)
"Everybody..." "Cradia...!
BBBYS (Chrysells)

PO: HICHAEL SHEEHY HO: DAVID HALL Added BDZ SCAGGS ICOLUMBIO PETTER INCIAN IARC/Oplumbio AMEROSIA (MB) CHILS REA (COLUMBIO BARCLAY J MARYEST (Polydor) -ARS (Polydor)

Medium BEADY BOYS (Carleow) HEARY (Epic) MIKE RUTHERFORD (PRESPORT) DTK RAND (Columbia) TONY SCIUTO (Epic) AMEZ VANDOT (RCA) NCQUINN & HILLMAN (Capitol)

KWEST PD: TED FERGUSON HD. TED HABECK

LOS ANGEIOR
213-467-1224
tum #ITT & Did...
(Backstree\*/FAC)
808 SEGER A... (Captrol)
JOJINETY (Captrol)
ADMRETY (Captrol)
404 Table (Captrol)
404 Table (Captrol)
405 Table (Captrol)
407 EBEATR (Captrol)
407 EBEATR (Captrol)
408 EBEATR (Capt Meditum MARSHALL TUDKER (MB) BUTH (Marcury) JUE PERMY MOJECT (Dolumbia: MARSHA ZEVON (Apylum) MARSHA ZEVON (Apylum) FIREFALL (ATIANTIC)

Hoffest PINK FLOYD (Columbia)



Added GENESIS (Atlantic) IAN HANTER LIVE (Chryselie) ORDHOS (MCA) DEF LEPPARD (Marcury) COMBOYS INT'L (Firgin) NI-SEX (Epic)

MINERAL EGRECI

GRACE, SALCEL FREAL

GRACE, SALCEL FREAL

REDOKTS, (REDO)

REMOKES (Capitol)

RED REDGRI (Capitol)

REDGRI (REDA)

DARTH, RALL (REA)

BILLY (RECA)

BILLY (RECA)

BILLY (RECA)

BILLY (RECA)

GRACE (CAPITOLOGICA)

CURRE (PVC/Moder)

(40)(4:

Medium BLOHOLE (Chryselis) EVIS COSTELLO & . (Columbia) STEVE MALSH (Kirshoer) PRETEMBERS (Sire) PAT TRAVERS BAND (Polydor) AMBREL PIE (Sro) ROBIN TROBER (Chryselin) LHOA RODSTADT (Asylum) FIREFALL (Avientic)

KGON

OL GLORIA JOHNSON Added JOHN STEWNIT (RSO) LRB (Capitol)

Redium SIE SAND & NEXT (Planet) SIE SAND & NEXT (Planet) SIE PRIVEY PROJECT (Columbia) J. GELS MODE (COLUMbia) J. GELS MODE (Columbia) J. GELS MODE (Columbia) J. GELS MODE (Columbia) FIREFALL (APIENTIC) GRACE SELECTION JOHN MILES (APIENT)

Mortest JOURNET (Columbie) "Where" "Time" "Weiks..Lody" "Advery" PAT TRAYERS BAND (Polydor) "Born...Sign" "Whistey" Title

"Born...Sign" "Whiskey" Title RISH (Norcury) "Entre Nous" "Freelit!" "Spirly.Relio" PEART (Epic) "Strange Night" "Even (1

**Portland** 

kink 503-226-5000

Modelum

ADDREY O'ROMELL, I mm

ADDREY O'ROMELL, I mm

BOMNE SMEMATT (MS)

BOMNE RALL (MCA)

STEVIE MONGER (TEMPO)

RED RIDER (Coptool)

TABLEY RIDER (Coptool)

TABLEY RIDER (RAPIUm)

PROSES (GEN)

MANNEN ZEVON (Applum) memera ZEYON (Asylum)
PMGS (6pt )
HIEE BATY (6pt )
HIEE B

HETTOST FIREFALL (Attentic)

503-228-500

S03-228-500

LBS (Copies)
PIER (COPO (COLUMN)
ONE (COPIES)
ONE (COSS (ME)
ONE (COSS

5 ingles

KORK

**Portland** 503-226-0100

VANTHER VALE (UB)

VANTHER VALE (UB)

JO CITES GAMO (DAI America)

PINE FLOYD (Columbia)

PAT TRAVERS SAMO (PAI-Ider)

POBLET TRAVERS SAMO (PAI-Ider)

POBLET TRAVERS SAMO (PAI-Ider)

POBLET TRAVERS (COLUMBIA)

SERVE (SAMO JAT SILVER
MODILO
MED SPECOMODON (Epic)
MARCE SPECOMODON (Epic)
MARCE SILVE (MCA)
OPHISTOWNER GROSS (MB)
JOHN STROMET (MEG)
FREFAL (ATTANTIC)
MARCE PIE (ATCO)
PAT BRAINE ZEVEN (May lus)
MARCE ZEVEN (May lus)
MARCE ZEVEN (May lus)
MARCE SEVEN (STIPP)
MARCE SEVEN (MAY LUS)
MARCE SEVEN (MAY L

Jezz Singles

702-329-9281 BRUCE YAN DYKE

Hoffest FIREFALL (Atlantic) LEB (Copite) GLICY JOEL (Cotumble) GUNDON LIGHTOOT (ME) JOHN STEMMET (ME) JOHN STEMMET (ME) BOD SECRE 6... (Copite AIRPLAY (MCA! Added
Q.ASS MODH (Radio RecorMillier at 25" "Blue WiSQUEEZ I AAM)
"Mall (n Meny's
"Mall (n Meny's
"YAN MALEN (wi) ""Whishow
FAG, "THAMERING (AS')
"Drown 5". Rose
"AMMODIST (ME)
TAJMANIAN DEVILS 1803
TAJMANIAN DEVILS 1803

ORETORES (Plane?)

PINE PLOYD (Columbia)
J. GELS BAND (COLIANDER)
J. GELS BAND (COLIANDER)
J. GELS BAND (COLIANDER)
J. GELS BAND (COLIANDER)
J. GELS BAND (COLIMBIA)
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J. GELS BAND (COLIMBIA)
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J. GELS BAND
J.

Reno 702-882-8283

TO 2:882-6283

TO 2:8884 - (Capito) |
BRIDE CODIBINE (HI Inventer Inventer

JAZZ STYTYMMEK (EM1 America) EAML RELUEN (UAI) CAUCH MORAGIONE (AAMI CR. STRUT (Morboun) G. SASHINGTON AN (Morboun) GTY JACK (Inner City) PASSPORT (ATIANTIC) CATIO SAMBOOM (ME)

KKBC

Added BLDS TOMORROW (Casablence) LTB (Capitol) KITTHAME (EDI: America) AMBROSIA (MB) VAN HALEN (MB) OHILL (MACK (Mb)Araomi DATE, HALL (RCA)

Howelve mode (mult)
MOST 100 yealth)
STYR (AM)

HOTTEST SILLY JOEL (Columbia)

**K108**FM

Medium
IIIONAL, JACKSON (Epic)
JING OLIVOR (Oblumbia)
JOHN OLIVOR (Oblumbia)
JOHN OLIVOR (Oblumbia)
JOHN OLIVOR (IEEE (Epic)
DAYIO GATES (Elentral
GAMANIN RADA (Capitol)
-IILLE MELSON (Capitol)
-AMFE YAM MOY
-AMFE YAM MOY

HOTTEST SOB SEGER &. (Copitoi) PILLY JOEL (Columbis) DAN FOOTLMENS -49-11 Mnon/Esig)

Sacramento 918-448-4985

ROSE (Hillennium) OR STRUT IRPTOUNI CHICK HRINGIGHE (AMI) TON SCOTT (Columbia)

Singles ANNE HUNDAY (Capitol)

918-448-4955
HARA RIGISTATO (Apylum)
CHESTORICE CROSS (48)
FILETHOD MEC (48)
SPYRID GYBA INCA (48)
SPYRID GYBA INCA (48)
FILETHOD MEC (48)
SPYRID GYBA INCA (48)
FILETHOD MEC (48)
FILETHOD GYBA (CAN INCA (48)
FILETHOD GYBA (48)
FIL

Singles

PD 2 ORIS MILLER NO. GAR #7 T

Sacramento 918-444-2806

ANGEL CITY (Epic)
OHILLIMACK (Mushroom) PD: CHRIS HILLER ND: GARY NIXON Own FOOLERS (
(Full Moon/Epic)
PRETENERS (Sire)
WHOSEN ZEVOK (Ray) will
BILLY JOEL (Columnia)
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Acided
VAN HALEN (NB)
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"Grance Delight"
"Grance Delight"
"Grance Delight"
"Grance Delight"
"Mana Love"
MOTOR 5. (\*Planet\*)
"Mana Love"
MOTOR 5. (\*Planet\*)
"Under ground"

Modium
CLASH (Epic)
ROBIN TROUBLE (Chryselis)
ELYIS COSTILLO 6. (Columbia)
ROBIN TROUBLE (Columbia)
ROBIN TROUBLE (Columbia)
ROBIN TO ANNO T

KGB-FM San Diego 714-297-220 PINK FLOYD (Cotumbia) DAN FOCUSERS
(Full Mount/Epic I
LINDA MONSTADY (April m)
BILLY JOBL (Dobinols)
PRETENDERS (SIPO)
CASH (Epic I
MONEY (COL min la)
JOSEPY (COL min la)
JOSEPY (COL min la)
JOSEPY (COL min la)
PAT BEGINS (BOM (Polydor)
TOM PETTY & THE
(Mounter Full)
-B(JOH) (COL year)
-B(JOH) (COL year)

Single

2022 NOR

Added HUMBLE PIE (Atco) BUZ SCAGGS (Columbia)

101.5

FM106

PD: ETH GLADDEN ND. JESSE SUMMERS

AMGEL CITY (Epic) TAN HALEN (MB)

San Diego 714-585-8008

hottest
Pine PLOYD (Columbia)
EAGLES (Ray)um)
PRETENDERS (Stra)
JOURNEY (Columbia)
BOB SEER & (Colina)
PLETANDO NOC (MB)
-EARN (Epic)
OWISTOPHER CROSS (MB)
-BLONDIE (Owysalls)

THE FIRST STARSHIP
(MEA/Grynt)
J. GEILS BAND (EM) AND
TOM PECETY & THE .
(Backstramt/MLA)
DAM FORLURE G.
(Full Name/Epic (Mel)
DAM FORLURE G.
(Sall (Full Name)
DAM FORLURE G.
(Sall Name)
DAM FORLURE G.
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3

San Francisco

Mottget JOURNEY (Columbia) BOD SECER & . . (Capitol) LINDA ROUSEMAT (Anylum) BOLLY JOIL (Columbia) BILLY JOIL (Columbia) BILLY JOIL (Columbia) BILLY JOIL (Columbia) BILLY JOIL (Columbia) J. OI LIS MAND (Chi America) ROUSEMAT (Eg.) (Bearsville/WB)

Jazz None Singles

KOME

Added AMBIOSIA (MB) AMBIOSIA (

Medium
BLONDIE (Chrysolle)
MANNEN ZEYÖN (Agyluni JOHN STEMANT (MSO)
CLASM (Epic)
CHRISTOPHER CROSS (MS)
BABTS (Chrysolle)
PINK FLOYD (Columbie)
GANY MURAN (Afco)
-QUEEN (Elehfre)

Modium CTY (Spic)
MODIUM (SS Pipor)
MODIUM (Modium (SS S)
MODIUM (Modi

408-248-8811

San Jose

SINGLOS GENTLE GIANT IODIUMBIO: TOURISTS (Epic)

(Outwell)
"Sometay" "Anyway"
(CLASH (Epic)

San Jose

E3 RSIO

Adead AL, (Affentic) and Harris and Adead AL, (Affentic) and Al, (Affentic) and Al, (Affentic) and Al, (Affentic) and Adead AL, (Affentic) and Affentic an

-SHOOT HAS STAR (Virgin)
Howellaw
SOUTE ENTER (AMP)
LINGA ROUGHTON (APVIND)
FLINGANCY
COMPELL MARCO
JOHNY WINTER (Blue Skyl ME)
RICHAS (Chrymatia)
BILLY JOH, (Columnia)
FOLLY (Columnia)
FOLLY (Columnia)
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BACEA, CS (101 America) ANGEL CITY (Spic)
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SLE SAND & MEXT IPlanet
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LISE (STEMPT (REG)
PRET TRECHTS (SITE)
LISE (STEMPT (REG)
PRET TRECHTS (SITE)
LISE (STEMPT (REG))

KIIE

"Someder" "Anywer"
CLASH (Epic)
CLASH (Epic)
Train in Valn"
PAT THANESS BMBD (Polydor)
"whiteley" Title
D. 8 NYON Cherita's
D. 8 NYON Cherita's
Laste of the Control of the Control
CLASH (Epic)
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San Rafael 415-458-1510 SCONTONN RATS (Columbia) RACHEL SWEET (STITI/Onlumbia) BILLY JUDEL (Columbia) SELECTER (Corynalia) RAMOMEN/UTOPIA (Bouraville/WE) PINELFLOYD (Columbia)

JINI MERRIK (MINNeprine)
JAGG (18 Inne)
BARCLAY J HARMYST (Polydor)
GASS MODIN (Macto Records)
GASS MODIN (Macto Records)
GASS MODIN (Macto Records)
GASS MODIN (MACTO Macto Records)
FARTHER (6, SAROULCE)
GASS MODING (MACTO)
FARTHER (6, SAROULCE)
FARTHER (6, SAROUL PINE FLOWD (CO) LAND TO HOTTEST PROCESS (SIRe) JOURNEY (CO) LAND TO ELVIS COPTELLO 8. I DO LAND TO ELVIS COPTELLO 8. I DO LAND TO LASS (EDIS A. (Cop) TO 1) MARKER ZETON (Apr) LAND JOE ILS BAND (DI) Amme Lo) HEART (Epic) DON'N, MALL (MCA) PERM, HAMBOOR 8. (SO) (Boch PTOPA) (TIG) (PC) (Boch PTOPA) (MCA) (Boch PTOPA) (MCA) (BOCK) SLICE (MCA) JOHN (MCA)

SINGIOS SYT DAYE ECONOMICS (Columbia)

805-983-1975

Modium
MAZAMETH (ALM)
D.L STROM (Arista)
RODMEY CROWELL (46)
SQUEEZE (ALM)
ANGEL CITY (Epic)
SEARCHERS (Sire)
LRB (CABITOL)
FOOLS (CRI America)
TOWNISTS (Epic)
JOHN MILES (Arista) KTMS · FM Santa Barbara ROCK 97

Hoffest 808 SEGER &. (Capito)

**KXFM 99** Santa Maria IRENE SAL YARDS

11022

Added (100)

Added (100)

\*\*Till good (Port 100)

\*\*Till good (Port 100)

\*\*Till good (Port 100)

\*\*Till good (Soort 100)

Modium
RUSH (RUSH (Dolumbia)
RUSH (RUSH (Dolumbia)
RUSHETH (AMP)
RUSH (SIGNA)
RUSH (SIGNA)
RUSH (SIGNA)
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RUSH (SIGNA)
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RUSH (R

805-922-2156

MUNICIAEN/UTUPIA (Boarsville/MB1 IDMACK (Cop(Tot) TRIUMPH (RCA) JOE PERMY PROJECT (Columbia FIREFALL (AFIANTIC) RACHEL SMEET (STITY/Columbia CRETONES (Planet) TOW PETTY & THE .... (Sechatroot/MCA)

TOTAL CONTROL OF THE CONTROL OF THE

Jett SPTRO GYRA EMEAT CHRIS REA (LOT-umita)

BEST POCKUSW-FM 100

D STEVE SLAT A

Added VAN INCEN LIB2 DEF LEPPARD (Marcury) "Moch Brigade" RUSSIA LIBD! -BILLY SQUIER (Capitol)

Modium
SEE SAAO & MERT IPranet)
"Your Lips ."
EVIS COSTELLO & . (Columble)
MARGE & ZEVOL (Asylum)
ACE PERMY PROJECT (Columble)
"Discount Dogs"
PRETENDERS (Sire)
RIOT

Seattle

HEATS CHORN! Hartest
PINE FLOTO (Dalumbla)
HART (Eple)
BOW SORTH & . (Explici)
J. WELLS BOWD (OH) Assortical
J. WELLS BOWD (OH) Assortical
ANDEL CITY (Eple)
PART THAYPES BOWD (Polydor)
HARBLE PIE (Aros)
CLADM (Epic)
Trails in Yalin\*

Jess Singles Name

**RZAM-FM** Seattle 208-454-1540 CONTROL CRISTS (18) LIDAS (18) LIDAS (18) LIDAS (18) LIDAS (18) ADDISTANT (Apylon) SEULEZ CONTROL SILLY JOBE, COLO sende 18 LLY JOBE, COLO sende 19 LL

ND HARTON SEYMOUR

RIGT TRILIDEN (RCA) HARSHALL TUCKER (HBI YAN HILKS (Marcury) SHOOTHO STAR (Yirgin)

Added LEAN IGRICEL (Columbia) BORDY CALDMELL (Clouds MAYAK (Marcury) GRACE SLICK (RCA)

Modium
CORDON LIGHTFOOT (mb)
AND COLLYDE (COLUMBIA)
AND COLLYDE (COLUMBIA)
AICHIE MAYDAS (Lightra)
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AICH (Full Moon/Epic) NO MUNES (Asylun) FLEETHOOD MAC (MB) MACGREN/UTOPIA (Mooreville/MB)

Hoffest 802 SCAGGS (Columb)

Jazz Bone

Singles

KZOK102 Seattle 206-223-3913

BILLY JOLL (Columbia)
PAT THAYBES DAND (Polydor)
BUDGLES (Island)
ALMAY (Egic)
JUDGLES (Island)
ALMAY (Egic)
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JUDG

Added GLASS MOON (Radio Records) GRACE SLICK (RCA) (AN HANTER LIVE (Chrysolis) VAN HALEN (MB)

Hedium ELVIS COSTELLO &. (Columbia: OFF BROADMY (Atlantic) OFF BROWDING (AFIENT JITTERS SART, MALL (RCA) MARRAE PIE (ATOS) JOHN STEMART (RSG) TOURISTS (Eg) L? CRETORES ("Jame?) VAN WHIRS (Marcury) RED RIDER (Copitoli RDTORS (Virgin)

WATER ZEVON (Anylum)

Ista encel Singles

Spokane

PD: LARRY SHIDER

92.9 KREM-FM

GREG KINN IBran-Kiny)

HORIZE

FLEETHOOD MAC (MP) EAGLES (Baylum) MISE MUTHERFORD (Pan MUSGLES (Island) MUSGLES (Island) MUSGLES (Island) MUSGLES (Island) IFMII Macon/Epic)

Mottest
HEAST (Epic)
SEGER 4. (Copito)
SEGER 5. (Copito)
SEGER 5.

JAZZ SPYRO GYRA (MCA) DRY JACK Linner C(Ty) HIROSHIMA (Arista) J. LEE & O. BROWN (Columbia) DR. STRIY (Motown) G. MASHIMGTON JR. (Motown)

Singles None

OK95

PO: HICHAEL TAYLOR

Added
BDZ SCAGS (Optumble)
\*\*PAR MALEN (MB)
\*\*Oprell n. Rock\*\*
\*\*TOT (Ceesb Inace)
BARCLAY J MARYST (Polysfor)
KINGESS (RSO)
SCAGU (KCA)
BOOD SHEETMAN (RDC)
BLOOD SHEATERARS (MCA)
BLOOD SHEATERARS (MCA)
BLOOD SHEATERARS (MCA)
BLOOD SHEATERARS (MCA)

Modium
BRUEZ COCKBURN (Millonnium)
BRUEZ COCKBURN (Millonnium)
BROCKANY RUSH (Optumble)
TRILUMPH (RCA)
WHILLSE HILLE (Arista)
CRETORIES (Primer)
CRETORIES (Primer)
CRETORIES (Primer)
WISHORIES ADE (RCA)
AUX (RCA)
Title
YARI MILKS (Marcury) ARE (REA)
TITLE
TITLE
TRADINGO (REA)
EARAN (REACCUP)
ROADMADO (REA)
EARAN (REACCUP)
ROADMAD (REA)
EARAN (REACCUP)
ROADMASTER (Reaccup)
ROADMASTER (Reaccup)
ROADMASTER (Reaccup)
ROCKETS (RESO)
ROCKETS ( Tri-Cities

509-586-0459
J. GEILS BAND (EMI America)
J. GEILS BAND (EM

Hoffest JOHEST WHITER (Glue Sky) Elvis COSTELLO B. (Columbia DFR BAND (Columbia) "Just Be Heppy" "I Know You're" "Angels Fall Billy JOEL (Columbia) SDBIN TROBER (Chryselis) 41 KDD You're' Tropyson ...

41 KDD You're' Tropyson ...

40011 TROUGH (Comysalis)

40011 TROUGH (Comysalis)

40011 TROUGH (Comysalis)

4001 SEGUR 46. (Comylete)

4000 SEGUR 46. (Comy

Singles

Tuc 802-82 Tucson

PD: JIN RAT HD: JIN BRADY

AGO \_ JIN GROUP
Added
TOMET TUTORE (Columbia)
"Chaep Deta" "Angel Sey No"
LAN NUMTER LIVE (Chrysalia)
VAN HALEH (MS)
ORIGO KIND IBsourhiby)
KIND (Cop!Yol)
LPB (Cop!Yol)
P(MEFAL (Artian'L)
"Low That Get,"
RO SPECIATION (Epic!
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ANOTHER KEEN IDEA — KEEN/San Jose sent R&R a look at one of its recent bill-boards. Fifty percent of the multi-colored boards were (as shown) the "Hit Kickin" Country" model, and the other fifty percent used the theme "Are You Ready For The Country." The art work was done by GM Steve Snell.



"WKRP IN CINCINNATI" IN PENNSYLVANIA — At the recent Multiple Sclerosis benefit roast of the Penn State football team in Altoona, "WKRP In Circinnati" television stars Frank Bonner, Gordon Jump, and Richard Sanders took a moment to visit with WVAM/Altoona, PA Music Director Stan Davis and morning man Don Girard. Left to right, Davis, Bonner, Jump, Sanders, and Girard.



PORTLAND PALS — Pictured visiting with Willie Nelson before a recent Portland, OR concert are KYTE air personalities "Laid Back" Lenny, Jim Rose, and PD Chris Collier



PARADE OF PERSONALITIES — WMAQ/Chicago took part in this year's St. Patrick's Day parade to salute the Irish in Chicago. Pictured on the WMAQ float are air personalities Jerry Taft, Lee Sherwood, Pat Cassidy, Nancy Turner, and Fred Sanders. Bob Tracy is seated between the WMAQ "Dancing Dollars." Tracy told R&R, "It was so cold that day there was no way I was going to pass the buck."



COUNTRY DAY AT NARM — At the recently held Las Vegas convention, National Association of Record Merchandisers presented a country luncheon starring MCA's Oak Ridge Boys. That evening the NARM banquet featured Kenny Rogers and Dottie West. The Country Music Association board members were special guests. Each was introduced to the convention by MCA/Nashville President Jim Fogelsong. Shown after the luncheon concert are CMA board members Hutch Carlock, Music City Distributors; Jim Fogelsong; the CMA's Executive Director Jo Walker; Oak Ridge Boys Bill Golden, Duane Allen, Joe Bonsall, and Richard Sterban; KRAM/Las Vegas morning man-Program Director Chuck McKay; MCA President Bob Siner, MCA's Chic Doherty, and R&R's Jim Duncan. (Doherty and Duncan are also on the CMA Board of Directors.)



HONKY-TONK HEROES — KVET/Austin held a honky-tonk queen contest as a promotion for the "Great American Honky-Tonk Tour" with Michael Murphy and Hank Thompson. The KVET winner, Cindy Boyd, will compete with other tour finalists at Gilley's Club in Houston on April 77. Seen here (left to right) are KVET's MD Joe P. Ethridge; Hank Thompson; Miss KVET, Cindy Boyd; Michael Murphy; KVET air personality Penny Reeves; and Tom Allen, KVET's Operations Director.



BARE BROADCAST — Even though nudity on radio has been a major concern of broadcasters, the recent KRLD/Dallas "Bare Broadcast" was a live concert for KRLD listeners of the Bobby Bare concert. The show was from Dallas's newest country nightspot, "The Rose." Shown here are KRLD's Becky Ulrick, all-night personality Larry\*Scott and Bobby Bare.



GOOD AS GOLD — RCA's Ronnie Milsap was recently presented with a gold record recognizing RIAA certification of his 1976 LP "Milsap Live." Shown here is RCA's Dave Wheeler, Jerry Bradley, RCA Records Division VP, Nashville; Donald Reeves, Ronnie Milsap Enterprises; Ronnie; Tom Collins, Milsap's producer on the gold album; and Joe Galante, RCA VP of Marketing/Nashville.



Jim Duncan

# Country/

#### **News Notes**

Looking forward to the NAB Convention starting this Sunday (4-13) in Las Vegas. If you're going to be there, don't miss the Monday morning opening session, featuring a fabulous sight and sound experience presented by TM of Dallas. R&R's Producers Group has been working with TM for the past few months on an exciting multi-media presentation called "Tomorrow Media." Hope to see you there ... Milton Berle and a host of "Hollywood Stars" will be saluting Dick Haynes on his 35th year at KLAC/Los Angeles. The testimonial dinner is this Saturday (4-12) at the Hollywood Palladium and will feature Rex Allen, Sr. as master of ceremonies, along with the KLAC air personalities. "Haynes At The Reins" is one of the original "corn" flakes of morning radio and is still going strong. One of the greatest honors of my radio career was to work with "Uncle co-hosting the Leukemia Radiothon on KLAC last year. He is one of the best. One of Dick's favorite bits is to have different movie, television and music stars ask him, "What time is it?" All I can say about this weekend's special dinner is: "It's about time!" . . . Sorry to hear that WVAM/Altoona, PA burned down (see Page 3). They are in need of any help you can provide with record service during this time of rebuilding. (814) 994-9456 . . . Ken Hollingsworth has been promoted to PD of WJQS/Jackson, MS. He replaces Jay Phillips who, as reported here, took over as MD of WMC/Memphis recently. . . Tom Kennedy got an official welcome from the Mayor of St. Louis on Monday (4-7) when he signed on as new morning personality at WIL. He was previously with WMPS/ Memphis . . . Sam Cornette, from WOC/Davenport, IA, is the new morning man at WHBF/Rock Island, IL . . . Jerry Groner returns, again, to KRZY/Albuquerque to become PD. Phil Gonzales has stepped down as PD, but will remain on as MD and co-morning personality with Groner. Jerry had recently been at KYTE/Portland, OR ... Ron Fineman had been upped to PD at KKAL/Arroyo Grande, CA as Craig Hines goes to KBAI/Morro Bay. New MD at KKAL is Joni Carroll . . . Congratulations to KSOP/Salt Lake City air personality "Country Joe" Flint and his wife Anne on becoming the proud parents of a baby girl, Jamie . . So what's news with you? Kay Flint







THE RIGHT NUMBER — As Dolly Parton lookalike contests were the most common 1979 contests, it looks like "Perfect 10" beauty contests will lead the pack in 1980. WCOS-FM/Columbia, SC gave away \$500 cash and other prizes to the top winner of its recent contest. According to PD Ken Martin, "We had over 200 photo entries, the most interesting being a semi-nude." (See above, as if you hadn't noticed already.) The winner was a 22-year old University of South Carolina education major, Paula Rawl. She is pictured here with PD Martin. As in each of the similar contests reported to R&R, the movie "10," along with its lovely star Bo Derek, and Bobby Bare's Columbia single "Numbers" were the inspiration for the WCOS-FM contest. Also pictured is Bobby Bare with his perfect "10?" (Just grin and bear it folks.)



GREEN GOODIES — KIDN/Pueblo, CO afternoon personality and MD Dan O'Brian was given an unusual assignment on St. Patrick's Day. The station had him dress in a green tuxedo, a green hat, and green shoes (green underwear was optional). All day St. Patrick's Day he visited various parts of Pueblo to pass out \$1 dollar bills. The very Irish O'Brian told R&R, "With all my pockets stuffed with dollar bills, needless to say I got a lot of attention, including shots on the local television station and the front page of the afternoon newspaper. I also got many strange looks and a few people even refused the money."

#### Just A Thought . . .

Stimulated by an idea from the recent Country Radio Seminar in Nashville, KTTS-AM-FM/Springfield, MO General Manager Curt Brown took time to make contact with area record stores in an effort to improve country record sales and open communication lines. According to Brown, "Country music record sales suffer nationally from often being placed on the rack at the back of the room, with very little in-store promotion being devoted to country."

R&R thought his letter was worth reprinting to give you a guide to possibly doing the same in your market. In the 1976 Country special edition, we found a Bobby Ocean cartoon that goes along with what Mr. Brown was saying in his letter. Thought it would be appropriate to run it here again.

Dear Record Store Manager:

Recently I was in Nashville at a seminar dealing with country music. Many of those attending were executives from the various record companies that you and KTTS both deal with. I discussed a problem with some of them that relates to us on a local level.

The problem is that in Springfield according to the Arbitron ratings of people over 18 years of age, over 51% of those people listen to a country music radio station, and yet when they go into most record stores in Springfield they are met with psychedelic posters of rock stars, a deluge of rock albums, often a rather loud blast of rock music, and a clerk who is almost 100% sold on rock music and knows little if anything about country music.

We think someone is making a bad mistake. Either a large portion of all records sold are to people under 18 years of age or the record companies, and possibly your store, are on the wrong track and don't realize that half the people in Springfield 18 years and up are country music fans.

Too often, the country music listener is aggravated upon walking into the typical record store because of the above mentioned problems. We would like for you to consider giving your country business a better "shake" by using more country posters and displays, exposing the product in a more predominant position and perhaps best of all play country tapes and albums on your demonstration systems.

If there is any way we could help you in this manner, I would like to hear from you or if you think we are on the wrong track and don't understand the record business, I would like to hear from you and your thoughts

As one beer company used to say, "we are all in this together." That is the way we feel and this letter is a sincere attempt to help you and your store as well as KTTS.



Curt Brown General Manager KTTS-AM-FM Radio









## **BREAKERS**

#### KENDALLS I'm Already Blue (Ovation)

On 72% of reporting stations. Adds this week include KNEW, KLAC, KLZ, WDAF, WIRE, KENR, WBAP, WKDA, KOKE, WCMS, WIXY. Charts: 41-30 KRAK, 39-29 KCUB, 40-29 WGTO, 44-29 KKYX, 33-24 WWVA, 34-22 KYNN, 35-26 WCXI, 36-29 KRMD. R&R Chart Debut 38.

#### **ANNE MURRAY Lucky Me (Capitol)**

73% of reporters on this record. Adds: WSAI, WINN, KHAK, KSOP, WPOC, WBAP, KRZY, WKMF, WYII, KWKH. Charts: 34-29 KFGO, 37-30 WQQT, debut 24 WUNI, debut 25 WSUN, debut 25 WLWI, debut 30 WNRS. R&R Chart: Debut 39.

# **NEW & ACT**

JANIE FRICKE "Pass Me By" (Columbia) 70/7, KSON, WSAI, WKDA, WVOJ, WKSJ, WQQT, WCMS. Charts: 35-30 WXCL, 32-27 WKKN, 34-25 WWVA, 31-25 KYNN, 28-22 KFTN, 37-30 KRZY, 33-24 KRMD, 32-24 KHAK, 29-19 KMPS, 37-30 WBAM, 29-24 KFEQ, 37-30 KHEY, 21-16 KFGO,

JOE SUN "Shotgun Rider" (Ovation) 67/9, wnyr, wire, wsal, wmus, kson, kcub, kikx, klac, ktom, charts: 28-23 wyll, 31-25 wgto, 22-17 wvoj, 27-23 wadr, 39-27 keed, 34-28 wcos-fm, 26-19 khak, 23-17 krmd, 37-30 cklw-fm, 26-18 wwva.

T.G. SHEPPARD "Smooth Sailin" "(WB/Curb) 66/21, KLZ, WSAI, WKMF, KWMT, WKSJ, WNVY, WINN, WSUN, KWKH, WKXA, WNYR, WYII, WGTO, KZIP, WCOSFM, WLAS, WAXX, KYNN, KRZY, KKAL KRAK, Charts: 30-20 KSOP, 36-28 WVOJ, 35-25 KCKC.

RONNIE McDOWELL "Lovin" A Living Dream" (Epic) 65/9, WKSJ, KCEY, WHK, WDAF, WNRS, WIRE, WTHI, WYTL WKMF, Charts: 34-27 WFMS, 30-22 KSOP, 26-18 KSO, 32-26 WSAI, 20-16 KCKC, 18-13 WVOJ, 30-22 WUNI, 30-22 WYII, 34-27 WGTO, 32-26 WQQT.

CRISTY LANE "One Day At A Time" (UA) 63/10, WJJD, WINN, WPOR, KOKE, WKSJ, WQQT, WHBF, WBCS, WSAI, WKMF, Charts: 35-30 WHK, 36-29 KLAC, 25-19 KSO, 30-25 WCXI, 34-29 WKCL, 29-21 CKLW-FM, 34-28 KRMD, 38-26 KEED, 40-28 KWKH.

DAVE &-SUGAR "New York Wine And Tennassee Shine" (RCA) 61/10, WOKE

DAVE & SUGAR "New York Wine And Tennessee Shine" (RCA) 61/10, WOKO, WPOR, WCMS, KTYN, WKKN, KYNN, CKLW-FM, WSAI, KBMR, KWMT. Charts: 35-27 KFTN, 38-30

ED BRUCE "Diane" (MCA) 60/3, KSON, WJJD, WPOC. Charts: 39-28 KSOP, 20-13 KNIX, 34-25 KYNN, 31-26 KRMD, 24-18 KHAK, 22-20 KMPS, 29-24 KEBC, 32-27 WXCL, 22-16 WIRK-FM, 43-28 KZIP, 27-20 WIRE 28-20 WCMS, 24-20 KMPS, 29-24 KEBC, 32-27 WXCL, 22-16 WIRK-FM, 43-20 KMPS, 29-24 KEBC, 32-27 WXCL, 32-20 KMPS, 32-

34-25 KYNN, 31-26 KRMD, 24-18 KHAK, 25-20 KMPS, 29-24 KEBC, 32-27 WXCL, 22-16 WIRK-FM, 43-28 KZIP, 27-20 WUBE, 28-20 WCMS, 34-29 KWMT.

RONNIE MILSAP "My Heart" (RCA) 59/16, WCMS, WIRK-FM, WUBE, WCXI, KSON, KCEY, KIDN, KTYN, KYNN, KWMT, WINN, WNVY, KVOO, KEBC, WOKK, WPOR. Charts: 33-27 KLZ. debut 20 KEED, debut 22 WUNI, 36-28 WQQT.

FLOYD CRAMER "Dallas" (RCA) 59/7, WBAX, WVMI, KLVI, WHK, KUZZ, KKAL, KIDN. Charts: 52 WLWI, 30-24 WYDE, 17-12 WCOS FM, 30-25 KMAK, 15-10 WEEP, 27-21 KHAK, 34-24 WIRE, 38-26 KZIP.

TOMMY OVERSTREET "Down In The Quarter" (Elektra) 55/4, WIRE, WTHI, WYTL, WKDA. Charts: 22-17 WWVA. 37-37 KSOP, 11-8 WLWI, 38-30 KHAK, 37-28 KFTN, 26-21 KRMD, 28-19 WIRK-FM, 31-25 WCOS-FM, 33-26 WGTO.

OAK RIDGE BOYS "Trying To Love Two Women" (MCA) 53/42, The "Most Added" song this week, Some new adds Include KEED, KRAK, KLAC, KCKC, KNEW, KNIX, KSOP, KRAM, KMPS, KEEN, WCXI, WDAF, WIL, WFMS, WUBE, WLWI, KEBC, WSUN, KRMD, WIRK-FM, WSM, KWKH, WMC, WEAT, WGTO, WUNI, KIKK, WPOC, WCMS, WEEP, debut 25 WHK.

MOE & JOE "Tell Ole I Ain't Here, He Better Get On Home" (Columbia) 53/30, one of the "Most Added" this week. New stations include WADR, WEEP, KRMD, WBAM, WIRK-FM, KUNI, WQQT, WUNI, WTHI, KSO, KHAK, CKLW-FM, KYNN, WKKN, KTYN, WUBE, KFGO,

KEED, KRAM, KSOP.

JOHNNY RODRIGUEZ "Love, Look At Us Now" (Epic) 53/7, WIL WINN, KOKE, WKDA, KWKH, WAXX, WNRS. Charts: 31-23 WWVA, 26-22 WVOJ, 32-27 KFGO, 29-21 WUNI.

EDDY RAVEN "Dealin' With The Devil" (Dimension) 50/6, KLAC, WCXI, WUBE, WBAP, KNOE, KCEY, Charts: 40-28 KNIX, 27-18 WSM, 32-26 WBAM, 30-24 KMPS, 30-25 WKKN, 27-21 WWVA, 36-30 WAXX, 25-17 KHAK.

BUCK OWENS "Love Is A Warm Cowboy" (WB) 50/6, KEEN, KEED, KOKE, WCMS, KRZY, KKAL. Charts: 35-30 WSEN, 30-26 WVOJ, 27-23 WEAT, dobut 29 WUNI.

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# ΓΙΟΝΑΣΑΙRPLAY/40

	s Wee	ks We		<b>April 11, 1980</b>	
6	3	1	0	CRYSTAL GAYLE/It's Like We Never Said Goodbye (C	Columbia
7	4	3	0	CHARLEY PRIDE/Honky Tonk Blues (RCA)	o o i di i i biaj
16	11	6	Ð	GEORGE JONES & TAMMY WYNETTE/Two Story Ho	use (Enic)
13	6	5	0	DOTTIE WEST/A Lesson In Leavin' (UA)	ouse (Epic)
18	12	8	0	EMMYLOU HARRIS/Beneath Still Waters (WB)	
1	2	2	6	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)	
14	8	7	7	BRENDA LEE/The Cowgirl And The Dandy (MCA)	
26	21	12	0	EDDIE RABBITT/Gone Too Far (Elektra)	
19	14	10	9	DEBBY BOONE/Are You On The Road To Lovin' Me A	gain (WB/Curb)
31	28	13	0	MERLE HAGGARD/The Way I Am (MCA)	gam (VV D/Curb/
3	1	4	11	CONWAY TWITTY/I'd Love To Lay You Down (MCA)	
27	26	16	Ø	JIM ED BROWN & HELEN CORNELIUS/Morning Com	es Too Farly (RCA)
35	28	19	Ð	DOLLY PARTON/Startin' Over Again (RCA)	oo roo Larry (NCA)
33	25	17	0	LARRY GATLIN & GATLIN BROS./Taking Somebody	With (Columbia)
12	7	9	15	HANK WILLIAMS JR./Women I've Never Had (Elektra)	)
17	17	14	16	ROSANNE CASH/Couldn't Do Nothing Right (Columbi	ia)
38	32	24	Ø	EDDY ARNOLD/Let's Get It While The Gettin's Good (F	RCA)
-	36	28	0	DON WILLIAMS/Good Ole Boys Like Me (MCA)	
10	10	11	19	RAY STEVENS/Shriner's Convention (RCA)	
34	29	21	20	BILLIE JO SPEARS/Standing Tall (UA)	
_	35	29	0	JOE STAMPLEY/After Hours (Epic)	
_	-	33	Ø	JEANNE PRUETT/Temporarily Yours (IBC)	
-	_	38	Ø	KENNY ROGERS w/KIM CARNES/Don't Fall In Love W	ith A Dreamer (UA)
-	40	37	3	JOHN ANDERSON/She Just Started Liking Cheatin' So	ongs (WB)
_	39	36	<b>©</b>	CON HUNLEY/You Lay A Lot Of Love On Me (WB)	<b>3</b> -1-1-2,
21	19	22	26	ALABAMA/My Home's In Alabama (MDJ)	
5	9	23	27	STATLER BROTHERS/(I'll Even Love You) Better Than I	Did (Mercury)
45	_	39	0	GAIL DAVIES/Like Strangers (WB)	
15	13	15	29	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)	
40	33	32	30	CHARLIE DANIELS BAND/Long-Haired Country Boy (E)	pic)
20	-	40	0	BILLY "CRASH" CRADDOCK/I Just Had You On My Mi	ind (Capitol)
29	23	20	32	DANNY DAVIS & WILLIE NELSON/Night Life (RCA)	
2	5	18	33	RONNIE MILSAP/Why Don't You Spend The Night (RCA	4)
-	37	30	34	JOHN WESLEY RYLES/Perfect Strangers (MCA)	
	38	31	35	LORETTA LYNN/Pregnant Again (MCA)	
36	30		36	MAC DAVIS/It's Hard To Be Humble (Casablanca)	
50	_ =	25	37 C)	KENNY DALE/Let Me In (Capitol)	
		-	Ö	KENDALLS/I'm Already Blue (Ovation)	New Entry
_			40	ANNE MURRAY/Lucky Me (Capitol)	-
	_	=	+0	LEON EVERETTE/I Don't Want To Lose (Orlando)	

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward mover from the majority of our reporters.

DON GIBSON "Sweet Sensuous Sensations" (WB/Curb) 49/11, KSON, WNRS, WNVY, KKAL WTHI, KOKE, KIKX, KWMT, WKSJ, KTOM, WYTL. Charts: 30-19 KWKH, 31-24 KSO, 32-28 CKLW-FM, 32-28 WCXI, 36-30 WKKN, 33-23 KSOP, 28-22 KRMD, 33-28 KFGO. LARRY G. HUDSON "I Can't Cheat" (Mercury) 46/4, KCUB, WCXI, WTHI, WJJD. Charter 38:30 WUBE, 42:27 KZIP, 35:29 WCOS-FM, 29:23 KHAK, 38:30 KRMD, 32:26 KFTN, 35:30

GENE WATSON "Bedroom Ballad" (Capitol) 41/23, WUNI, WFMS, KRAK, KNIX, KSOP, KRAM, KMAK, KTOM, KBET, KYNN, KSO, KHAK, KFEQ, KFGO, KVOO, KEBC, WLWI, KRMD, WCOS-FM, KHEY, WVMI, WEAT, WOKK.

### Others Getting Significant Action

RONNIE MILSAP "Silent Night (After The Fight)" (RCA) 39/14, KEEN, WCXI, WHK, WPOR, WINN, KVOO, KEBC, KWKH, KWMT, KHAK, WKKN, KCEY, KMAK, KBET, 26-20

SONNY CURTIS "The Real Buddy Holly Story" (Elektra) 37/11, KMPS, KSOP, KUGR, WMUX, KFEQ, KSO, WDGY, WYDE, WKDA, KWKH, WEAT, Charts: 36:25 KHAK, 40:30

JERRY REED "Workin" At The Carwash Blues" (RCA) 37/6, WUBE, WPOR, KWKH, WUNI, WTHI, WKKN, 35:30 KEEN, 34:28 WSEN.

GEORGE JONES "He Stopped Loving Her Today" (Epic) 36/16, KLAK, WXCL KTYN, WHBF, WKKN, KFEQ, KFGO, WINN, KVOO, KLVI, WIRK-FM, WUNI, KIKK, WNYR, KBET, KSOP, Charts: 32-25 WFMS, 32-22 WSM, 27-20 KCKC.

JOHNNY PAYCHECK "Fifteen Beers" (Epic) 36/14, wwva, kwkh. wcos-fm, wnvy. wxcl. wcxi, cklw-fm, wkmf, wsai, kuzz, kikx, keed, krzy, krak, 35/24 ksop.
TAMMY WYNETTE "He Was There (When I Needed You)" (Epic) 30/30, one of the "Most Added" of the week. New stations include KMPS, KEEN, KCKC, KEED, WFMS, KIKK, WLWI, WSM, WSUN, KRMD, WIRK-FM, WYII, KRAK, KIKX, KUZZ, KNIX, KRZY, KSOP, KFGO, KSO, WAXX, WKKN, KTYN, WYOJ, KHEY, WBAM, KZIP, WUNI, WGTO, KZIP.

JIM REEVES w/DEBORAH ALLEN "Take Me In Your Arms..." (RCA) 27/12, WXCL, WUBE, KFEQ, KRZY, KLAK, KIKX, KUZZ, KNOE, KVOO, KEBC, WBAM, KZIP, 36-28 WFMS.

BILL ANDERSON "Make Mine Night Time" (MCA) 27/8, KUZZ. KBMR, WKMF, KNOE, WLWI, WEAT, WWVA, WNYR.

MARTY ROBBINS "She's Made Of Faith" (Columbia) 27/7, WXCL, KYNN, KHAK, KVOO, KEBC, KZIP, 39-30 WWVA. 29-19 KSOP.

STEPHANIE WINSLOW "I Can't Remember" (WB/Curb) 26/7, KRAK, WAXX, WNS, WIRE, WSM, WIRK-FM, KWKH. 29-24 WVOJ.

WNRS, WIRE, WSM. WIRE-FM, R.WARD. 47-27 WVOJ.

ROY CLARK "If There Were Only Time For Love" (MCA) 26/5, WKKN, KHAK, WNVY, WUNI, WWVA. debut 29 WYDE.

HOYT AXTON "Evangelina" (Jeremiah) 23/11, KRAK, KEED, WFMS, WAXX, KFGO, KFEQ, KNOE, KEBC, WEAT, WUNI, WOKQ.

MUNDO EARWOOD "You're In Love With The Wrong Man" (GMC) 22/9, KENR, KEED, KYNN, KHAK, KEBC, KRMD, WGTO, WUNI, KCEY, 38:29 KSO.

ZELLA LEHR "Rodeo Eyes" (RCA) 21/6, WSM, KVOO, KEGO, KEGO, KUGR, KBET.

RAZZY BAILEY "Too Old To Play Cowboy" (RCA) 19/19, KMAK, KSOP, KNOE, WWVA, KNIX, KKAL, KEED, KRAK, KIKX, WLAS, WLWI, KRMD, WCOS-FM, KZIP, WUNI, WVOJ, WGTO, WEAT, WYII.

JOHNNY CASH "Bull Rider" (Columbia) 16/10, KRZY, KTOM, KHAK, KNOE, WLAS

TOMPALL AND THE GLASER BROS. "The Ballad Of Lucy Jordon" (Elektra) 13/5, KEED, WSEN, KVOO, WUNI, WGTO. On KMPS, KRAK, KLAK, KFEQ. KFGO, KFDI, KKYX.

PAM ROSE "I'm Not Through Loving You Yet" (Epic) 10/8, KLAK, KMPS, KSOP, KFGO, WBAM, WSM, KVOO, WSEN, 17-12 WOKQ. On KFDI.

### Most Requested

EDDIE RABBITT (Elektra)

MAC DAVIS (Casablanca)
DOTTIE WEST (UA)
BELLAMY BROTHERS (WB/Curb)
CONWAY TWITTY (MCA)
CRYSTAL GAYLE (Columbia)
RAY STEVENS (RCA)
DOLLY PARTON (RCA)
LARRY GATLIN (Columbia)
DON WILLIAMS (MCA)

VILLIAMS IMCA

#### **Active Recurrents**

BOBBY BARE Numbers (Columbia)
BELLAMY BROTHERS Sugar Deddy (WB/Curb)
LACY J. DALTON
ennessee Weltz (Columbie)
JERRY LEE LEWIS
Two Words Collide (Elektre)
CHARLY McCLAIN
Men (Epic)

RONNIE MILSAP Why Don't You Spend The Night (RCA)

ANNE MURRAY

ANNE MURRAY
Daydream Believer (Capitol)
WILLIE NELSON/
Heroes Heve Always... (Columbia)
STATLER BROTHERS
Even Love You) Better... (Mercury)
RAY STEVENS
Shriner's Convention (RCA)

Shriner's Convention (RCA)
CONWAY TWITTY I'd Love To Lay You Down (MCA)

GENE WATSON

Nothing Sure Looked... (Capitol)

Nothing Sure Looked... (Co HANK WILLIAMS JR nen I've Never Had (Elekt



SPRING FEVER: In a random look at the local top ten country hits this week, I find six of those current hits involving women! As recently as 15 years ago, you could hardly find 6 women in the top 100!

Linda Ronstadt sold out (in advance) the 10,400 Municipal Auditorium in Music City. . 16-yearold Wendy Holcombe, the banjo-playing pretty who just last year came out of pigtails, was signed by NBC-TV President Fred Silverman to a "career development" contract and will be featured on major network shows this summer and fall. Wendy's "coach" (Top Billing Agency President Tandy Rice) says he's not aware of anything like this ever happening to anyone else in Nashville before. How did it impress the good-looking, wholesome young lady from Alabaster. Alabama? "Made me real bug-eyed," she said . . . Box office update: \$21 million for the first four weeks showing of "Coal Miner's Daughter!" Since Glen Campbell and Sarah have split, he's dating (beavy!) Tanya Tucker. Seems like only last week we heard Tanya was seen regularly with Joe Namath .. sources say they'll marry! . . . Terry Bradshaw's new record is raising the eyebrows of a lot of music row wags. Sounds like Gatlin . . . Ditto Leigh Grady, the girl on 10,000 posters at last year's Fan Fair, getting

great reviews on her new record. Rumors from Hattiesburg, MS have her scheduled to (in an effort to top last year's Fan Fair notoriety) ride an appaloosa from Hattiesburg to Nashville this year! (450 miles!). Brenda Lee and Jacky Ward headline a benefit concert Wednesday (4-16) at Brentwood Academy. Rumor that Jim Ed Brown will record again with his sisters Maxine and Bonnie. They



Jim Ed Brown

had a string of hits from the mid-50's to the mid-60's

Paul Harvey, who was keynote speaker at this
year's Country Radio Seminar, reprised his speech in
his syndicated column re his early radio background
at KVOO/Tulsa, announcing shows for Bob Wills,
Johnny Lee Wills and the Alabama Boys ... "The
200th Anniversary of Nashville," a two-hour TV Country spectacular spotlighting every living performer
who has ever appeared on the Opry begins taping
September 14. ABC-TV is sponsoring, in association
with the Nashville Bicentennial Committee, state of
Tennessee, and city of Nashville. Director Pierre
Cossette says the show will be the biggest country
music show in TV history! ... "Hee Haw" found a

new home, as expected, at Opryland Productions They'll start shooting the "Hee Haw" scenes in the Opryland TV studio in June, Producer Sam Luvullo and WSM, Inc. President Bud Wendell announced the other day. When the show started shooting in 1968, even the performers on the show didn't think it would ever last. They didn't like the name (thought it was degrading), they just knew it was too corny for the general public to buy it; the only thing most agreed on was that the music was honest country, and that was good, since honest country music had never gotten regular exposure on network television before. Most of the guys admit now that they thought it would be some extra work for a few weeks. Without exception, the regulars on the show have become true national personalities and have found totally new audiences as a result of their being on the show

PERSONALITIEN: Johnny
Paycheck was arrested in
Edmonton, Alberta, Canada
on a complaint filed in 1976
by Vivian Richards, who
claims to be the mother of
his child. Buck Owens
plays a sheriff's role in a
new movie, a slapstick
comedy. Eddie Rabbitt's
TV special finally scheduled
for July 11 on NBC. Guests
include Jerry Lee Lewis,
Henny Youngman, Emmylou
Harris, and Wenty Holcombe



Buck Owens

Sylvia Chase and ABC's "20/20" crew have followed Loretta Lynn from the Nashville and Louisville premieres of her movie to Reno and Lake Tahoe for a feature shortly. Ditto Loretta's filmed feature on No. Tom T. Hall will not be in-"PM Magazine" volved in the Universal Studios planning or production of the TV series "Harper Valley PTA," but Barbara Eden (remember "I Dream Of Jeannie") will star in the series, I understand, as she did in the #1-rated Tokyo Matsu has a new album called TV movie "From Tokyo With Love." She's a fiddler and bills 'e Owens disbanded his Buckare He'll carry only his harmony singe. Doyle Singer Anne Murray named on concert tours this summer. as a new member of the Hollywood Walk Of Fame in 1980 ... Patsy Montana celebrates her 50th year in the music business in 1980. Patsy's "I Want To Be A Cowboy's Sweetheart" was the first female country record to sell a million! She's just back from . Kenny Rogers & Dottle her latest European tour!

West headline at the Riviera Hotel in Las Vegas April 17-30 . . . Jim Ed Brown, Helen Cornelius, Jerry Clower, and Wendy Holcombe (there she is again) start taping summer and fall segments of "Nashville On The Road" syndicated TV series in Albuquerque, Ruidoso, and Carlsbad, NM from April 22 through May 1 . . . Freddy Fender and his old mentor Huey Meaux broken up after all these years? Fender signed with Buddy Lee here for bookings. He was with Jim Italsey . . . Dick Shuey's "Music City Express" added 26 stations to its syndicated itinerary in less than a month. For information contact Music City Express, Box 50, Goodlettsville, TN 37072 or call (615) 859-1343 . . . Tammy tapes her first TV special this week (14-15)

... Tammy tapes her first TV special this week (14-15) with guests George Jones and Tom T. Hall. Show is co-produced by the Osmonds and Country Roads of Great Britain. It'll be syndicated in U.S. and Europe this fall ... George Burns tapes his special in August at the Opry House for NBC ... Tanya Tucker and Merie Haggard about to do a duet album together?

. Willie Nelson's 4th of July picnic set for . . . the 4th of July at Willie's Pedernales Country Club in Austin. So far, confirmed guests include Charlie Daniels, Ernest Tubb and Ray Price . . . Mary K. Miller married her mentor, Vince Kickerillo, in Houston . . . The Glaser Bros. signed with Elektra/Asylum . . . RCA hatching a big ad/merchandising campaign for Ronnie Milsap, in conjunction with his recently released album and current tour (with Don Williams and Zella Lehr). In-store promotions, posters, magazine profiles and an upcoming edition of ABC's "Country Greats In Concert" all set.

NASHVILLE AIRLINES: Bill Anderson whispered over 200 radio stations from Lone Star Cafe in New York City Jerry Clower's celebrating his 10th year of performing for money since he "backed into" Rex Allen, Jr. wrote a song while show business stuck in a Kansas bluzzard . . . Willie Nelson had plenty of onstage company Sunday night (4-6) at Nashville's Municipal Auditorium when performer-friends joined him onstage at his concert ... If you've got one of those "Elvis Presley - The First Year" albums which sold recently on TV, keep it. It's a collector's item, since the federal courts have taken it off the That "Hank Williams: The Man and His Music" two-hour special started its syndicated itinerary this week and will be shown in 150 other areas between now and June

is considered by many as the most important singerwriter in country music history, his recording career covered less than six years! (Ditto Jimmie Rodgers!) Larry Gatlin was second-string halfback at the University of Houston for three years, got to play only 13 minutes of college football. Why? One reason was Elmo Wright, the first-string halfback, who was All-American for three years!

FLASHBACK, 1973: George Jones gave new artist Johnny Rodriguez 15 of his showsuits (then valued at \$500 apiece) and Tom T. Hall gave Rodriguez a tour bus. Johnny played Bandera, Texas, the girls tore off his George Jones suit, and wrote all over his Tom T. Hall bus. Boy, did that get his goat. (But that's another story!)

#### Country Music Loses A Friend Red Sovine, whose

Red Sovine, whose career spanned 40 years, died of a heart attack last Friday (44) while driving on a Nashville city street. Five hundred of his music business friends ranging in age from the Duke Of Paducah and Ernest Tubb, to Rex Allen Jr. and other young stars, paid tribute to Red at the funeral (4-7) in Nashville.



Red Sovine

Sovine, 61, is survived by 3 sons and a daughter. His notable hits included "Phantom 309," "Giddyup Go," and the million-seller "Teddy Bear."



MARVEL MARVELS MORRIS — Narvel Felts is shown during his recent signing with the William Morris Agency to represent him worldwide. Seen here are Felts's attorney Ralph Gordon; WM agents Paul Moore and Dolores Smiley; Sonny Neel, head of WM/Nashville; and Narvel iseated).



#### WEST

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George Jones
Pam Rose
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Hens Williams Jr
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#### Most Added •

OAK RIDGE BOYS Trying To Love Two Women (MCA) MOE & JOE Tell Ole I Ain't Here... (Columbia)
TAMMY WYNETTE He Was There... (Epic)

Hottest

EDDIE RABBITT (Elektre) G. JONES & T. WYNETTE (Epic) CRYSTAL GAYLE (Columbia)

# REGIONAL ADDS & HOTS

#### **EAST**

Anne Murray
Deb Ridge Boys
Jimmy Buffett
Juice Remton
Johnny Gash
Pam Rose
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Gene Mation Marry Robbins Robb

Hoyt Auton Bill Anderson, Razzy Balley Oak Ridge Boys Sonny Curtis Gene Mitton HOTTEST. Buth Owens Hac Davis Joe Sun Kendalls

### Country



#### **HOTTEST TRACKS:**

"Whiskey Lady" (MCA) Oak Ridge Boys

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay. REX ALLEN JR. - Oklahoma Rose - (WB) "It's Over" "Oklahoma

Rose BILL ANDERSON - Nashville Mirrors - (MCA) "Nashville Mirrors" "One Man Band"

BELLAMY BROTHERS - You Can Get Crazy - (WB/Curb) "Dancin" Cowboys" "Fast Train Out Of Texas" COAL MINER'S DAUGHTER - Soundtrack - (MCA) "Coal Miner's

Daughter" "Honky Tonk Girl" BILLY "CRASH" CRADDOCK - Changes - (Capitol) "Ain't No Easy Way To Lose" "She's Good To Me" "Now That The Feeling Is Gone" MAC DAVIS — It's Hard To Be Humble — (Casablanca) "It Was Time" "I Will Always Love You"

JOHN DENVER - Autograph - (RCA) "How Mountain Girls Can Love" JERRY LEE LEWIS - When Two Worlds Collide - (Elektra) "Rockin" Jerry Lee'

LORETTA LYNN - Loretta - (MCA) "Naked In The Rain" "The Fool Wouldn't Listen"

RONNIE McDOWELL - Love So Many Ways - (Epic) "Peaches" "24 Hours Of Love

RONNIE MILSAP - Milsap Magic - (RCA) "She Thinks I Still Care" "If You Don't Want Me To" OAK RIDGE BOYS - Together - (MCA) "Beautiful You" "Whiskey

Lady" "Ready To Take My Chances" "Take This Heart" CHARLEY PRIDE - There's A Little Bit Of Hank In Me - (RCA) "You Win Again"

KENNY ROGERS - Kenny - (UA) "Goodbye Marie" KENNY ROGERS - Gideon - (UA) "You Were A Good Friend" "The Buckeroos" "These Chains"

CONWAY TWITTY - Heart & Soul - (MCA) "Smoke From A Distant





POP/ADULT®

### Mike Kasabo

#### Katz Agency: Advertiser Interest In 25-54 Continues Upward Trend

Data compiled by the Katz Agency, a leading broadcast sales and marketing representative, confirms the trend toward use of higher demographics in making spot TV and radio buys, a trend first noted in early 1979 and accelerated throughout the year. Last year's statistics show that 21.3% of radio sales presentations made by the representative's sales staffs included demographic data for adults 25-54, up almost double from 1978's 11.3%.

The information, of course, is based upon the specific demographic and does not especially reflect any one given format; however, it is evident to all that Pop/Adult radio deals quite specifically within this age spectrum — hence its inclusion in this column.

"This trend is understandable," according to Bill Schrank, VP of the firm's Research Department, "Right now, adults 25-54 account for 46% of the 12+ population. By 1985 they will represent 50% of the 12+ total."

This trend towards aiming at the 25-54 demographic category is obviously quite dramatic in radio. That category moved from fourth to first place in just one year according to the Katz study. By contrast, the 18-34 category, which was number one in 1978, dropped to number two for 1979.

Over the course of a year, sales presentations made by Katz are in excess of 100,000, responding to advertiser and audience requirements, including information regarding rates, ratings and demographics. All input is computer-prepared and captures statistics on all sales presentations made. From this data, Katz research is able to isolate the percentage of times specific demographics are included in total sales presentations.

93 different categories of rating and household data are used by media planners and buyers to pinpoint radio and TV audiences. A comparison of the latest figures available, which is a cumulative report of the full year 1979 compared to the full year of 1978, shows the following pattern in advertisers' demographic interest:

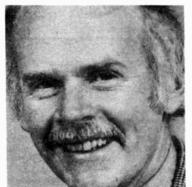
	Radio		$\mathbf{TV}$				
Demographic	1978	1979	Demographic	1978	1979		
18-34	19%	20.5%	18-34	17.2%	16.8%		
18-49	20.8%	19.5%	18-49	42.2%	35.8%		
25-49	17.5%	13.8%	25-49	14.2%	14.1%		
25-54	11.3%	21.3%	25-54	20.2%	24.6%		

The study by Katz shows, certainly for radio, a fact that we've all been aware of for some time - that the population is getting older and wise programmers and management, on both AM and FM, are taking proper steps to gain control of this very lucrative 25-54 demographic area.

#### **Coming Home**

KAKZ/Wichita has gone through some major changes in the past several months (including a call change from E to Z — KAKE to KAKZ) but none of these alterations is more noteworthy than the return of programming veteran Don Hofmann to Kansas radio. Hofmann is the Operations Manager of KAKZ, having originally left there 21 years ago for fame and fortune on the West Coast during which time he found a great deal of success with the Golden West chain at KVI/Seattle and KSFO/San Francisco.

"When I first started, in the early 50's," he reminisced, "radio was all block programming. Mutual network mystery stories, country & western shows at noon, Beautiful Music programs on Sundays and dance band remotes from the networks every week night."



till going strong in 1980.

The 1957 version of Don Hofmann

Of his early California days Hofmann recalls, "In early 1962 I went to KMBY/Monterey — it was Top 40 and Robert W. Morgan was the morning man and PD and was getting ready to move on to Fresno, so I came in as the Program Director. I worked with all kinds of great people there: Bobby Ocean, who had his first job in radio at KMBY; Eric Norberg was one of the DJ's, and so was Frank Coburn."

Hofmann lit up when asked how it felt to come back to his original radio home. "It's like I haven't been gone. The station is the same physical plant as it was over 20 years ago. Bill MacLean, whom I worked with back then, is still here. I'm just thrilled to be back, especially to now be Operations Manager from a \$1.00 an hour gig back in the 50's."

#### Update

SACRAMENTO P/A JUMPS TO FULL-TIME NEWS/TALK: After decades as toprated Pop/Adult leader in the California capital, KGNR has decided to devote its energies to being a full-service Talk outlet with heavy emphasis on news. Program Director Dave Darin commented on the format change to R&R: "The main thing that led to the decision was the fact that we in the past have had our great success with our news block times in morning and afternoon drive and were never able to sustain those figures when we switched to Pop/Adult music for what was the majority of the day and evening hours. As

we slowly slipped on more and more talk segments, the feeling became obvious - that's what people wanted us to do. It feels right and we're happy with the decision." WKRP/Cincinnati PD Gary Sandy came back (in real life) to his hometown to visit WHIO/ Dayton and old haunts. He did a couple of hours on air and later spent time with Music Director Kris Rankin, who is an old high school chum . . . THE FOOLS OF APRIL: WCHV/ Charlottesville staged an elaborate "April Fool's Day Parade" - which, or course, never really existed! The bogus parade came complete with sound effects and other aural embellishments to make it sound like a legit march. The event was thrown in honor of a co-founder of that town, Gridley Ridspath; one of the highlights was a visit by the mayor, and all in all the listener reaction was very strong in favor of the farce . . . KRMG/Tulsa will carry the Tulsa Roughnecks soccer schedule this year . . . WTAR/Norfolk raised over \$135,000 as Chris Evans and Mike Miller (station heavyweights) cohosted a 20-hour telethon for Easter Seals. WTAR received an award for being the top fund-raising market in total dollars — which is quite an accomplishment for an area Norfolk's size . . San Francisco got a little country with its "Buck Owens Rodeo and Frontier's Day Celebration," which raised funds for cancer research . . . KAKZ/Wichita morning ace and consumate magician Gene Rump attended an invitation-only convention in Las Vegas recently with other wizards of the art, as they all displayed and traded tips on their magic prowess. The one thing these gentlemen of illusion failed in was changing the gambling odds to their favor - that's beyond anyone's power . . .

#### **Transition**

Longtime R&R reporter Jerry David Melloy (pictured) has been promoted to the position of Operations Manager of WHAS/Louisville (where he is a 14-year veteran). Melloy will also oversee the FM operation, WAMZ... Also at WHAS, Brench Boden has been assigned to the Coordination Supervisor role after serving as the station's Continuity Director... Jeff Mazzei has moved from the Music Director position of WNEW/New York to the Assistant Program Director slot of Top 40-formatted WABC — Mazzei was always a rocker at heart... Bill Miller has exited his talk show segment at WGY/Schenectady after a five-year run; no replacement has been named... KDWN/Las Vegas has added a cohost (with Jack London)



to its midday talk show, "People Talk." Ken Stahl comes to the station from the Boston market, where he worked in the news departments of WHDH and WVBC-TV... John Bell, Jr., Business Manager of WASH/Washington, has been appointed account executive — he worked previously at Metromedia's Philadelphia outlet, WIP... Sherri Brennen has been appointed to the position of account executive of WTAR/Norfolk from the Promotion Manager position at the station... Larry Aarons, recently new Program Director of KOB/Albuquerque, has taken on the station's morning drive position as well as replacing Dan Evens, who moves to the 9-12noon slot... Kent Gilbert goes from middays at WCFR/Springfield, VT to afternoon drive in another Springfield — this one in Massachusetts at WAQY...

#### Color

TRIVIA PAYS OFF IN NEW YORK: WYNY/New York is running a promotion on Dan Daniel's midday show called "Dandy Dan's New York," which allows listeners to grab prizes for a correct answer to trivia questions. Once per hour a trivial fact or important historic occurrence relative to New York and its outlying areas comes up. During this time frame, Dan (cleverly) gives the answer. Later in the hour he asks a question that the answer matches. He also asks for a caller from a specific area, with a correct answer bringing the contestant a prize from his grab bag.

GET THE SPIRIT: WGR/Buffalo is running its "Spirit Of America" contest. The idea of the promotion is for the contestant to identify a famous American person, place, thing or event — whichever happens to be that hour's category. A 60-second promo is played, building slowly up to the point of being a dead giveaway. Prizes are U.S. savings bonds in various amounts from \$50 to \$500 depending upon how quickly the answer is guessed. In this contest, as Music Director Jerry Reo points out, "Everybody wins something, including the losers, who receive 10 Susan B. Anthony commemorative coins." Losers is right.



LOOK BEFORE YOU LEAP — WISN/Milwaukee, in the spirit of the Leap Year tradition (the woman's turn to esk the man to marry), made it possible for six female listeners to "pop" the question to their favorite guy in a very new and exciting fashion. By the luck of the draw, six ladies were selected to receive the opportunity to have their proposals put to music by the Milwaukee City Sing-a-Gram service. The massages were sung to the lucky (matter of opinion) gentlemen during the middle of the business day at the place of their employment. Seen here is Den Preiser getting the "message" from two of the sing-song company's egents.



POP/ADULT®

# BREAKERS

'Breakers'

#### ANDY GIBB & OLIVIA NEWTON-JOHN I Can't Help It (RSO)

63% of our reporters are on it. A few of the latest adds are KEX, KHOW, WSGW, WDBO, KOB, KFMB, WFIR, WCCO, KDKA, WTMJ, KAKZ, WGY. Key moves: 22-14 WIBW, 30-23 WLNH, 19-15 WWWE, 23-19 WVMT, 30-26 WPRO, 32-24 KMBZ, debut 20 WISN, debut 20 KRMG, debut 26 KOLO, debut 27 WCSC, debut 29 WRIE. Jumps 37-23 on P/A chart.

#### **ANNE MURRAY Lucky Me (Capitol)**

64% of our reporters are on it. Latest include WHAM, WCBM, WGIR, KHOW, KWOS, WREC, KAKZ, WTAR, WSGW, WGY, KSL, WVMT, WHIZ, WCHV, WSLI, KOLO. Key moves: 20-17 KMBZ, 27-18 WIBW, 35-28 WHAG, 25-21 WSM-FM, debut 24 WPRO, debut 28 WWWE, debut 32 WORG, debut 39 KBLF. Debuts at No. 24 on P/A chart.

#### JENNIFER WARNES

#### When The Feeling Comes Around (Arista)

66% of our reporters are on it. Adds include WOWO, KMPC, WIS, KSTP, WELI, KRMG, WPRO, KAKZ, KRNT, KOGO. Key moves: 18-9 WRIE, 29-20 WBT, 26-22 KMBZ, 21-17 WLNH, 30-26 KRKO, 21-18 KFMB, 29-23 WIBW, debut 23 WBEN, debut 23 KEX, debut 26 WBOW, debut 29 WSM-FM, debut 34 KBLF. Jumps 38-26 on P/A chart.

#### **BETTE MIDLER** The Rose (Atlantic)

63% of our reporting stations are on it. Adds include WCBM, WATR, KRNT, KHOW, KNBR, KMPC, WJON, WDBO, WIS, KSL, WNEU, KAKZ, WHAS, WTMJ, KEX. Key moves: 22-15 WORG, 19-15 WSM-FM, 23-16 WOWO, 23-19 WBEN, 28-23 WPRO, 40-32 KBLF, 20-17 WGR, debut 18 WRIE, debut 25 WLNH, debut 26 WVMT. Jumps 40-29 on P/A chart.

# **NEW & ACTIVE**

FLEETWOOD MAC "Think About Me" (WB) 53/8 add WTAE, WFDF, WKHM, WIS, WCSH, KMRJ, KUGN, KNBR. Key moves: 17-10 WYMC, 17-10 WPRO, 21-14 KBLF, 21-15 KWOS, 16-12 KLTE, 12-5 WLNH, 24-19 WORG, 22-19 WNEU, 20-17 KRKO, 28-20 WFIR, 20-17 WOWO, 26-22 WSM-FM, Increased 33-28 on P/A chart.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 50/2 add WRVA, WBOW Key moves: 11-8 WHAG, 13-10 KMBZ, 28-26 WSGW, 23-21 KEX, debut 18 WGR, debut 27 KOLO. Heavy rotation: KLYD WATR, increased 32-30 on P/A chart.

KENNY LOGGINS "Keep The Fire" (Columbia) 45/4 add KNBR, WASH, WNEU, KUGN, Key moves: 84 WSM:FM, 17-10 WWWE, 17-12 FM97, 28-24 WOWO, 25-21 WFIR, 26-23 WHAG, 20-16 WPRO, 23-19 KBLF, 26-22 WTAR, debut 30 WBOW, Increased 35-31 on P/A chart.

NEIL DIAMOND "The Good Lord Loves You" (Columbia) 44/18 adds include WREC, WCCO, KAKZ, WFIR, WWWE, WSM-FM, WELI, KNBR, WATR, WISN, KMPC, WSLI, WSBA, KHOW, Key moves: 35-29 WSGW, debut 28 WPRO, debut 28 KOLO, debut 29 KMBZ, Debuts at

JIMMY RUFFIN "Hold On To My Love" (RSO) 47/4 add WIS. KPPL, KNBR, KRKK.
Key moves: 19:14 WBZ. 19:13 KWOS, 9-6 WCSC, 15:12 WPRO, 21:17 KLTE, 20:17 KDKA, 20:17
KRMG, 20:17 WFIR, debut 24 KEX. Increesed 34:33 on P/A chert.

BERNADETTE PETERS "Gee Whiz" (MCA) 46/12 edd KHOW, WFYR, WHOK, KNBR, KEX, WISN, WGY, WHDH, WJON, KUGN, KRMG, WCHV. Key moves: 19:15 WBEN, 19:18 WBT (llisted Hot), 16:13 WGR, 30:26 WORG, debut 24 WLNH, debut 27 WPRO, debut 32 WCSC. Debuts

# POP/ADULT AIRPLAY/40

Three Weeks	Two Weeks	Last Week	This Week	April 11, 1980
4	2	1	0	AIR SUPPLY/Lost In Love (Arista)
5	4	2	Ø	EAGLES/I Can't Tell You Why (Asylum)
3	3	3	3	TOMMY JAMES/Three Times In Love (Millennium)
12	9	6	0	DR. HOOK/Sexy Eyes (Capitol)
7	6	5	0	KOOL & THE GANG/Too Hot (DeLite/Mercury)
22	12	9	Ŏ	CHARLIE DORE/Pilot Of The Airwaves (Island)
10	7	7	7	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
28	17	14	0	PAUL DAVIS/Do Right (Bang)
18	14	10	9	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
20	13	11	<b>O</b>	CHRISTOPHER CROSS/Ride Like The Wind (WB)
21	16	12	11	RAY, GOODMAN & BROWN/Special Lady (Polydor)
11	8	8	12	DAVID GATES/Where Does The Lovin' Go (Elektra)
_	40	22	Ð	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA
39	25	18	Ō	DIONNE WARWICK/After You (Arista)
15	15	13	15	MELISSA MANCHESTER/Fire In The Morning (Arista)
1	1	4	16	RUPERT HOLMES/Him (MCA)
29	23	19	17	KARLA BONOFF/Baby Don't Go (Columbia)
32	26	20	18	JOHN DENVER/Autograph (RCA)
_	_	29	Φ	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)
33	29	26	Ö	BOB SEGER/Fire Lake (Capitol)
27	24	21	21	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
35	30	25	22	SPYRO GYRA/Catching The Sun (MCA)
_	_	37	Ø	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)
_	_ •	$\rightarrow$	€	ANNE MURRAY/Lucky Me (Capitol)
6	10	16	25	DAN FOGELBERG/Longer (Full Moon/Epic)
_	_	38	0	JENNIFER WARNES/When The Feeling Comes Around (Arista)
2	5	15	27	CHUCK MANGIONE/Give It All You Got (A&M)
_	35	33	28	FLEETWOOD MAC/Think About Me (WB)
_	_	40	0	BETTE MIDLER/The Rose (Atlantic)
38	32	32	30	ENGELBERT HUMPERDINCK/Love's Only Love (Epic)
_	_	35	31	KENNY LOGGINS/Keep The Fire (Columbia)
_		$\rightarrow$	32	NEIL DIAMOND/The Good Lord Loves You (Columbia)
_	38	34	33	JIMMY RUFFIN/Hold On To My Love (RSO)
8	11	17	34	SPINNERS/Working My Way Back To You (Atlantic)
_	-	$\rightarrow$	35	BERNADETTE PETERS/Gee Whiz (MCA)
_	-	$\longrightarrow$	36	AMBROSIA/Biggest Part Of Me (WB)
-	_	<b>→</b>	> 37	BARRY MANILOW/I Don't Want To Walk Without You (Arista)
_	_	<b>→</b>	> 38	DOLLY PARTON/Starting Over Again (RCA)
_	_		> 39	LINDA RONSTADT/Hurt So Bad (Asylum)
_	1	$\rightarrow$	40	PHOTOGLO/We Were Meant To Be Lovers (20th)

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** 

AMBROSIA "Biggest Part Of Me" (WB) 42/28, Second Most Added this week — WHAM, WGR, WSLI, WBEN, KRKO, WIP, WHDH, WEBC, WFIR, WHAS, WREC, WQUD, WGY, WCSC, WWWE, WYNY, WOWO, KDKA, KLTE, KFOR, Key moves: 31-27 WBT, debut 23 WSM-FM, debut 23 WSM-FM, debut 25 KWOS, debut 31 WORG. Heavy rotation: WDIF, Debuts at No. 36 on PIA chert.

debut 29 KWOS, debut 31 WORG. Heavy rotation: WDIF. Debuts at No. 36 on PIA chert.

BARRY MANILOW "I Don't Want To Walk Without You" (Arista) 39/32.

Number one Most Added — including WTMJ, WCCO, WRIE, WBEN, KSTP, WIP. KSL, WIOD.

WJON, WFTL, KRKK, WISN, KMBZ, KLYD, KNBR, WSB, WBT, WASH, WRVA. WHIZ. Debut 23

WVMT, debut 28 KLTE, Hot at KLYD, WSBA. Debuts at No. 37 on PIA chest.

DOLLY PARTON "Starting Over Again" (RCA) 37/4 add WIOD, WTAR. FM97. WKHM. Key moves: 19-15 WIBW, 30-23 KMBZ, debut 29 WPRO, debut 30 WVMT, debut 30 WLNH, debut 30 WWWE. Debuts at No. 38 on P/A chart.

LINDA RONSTADT "Hurt So Bad" (Asylum) 36/15 edds include WSLI, WMAZ, WQUA Idp), KLTE, KPPL, WHAS, WNEU, WPRO, WEBC, WCSC, WDIF, Key moves: 6·1 WWWE, 17-11 WLNH, 19-13 FM97. Heavy rotation: WASH, Debuts at No. 39 on P/A chart.

PHOTOGLO "We Were Meant To Be Lovers" (20th) 35/3 add KFMB, WPRO, WSM-FM, Key moves: 30-14 WYMC, 18-14 WHAG, 30-25 WTAR, 25-21 WRIE, debut 30 WORG, Heavy rotation: KRKK, KUGN, Debuts at No. 40 on P/A chart.

#### Others Getting Significant Action

NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra) 38/16 adda include WRVA, WTMJ, WATR, KHOW, WTAR, WSGW, WELI, WHDH, WFIR, WIP, WBEN, WVMT, WFTL, WCHV. Debuts 16 WGR, debuts 22 WRIE, debuts 29 WLNH, debuts 35 KBLF.

EDDIE RABBITT "Gone Too Far" (Elektra) 32/6 add KRKK, WKHM, WJON, WRVA WTAR, KUGN. Moves 19-13 KMBZ, Z4-21 WSB, 25-22 WYMC, debut 29 KOLO, debut 38 KBLF. DANN ROGERS "China" (International Artists) 27/4 add KUGN, WBT, WBOW, WHAM. Moves Z4-17 WIBW, 35-31 WTAR, 30-26 WHAG, debut 30 KOLO.

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 25/4 add WIS, WPRO, WTAR, s 6-2 KRMG, 20-16 KOLO, Heavy rotation; WHIO, WJON

JAMES LAST BAND "The Seduction (Love Theme)" (Polydor) 24/12 edd WATR, WGR, KLTE, WSB, WBT, WHIO, WGBM, KOLO, WHDH, WBEN, WORG, KRKO. Moves 30-28 WVMT, 30-24 FM97, debut 24 WSM-FM, debut 26 WLNH, debut 30 WPRO. BEACH BOYS "Goin' On" (Caribou) 23/2 edd WATR, KHOW. Moves 26-23 WWWE.

JACKIE DeSHANNON "I Don't Need You Anymore" (RCA) 23/1 edd WKHM

BILLY JOEL "You May Be Right" (Columbia) 22/3 add KNBR, WKIQ, KRKO. Moves 18-14 WGR, 24-15 WNEU, 18-12 KRMG, 11-7 WCSC, 29-21 WQUD, 21-18 WFIR.

B.J. THOMAS "Walkin" On A Cloud" (MCA) 20/5 WHIZ. KUGN, WHOK, WBT, WSBA. Moves 25-20 WHAG, 23-16 WIBW, debut 28 WLNH,

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 16/2

KORONA "Let Me Be" (UA) 16/2 add WCHV, WPRO. Moves 25-22 WOWO, 24-21 WBEN.

SHELLIE JACOBS "You Bring Out The Best Of The Woman In Me" (Venture) 14/1 add KUGN, Moves 29-25 WYMC, debut 19 WTVN

LEIF GARRETT "I Was Looking For Someone To Love" (Scotti Bros.) 12/1

DEBBY BOONE "Are You On The Road To Lovin' Me Again" (WB/Curb) 11/6 add, KMRJ, WTAR, WCCO, WTMJ, WIBW, KMBZ.

DAN HILL "I Still Reach For You" (Epic) 10/1 add KWOS. Moves 25-19 WIBW. Heavy

BOZ SCAGGS "Breakdown Dead Ahead" (Columbia) 10/1 add wowo. Moves

DON WILLIAMS "Good Ole Boys Like Me" (MCA) 9/3 add WCCO, WSBA, WTAR. MICHAEL JACKSON "She's Out Of My Life" (Epic) 8/8 add WSLI, KRKK, WVMT,

WHISPERS "And The Beat Goes On" (Solar/RCA) 8/1 add WBZ Moves 16-8 WLNH, debut 28 WNEU.

#### **Most Added:**

BARRY MANILOW

I Don't Want To Welk Without You (Arista)

Added at 35% of our reporting stations, AMBROSIA

Biggest Pert Of Me (WB)
Added at 31% of our reporting at
ANNE MURRAY

ANNE MURRAY
Lucky Me (Cepitol)
Added at 23% of our reporting state
NEIL DIAMOND
The Good Lord Loves You (Column
Added at 20% of our reporting state
the following artists were all added
of our reporting stations.)

of our reporting station
DAN FOGELBERG Heart Hotels (Full Moon/Epic)
ANDY GIBB & OLIVIA NEWTON-JOHN I Can't Help It (RSO)
BETTE MIDLER

The Rose (Atlentic)
NEIL SEDAKA & DARA SEDAKA Should've Never Let You Go (Elektre)

#### **Hottest:**

AIR SUPPLY
Lost In Love (Ariste)
sported hot at 55% of our station
EAGLES
I Can't Tell You Why (Asylum)
sported hot at 52% of our station
DR. HOOK
Sexy Eyes (Capitol)
sported hot at 40% of our station
CHRISTOPHER CROSS
Ride Like The Wind (WB)

Ride Like The Wind (WB) rted hot at 33% of our star KOOL & THE GANG

Too Hot (DeLite/Mercury) Reported hot at 30% of our stat PAUL DAVIS

Do Right (Bang)
Reported hot at 26% of our stations



### REGIONAL **ADDS & HOTS**

#### **EAST**

# J. Last Band B. Hidler A. Murray (Luchy) F. Cavaliere Peaches & Herb HOTTEST

Wendy Purgo Whispers H. Manchester K. Rogers & R. Carnes HOTEST Kool & The Gang H. Jackson (Mall) B. Seger Dr. Hook Peaches & Herb-C. Cross T. James Air Supply J. Ruffin WHOM / Mossen

HOTTEST Dr. Hook Dr. Hook
K. Rogers &
K. Carnes
Kool & The Gang
Eagles
Air Supply

### WBEN/Buffolo Roger Christian

Davis Peters Fogelberg (Heart)

WOR/ But Jury Rec

brosia
TTEST
TTEST
TEST
TSupply
sgles
Seger
THOOK
Davis
M. Hanchester
B. Joel
Bell & Dora
Sedaka
WVMT/Burking
Outy Whasloci
A. Rurray
Thurl

A. Purray (Lucky) H. Jackson (Life) Peaches & Herb Hell & Dara Sedaka F. Cramer HOTTEST B. Seper

HOTTEST
B. Seper
Preston & Syreeta
Kool & The Gang
Dr. Hook
C. Dore
K. Rogers &
K. Carnes
West Die
Ted Abbort

R. Rogers & E. Carmes
E. Carmes
HOTTEST
Dr. Hoods
H. McCovern
Air Supply
Cool & The Gang
I. Manchester
Humperdinck
tgles
Davis
ptoglo

Roper Curtia
Ambrosia
K. Rogers B
K. Carnes
HOTTEST
C. Cross
Air Supply
F. Mac
F. Cavaliere
Hmispers
L. Ronstadt
(Murt)
B. Seger
C. Dore F. Mac

Korse Andersen
R. Manflow
A. Murray
(Lucky)
D. Fogelberg
(Heart)
C. Dore
HOTIEST
Eagles
Air Supply
Preston & Syreeta
T. James
WEMI/New Hoven
West Pinto

Watt Pinto
A. Murray
(Lucky)
J. Marnes
C. Dore
Neil & Oara
Sedaka
M. Dlamond
(Lord)
MOTTEST
Air Supply
Kool & The Geng
P. Davis
Eagles

W Melson (Blue) Kamahl J Collins

Ramen
J. Collins
WYNY/New York
Jerry Suffivon
F. Cavaliere
Ambrosia
HOTTES1
H. Jackson
(Mall)
Kool & The Gang
C. Manglone
D. Fogelberg
(Longer)
S. Forbert
(Romeo's)
Eagles
Dr. Mook
Atr Supply
WP/Philodelphio

Air Supply
WTP/Phibodophio
Bob Busso
B. Manilow
Bell & Dara
Sedaka
Ambrosia
D. Fogelberg
(Meart)
F. Sinatra
(You And Me){1p}
MOTEST
C. Cross
J. Ruffin
Eagles
Air Supply
K. Rogers &
K. Carmes
MEMONIFICATION

K. Loggins B. Manilow HOTTESY Alv Supply C. Dore Dr. Hook L. Ronstadt (Murt) K. Rogers B K. Carnes WATR/Waterbury Chris Evans Beach Boys
N. Diamond
(Lord)
Neil & Dara
Sedaka
B. Midler
J. Last Band
S. Steele
D. Fogelberg
(Heart)
MOTTEST
C. Gayle
D. Warmick
Preston & Syreeta
E. Murperdinck
WEBA/York
Jim Mom
B. J. Thomas
C. Dore
H. Diamond
(Lord)
Dr. Mook
Don Milliams
HOTTEST
A. Aurray
(Lucky)
A. Gibb & ONJ
D. Parton

PMS7/Pittsburgi Deania Elitoff

Deanie EHIOM
P. Helan
D. Parton
A. Murray
{Lucky}
HOTTEST
Kool & The Gang
C. Cross
Preston & Syreeta
K. Loggins
L. Ronstadt
(Murt)

Rendy Pick
Androsia
J. Denver
A. Gibb & DAJ
MOTTEST
R. Molmes
C. Cross
Eagles
B. Seger
Ray, Goodman
& Brown
Preston & Syreeta
Dr. Mook

WTAE/Pittebe Don Berns . Marwich . Mac . Mantlow OTTEST my, Goodman

#### **MIDWEST**

Spinners
D. Summer
P. Davis
Starland Vocal
Band
E. Humperdinck

WPRO/Provid

L. Ronstadt (Hurt) M. Davis Korona Korona Manhattan Transfer HOTTES! Eagles C. Cross B. Seger M. Jackson (Mall) Dr. Mook F. Mac J. Marfin P. Davis K. Rogers B. K. Carnes

WHAM/Roches Mike Horvey D. Rogers A. Murray (Lucky) Ambrosia HOTTEST Preston & Syreeta Dr. Hook

WBY/Schene Poul Caseldy

Poul Caseury
Ambrosia
A. Gibb & ONJ
A. Murray
(Lucky)
B. Peters
HOTTEST
Dr. Hook Dr. Hook Eagles B. Seger Preston & Syreeta M. Manchester K. Loggins

WCFR/Springfield Jeff Taylor

WASH/Washington, DC Bob Duckman

WFYR/Chicago John Wefherbes Oavis Petnrs Seger B. Seger (Against)(1p) HOTTEST Blondie Eagles C. Cross Air Supply

WWWE/Clev Terry Potrica Terry Pottica Ambrosia D. Fogelberg (Neart) N. Diamond (Lord) D. Marwick HOTTEST L. Ronstadt (Nurt) Dr. Hook Kool & The Gan T. James K. Loggins M. Manchester Preston & Sy WYTYM/Columbed

Preston & Syreeta
WTYM/Columbus
Deary Mugant
Kool & The Gang
8, Manitlow
HOTTES!
C. Cross
Eagles
Air Supply
8. Seger
Preston & Syreeta
Dr. Mook
K. Rogers &
K. Carnes
D. Fogelberg (Neart)

ARS
J. Last Band
Manhattan
Transfer
B. Raitt
Zamfir (dp)
MOTTEST
S. Hooper
M. Devis

**SOUTH** 

W35/ Affords George Pube

T.G. Shepard H. NacGregor B. Manilow Kamahl D. Fogelberg (Heart) J. Last Band D. Lee D. Gibson MOTTEST T. James

T. Jam's C. Gayle Dr. Mook Eagles Air Supply B. Seger Kool & The Gang

Kool & The WCSC/Chark Randy Scot! L. Ronstadt (Murt) Ambrosia M. Jackson (Life) HOTTEST

HOTTESY
C. Cross
B. Seger
J. Ruffin
D. Joel
Preston & Syreeta
Blondle (dp)
Dr. Hook
Peaches & Herb

K. Rogers & K. Garmes B. K. Garmes J. Marmes B. Hidler D. Fogelberg (Heart) HOTTEST L. Gatlin C. Mangione WEBC/Dubum Spuro Gyra

Spyro Gyra
J. Denver
L. Ronstadt
(Murt)
Ambrosta
Ray, Goodman
& Brown
MOTTEST
Kool & The Gang
Eagles
Dr. Mook
C. Dore
B. Midler

WFDF/Rint Paul Landino Poul Landino
F. Hac
K. Rogers &
K. Carnes
HOTTEST
B. Holmes
Air Supply
Eagles
Kool & The Gang
D. Gates
F. Cavalier
Dr. Hook

Som Devincemi
Ambrosia
J. Marnes
Boz Scagos
MOTTEST
L. Ronstact
(Maxe)
Air Supply
Blondie
C. Cross
Preston B Syreeta
F. Cavaltere
B. Midler

Andy Motel

B. Manilow

D. Rogers

J. Last Band

H. Jackson
(Life)

B.J. Thomas
HOTTEST

Air Supply

C. Done

Thomas H. Twi Ambrosia A. Hurray (Lucky) Spyro Gyra G. Silck Korona B. Peters Heil & Dara Sedaka HOTTES! B. Seger Eagles Air Supply Ray, Goodhau & Brown B. Joel

M. Davis

. Marwich Denver . Mec . Fogelber (Heart) . Marmes . Rabbitt . Ronstadt (Hurt) . Diamond (Lord) . Seger . Rogers & K. Carmes . Parton . DeShannoi DTTEST

KWOS/Jeffe Steve Morse

r Suppl: Seger . Hook Davis Ruffin Dore Mac

F. Mac
KIMBZ/Komen
Stave Bell
J. Contardo
B. Manilow
D. Boone
HOTTEST
T. James
C. Gayle
Eagles
E. Humperdir
K. Bonoff
K. Rogers &
E. Carnes
E. Rabbitt
D. Marwick

Fogelberg (Heart) Manilow Hidler eil & Dark Sedaba Octaba

Mail Grayson

M. Jackson
(Life)

L. Ronstadt
(Murt)

R. Dupree

M. Dismond
(Lord)

A. Murray
(Lucky)

Ambrosia
HOTTEST

P. Davis

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ir Supply
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L. Rogers &
K. Carnes
C. Dore
WHAS/Louist
Jerry Medicy
Ambrosia

Jury Montoy
Ambrosia
B. Manilou
L. Ronstadt
(Murt)
B. Ridler
R. Olamond
(Stagger)(1p)
C. Spacek
HOTTEST
Eagles
Dr. Hook

B. Peters
K. Rogers &
K. Carries
P. Davis
D. Fogetberg
(Neart)
HOTTEST
Dr. Hooli
Kool & The Gang
C. Done
KFORL/Uncom
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K. Rogers &
K. Carnes
H. McGregor
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B. Hanilou
Ambrosia
HOTTEST
Kool & The Gang
Cagles
K. Sonoff
P. Qavis
C. Dore

C. Dore
WDB/Morion
Jim Roberty
L. Rosstadt
(Murt)
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M. Diamond (Lord) (Dord) MOTTEST Atr Supply Eagles F. Cavaltere P. Davis K. Rogers & K. Carnes Ray, Goodmin & Brown WTEL/Milloud Sam Armely

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A. Gtob & ONJ
B. Hitdler
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Spdaka
D. Boone
Spyrn Gyra[rm]
HOTTEST
T. James
Dr. Hoode
K. Rogers &
K. Cernes
C. Dore

WYMC/Mayfeld Report Course

K. Rogers & K. Carnes Flack & Hath Ambrosia A. Murray (Lucky) Heil & Dara Sodaha

Sedaka L. Ronstadt (Hurt) HOTTEST

Rick Beicher
A. Gibb & ONJ
A. Murray
(Lucky)
Meil & Dara
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HOTTEST
Kool & The Gang
Air Supply
Eagles
Dr. Hook
Ray, Goodman
& Brown
P. Davis

(Lord, Hooper, Valery, Clark). Boone A. Gibb & ONJ Don Williams L. Gatlin Manhettan Transfer B. Manilow MOTTES! Zamfr

Dr. Hook D. Gates C. Cross

KLTE/Oklaho Scott Wilson

Scoft Wilson

K. Rogers & K. Carmes

J. Last Band
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Rool & The Gang
Eagles
Air Supply
Preston & Syreeta
C. Cross
F. Mac
C. Dore
P. Davis

Lando Bronger F. Mac B. Manitos A. Gibb 6 ONJ D. Boone G. Silck HOTTEST T. James R. HOlmes Eagles Arr Supply Preston & Syreeta

Eagles Kool & The Gang

C. Dore Preston & Syreeta

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A, Murray
(Lucky)
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D. Fogelberg (Heart) D. Parton B. Mantlow HOTTEST Spinners Eagles M. McGovern K. Rogers & E. Carnes

Photoglo B. Diamond

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Don Blahop
J. Stewart
(Odin)(1p)
B. Peters
J. Marnes
Joe Sun
MOTTEST
R. Holmes
Air Supply
Ray, Goodma
B. Seger
D. Gattes
B. Joel
LOW MICH STEEL
LOW MICH STE

P. Davis
WJON/St. Cloud
Tom Scott
E. Rabbitt
B. Manilow
B. Peters
1. Hidler
irla

Doug Rupe
J. Marnes
B. Midler
A. Murray
(Lucky)
N. Diamond
(Lord)
A. Gibb & ONJ
NOTIEST
Eagles
Air Supply
Kool & The Gan
Dr. Hook
C. Dore
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Dave Chist

8. Seger
WTROW/Tere Hours
Larry Joseph
K. Rogers &
K. Carnes
A. Gibb & ONJ
D. Rogers
N. Diamond
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E. Humperdinch
MOTTEST
R. Holmes
D. Gates
Air Supply
Kool & The Gang

WWW/Topeko John Ketz Manflow
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Marwick
Denver
Rogers & K. Carnes
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Paul Douglas
D. Marwick
K. Bonoff
Å. Gibb & ONJ
HOTTEST
Preston & Syreeta
Eagles
Kool & The Gang

Rool & The Gang
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Larry Crowrord
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D. Marwick
C. Manilom

Brion Scott
B. Midler
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Beach Boys
N. Dlamond
(Lord)
A. Murray
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A. Gibb & OHJ
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D. Gates
Air Supply
Eagles
Dr. Hook
Spyro Gyra

RUGH/Eugene Rick Hubbard S. Jacobs B.J. Thomas Abba D. Rogers t. Loggins B. Peters F. Mac Mac perials Rabbitt Gatlin TTEST

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Eagles
WEYA/Richmo
Dick Grunt
C. Cross
E. Humperuin
Neil & Dara
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J. Ruffin
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L. Ronstadt
(Murt)
Hell & Dara
Sedaka
Ambrosia
HOTTEST
Eagles
Air Supply
Kool & The Gang
C. Cross ILBKO/Everett R.P. McMarphy

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J. Last Band
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John Wright
C. Dore
K. Rogers &
K. Carnes
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Preston & Syreeta
Ray. Goodman
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Eagles
P. Davis

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M. Diamond (Lord) B. Midler J. Warnes HOTTEST

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Tre Amore
Loggins
Ronstadt
(Murt)
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(Heart)
B. Midler
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B. Seger
C. Cross
Blondie
B. Joel

G1bb & Midler Peters TTEST T. James Air Supply Dr. Hook K. Bonoff C. Dore

Firefall
L. Ronstadt
(Hurt)
R. Dupree
M. Macgregor
M. Jackson
(Life)
HOTTEST
T. James
Dr. Hook
Air Supply
M. Manchester
C. Cross
Eagles
Kool & The Gan
P. Davis
F. Mac
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hima Hoggerty
J. Last Band
B. Mantlow
A. Hurray
(Lucky)
HOTTEST
R. Holmes
Eagles
Air Supply
K. Bonoff
J. Denver
M. Davis
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Rod Tucker

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(Life)
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Eagles
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KSL/Salt Lake City

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HOTTEST
Spyro Gyra
D. Marwick
Eagles
J. Denver
K. Rogers &
K. Carnes
KPMB/Son Diego
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ICHNIA/San Fra Bryan Eaton

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B. Midler
H. Diamond
(Lord)
F. Mac
B. Joel
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L. Ronstadt
(Murt)
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C. Cross
Engles
B. Seger

### Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

BEACH BOYS (Caribou) "Endless Harmony" BEACH BOYS (Caribou) "Endless Harmony"
BEE GEES (RSO) "Wind Of Change"
KARLA BONOFF (Columbia) "Restless Nights"
DEBBY BOONE (WB/Curb) "With All My Love" "Never Say Goodbye"
JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants"
GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"
CAPTAIN & TENNILLE (Casablanca) "Deep And Dark"
RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
JOHN DENVER (RCA) "In My Heart"
NEIL DIAMOND (Columbia) "I'm A Reliever" "Mama Don't Know" "That WEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind"
"The Shelter Of Your Arms" "Stagger Lee"
EAGLES (Asylum) "Sad Cafe"

ROBERTA FLACK & DONNY HATHAWAY (Adantic) "Disguises" "Stay With FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms"

DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind"

ANDY GIBB (RSO) "After Dark" "Rest Your Love On Me" HEART (Epic) "Pilot RUPERT HOLMES (MCA) "Answering Machine" "Partners In Crime"

MICHAEL JACKSON (Epic) "I Can't Help It"
BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long
Night" "It's Still Rock And Roll To Me"
MICHAEL JOHNSON (EMI America) "I Just Can't Say No To You" "Doors"

Reil à Dara Sedaha D. Parton M. Davis D. Marwick E. Rabbitt B. Rabbitt B. Rabbitt R. Nolmes MOTTEST R. Nolmes Air Supply Eagles D. Gates Dr. Mook C. Dore C. Cross P. Davis K. Bonoff VK. Bonoff VK. Bonoff J. Denver

JACK JONES (MGM) "Quiet Please, There's A Lady On Stage" "Evergreen" LOBO (MCA/Curb) "A Day In The Life Of A Love" MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The

BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sunday Father" "Where Are They Now" "One Voice"

ANNE MURRAY (Capitol) "You've Got Me To Hold On To"
CLIFF RICHARD (EMI America) "Fallin' In Love"
KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery" "Call Me Up"
LINDA RONSTADT (Asylum) "Girls Talk" "Look Out For My Love" "Mad Love"

BARBRA STREISAND (Columbia) "Niagara" "Come Rain Or Come Snow" JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A

# OPPORTUNITIES

#### **Openings**

Florida FM powerhouse looking for strong drive time personalities Top 40/AOR. Minimum 4 yrs experience. Beautiful coastal area. Tapes and resumes to Stephen Harlow Hass, Box 3192, Ft. Pierce, Ft. 33450. EOE M/F

Q101 has opening for Ass't PD/MD for our 100,000 watt FM. We're a dominant #1 in a 14-station market. Person should have PD experience, strong production, promotion and music and be able to do short daily air shift. Call Larry O'Neal, OM at (601) 693-2381 or send tapes to Box 5314, Meridian, MS 39301. (4-11)

evening communicator; some radio experience neces-sary. Excellent facilities and working conditions. Decent bucks for right person. Rush tapes and resumes to Joel O'Bnen, WTSA, Box 819, Brattleboro, VT 05301. EOE

KROC-FM, 100,000 watta is looking for an "air personality" with good production skills for their adult-oriented Rock format. If you'd like to work with a great staff in a great facility send tapes and resumes to Al Malmberg, KROC-FM, 122 4th St., S.W., Rochester, MN 55901. EOE M/F (4-11)

Sunbelt radio station adding to news staff. Search Sunbeit radio station adding to news staff. Searching for heavy weight moming news anchor and news enchor/reporter for 5-day week shift including producing writing and anchoring newscasts. Must be strong both on end off air. Minorities encouraged. Send tapes and resumes with full references and salary requirements to Don Bradley, ND, KELI, Box 52185, Tulse, OK 74152, EOE M/F (4-11)

Radio 97 has an immediate opening for an expe ienced pro. Drive shift, good production skills, one-to-one delivery. Tapes and resumes to B. Cotton, PD, Box 9705, Savannah, GA 31412. EOE (4-11)

News Director, new 100,000 watt AOR FM station strong on interviewing and Public Affaira, good n delivery, some production. Tapes and resumes to ager, KQDS, Box 6167, Duluth, MN 55808. (4-11)

Midwest contemporary station looking for morning drive News Ass't to gather and write news, who is also a reporter with interest in sports. Authoritative oneir delivery, ambitious, strong writing ability. Tapes and resumes to ND, WZUU, 520 W. Capitol, Milwaukee, WI 53212. EOE (4-11)

WIKZ/Chembersburg, PA looking for news person. Good money with growing company, 50,000 watt FM, AM daytime. Tapes and resumes to Bill Matthews, Box 479, Chembersburg, PA 17201 or call (717) 263-0813. FOE MIK (4.11) EQE M/F (4-11)

Present end future opening for reporters, editors and anchors. Reply to Thom Wilborn, Arkansas Radio Network, Box 4189, Little Rock, AR 72214. (4-11)

Interesting, enthusiastic personalities for mass appeal formet on a Midwest FM stetion. Tapes and re sumes to Bill Moyes, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401. No calls please EOE M/F (4-11)

#### **Openings**

Talent Wanted: Heftel Broadcasting now searching nationwide for dynamic air aces from all formats. This is for all positions at our newly acquired Cincinnati facility. Send tapes and resumes in confidence to Employcally, Send tape and resumes in confidence to Empoyenent Dir., Heftel Broadcasting, John Hancock Center, Suite 3750, 875 N. Michigan Ave., Chicago, IL 60611. Minorities encouraged to apply.E EO (4-11)

KCLD-FM, mass appeal Top 40 needs full-time air personality with good production skills. Tapes and resumes to Mike Moffett, Box 1458, St. Cloud, MN 56301, or call (612) 251-1450. EOE (4-11)

Wanted: Energetic night time communicator for one of the hottest FM's in the country. Elephant dollars for the right person. Tapes and resumes to Dave Michaels, 1502 S. Boulder, Suite 204, Tulse, OK 74119. No cells

Program Director needed fot WKBW/Buffalo, NY. Experienced applicants only. Resume and presentation to Norman Schrutt, VP/GM, WKBW, 695 Delaware Ave., Buffalo, NY 14209. EOE (4-11)

Full-time announcer easy listening Top 40 format In the heart of the Rockles. No experience required. Contact Dave Schaefer, 520 W. 6th St., Leadville, CO. 80461. No calls please. EOE (4-11)

New 93FM has rare opening for night-time personality. High power AOR Soft Rocker looking for natural, sounding person with production ability. Tapes and resumes to Greg Crawford, Box 3329, Visalia, CA 93277. EOE (4-11)

LUIUZ/Geneva, NY looking for young contemporary air telent with production skills for current and future openings. Pay scale is low but benefits and vacetion policy are liberal. If you're a team player on your way up and ere looking for direction and management that believes in total professionalism, send tapes and resumes to John Roberta, PD, Box 213, Geneva, NY 14456. EOE (4-11) CQ102/Geneva, NY looking for young contemporary

News persons for new 100,000 wett AOR FM station. Ladles encouraged! Good natural delivery. Experience a must! Tepes and resumes to Manager, KQDS, Box 6167, Duluth, MN 55806. (4-11)

Wanna live In Tempa Bay? The Sunbelt is calling you if you're a top notch moming news person. We're the "Superstars" album Rocker in this exploding market-Personality a must. No rip'n readers. Rush tape and resume to AI Peterson, 98Rock (WQXM), Box 4809, Clearwater, FL 33518. EOE (4-11)

Wanted: Major market pro who would like to get away from the hustle and bustle of the big city. KBOY/ Medford, top Rock station in Southern Oregon has a morning drive opening effective May 8th. Located in beautiful Rogue Valley. Call Greg Luce, (503) 779-2244 after 2pm. EOE (4-11)

50,000 watt WDGY/Minneapolis-St. Paul accepting applications for possible future openings. Tapes and resumes to Bill Conway, PD, 1100 W. 104th St. Minneapolis, MN 55420. EOE (4-11)

#### **Openings**

WNRS/Ann Arbor's best Country is seeking radio pros WNHS/Ann Arbor's best Country is seeking radio pros-for future openings. Dynamite production a must. Wo-men encouraged to epply. If you'd like the chance to work for a company that's on the move, mail aircheck, production semples and resumes to Mark Thomas, Operations Dir., WNRS, Box 8605, Ann Arbor, Mi 48107. EOE M/F (4-11)

Continuity/Production Director needed for KYNO/ nno. Opening for creative responsive person who write radio copy and manage a production depart-nt. Call Sam Carter (209) 255-8383 for Interview. EOE

Come live by the leke, 100,000 FM stereo needs night jock. Immediate opening. Tapes and rasumes to Box 66, Pryor, OK 74361. (4-11)

Prestigious market leader. Expansion position result of sale of TV station. Professional environment requires solid journelistic and people skills. Must be capable of directing 8-9 full-time staff. Send complete background, news philosophy and tape to Hugh Barr, Mgr., WSYR, news philosophy and tape to Hugh Barr, Mgr., V 1030 James St., Syracuse, NY 13203. EOE (4-11)

News Director needed for sophisticated market, Palm Springs, CA. No beginners please. Must be com-munity and local news-oriented. Salary negotiable. Tapes and resumes to Steve Clark, PD, KCMJ Box 1626, Palm Springs, CA 92263. EOE M/F (4-11)

WMJC/Detroit top reted FM contemporary stetion searching for midday (12-3pm) air personality. A real positive personality who can communicate and entertain. Bright, mature and positive delivery. We'll offer you a top salary, security and a great work environment. Send tapes and resumes to WMJC, 1 Radio Plaza, Detroit, MI 48220. EOE M/F (4-11)

WYNS/Lehighton, PA accepting tapes and resumes for full and part-time openings for DJ's and news people. Great place to live and work in the heart of the beautiful LeHigh Velley-Pocono Mt. region. Less than 2 hrs from Philly. If you are reedy to "work" and "learn" send your material to Chuck Henry, PD, WYNS, Box 115, Lehighton, PA 18235. No calls please. (4-11)

Looking for female jock for Midwest merket. Send tapes and resumes to Cal Shields, 1710 East 111th St., Los Angeles, CA 90059. (4-11)

WRCN/Riverhead, NY looking for Production Director. Tapes and resumes to Paul Harris, WRCN, Box 666 Riverhead, NY 11901, or call (516) 727-1570. (4-11)

Program Director for Suburban Washington, D.C. Pop/Adult station. Experienced take-charge individual. Tape and resumes to R. McKee, WPRW, Manassas, VA 22110. EOE (4-11)

KWPC/KFMH has an immediate entry-level news opening. Looking for someone who likes radio news and wants to be the best. Good company, management's commitment to news is unusually strong. Our signal reaches the Quad-Cities and lowa City. Tapes, resumes and writing samples and references to Pat Ryan, ND, Box 116, Muscatine, IA 52761. EOE (4-11)

#### **Openings**

KCUB/Tucson has a rare opening for a Country air personality to do the afternoon air shift. Contact GM, Jim Sione, or PD Dave Nelson at (602) 887-1000. Tapes and resumes to KCUB, Box 5006, Tucson, AZ 85703.

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.

WLJE/Valparaiso, IN looking for person with writing, production and light board work skills with automated station. Excellent opportunity to learn and put your writing and production skills to work. Medium size college town, 50 miles from Chicago. Call (219) 462-8125, or send reaumes to Box 149, Valparaiso, IN 46383. EOE

Chief Engineer wanted for KINT-FM-KKOL-AM/El-Paso. Need to be well versed in audio processing and sound engineering prectices. Send resume to Jhani Kaye, 5710 Trowbridge, El Paso, TX 79925. EOE M/F (4-11)

Part-timers from the Vermont area needed diately. Tapes and resumes to Tom Richards, WDOT, 395 College St., Burlington, VT 05401. EOE (4-11)

One of the nation's finest Black stations now accept Ing tapes for possible future openings. If you're a prosend tepes and resumes to Ron Dennington, KATZ, 1139 Olive St., St. Louis, MO 63101. EOE M/F (4-11)

Experienced announcers needed for top Midwest city. New 100,000 watt AOR FM station. Natural delivery and above average production skills. Tapes and resumes to Manager, KQDS, Box 6167, Duluth, MN 55806. (4-11)

The hottest new FM in St. Louis accepting tapes for future openings for Disco-Rock format. Live-Asalst experience helpful. No acreamers please. Tapes and resumes to Ron Dennington, WZEN-FM, 1139 Olive St., St. Louis, MO 63101. EOE M/F (4-11)

California Country KUZZ/Bakersfield has opening for experienced PD. Strong music beckground, production, promotion minded people. Send tapes and resumes to KUZZ, 1209 N. Chester Ave., Bakerafield, CA 93308, or call Richard (805) 393-1500. (4-11)

#### PLEASE NOTE:

You may place your ad in the Opportunities section by mall or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail It to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

### CHANGES

CHERIE FONOROW has been appointed Publicity Coordinator for Chrysalis Records LUELLA THOMAS has been promoted to Supervisor of A&R Administration for Capitol Records.

STEVE BRACK has been named Product Manager, West Coast, at Epic/Portrait, CBS Associated Labels.

ROBIN SLOANE has been appointed Coordinator, Press and Public Information, East Coast at Epic/Portrait/CBS Associated Labels

JIM DARBY, formerly with KEEP/Twin Falls, ID, joins KWZ-FM/Boise, ID as PD and afternoon drive personality.

JOHN BELL, JR., Business Manager at WASH-FM/Washington, D.C., has been appointed Account Executive.

LES WILLIAMS, formerly with KNBR/San Francisco, CA, joins KWUN/Concord, CA JIM HAMPTON, formerly with KOWL/So. Lake Tahoe, CA, has been appointed interim PD at KWUN/Concord, CA.

STEVE CHAMBERS joins WRNR/Martinsburg, MV. STEPHEN HARLOW HAAS joins WOVV(095)/Ft. Pierce, FL as PD.

CAROLYN NAVARRA has been appointed Account Executive at KYW-Newsradio-1060/Philadelphia, PA.

RICK WALKER has been promoted to MD at WBAX/Wilkes-Barre, PA

DAN O'BRIEN has been named MD at KIDN/Pueblo, CO. JAY PHILLIPS, formerly with WJQS/Jackson, MS, has been named MD at WMC/

JOHN ROBERTS, formerly with WLAN-FM/Lancaster, PA, joins CQ102/Geneva,

BILL HICKCOCK, formerly with WYBR/Rockford, IL, joins KAAY/Little Rock, AR DENNIS B. TURNER has been appointed Manager of News Operations and Public Affairs for KAAY-AM & KLPQ-FM/Little Rock, AR. JERRY VAUGH joins KWEN/Tulsa, OK as morning man.

DAVE DUQUESNE joins KWEN/Tulsa, OK as afternoon drive personality.
BOB JACOBS, formerly with WMEE/Ft. Wayne, IN, joins WFMF/Baton Rouge, LA

WEIRD WAYNE WATKINS, formerly with WNOE/New Orleans, LA, joins WFMF/ Baton Rouge, LA

MARIO MACHADO has been signed by KRLA/Los Angeles, CA to host "The KRLA

J.J. JONES, formerly with WAAY/Huntsville, AL, joins Q101/Meridian, MS.

#### Industry

MITCH McCRAKEN, former Director of Station Relations for Golden Egg, has been appointed Sales Manager for Earth News.

BILL DAILEY has been appointed Sales Representative for the Broadcast Division of Tuesday Productions, San Diego, CA jingle firm.

#### Station Line-Ups

Q101/Meridian, MS LINE-UP: 5am-9am Charlie Weaver, 9am-12noon Larry O'Neal (OM), 12noon-3pm Dave Stetler, 3pm-7pm J.J. Jones, 7pm-12mid Chommle-On-The-Radio, 12mid-5am Jerry L.

3pm Dave Stetter, 3pm-/pm J.J. Jones, /pm-12mid Chortimie-Ori Flynt, 10am-2pm Gene Olson (MD), 2pm-7pm WBWB/Bloomington, IN LINE-UP: 6am-10am 8ilf Flynt, 10am-2pm Gene Olson (MD), 2pm-7pm Mick Hurley, 7pm-12mid Paul Fryman, 12mid-6am Sam Denning.

WJJL/Niagra Falls, NY LINE-UP: 6am-9am Chuck Mandrell (OM), 9am-10am Dorothy & Shank, 10am-11am Viewpoint (talk show), 11am-2pm John Markham, 2pm-6pm John Jarrett, 6pm-signoff Bob Young.

KKBC/Reno, NV LINE-UP: 6am-10am Michael Bennet (PD), 10am 2pm Paul Mitchell (MD), 2pm 6am Jonethan, 6pm-12mid Lady Jay, 12mid 6am Mark Decher.

Jonathan, 6pm-12mid Ledy Jay, 12mid 6am Mark Decher.

WIKZ/Chambersburgh, PA LINE-UP: 6am-10am Jim Williams, 10am-2pm Bill Matthews, 2pm-7pm Robin St. Christopher, 7pm-12mid Kevin Scott, 12mid-6am Jeff Paul.

KLLI/Lubbock, TX LINE-UP: 6am-10am Steve Sever (PD-AM&FM), 10am-3pm C.L. "Chuck" Luck (AM), 10am-3pm Michael Ray Corbin (MD-FM), 3pm-7pm John Steele (AM&FM), 7pm-11pm Randy Bell, 11pm-2am Brian Morris, 2am-6am Johnny Walker. Weekends: Mike Lewis, Sam Scheef, Ken Russell, Ruben Velez News Director: Keith Williams.

KQID/Alexandria, LA LINE-UP: 6am-10am Ron Harper (PD), 10am-3pm Jim Steele (MD), 3pm-7pm

92X/Columbus, OH LINE-UP: 6am-10am Chris Shebel, 10am-2pm Greg Jordan, 2pm-6pm Gary Spears, 6pm-10pm Dave Robinson, 10pm-2am Joe Dawson, 2am-6am Doug Ritter.

KWEN/Tulsa, OK LINE-UP: 5am-9am Jerry Vaugh, 9am-12noon Ed Hopkins, 12noon-4pm Dave Michaels, 4pm-8pm Dave Duquesne, 8pm-12mid Ken Collins, 12mid-5am Bean, Weekends: Jan Dean, Rhonda.

WNVY/Pensacola, FL LINE-UP: 6am-10am Bill Black (PD), 10am-3pm Jerry Cogan, 3pm-7pm Gary O'Brien (MD), 7pm-12mid Marshall Dillon, 12mid-6am Captain Donny Thompson.

WVIC/E. Lansing, MI LINE-UP: 6am-10am Charlie Frederick, 10am-2pm Don Backus, 2pm-6am St. John, (MD), 6pm-12mid Don Stewart, 12mid 6am Dan Coyle. Weekends: John Taylor, Mike McFadd

KROQ-FM/Pasadena, CA LINE-UP: 6am-10am Darrell Wayne, 10am-3pm Jerry Longden, 3pm-7pm Shana, 7pm-11pm Jed Gould, 11pm-3am Chuck Randall, 3am-6am Nick Stavros. WFMF/Baton Rouge, LA LINE-UP: 5:30am-9am Randy Rick (PD), 9am-12noon Gary Hail, 12noon-3pm Bob Jacobs, 3pm-7pm J.J. Stone, 7pm-12mid Weird Wayne Wetkins, 12mid-5:30am Mike Wilson. Weekends: 8ob Perry, Johnny A., Lennita LeNoie.

# **OPPORTUNITIES**

#### **Openings**

mediate opening for full time jook, Pop-Adult senence, Beginnere considered. Also part time open e. Sand topse and resumes to John Carter. Box 667 mington, CT 06760. EOE (4-4)

1480 WEMJ/Leconie, NH has immediate opening for effemoin news person. Good voice, writing and typing stills a must. Many benefits. Band tapes and resurres to Generic Carety, ND, WEMJ, Box 1480, Leconie, NH 03246. EOE (4-4)

WOALFM in historic Sen Antonio is tooking for ex-personal sit personality for its mallow adult rock for met. Rush tapes and resumes to John D'Angelo, PD, WOALFM, 6222 N.W. I-H. 10, Sen Antonio, TX 78201.

The new KJ100, America's hottest station has lost 3 people in the last 3 morehs to top 10 meriets. If you are toolong to join a winning radio station, become a team member in Darby Country, send tape, resume and conser goes to C.C. Menthews, PD, KJ100, 307 West Muhorrened Ali Blvd Louisville IV 40202 Minor opureged to epply EOE (4-4)

brynedistely. Sand tesse and resumes to Miles Moffett, NCLD-FM. Box. 1486, St. Cloud, MN 56301, or cell. 812.2.281-1480. EOE 14-41

KORM Portland, OR has an opening for a PO with a minimum of 8 yrs experience in radio and 3 as a PO. Call Jack McFortey, Qotdan West at (503) 226-0100.

WQBK FM Alberry, New York's AOR etection is assisting tapes and resurros for cosmistic future part and full-time openings. Send information to WQBK FM. Box 1300, Alberry, NY 12201. [Oc. (4-4)]

1270 WTSO/Dover, NH is looking for an effermoon news person. Good votce, writing and typing shifts a must. Paid recation, retirement plan plus many lither tiene is Send tapes and recurred to Don Briand, ND, WTTN, Box 400, Dover, NH 03830, EOJ (4-4).

We are a main Michael Adult Contemporary FM with a rare disportunity his the right inclu-tion. We re eaching the treat mining toleral in And a Select and benefits are commented at the comment of the comm

WAZY-FM Lafeyette. IN needs efternoon drive at 80,000 wett Top 40 FM in Milwest secondary. Strang production a must We are part of a 12 station chain and want you to come grow with us. Estation: facilities, women and references to Jeffrey, lay Weber Dipare tions Manage. WAZY-FM. Box 1410. Lafeyette. (N 47102, 14-4)

talents interested in growth-prented, challenging positions in the Portland, OR, Vancouver, WA erre. Applicants are being considered now for future spenings at 10,000 west KSAR-Vancouver. Please send militariel to Bill Cole, KGAR, Box 4838, Vancouver, WA 98052, or 258-9043 Women and minority

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 eren't effect to work. Tapes and resumes to Bissies Metz, KESY, Box 31037, Omens, NE 68131. EGE MIF (4-4).

Good opportunity for telented jooks with strong production skills. No beginners. Tapes and resurres to Bill Knight, WUNI, Box 2567, Mobile, AL 38601. EQE M/F (4-4)

Immediate opening. KFXM/Ben Bernardino needs creative, high energy morning person. Top production stills a must. Send tepes and resumes to Craig Powers. KFXM: 685 Feavy Dr., Sen Bernardino, CA 92408. FOE ME (4-4)

WFWL in Northwest Tennesses is now taking applica-tions for on-eir personnel. Cell Terry Hudson (901) 584-4808. Looking for someone from this region. EOE (4-4)

WRAW/Reading, PA has immediate opening for ef-ternoon drive person. New equipment and facilities. Good bucks: Strong production a must. Send tapes and resumes to David Blace. WRAW, 1265. Perkip-men Ave., Reading, PA 19802. EOE MIF (4-4).

WHAS/Louisville, KY has opening for female personality to do all night show on 50,000 wett clear channel station resolving over 40 stations. Please and tape and resume to Jamy Melloy, WHAS, Box 1084, Louisville, KY 40201. EOE (4-4)

Central California's Top 40 rocker serving Freeno has immediate opening. Tapes and resumes to Carl Science. Box 1101, Tutere, CA 93274. EOE M.F.(4-4)

KTRM and KALO/Besumont, TX has immediate opening for news suchor reporter anchoring morning drive general reporting for the #1 and #5 stations in the mention. Good on-eir delivery essential. Tapes and resumes to Brad Maore. KTRM KALO. Box 5425. Beaumont. TX 77702. EDE [4-4]

WNOE-AM-FM/New Orleans in de Orleans
Program Director for asperate 50,000 west AM and
100,000 west FM. Programming promotions and expension
year wiret line weedge of news and select for the
diseasy requirements to En. And inn. GM.
529 Billion New Orleans LA 70130 EDE M F (4-4)

#### Goods & Services

#### **Need Station Promo?**

Let us produce a high quality-hard hitting promo to aportight your station during the book. Call or send for free damo tape today.) R.H. PRODUCTIONS, 12 South

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Purny horoscopes. Krey Kommerciats, ethy cosp operer ridiculous TV reviews and more. 26 pages delivered to your mouth every month. For treates write HYPE INK Box 68891, Los Angeles, CA 90089.

#### **Phantastic Phunnies**

Highly respected proven worldwide audience build-ert Hillerious original "quick-quip" topical humorit-histoductory month's 400 topical one-kness and "BONUS" put \$2,0018 PHANTASTIC PHUNNIES, 1343-A Swee-ford Dr., Kent, OH 44240.

#### Cary's Country Store

Vintego Country music program feeturing over 80 years of CRW recordings informative commentary by experienced Los Angeles envouncer/historien. In-depth documentary "The Bob Wills Story" step evelects. For demo. CARY'S COUNTRY STORE, 18856 Receion Dr. Encino. CA 91318.

#### Radio Personality Development

BUILDING WITH THE BA. A having in formal of the control of the con

#### Poor Promotional Record Service?

Victorial Voterial Programme revoka to VIN etems to en ablet end menter a service in all markets within a later A manufacture within a later A manufacture within a later A manufacture programmers 110 00 54 Victorial MCD

#### Program Consultant Help!

eteral and forward you a critique. Send tapes is and #5.00 to C.V.L.A., Box 3087, Hollywood

#### Lola's Lunch

DBOP YOUR PANTS, grab your socks, here comes the latts, here comes the yooks. Complimentary smack "LOLA'S LUNCH." 1789 Harriet Drive. Ypallants, Michi-

#### "Radio's Premiere Comedy Service"

PREE SAMPLE ESUIT of route o most propular human service O'L'NERS, 1448-R West Sen Bruns, Presenc. CA 93711 or priorie (299) 431-1502

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Jub referrel Service | 640 00 for 12 mg/ms R 3 Box 84 Levargon (N 47138 (§12) 889-2907 Free to am

#### Goods & Services

your goods and services airgied out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods 6 Services Blind Boir eds. 60 cents a word, \$20.00 minimum per week Alf headlines are free. Contact RGR Classified Depertment, Mon-Fri et (213) 553-4330 or write et 1930 Century Park West, L.A., CA 90067

#### **Positions Sought**

Thanks to new Soul formet, uptampo Top 40 co municator (not a screamer) formerly all nights WMHC.
New Heven evelable for New England only. Good pipes, production, tight board. Mediumlarge markets.
DOC HOUDAY (203) 489-8837, (4-11)

Top notch production pro, WCOZ Boston looking for Top notch production pro, WCU2 soleton soleting for position as Production Director with simplet et a major or medium market AOR. For production samples and sirchack, call JOHN McKININEY et 8177 783-4323 or write to 1645 Commonwealth Ave., Brighton, MA

Dedicated pro in Black-oriented radio. Meture, encore-creative male, 10 yrs experience, great natural voice. Experienced in Progressive, Contemporary Jazz, Disco and R&B. Experience includes Production Mgr. Account Exec., Copywriter, play-by-play, voice-overs and five Exec. Copywriter play-by-play, voice-overs and five tallers for TV Willing to relocate but prefer Detroit, Attents, New Orleans, Westingston, D.C. Denver, Texas or Cellifornia. Deeire ennouncer or responsible position with advancement opportunities. Write to Box 638. Septimize Nº1 48806 or cell (517) 752-5952 sels for DANTE Tape and resume upon requiret (4-11)

With a new owner it as who will be directly so after 5 yes it a set one Country, PD MD in average for Moore Country and a continue of the country and countr

#### **Positions Sought**

Black 1st phone who is light on experience but heavy on dependability. Meture, sincere end not afraid to bust his butt any hours. Money not as important as being given a chance to do a good job for you. 7 months experience as technician in New York metro area. Looking for 1st job as announcer or combo jook. Cen relocate anywhere. Just cell me. 8UO MAYO (212) 665-0827 or (212) 982-0022, or write 626 Columbus Ave., New York City, NY 10025. [4-11]

Please consider me If you have full-time opening for a DJ. Have medium mentals, MD, PSA Director, promotion, remote. Production Director experience plus much more. Cell ASAP (216) 478-0440. For resume, airchect and letters of reconvirendation est for LARRY, (4-11)

Young, married couple seeks challenging employment at a stable Popi Adult or Top 40 station. Husband experienced as personality. With news enchor reporter We're toolsing for the right elucion to make the most of our tatents. Let our uniqueness work for you! Call (919) 484-9852, (4-11)

More than 5 yrs of experience in radio news. Good writing and delivery. Looking for a challenge. Call MERE writing and delivery Loci et (717) 282-3634 (4-11)

Morning DJ, Ase't to PD Bearts Director femilier with Pap-Adult format. Willing to work any styll. Looking to relecate in the Seath. Promotional skills, production. 3rd phone. Cell 98N at (809) 289-4275. (4-11)

Up tempo Country personality tooking for same or Top 40. Afternoon drive or evering staft. Hard work for discert bucks. Topies and resumes upon request. If in-terested self-today TOM ODLL No. (412) 488-8744. (4.11)

Sign and the state of the state

BHAUN O'TOOUS 8 yes experience. Top 40, AOR, Proj. Asks. MD and morrors, looking to better reyear in medium or large marks. Natural amounts sound, good pages, production and references. Call (504) 367-5184, I4-111

MOR/accessible Jass specialist with 15 yrs m market experience assists a contrarily and dis Essent Segment Call (213) 8(29-3409), (4.11)

MD PO PYNDEROF BUDDY VAN ARSDALE CO

Not afraid to work or learn. Committy programming Committees and market leading for how that leading to market lead learns or market leads. poweriers. Higher were and gall form the bull preside Country for Proc Asia, A. Carli D.U.S. (2021) 661 7500 (4-11)

Top notath radio street reporter seeks major marker passion. New York City and Millions 4455 and 1501 are not work from an arrang STEVE VRGS, (314) 631 (317) 4-11

If you need a time and temp jock, don't call ms.
But if you went comeins who is a line, a lot on the
other sits of many w. 6 yrs experience morning
one, they were me up and if were your exclance.
Cal JOHNNY Ms. BHOWN (801) 483-7016 before tiem or other from CST 14 111

Looking for a new challenge as PD or Operations Mg. I can deapy a format chance or get your oursent format nursing amountly and prof. 2017. 7 yrs experience. Call LEO (302) 654-1146. (4-11)

If you're looking for a cereer minded women who is serious about news, both no further. My 5 yrs experience includes street reporting, anchoring, public effeirs, production and 1 yr as flavie Director. I have an excellent voice and good writing sails. Am looking for work in the West, preferably California. Call (919) 833-5233 nights or before 8:30am. Ask for KATHY. (4-11)

oduction Otrector, PO. Medium to major 12 yrs experience Looking for a good company GEORGE BENSON (609) 547-4377 (4-11)

Creative fun-toving professional personality looking for Pop-Adult or Top 40. Currently employed and went to grow with a medium market station. Excellent references. Call environe. Tape and resume upon request. GREG HANNY (303) 756-2577. [4-11]

6 yrs experience including major market. Available now Young energetic dedicated Have worked with two 40, AOR, Disco, Pop Adult formets Former Research Director WNOE/New Orleans, Ase't PDMO at KSB/Pocetallo, ID. Excellent production. Cell TED at (219) 942-8255. [4-11]

CARL WOLFE KCIll/lowe City, 1 yr pert-time experience toolsing for full-time position in Top 40 or Pop Adult format. Cell (319) 888-7886 or (319) 394-9231 (4-11)

College grad seeks sportscasting position. 3 yrs ex penence, strong writing, delivery and commentary. For tape and resume contact MIKE BRATTA (313) 541-8885. (4-11)

VICTOR BLECMAN, aggressive, come VICTOR BLECMAN, aggressive, comedy-oriented in novative entertemer seeks any opportunity in or near Las Vegas area. Exist and for entertement with a series of the entertement of the end and entertement of the end of the e

#### **Positions Sought**

Medium merket eportsoester seeks deliverance from Arctic clime. Expanenced pro and I'm looking for posi-tion with play-by-play in top 150 merkets. (AARY (516) 781-0037, (4-11)

10-yr pro with experience in promotion, programm continuity, management, talk and award winning production. Call JOHN BECKER (312) 322-0369. (4-11)

Adult PD with programming beoliground seeks solid position in besuitful Pacific NW medium market. Call JERRY (707) 848-6218. (4-11)

Radio entertainment producer. Degree Conceived and created original programs for News/Tells, Beautiful Music, comedy features, TV. The Radio Show and more Special program on KSFO/Sen Francisco moved station from #18 to #8 in the market Looking for full-time apot with creative minded station. Contact "RADIO ROG." 175-21st Ave., #205, Sen Francisco, CA 94121 (4-11).

RON TATAR is looking for a PD/MD air poetton. Formarly KOKE, KVOC and WWOK. 12 yrs experience. Good credentiels and references. Cell (612) 462-0704

8-yr pro, seeks a new gig (AOR, Jazz, Pop/Adult, Top 40 or Music Director). If you can help, call NEIL MAS-TERS (808) 987-7230 or (806) 682-6924, (4-4)

Former WHB, KIRL, KBAB jook with 8 yrs experience looking for eir position. Would like to get musis research MD position in stable market or willing to program a small to medium market station. Call MARK at (816) 373-7388

is your station heavy into sports? High school athis-tic director with college degree in radio & TV tooling for play-by play job combined with on-or work. Prefer wermer directs. Heve coaching experience in beaker ball, fremball and baseball. CHUCK SMITH (617) 631-4804. (4-4)

Over 10 yra experience. Fra reedy to relocate to your size. Went Top 40/Contemporary full-time. Decent backs, Write to cell MDB BRDKERS, Box 701, Frederick, MD 21702. Phone (301) 694-9122. Tipe and recurre upon request (4-4)

Dedicated professional radio neweman looking for the right challengs in West or Northwest. In hope of liv-ing classy to invinediate family. Strong endor and re-porter for a station that cares sloot gestering and pre-senting news. Excellent references. Currently employed top 30 market. (416) 573-7294. (4-4)

Former WKSW jook seeks full time at Top 40 or Popl Adult in Northeast or Midwest. Natural sounding, no hyps, excellent production. Call MEDIA CONSULTANTS at (317) 474-5898 for tape and resums. No charge to

Former Beettle personality with good voice currently programming small top rated small market Pop/Adult station. Seeking major market Asa't PO or medium market Po gig. Prefer Northwest but West Coast would be great. Undying enthusiasm. creative production and sertific music knowledge. (208) 883-6773. (4-4)

AOR ennouncer, 8 years experience, with play-by play and sales experience. Will relocate enywhere Cell (608) 788-7198 after 3pm and selt for TOM: (4-4)

Young highly talented morning news anchor at top rated Southwest 50ftW gient seeks first News Directorship in medium to major market. Cell (918) 437-1545 efter 1:30pm CST. 14-41

Sports Director et medium Midweet merket station seatung position with play-by-play. Experienced in mejor college hockey, bestetbell and footbell level, Former pro ethiets. Contact. M et (617) 696-1442. (4-4)

MARSHALL PHILLIPS, former News Director et KWST/Los Angeles end KLOS/Los Angeles seeks new post. 15 yrs of radio news experience. Cell (714) 622-1921. (4-4)

ant and PD's available now for Top 40. Pop/ On air talent and IPD's available now for 109 40, red. Adult. AOR or Country formets. Strong production, community involvement and natural on-air dislivery are important assets. If you've got the jobs, we've got the jobs, we've got the jobs, we've got the st (31.7) 474-5888. (4-4)

#### Miscellaneous

I am 16 yrs old and work at 2 fairly large radio stations in NC and would life to correspond with other teamagers across this country of ours that are in this business. Contact Mark Knepp, WFNC-WQSM, Box 35297, Feyertaville, NC 28303 (4-4)

These 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 angles Please add to your man and send all care packages to WAGF Bire 639. Dotten: AL 38302. Any questions that G. A. Thomas and the G. Thomas

KPLX D. Ft. Word mods record service from all learning to both old 5 and currents KPLX-FM 411 Ryn Plas D. S. 7X 76011 (4-4)