

# Radio & Records

ISSUE NUMBER 336

THE INDUSTRY'S NEWSPAPER

JUNE 13, 1980

## Minor Returns To A&M As VP/Promotion

Charlie Minor has accepted the position of Vice President/Executive Director of Promotion at A&M Records (R&R 6-6). The appointment marks a return to A&M for Minor, most recently VP/Promotion at EMIA/UA, as he worked in promotion for the company from 1969-1977. In his new position, he will report to A&M Senior VP/Promotion & Sales Harold Childs.

Childs commented, "We are very excited and proud to have Charlie return to A&M. He learned his craft here and became one of the top promotion men in the business. Charlie is the kind of modern-day promotion executive who can deal with the diversification in radio today. Considering the many types of music found at A&M, his background and knowledge are invaluable to this company."

Minor entered the record industry working with Lowery Music in Atlanta, becoming A&M's local rep in that city. By 1977, he was



Charlie Minor

A&M's National Promotion Director, at which time he joined ABC as VP/Promotion. He helped form Xeti Records with Jerry Rubinstein and Artie Mogull, and accompanied them to UA when they headed that company's operations. When EMI assumed control of UA, Minor headed promotion operations for the new consolidated label as VP/Promotion.

## LIVE FROM WLUP

## Dahl Debuts In Detroit On WABX

In a unique two-station live broadcast situation, WLUP/Chicago morning man Steve Dahl also became morning man for WABX/Detroit this week. Dahl's show is sent via landlines to Detroit, where the mono signal is reprocessed into stereo by a stereo synthesizer. WABX has three five-minute local breaks per hour for spots, news, traffic, weather, time, and promotions; otherwise it's all Dahl, and WABX's promotion for the show, including a full-page Detroit Free Press ad, says "Live from Chicago" and makes no attempt to convince listeners he's emanating from the Motor City.

WABX PD John Duncan told R&R, "I think this is going to go down in radio history as a monumental moment in AOR broadcasting. The concept is similar to the Johnny Carson show. People don't mind that Johnny isn't coming from their city. They just want him to be good."

### Successful Debut

After the first broadcast, Dun-



can said, "Things went great. We had a few minor problems involving timing. Fidelity was incredible. I listened both on a mono and stereo radio, and the stereo synthesizer works very well. We had some very positive response. We had an 800 number for Detroit listeners who wanted to call Steve in Chicago, and we had some great calls from Detroit on the air. And he has the capability of putting a Detroit caller and a Chicago caller on the air talking to each other, which he did."

Dahl, who formerly worked at WABX, told R&R, "It's been pretty heavy. It's weird to have worked somewhere for two years and be real comfortable and then go back to that first-day feeling. It's real unsettling. But everything's going real well, and response has been real good." Dahl said he planned a dating game pairing listeners from Chicago and Detroit.

Because Detroit is in a different time zone, Dahl now starts his show at 5am Chicago time and runs on WLUP for five hours, the first four of which are carried by WABX starting at 6am Detroit time. WABX newperson Frank Joyce serves as WABX's anchor, along with a board operator. WABX morning man Jerry Lubin has exited the station.

Additional stations for Dahl are being considered by the Alternative Radio Network, which administers the project. Duncan said, "I think the success of the whole concept will hinge quite a bit on the success of Steve in Detroit." And Alternative Radio Network Project Manager Brian Blatt told R&R, "I've already gotten calls from some Midwest AOR's who have expressed interest in joining the network." A second affiliate is expected to be participating within a month.

## RKO TO APPEAL TV DECISION

## FCC Asks For Comments On RKO Radio Fate

Last March, RKO General, a subsidiary of General Tire & Rubber Co., asked the FCC for permission to spin off its 12 radio licenses and Memphis TV station into a separate corporation. Last Wednesday (6-4), after voting 4 to 3 behind closed doors to give final approval to its order to strip RKO of three TV licenses (WNAC-TV/Boston, WOR-TV/New York, and KHJ-TV/Los Angeles), the Commission said it would invite comments from all interested parties on what action should be taken with regard to RKO's remaining 13 stations —

including the effect of the character questions against General Tire and Rubber Co., the idea of a spinoff, and presumably the effects to 45,000 stockholders. Comments are due July 7 and reply comments due July 22. The initial decision, in which the FCC said GTR had not been "entirely honest" with the Commission, was handed down January 24.

### Reactions To Decision

General Tire & Rubber immediately issued a statement an-

nouncing its intention to appeal, using "every resource" to reverse the decision. The company called the FCC vote "the most unfair and discriminatory action ever handed down by a government agency."

The FCC majority (Chairman Charles Ferris joined by Commissioners Anne Jones, Tyrone Brown, and Joe Fogarty) stated, "Broadcasters... must satisfy the highest standards of character commensurate with the public trust reposed in them." The FCC added, "In this case, we are presented with a broad record of illegal, immoral, and unethical practices."

The FCC minority (Commissioners Quello, Lee, and Washburn) were equally forthright in their disagreement. Jim Quello called the action "gross bureaucratic overkill." Looking at the local angle, Abbott Washburn said, "I find it hard to see how the parent's wrongdoing overseas has anything to do with the public service rendered by any of the 16 stations, e.g. WGMS, the good music station here in the District of Columbia." Bob Lee, in a later statement, said the decision "short-circuited" Communications Act provisions by falling to allow RKO adequate opportunity to defend itself against various charges, a circumstance Lee labeled as a "fatal flaw" in the decision.

## Barsanti New WTIC Operations Manager

Tom Barsanti has been appointed Operations Manager of Pop/Adult giant WTIC-AM-FM/Hartford, replacing Jay Clark, who recently became Operations Director at WABC/New York (R&R 5-16). Barsanti recently resigned as PD of KCMO/Kansas City following a format change from Top 40 to News/Talk.

WTIC VP/GM Perry Ury told R&R, "We're just delighted to have him here. He's a thorough professional and on top of that he's got the background we needed, as a former News Director and long-time programmer."

Barsanti commented, "I'm very

excited. It's a wonderful company, and of course it's an indescribably great facility, not only the physical plant but the people and the kind of tradition the station has. It's a legendary situation I'm really proud to be a part of." Discussing his departure from KCMO, Barsanti told R&R, "The decision was made to move the station to a News/Talk format, and I felt that was not the move I wanted to make. After eight years with (KCMO owners) Meredith, I felt very comfortable with them, so I wished them the best of luck and we parted under very good circumstances." Barsanti assumes his new position Monday (6-16).

## Williams Named VP/Promotion At EMIA/UA

Dick Williams is the new Vice President/Promotion for EMI America/United Artists, following the departure of Charlie Minor to A&M (see separate story). Williams was promoted from the position of National Singles Promotion Director.

In further reorganization moves, EMIA/UA President Jim Mazza announced that Jack Satter has been named to replace Williams as National Singles Promotion Director, moving from Promotion Manager/Southwest, and Chris Hensley will take the position of Co-National Album Promotion Director/East Coast, a promotion from Local Promotion Manager/Atlanta. Both Satter and Hensley will report directly to Williams.

Williams began his career at UA in 1970 as Local Promotion Manager/Memphis. He moved on

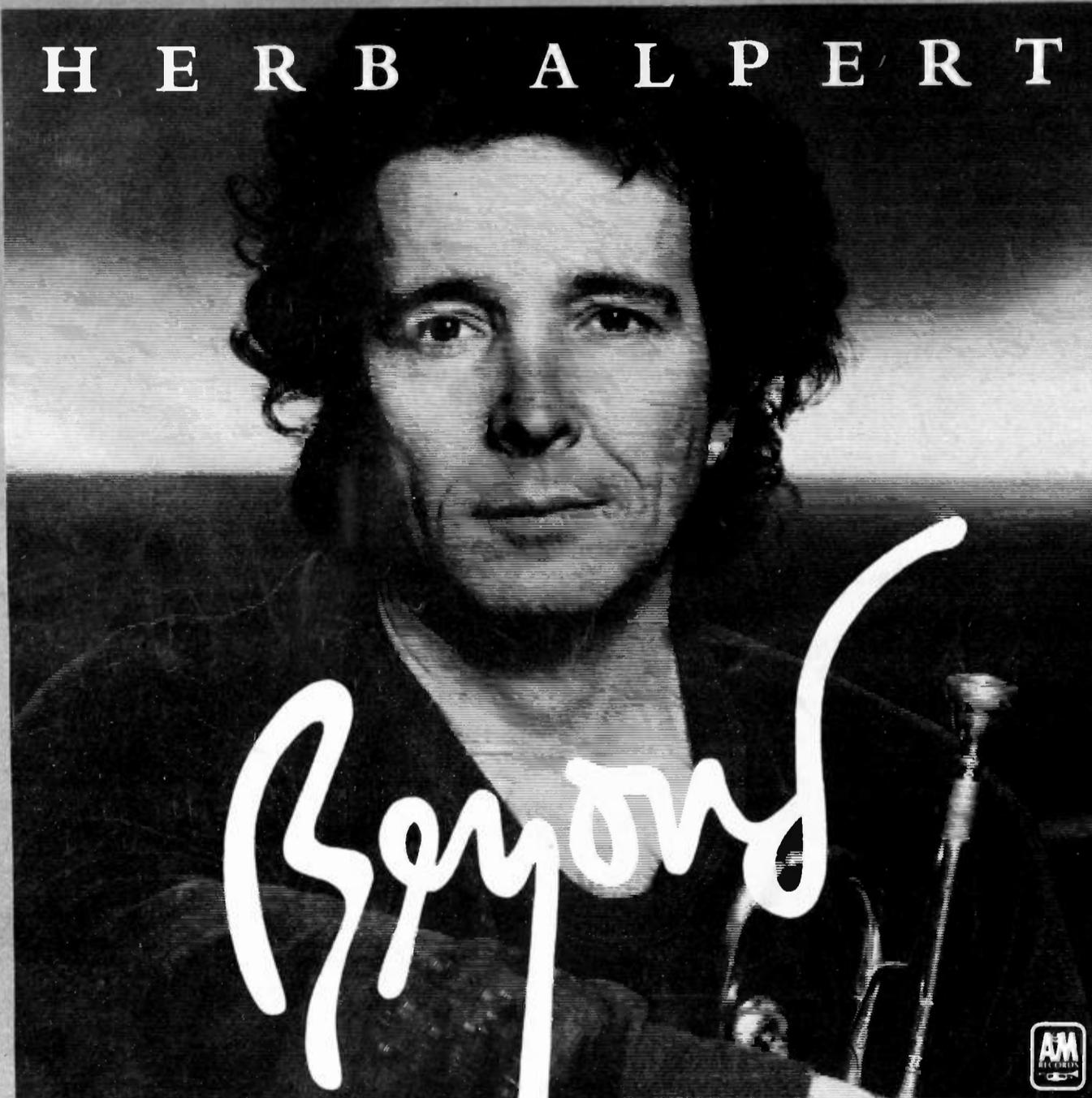


Dick Williams

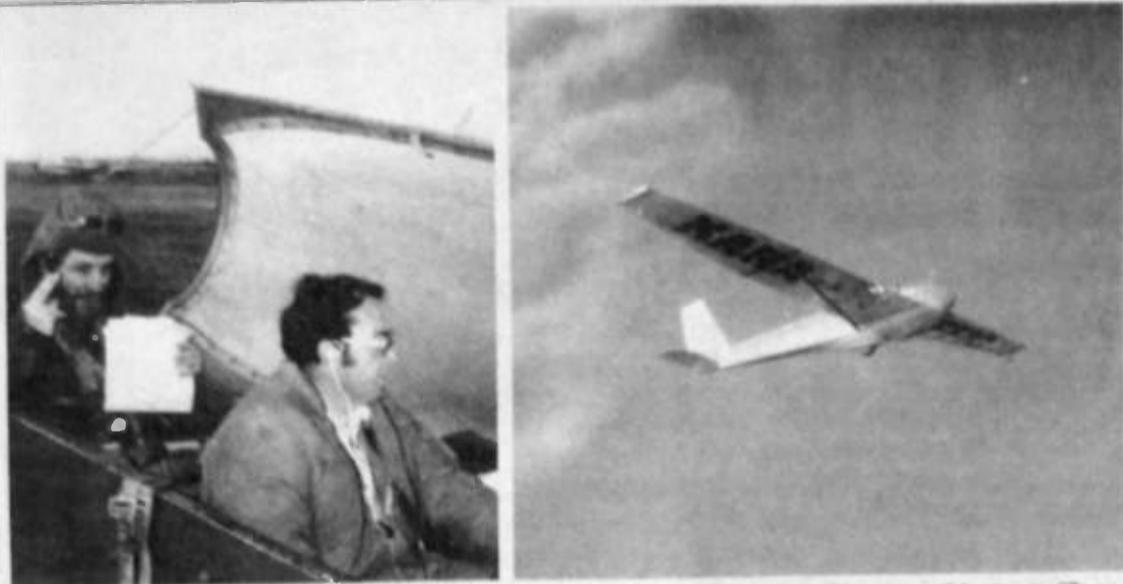
to MCA, becoming Director of Special Projects for the East and Midwest in 1973, then became Regional Album Promotion Director/Midwest for ABC, assuming the same position for Casablanca in 1976. He was promoted to National Album Promotion Director at Casablanca in 1977 and a year later joined UA in the same position.

Last year Herb Alpert had the biggest record of his phenomenal career, the number one, Grammy Award winning single RISE...this year Herb Alpert brings you...**"BEYOND"**...

H E R B A L P E R T



**"BEYOND"**...the single...From the man who has sold more instrumental records than any artist in the history of recorded music...**"BEYOND"**... the next plateau for Herb Alpert's music.



**GLIDING THROUGH THE MORNING SHOW** — KARA/Santa Clara, CA customarily uses a glider for traffic reports in the San Jose area, piloted by Doug Kendrick. Recently PD/morning man Dan Schow decided to do his entire show from the rear of the glider at a height of about 11,000 feet. Schow reports he coasted through the show in fine form. At left (above) he's pictured with Kendrick preparing for takeoff, while at right the KARA glider is shown in flight.



Joe Abernathy

## Abernathy Appointed VP/GM At KJET/KWIC

Joe Abernathy has been appointed VP/GM of KJET & KWIC-FM/Beaumont, TX, joining the facilities as a minority stockholder. Abernathy, a veteran broadcaster, commented, "With 17 stations in our metro, only one in double figures, and seven stations playing some form of rock, the challenge is here. The economy here is very healthy. I look forward to a long and rewarding relationship with KWIC and KJET." KJET is Black-formatted, while KWIC is Pop/Adult. During the course of his broadcasting career, Abernathy has served as GM of KMBR and KFIX/Kansas City and WIOD/Miami.

## Christy New KCBQ PD

Bob Christy has been named PD at KCBQ/San Diego, coming to the station from WHDH/Boston, where he served as PD for the last two years.

KCBQ GM Mike Stafford, who made the announcement, said that Christy was selected for the position because of ratings success at WHDH, which like KCBQ is formatted Pop/Adult.

Christy, with more than a decade of radio experience, previously programmed WIBC/Indianapolis and WVBF/Boston before joining WHDH.

## Arista Withdraws All Blank Tape Ad Support

In what the company described as a "minimal first step" in addressing the issue of home taping and its effect on record sales, Arista Records recently issued a firmly-worded statement to all its independent distributors declaring that the label would no longer pay for or contribute to any radio, print or TV advertising which promotes the sale of blank tape as well as Arista product.

Arista Executive VP/GM Elliot Goldman stated in the letter, "To be in the position of paying for all or part of ads that promote the sale of blank tape is ludicrous and self-deceiving, and we cannot permit it." The policy becomes effective immediately. The Arista announcement follows a similar policy declaration from Polygram.

## KVOC PD Grogg Named GM At KLO

Dick Grogg, PD at Country-formatted KVOC/Casper, WY, has been appointed GM at sister station KLO/Ogden, UT, a Pop/Adult outlet. The announcement was made by KVOC Inc. VP/GM Fred Hildebrand, who had been serving as GM of both KVOC and KLO, and will now be concentrating on KVOC's operations. At the same time, KVOC Sales Manager Ray Ebert was named to KVOC Inc.'s newly-formed Board of Directors.

Grogg told R&R, "I find this new assignment an interesting challenge after all my years in programming. I am really looking forward to getting into this management position."

Grogg joined KVOC in 1975 after serving as PD at WTCR/Huntington, WV, and became PD in September 1979. No new PD at KVOC has been named.

## CBS, MGM Form Home Video Marketing Firm

CBS Inc. and the MGM Film Co. have jointly announced the formation of an MGM-CBS Home Video firm to market home video software worldwide. MGM Film recently separated from its hotel and gaming operations. MGM Grand Hotels Inc., becoming a publicly-owned company in the process.

Plans for the joint venture include the introduction of 25 videocassette programs by the end of the year with videodiscs, to be manufactured by the CBS/Records Group, to follow in 1981. Both videocassettes and videodiscs will be distributed worldwide via the CBS/Records Group's existing record distribution facilities.

Among the initial programming to be produced will be selections such as "The Wizard Of Oz," "2001: A Space Odyssey," "Gone With The Wind" and "Network" from MGM's library of more than 1600 films. Future MGM feature films, films to be produced by CBS's new film production unit, films from CBS's now-defunct Cinema Center catalog, and performances by CBS Records artists, as well as cultural, news and sports programming generated by CBS, will also be made available under the joint venture.

Under the terms of the agreement, MGM-CBS Home Video will have exclusive rights to all product produced for the home video market by the two parent firms, with the exception of certain product created by the CBS/Records Group for cable or TV presentation. Furthermore, MGM will receive all after-expenses revenue from its product while CBS retains the same rights for its productions. The two firms will share equally revenues derived from third party material.

## this week ...

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Upset about potential chaos on the radio band, NAB establishes a new intensive study of allocations.

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# Washington Report

## Wanted: Reaction To New EEO Plan

Commission Seeks More EEO Information; But Stations Would No Longer Be Required To File Reports

There was some disagreement at an open FCC meeting last week (6-4) over a proposal asking for more EEO information on stations' annual reports, with one Commissioner saying the measure goes too far. If adopted, stations would no longer have to send EEO data to the FCC — neither on the Annual Employment Report nor at renewal time. The additional data would be kept in the public file. If a station failed to meet FCC guidelines, it would then be required to submit the information.

Commissioner **Bob Lee's** suggestion that stations which employ women and minorities in numbers equal to at least 80% of their population in the workforce be exempted from most EEO record-keeping is being included in the proposal.

If the proposal is adopted, stations with five or more employees would be required to keep information including the following:

- Employment reported by race, sex, job title and category.
- A summary of promotions by race, sex, former job title and new job title.
- A list of applicants for job openings stating race and sex.

• An annual update of EEO progress.

### FCC Says No Additional Paperwork

The Commission is not asking for any information not already required by other laws such as the Minimum Wage Laws, according to FCC Attorney **Steve Bookshester**. "Our objective is not to make more work for broadcasters, and we want comments from them on how these requirements could take as little time as possible," Bookshester said. Comments are due in 60 days, with 30 days for replies, although R&R has learned there will probably be an extension of time.

### The National Nanny?

Commissioner **Abbott Washburn**  
EEO PLANS/See Page 27

### The Week In Review

- **RKO Radio?** FCC asks for comments on its future (see Page 1). Also for reaction to new EEO plan.
- **Industry sets up Radio Allocations Task Force.**
- **Gulf sits down at bargaining table with SJR.**
- **Three Metromedia stations to sign affiliation with the Source.**

— Jonathan Hall

## Sales Talk

Attorneys for Gulf United met in New York this week with SJR in an attempt to finalize details of a possible acquisition of SJR for \$67 million.

Under an agreement reached in principle last Friday (6-6), **Orion Broadcasting** (owner of five TV's, two AM's, one FM) would become a wholly-owned subsidiary of **Cosmos Broadcasting** of Columbia, SC (four TV's and **WIS-AM-FM/Columbia**) in a \$110 million deal. Orion would retain **WMT-AM-FM/Cedar Rapids, IA** plus two TV's, and spin off **WAVE/Louisville** and three TV's.

**Illinois Broadcasters Association** Board of Directors recently passed a resolution deploring campaigns in which RAB and TVB attack each other. "... The trade association of each industry should confine its advertising efforts to the promotion of the positive factors of its own industry and not dwell on the undermining of competitive media," the resolution stated.

**CBS-FM Sales** to rep **KSAS/Kansas City**.

Thirteen hundred broadcasters and ad execs participated in **New York Market Radio Broadcasters Association (NYMRAD) Radio Festival** end of May. Program saluted RAB's "Radio, It's Red Hot" campaign, and New York Mayor **Ed Koch** was on hand first day to proclaim "Radio Week."

**RAB** puts finishing touches on biggest-ever workshop in Manhattan June 25 with Association of National Advertisers. Keynoters will be **Ogilvy & Mather** President **Ken Roman** discussing "Radio In The 80's — Is It Time To Run To The Other Side Of The Boat?," plus radio testimonials from **Del Monte, AT&T, Mailgram, 7-11, and Photomat**.

## NAB SETS TASK FORCE FOR STUDY

### Master Plan For Spectrum Allocation Urged

Prompted by the FCC's inaction on its proposal for a joint Government/Industry task force to study spectrum allocation, the **NAB Radio Board** decided at its meeting last week to go directly to Congress. In a resolution adopted Thursday (6-5) which will be sent to the Hill, the Board said, "Because the FCC has approached the problem on an ad hoc and piecemeal basis, the NAB urges the Congress to move without delay to assure that the FCC develops a radio master plan which fosters an orderly growth, and as part of that planning process, that it appoints a governmental/industry committee."

The Board also authorized the immediate formation of its own task force to study the technical and economic impact of additional radio stations resulting from 9 kHz spacing, increased FM allocations, and limiting clears to 750 miles.

In other action, a change was approved in the bylaws increasing the Radio Board of Directors by one to accommodate another network. The mechanics will be worked out in September.

### Where The Candidates Stand

According to responses received by NAB to a list of questions regarding current issues in broadcasting, both President **Carter** and **Ronald Reagan** support radio deregulation. Reagan also supports lengthening license terms and is opposed to public disclosure of financial information and federal funding for public interest groups to participate in FCC regulatory proceedings.

Carter, on the other hand, supports government funding of public participation. The President also pointed out that he has proposed

legislation that would protect broadcast newsrooms from surprise police searches. Carter would not take board members' questions in a private meeting last Thursday at the White House, but preferred to discuss other domestic and international affairs.

### New Leadership

**Eddie Fritts**, President **Fritts Broadcasting**, headquartered in Indianola, MI, was elected Chairman of the NAB Radio Board, succeeding **Arnie Lerner**, **WLLH/Lowell, MA** Chairman.

**Cullie Tarleton**, VP Radio, **Jefferson Pilot Broadcasting**, Charlotte, NC, was elected Vice Chairman. Both were unopposed for seats, as was **Tom Bolger**, who was reelected Chairman of both Radio and TV boards.



**WHITE HOUSE RECEPTION** — Pictured at the White House reception for the NAB Board are President Carter and newly-elected Radio Board Chairman Eddie Fritts.

The NAB Radio Allocations Task Force comprises: **Arnie Lerner**, Chairman **WLLH/Lowell, MA** (Task Force Chairman); **Bruce Johnson**, President **Shamrock Broadcasting**; **Mike Lareau**, Exec. VP/GM, **WOOD/Grand Rapids, MI**; **Jerry Lee**, President, **WDVR/Philadelphia**; **Gene Jackson**, President, **National Black Network**; **Charlie Wright**, President, **WBYS/Canton, IL**; **Walter May**, President, **WPKE/Pikeville, KY**; and **Ralph Green**, VP/Engineering, **CBS Radio Network**.



**RADIO MEMBERS MEET** — ABC Radio President **Ben Hoberman** enjoys a conversation with **WBLI/Long Island** President **Marty Beck** at the NAB meetings.



**ALL A BOARD** — Sharing an informal moment at NAB's board sessions are (l-r) TV Board Chairman **Bob King**, Radio Board Vice Chairman **Cullie Tarleton**, TV Board Vice Chairman **Mark Smith**, board member **Eugene Cowen**, and immediate past Board Chairman **Don Thurston**.

## Washington Street Talk

**POSTCARD RENEWAL FORM CLARIFIED:** As proposed last week (R&R 6-6), it's to be a "promise vs. performance" pledge based on licensee's most recently filed statement. Changes would occur only when station alters format, thus eliminating necessity of filing a new report with each renewal.

The FCC would check performance of licensees through random audit of 5-to-10% of all stations filing a new short form renewal application (longer than the proposed postcard; shorter than present form) and an additional five percent filing a long form (roughly the equivalent of the present form).

For the majority of those audited, if there's no problem, their renewal would be routinely granted. If, however, the FCC finds a problem, a station might be subject to a field audit. Under the new system, if enacted, field inspectors would probe for any violations once dispatched to a station.

**BROADCAST BUREAU MERGER PUT ON BACK BURNER:** There were a couple of theories as to why the Commission failed to approve Broadcast Bureau Chief **Dick Shiben's** proposed consolidation of the **Complaints & Compliance** Division into the **Renewal & Transfer** Division last week. Most prevalent was that the Bureau had gotten its way on controversial EEO and postcard renewal form discussions, and third item seems to push Commissioners too far. The Bureau was confident prior to the meeting that all was well, but detecting a possible rejection of the concept, readily agreed to Chairman **Ferris's** idea to appoint a task force for further study.

**BLOW TO KAHN'S STEREO SYSTEM:** One of the biggest radio supporters of **Leonard Kahn's** brand of AM stereo, **Dick Carr**, VP of Radio Operations for **Meredith**, has stepped down from his position.

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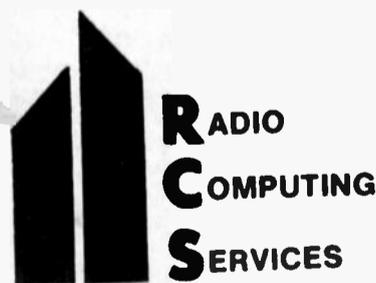
you can step in and make all the exceptions you want. SELECTOR knows you know best. The system runs in either interactive or automated mode. In automated mode, it will generate a routine sheet for an hour, a day, or an entire week.

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## Group W's Nationwide Radio Town Meeting

### Death Of The American Dream?

Do you have a gripe about the economy you'd like to get off your chest? Who better to complain to than the President's inflation fighter, Alfred Kahn! Group W gave its stations' listeners the opportunity to do just that in a one-hour live confrontation May 29. Kahn, located in Westinghouse's Washington studios, fielded questions via satellite from listeners at member stations.

At WBZ/Boston, an unemployed shipworker wanted to know why the government can't build ships with its money instead of spending it on food stamps. In Philadelphia at KYW, a mother of four surviving on government aid asked why welfare payments don't go up with inflation. And Pati O'Neill at KFWB/Los Angeles told Kahn she doesn't believe in the American dream any more, because even though she makes a good salary, at today's prices she'll never be able to own her own home.

Other guests included a farmer at WOWO/Ft. Wayne, IN; an oil refinery worker at KODA/Houston; a police officer at WINS/New York; a college financial aid of-

ficer at WIND/Chicago; and a laid-off steel worker at KDKA/Pittsburgh.

The show was moderated by Group W Washington News Bureau Chief Jerry Udwin, who told R&R, "Member stations liked it so much, they wanted us to do it again the following week." According to Udwin, Group W does plan another show soon, probably on a different national subject.

## FCC At A Glance

### Minority & Female Employment Up

Latest FCC figures show the number of women employed in broadcasting hit 53,000 last year compared to 49,000 in 1978. Minority personnel increased to 25,000 over 23,000 in 1978. Of those employees, the FCC said 24,000 women and 13,000 minorities were in higher pay jobs such as technicians and sales positions.

### Court And Review Board Uphold FCC

An FCC Review Board has agreed with an initial decision giving Robert Reverman the go-ahead for a new daytimer in Enumclaw, WA, because it will provide the first local service.

In other action, the U.S. Appeals Court has affirmed the FCC's denial of WSWG/Greenwood, MS's license.

### Broadcasters Ask For Supreme Court Help

Eight organizations have asked

the Supreme Court to overturn an appeals court decision requiring the FCC to conduct hearings when a unique format is changed. Supporting the FCC, which maintains it should not get involved in programming, were ABC, CBS, Metro-media, NAB, NBC, NRBA, Radio-Ohio, Inc., and WBNS-TV/Columbus, OH.

### NCCB Stalls On Radio Deregulation

Ralph Nader's National Citizens' Committee for Broadcasting (NCCB) asked the FCC last week

(6-4) to prepare a summary of all comments submitted so far on radio deregulation, and then extend the deadline for reply comments for 90 days after the release of the summary. Reply comments are currently due June 25. Noting that comment periods were already extended once, NAB promptly asked the FCC to deny NCCB's request, saying it would take too long to prepare the summary.

### FCC Won't Expand FM Issue

The FCC told the National Telecommunications and Information Administration (NTIA) last week (6-5) that it won't reverse its decision to exclude the use of directional antennas from the increased FM allocation proceeding. But the Commission did say that while it won't consider directional antennas for FM's now, it will take the matter up in the future.

## At The Nets



### ABC

"Network Radio is on the threshold of a new era in growth, service to advertisers, affiliated stations and listeners," ABC Radio Network President Ed McLaughlin (pictured above addressing a group of New York advertisers last week) stated. The event included a showing of the net's multi-media presentation, "The People Delivery System."

Morris McWilliams and Diarmuid White are new account execs for ABC Information and Entertainment. McWilliams is former WMAL/Washington Account Exec. and White was KFI/Los Angeles Sales Manager.

### ABC Information

WBPA/Dallas signs on as latest affiliate.

### ABC Entertainment

New affiliate: Golden West's WTWR/Detroit.

### ABC Contemporary

Electric Light Orchestra will be featured in a two-hour broadcast August 3.

### RKO

WASH/Washington rumored to be close to signing affiliate contract. Sportscaster Charlie Steiner's exclusive interview with Muhammad Ali will air week of July 7. The champ discusses his upcoming fight with Larry Holmes, religion, his public image, and Vietnam.

Diane Dimond named Washington correspondent. She is former news anchor for NPR's "All Things Considered."

Therese Crowley named newscaster from KOPA/Phoenix, where she was News Director.

### CBS

The economic impact of the Cuban refugees in America was the subject of "Newsmark," a 25-minute documentary aired May 31 and anchored by correspondent Martha Teichner.

The battle between Kentucky Derby winner Genuine Risk and Preakness Champ Codex continued June 7 as sportscaster Win Elliot and track announcer Ray Haight covered the Belmont Stakes.

Bart Morrison moves to Planning Director Radio from Market and Profitability Analysis Manager/TV.

Chefs Jackie Olden and Don Fitzgerald will be featured on a special offering menu and safety tips for hot weather outdoor meals the weekend before the Fourth of July.

### Source

Three Metromedia stations, WNEW-FM/New York, KSAN/San Francisco and WMET/Chicago, will be signing affiliate contracts.

Upcoming performance will feature Ted Nugent weekend of June 13, while guitarist Robin Trower performed in concert Memorial Day weekend.

### NBC

Net will carry NCAA Saturday football. KMO/Tacoma, WA is latest affiliate.



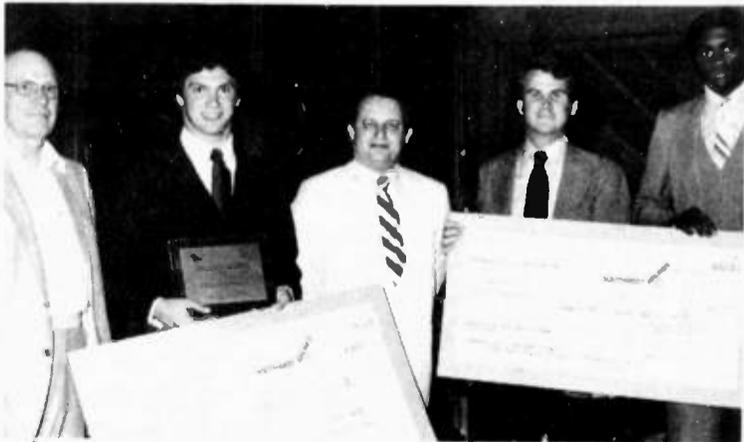
NBC'S DALLAS PALACE — Dick Verne, NBC Radio President (right) pours some champagne for Larry Speigel, Sr. VP and Media Director for Tracy-Locke Advertising in Dallas. Occasion was opening of NBC Dallas Sales Office.

### Mutual

Net will not cover the Moscow Olympics this summer as previously planned. Sports VP Jack Clements said, "Since the U.S. Olympic Committee has opted to adhere to President Carter's request that U.S. athletes not participate in the 1980 Summer Olympic Games, Mutual Sports has decided not to send its delegation to cover the games."

The "Larry King Show" will be broadcast from O&O WCFL/Chicago June 18-20, as King interviews Chicago newsmakers and personalities.

Joe Hildebrand is back as VP/Sports Sales in Detroit office after a brief stint as Detroit Sales Manager for RKO.



MUTUAL ADMIRATION SOCIETY — Mutual President Marty Rubenstein (center) is pictured flanked by Southwest Athletic Conference President Chuck Sampson and Kevin Scanlon, 1979 Football Player of the Year (left); Jim Federer, Southwest Airlines Marketing Director, and Terry Toagle, Basketball Player of the Year (right). Mutual Southwest Radio net cohosted dinner at which Southwest Airlines presented Conference Players with \$1000.

### APR

Lee Tanner named Broadcast Executive for Idaho, Montana and Utah. He is former WVOJ/Jacksonville, FL News Director.

WSSV/Petersburg, VA President & GM Bill Eure elected President, Virginia AP Broadcasters.

## People

### New York

Chuck DeBare, President, New York ABC-owned AM stations, elected International Radio & TV Society VP at annual meeting last week.

Joe Reilly is new New York State Broadcasters Association Executive Director. He's former WWOM/Albany VP/GM.

### Kansas City

Gary Coleman upped to Sales Manager at KCMO/Kansas City, where he's been account exec.

### Washington

White House Asst. Director Steve Simmons upped to Assoc. Director on Domestic Policy staff. Simmons is one of Carter's key people on communications-related matters.

### Salt Lake City

New officers were elected by the Salt Lake Market Radio Broadcasters Association. KSFI GM Craig Hanson is President, replacing KALL-AM-FM GM Bennie Williams, honored along with KRGO GM and SLMRBA's first President Gene Guthrie for their efforts. Other new officers: KRSP-AM-FM Exec. VP Alan Hague, VP; KWMS VP/GM Sam Williams, Secretary; and KRSP-AM-FM Sales Mgr. Ray Bingham, Treasurer.

### Atlanta

Thomas Cordy, President of AMC Mechanical Contractors, elected a director of Cox Broadcasting.

### Dallas-Ft. Worth

Richie Allen named Fort Worth Sales Manager and John Krogstad named Dallas Sales Manager for KFJZ-AM-FM, replacing Jim Van Sickle. Both Allen and Krogstad come out of KFJZ's sales department.

### San Antonio

The first recipient of the Sid Guber Memorial Award presented by American Women In Radio & TV at its annual convention last week (June 5) went to Roseann Christine Del George, student at Julliard. Guber was a longtime SESAC executive.

# WE HAVE A '57 TUTONE



From A Field Of Beaucoup Entries,  
The Following Radio Investigators  
Came Up With The Correct Answer:

GREG ALBERT, WDUZ, Green Bay, WI / DAVE ALLEN, KTWO, Casper, WY / ROCKY ALLEN, KFIV, Modesto, CA / MARC ANDERSON, KROC-AM, Rochester, MN / J.A. ANTHONY, KEYY, Provo, UT / JAY ANTHONY, KVSF, Santa Fe, NM / KIMM BAERSCH, KMET, Los Angeles, CA / DANA BARBER, WSKI, Barre-Montpelier, VT / BRIAN BEIRNE, KRTH, Los Angeles, CA / TED BELL, WABZ, Albemarle, NC / JEFF BENACH, WVRX / DON BETTS, KWVL, Waterloo, IA / BRETT BICKLEY, KSM99 / DAVID BIEBER, WBCN, Boston, MA / ANITA BLACK, WDEK, De Kalb, IL / ED BREMER, KIFM, San Diego, CA / JOHNNY BRIDGES, KRAV-KFMJ, Tulsa, OK / BROWN-STEVENS, WOKY, Milwaukee, WI / GARY BRUCE, WLAM, Lewiston, ME / DAVE BRULL, KWDE / BRIAN BURNS, K104 / SONNY BUTLER, KTON, Belton, TX / JAMES CAMPANA, WEET, Richmond, VA / DEAN P. CARL, KRNS, Burns, OR / LLOYD CARR, KTOM-AM, Salinas, CA / CECILE, KWIZ, Orange County, CA / MIKE CHMAROUSKI, WZLD, Columbia, SC / DALE COLEMAN, KULV / SEAN CONRAD, KCBS-FM, San Francisco, CA / TOM CULLISON, WDBN, Medina, OH / GARY CUMMINGS, KREM-FM, Spokane, WA / JIM DAI, KPLZ Seattle, WA / KATHY DeROUVILLE, KHTZ, Los Angeles, CA / JOE DeSANTIS, WHNN, Saginaw, MI / FAST EDDIE DIMICELI, WQFM, Milwaukee, WI / LEE DOMBROWSKI, KWFM, Tucson, AZ / PETER DOYLE, KIIS-FM, Los Angeles, CA / PIERRE EATON, WINX, Rockville, MD / RANDY EDWARDS, WLKI-FM, Angola, IN / CHRIS ENGLAND, KMHD / KHRIS FAVOR, KEST, San Francisco, CA / JIM FOX, WKRQ, Cincinnati, OH / F. PAUL FUHR, KNAC, Long Beach, CA / RANDY FULLER, KAYD, Beaumont, TX / JERRY GENTRY, KYOS, Merced, CA / PAUL GODDARD, WAJX-FM, Trussville, FL / STEVEN J. GORTVAY, WZZO, Bethlehem, PA / HENRY GUTIERREZ, KILT-AM, Houston, TX / STEVE HAAS, 095 / TED HABECK, KWST, Los Angeles, CA / DAVID HALSTED, DUKE-98 / JACK HANSEN, KCLD, St. Cloud, MN / DAVE HARPER, KKSJ / JAMES L. HARPER, WKMF, Flint, MI / BEN HILLMAN, WJIC, Salem, NJ / JERI LEE HOLM, WINC, Winchester, VA / BOB HOLTAN, WAXX, Eau Claire, WI / MATT HUDSON, WZEE, Madison, WI / KEITH JAMES JR., CHED, Edmonton, Alberta / JEFFREY JANSSEN, WFRL-WXXQ, Freeport, IL / DEAN JENSEN, KSDN, Aberdeen, SD / KAREN KAUDER, NOVA-101 / CHARLES KERN, KDZA, Pueblo, CO / PAUL KERO, KATE, Albert Lea, MN / JAY KIERNAN, WWWV, Charlottesville, VA / SUSAN KORNGOLD, KLAV, Las Vegas, NV / GEORGE KORVAL, WPRB-FM, Princeton, NJ / RHONDA KRAMER, KFOX, Redondo Beach, CA / TOM KUNKEL, WFVR, Aurora, IL / KEVIN LAKE, WJEN / ED LAMBERT, WZOK, Rockford, IL / SUSAN LAMOUREUX, KPRI-KOGO, San Diego, CA / TERRY LEE, WIRK, W. Palm Beach, FL / DANNY LEMOS, KIIS-FM, Los Angeles, CA / JIM LEONARD, WRNR, Martinsburg, WV / DOUG LINDBERG, WKKO, Cocoa, FL / JAN LIPSKI, KIQO / SCOTT LOCKWOOD, KIIS, Los Angeles, CA / ERIC LUND, WZZO, Allentown, PA / ROY LUNEL, KULV / JEFF McCARTNEY, WQXI-FM, Atlanta, GA / KATHERINE L. McCOWN, KRLD, Dallas, TX / DAVID McGOWN, WVMT, Burlington, VT / MAC TIL MIDNIGHT, KEIN, Great Falls, MT / DORIAN MACKENZIE, KYOS, Merced, CA / JACK MADDEN, WZZO, Bethlehem, PA / BILL MAINES, KDLG / LEE MALCOLM, WIRL, Peoria, IL / CARL MANN, KCRG, Cedar Rapids, IA / JOHNNY MARKS, WGEZ, Beloit, WI / KEN MARTIN, WCOS-FM, Columbia, SC / JERRY MASON, KIIS-FM, Los Angeles, CA / BRUCE MATTLOCK, KDOK, Tyler, TX / STEPHEN MITCHELL, KHTZ, Los Angeles, CA / RUBY MONTANO, KULV / DAVE NELLUMS, KCUB, Tucson, AZ / GREGG NOAVIN, KCPI, Albert Lea, MN / PAULA NOURSE, KMPC, Los Angeles, CA / JACK O'BRIEN, PRO-FM, Providence, RI / THOM O'HAIR, KQFM, Portland, OR / MICHAEL OKIN, KBLG / TAB O'NEAL, KORJ, Garden Grove, CA / MICHAEL ORTEGO, KTDY, Lafayette, LA / J.B. PERRY, KSEE, Santa Maria, CA / GERALD PERRETT, WAQY, Springfield, IL / JOHN PHILLIPS, WKRC, Cincinnati, OH / ELLIOT B. POLLOCK, KDIC / KEVIN PROFITT, WLEW, Bad Axe, MI / JOHN RABICK, 86-WAZE, Clearwater, FL / JIM RAY, KWFM, Tucson, AZ / RANDY RICE, WFMF, Baton Rouge, LA / BARB RICHARDSON, KLO, Ogden, UT / TOM RIVERS, KFQD, Anchorage, AK / TRISH ROBBINS, KTIM-AM, San Rafael, CA / CHRIS ROBERTS, WMUS, Muskegon, MI / JOE ROPPE, KLYX-FM, Sioux Falls, SD / KEITH ROVELL, WAZY-FM, Lafayette, IN / STEVE RUTKIN, KULV / NICK RYAN, Y94 / ABE A. SANDOVAL, KZLO, Pueblo, CO / DAVID SCHWARTZ, KIIS-FM, Los Angeles, CA / MARY L. SHAW, WOWO, Ft. Wayne, IN / NEIL SHURTS, KUBC, Montrose, CO / CARTER SNIDER, WLKI, Angola, IN / JACK SNYDER, KMET, Los Angeles, CA / DOUG SORENSON, KLAQ-FM, El Paso, TX / MARK STARR, KMPC, Los Angeles, CA / JIM STEELE, KQID, Alexandria, LA / TONY STEWART, KDVV, Topeka, KS / DEBORAH SULLIVAN, WQXM, Tampa, FL / JOHN SULLIVAN, WQWK, State College, PA / JEANINE TANCRIDI, KULV / BOB TAYLOR, KGAR, Portland, OR / MICHAEL TAYLOR, KIOK-FM, Tri-Cities, WA / ELAINE TURNBOW, KFYO, Lubbock, TX / MIKE WAGNER, KIIS-FM, Los Angeles, CA / BOBBY WALSH, WSCR, Scranton, PA / CHUCK WARNER, WQPM, Princeton, MN / DICK WARRICK, KMET, Los Angeles, CA / ROBERT WELCH, KEYS, Corpus Christi, TX / WINN WHITE, WSRZ, Tampa, FL / APRIL WHITNEY, KROQ, Los Angeles, CA / JOHN WILLIAMS, KGW, Portland, OR / MARK WILLIAMS, WMC-FM, Memphis, TN / MARK WILLIAMS, WRAS, Atlanta, GA / TERRY WILLIAMS, CKAR / WARREN WILLIAMS, WXLN, State College, PA / NORM WINER, WXRT, Chicago, IL / TOM WOERNER, KGGO-FM, Des Moines, IA / PHIL WOOD, WGAT, Gate City, VA / BRIAN WORK, WAXC-FM, St. Marys, OH / DANNY WRIGHT, KMJK, Portland, OR / CHUCK YATES, KGRC-FM, Hannibal, MO / MARK A. YOUNG, KPAN, Hereford, TX / PHIL ZACHARY, WSKS, Hamilton, OH / BILL ZIMMERMAN, WLEC, Sandusky, OH / RANDY MASON, KGEZ, Katspell, MT.

All The Names Have Been Placed In A Hubcap, And **TOMMY** Will Pick The Winner Of The **TUTONE '57 CHEVY**. The Winner Will Be Announced In R&R's June 20 Issue.

# WHAT'S NEW

## Radio Ad Workshop Upcoming

The Radio Workshop 1 at Aspen is a two-day seminar scheduled for July 21-22, 1980, designed to explore questions such as what radio advertising works and why. The program is open to anyone involved in creative broadcast advertising, from

producers to salesmen, from clients to account executives.

The event will encompass 10 presentations by radio advertising luminaries **Chuck Blore, Stan Freberg, Walt Woodward, Harley Flaum, Steve Rivkin, Bob Begg, Bill**

**Tyler, Jim Svec, Jim Paddock and Joel Raphaelson.** Topics to be discussed will include "How To Beat TV With Creative Radio," "How To Evaluate Your Own Radio Commercials," "How To Get The Right Music At The Right Price," and "How To Sell With Radio." In addition, attendants will be able to break into smaller groups to partake in some in-depth analysis of special problems.

Registration is \$185. For further information contact Radio Workshop 1 at Aspen at Suite 402, 102 W. Whiting St., Tampa, FL 33602, (813) 223-5684.

## Analysis Of Humorous Radio Ads Underway

How effective is humor in radio ads? **Radio Recall Research Inc.** hopes to answer this question, as well as which kinds of humor work best, with the release of its survey, "Analysis Of The Effectiveness Of Humor In Radio Advertising."

Implementation of the study will begin this summer when one hundred humorous radio commercials for 45 advertisers (including **Time** magazine, the **Gap**, **Blue Nun**, **Coca-Cola** and **McDonald's**) covering 52 different brand names will be analyzed. Each slice-of-life humorous spot will be broken down into various executional elements such as type of background music used, jingles, testimonials, mnemonic devices, etc., to determine which characteristics are most beneficial in promoting brand name recall, product identification and the like.

The analysis will be conducted using a simulated normal environment and day-after phone recall method in an effort to obtain an objective evaluation. The report will be offered to advertiser companies and agencies in August. For further information, contact **Gary Sessler** at Radio Recall Research Inc., 22 S. Holm-

del Rd., Box 164, Holmdel, NJ 07733, (201) 946-9618.

## Chu-Bops Tops On Pop Charts

If you've long since thrown out your old bubblegum baseball cards only to find out that they're now worth a

small fortune — don't despair. A new series of collectibles is on the way. **Amuro Products Co.**, a subsidiary of



the **Wrigley** gum-chewing family, has given birth to a snappy idea, "Chu-Bops," as announced earlier this year. These bubblegum discs are exact replicas (down to the grooves and hole in the middle) of miniature record albums and are packaged in 3-inch x 3-inch reproductions of a current hit LP cover. To make them even more collectible, each "album" cover has printed on its back the lyrics from one of the tune of the original album.

Some early "Chu-Bops" releases include **Billy Joel's** "Glass Houses," the **Knack's** "Get The Knack," the **Spinners'** "Dancin' And Lovin'," and **Abba's** "Voulez-Vous." If the first eight "Chu-Bops" are snapped up in the initial San Francisco test market, an additional eight to sixteen new bubblegum albums will follow every two months to promote collecting and trading.

Fourteen artists have already signed with Amuro and will receive royalties from all "Chu-Bops" sales. At 35 cents per "Chu-Bop" and with bubblegum sales already at the \$1.2 billion a year mark, recording artists may find that "bubbling under" is not the sticky situation it once was as bubblegum rock may become more profitable through the candy store than it ever was in the record shops.

## Central Weather Service Teams Up For Radio

**Media Service Concepts** has acquired the services of broadcasters/meteorologists **Joel Bonnan** and **Diane Clarke** for its "Central Weather

Service" reports. They will team up to provide clients with a personality-oriented weather program which can be customized to the individual needs of the community each radio station serves, such as specialized weather reports for agricultural or resort areas. For further information, contact **GM Dick Stadlen** or **Roger Skolnik** at Media Service Concepts, 1713 N. North Park Avenue, Chicago, IL 60614, (312) 951-2680.

## Mama Cass Movie Planned

The late **Cass Elliot**, best known for such hits as "California Dreamin'" and "Monday Monday" while a member of the **Mamas And The Papas** in the late 60's, will be the subject of an as-yet-untitled film biography, to be produced by her sister, singer-songwriter **Leah Kunkel** under the auspices of her **Middlefield Music** firm.

**Carl Gottlieb**, currently completing postproduction work on the **Ringo Starr**-starring "Caveman" movie, will direct and script the biopic, which will trace Mama Cass's career from her days as a sophomore at Swarthmore to her untimely demise in 1974.

## Conversant Calculator

Talking terminals! **Canon** has recently developed a desktop calculator combined with a voice synthesizer, enabling the unit to "read" off a long list of entries, which the operator can then check off. The device's price? \$399.00.

## STATIONS TRIPLE IN NUMBER

## Outlook Upbeat For Classical Radio

The audience for **Beethoven, Wagner** and **Mahler** is getting larger not smaller, according to the **Concert Music Broadcasters Association (CMBA)**, as the number of radio stations reporting some sort of classical music format nearly tripled from 87 in 1973 to 235 in 1980. Of these newcomers, 76 were commercial radio stations that adopted classical music as their primary format.

Furthermore, a CMBA survey of 20 commercial Classical stations revealed that these outlets averaged a 34 percent gain in sales from 1978 to 1979, while revenues for the radio industry as a whole rose but eight percent during the same period.

## NARM Gives The Gift Of Music To Merchandisers

In an effort aimed at increasing record revenue, the **National Association of Recording Merchandisers (NARM)** has designed a promotional catalog for merchandisers with all items based on the central theme, "Give The Gift Of Music." Many of the "Give The Gift Of Music" buttons, product stickers, window decals, key chains, bumper stickers, etc., displayed in the catalog can be customized with store names to bring the point home, and all materials can be purchased in very small quantities while still taking advantage of large quantity discount prices.



Give the gift of music.

NARM plans to issue three more catalogs in upcoming months geared primarily to holiday and special occasion purchases. The Christmas booklet, set for August issuance, will contain such items as gift wraps, greeting cards, gift certificates, T-shirts, and point-of-purchase display materials. For further information, contact NARM at 1060 Kings Highway North, Cherry Hill, NJ 08034, (609) 795-5555.

# WESTWOOD ONE • SALUTES!

One of over 1200 Great Radio Stations carrying Westwood One programs. Programs like: **Dr. Demento, Off The Record with Mary Turner, The Great American Radio Show with Mike Harrison, Star Trak with Candy Tusken, Ace & Friends, Spaces and Places, Shootin' The Breeze, Special Edition with Sid McCoy, The Sound of Motown, On The Move and The Twelve Hours of Christmas.**



**KY/102**  
**KYYS**

9540 Washington Blvd., Culver City, CA 90230  
(213) 204-5000





# THIS WEEK UNITED ARTISTS WILL SPEND 5.5 MILLION DOLLARS IN MEDIA ADVERTISING TO PROMOTE THE MOVIE AND SOUNDTRACK.



**Bands make it rock...  
Roadies make it roll!**

Includes The Hit Singles:

"Everything Works If  
You Let It,"  
CHEAP TRICK

"Drivin' My Life  
Away"  
EDDIE RABBITT

"That Lovin' You  
Feelin' Again"  
ROY ORBISON AND  
EMMYLOU HARRIS

# Roadie

The story of a boy and his equipment.

An ALIVE ENTERPRISES Production of An ALAN RUDOLPH Movie

"ROADIE" MEAT LOAF KAKI HUNTER and ART CARNEY ALICE COOPER BLONDIE ROY ORBISON HANK WILLIAMS, JR.

Story by BIG BOY MEDLIN & MICHAEL VENTURA and ZALMAN KING & ALAN RUDOLPH

Screenplay by BIG BOY MEDLIN & MICHAEL VENTURA Directed by ALAN RUDOLPH Produced by CAROLYN PFEIFFER

PG PARENTAL GUIDANCE SUGGESTED  
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

DOLBY STEREO  
IN SELECTED THEATRES

Executive Producer ZALMAN KING TECHNICAL® PANAVISION®

Original Motion Picture Soundtrack Album Available on Warner Bros. Records & Tapes

Copyright © 1980 United Artists Corporation. All rights reserved.

United Artists  
A Transamerica Company

# The Big Three From The Big Soundtrack Of 1980



## ROY ORBISON & EMMYLOU HARRIS

**"That Lovin' You Feelin' Again"**

94Q 29-26  
WHB add 24  
WOKY add  
WICC add

WSGN add  
WNOX 30-26  
WAYS add  
WLBZ on

WHEB deb 35  
WAAY add  
WCGQ add  
WANS-FM on

KBDF add  
KBOZ add

## CHEAP TRICK

**"Everything Works If You Let It"**

## EDDIE RABBITT

**"Drivin' My Life Away"**

**FROM THE ORIGINAL SOUNDTRACK**

# Roadie

Original Motion Picture Sound Track  
An Alive Enterprises/Steve Wax Enterprises Production  
On Warner Bros. Records & Tapes (2HS 3441)



# WHAT'S NEW

## Mini-Computer Radio Music Selection System Available

The "Selector" is a low-cost computer-aided radio music selection system currently available from New Jersey-based **Radio Computing Services (RCS)**. The unit, which utilizes a low-cost, office-size disc-and-memory mini-computer, performs three broad functions: library control, management analysis, and, most importantly, music selection.

This music selection can be customized to meet the individual station's needs as to how it wants the music sequenced, spaced, repeated and diversified. The "Selector" can be operated either automatically, selecting carts from your library in order of last play date (within a category) and screening them according to your station's specifications, or semi-automatically, showing you a flow sheet and allowing you to pick and choose at will.

Regarding music library functions, the "Selector" ensures a constant rate of turnover by allowing you to enter each cut into the library with notations as to category of music, the artist, his role, the title, and sundry optional categories such as sound code, "opener" property, daypart restriction, tempo, timbre, key, running time, intro time, chart history, demographic appeal data and more. As for the device's management analysis capabilities, the "Selector" can provide summaries of reach and frequency demographics as well as graphic representations of past and projected frequency profiles for any artist or title by hour, daypart, day of the week or by date range.

Recently installed at **KYUU/San Francisco**, the "Selector" can also be tailored to meet syndicator's needs by adding a larger memory system. For further information contact Radio Computing Services at Two Dean Drive, Tenafly, NJ 07670, (201) 567-3263.



## Westwood One's Black Syndie Show A "Breeze"

"Shootin' The Breeze," a nationally-syndicated black interview feature, is now available from Los Angeles-based **Westwood One**. Hosted by well-known air personality/programmer **Jackie McCauley** and sponsored by **Schlitz "Malt Liquor,"** the show consists of 10 weekly 2½-minute interviews with black music's current stars.

Pictured while listening to playbacks of the premiere program are (standing, l-r) Westwood One's New York office Director **Joel Berman**, **Benton & Bowles** account executive **Vesna Besarabic**, Jackie McCauley, Schlitz Malt Liquor Brand Director **Gary M. Truitt**, and Westwood One President **Norm Pattiz**; (seated) engineer **Michael Jordan**.

## Leisure Sports Reflect Changing Lifestyles

### Legs Replace Gas As Prime Propellant

According to a recent Gallup poll, the energy crunch, combined with inflation and the subsequent change in lifestyle, has caused most Americans to reevaluate their leisure time activities. Camping, motorboating and fishing have taken a marked decline since 1964, while self-propelled sports such as bicycling, roller skating, and jogging have risen dramatically in the past 16 years.

While only 24 percent exercised regularly in 1961, almost half (46 percent) of those polled this year indicated they did so (possibly influenced by late President **John F. Kennedy's** physical fitness programs instituted in the early 60's), with college-educated, upper-middle income professional and business people the most dedicated exercisers. However, even among this group, tight money seems to have taken a toll, since golf stroked up a mere eight percent participation figure in 1980 (compared with 14 percent in 1972).

Tennis, on the other hand, continues its upward swing with 14 percent still hitting the courts (up slightly from the 12 percent 1972 figure but lobbing significantly upward from 1959's four percent statistic). Roller skating, once an activity confined primarily to youngsters, showed the largest increase of any sport since 1972, coasting upward five percent to 12 percent participation, as more and more adults strapped on the skates.

During the last 12 months, Americans reported their five major leisure activities were: swimming (37 percent), bicycling (27 percent), bowling (24 percent), fishing (24 percent), and hiking (21 percent), although most of those polled still dreamed of spending their spare time engaged in such resort pursuits as scuba diving, sailing, deep-sea fishing, and snorkeling, proving, once again, that Americans continue to adapt to their changing lifestyles.

## PRO:MOTIONS

### Feiden Adds VP Duties At ADA Films

**Bob Feiden** has been appointed Vice President of Creative Development for **ADA Films**. Feiden will continue in his present capacity as Vice President of **A&R**, East Coast for **Arista Records** as well and will divide his activities between the two positions.

In his new post, Feiden will be involved in locating and developing properties for motion picture production. His previous film experience includes serving as story editor for **Jack Lemmon's** production company,



Bob Feiden

**Jalem Production**, and for **Cannon Films**, prior to functioning as Assistant to the Producer of "Love Story." Feiden began his music industry career as an Associate Editor for **Record World** in 1972, moving to an **A&R** position at **RCA Records** in 1973, and joining **Arista** upon its formation in 1974.

### Goldstein Named VP For Mahlman Firm

**Steve Goldstein** has been named Vice President for **Robert O. Mahlman Inc.** Most recently Regional Manager of Affiliate Relations for the **NBC Radio Network**. Goldstein previously

served as Program Director at **WICB-FM/Ithaca** for two years before joining **NBC**. Prior to this, Goldstein held programming and announcing positions at **WVOX** and **WRTN/New Rochelle**, **WTKO/Ithaca**, and **WENE-WMRV/Endicott**.

In his new post, Goldstein will be responsible for the international marketing of various radio specials produced by **Mahlman's** clients. Goldstein will be involved in the firm's brokerage and executive search activities as well.

### Levinson Named Mgr./ Creative Services At Chrysalis

**Janet Levinson** has been appointed Creative Services Manager at **Chrysalis Records**. Prior to her joining **Chrysalis** to assist in the formation of an in-house art department, Ms. Levinson worked at **Ramey Communications**, having previously served as a production supervisor at **Boylehart, Lovett and Dean Advertising**.

In her new post, Ms. Levinson will be responsible for the coordination and production of all advertising and promotional materials for the label.

### Brown Forms Nat'l College Survey Firm

**Paul Brown** has joined forces with two other music industry veterans, **John Rosica** and **Bill Mulhern**, to form **Brown's National College Survey**. Brown, who has specialized in college promotion for more than 20 years as an independent promoter, will expand into researching the college market with **Neil Orzeck** added to the newly-formed firm's executive roster as Research Analyst.

**Brown** will continue in his independent college promotion activities as well as his new venture, moving to larger offices at 35-10 47th Avenue, Long Island City, NY 11101, (212) 392-5100.

### Jones Named Dir./ Nashville Ops For WB

**Frank Jones** has been named Director of Nashville Operations for **Warner Bros. Records**. Having begun his music industry career with **Spartan Records** in his native Canada, Jones later worked at **Columbia Records' Canadian division** before journeying to **Columbia's Nashville office**, where he served as a producer, eventually becoming Director of **Country Marketing** for the label. Following this, Jones joined **Capitol Records** as VP/GM of that label's country division, holding this post for five years.



Frank Jones

Jones is also current Chairman of the Board of the **Country Music Foundation**, having served as a Director of the **Country Music Association** for the past several years. His **Warner Bros.** appointment is effective immediately.

### Barnett Named Exec. Prod. For O'Connor

**Russ Barnett** has been named Executive Producer of **Syndicated Programming** for **O'Connor Creative Services**. Barnett formerly served as Program Director for **KMPC/Los Angeles** and as Operations Director for **Don Martin Communications**. He will be based at **O'Connor's Los Angeles offices**.



Linda Ronstadt

I CAN'T LET GO

From her new album "Mad Love" 5E-510

E-46654

Produced by Peter Asher. Recorded by Val Garay





As you continue to sob silently in your soup, let me cheer you up, thanks to the listeners of C.J. Bronson at KNBR/San Francisco.

C.J. delighted us in last week's G.O. column by sharing her campaign to conserve musical energy by having artists re-record existing songs that they should have done long ago.

Here are some more:

"I've Got You Under My Skin" — Blood, Sweat & Tears

"Hello It's Me" — the Intruders

"Reflections" — Looking Glass

"Fly Me To The Moon" — Jefferson Airplane

"I Left My Heart In San Francisco" — Gerry And The Pacemakers

"All By Myself" — Herman's Hermits

"If I Had A Hammer" — Sister Sledge

"Truckin'" — Bachman, Turner Overdrive

"I Walk The Line" — the Highwaymen

"Come Softly To Me" — Gordon Lightfoot

"I Shot The Sheriff" — Jo Jo Gunne

"Ain't No Mountain High Enough" — Frankie Valli

"Big Yellow Taxi" — Chubby Checker

"The In Crowd" — the Outsiders

"Can't Buy Me Love" — Johnny Cash

"Mystery Of Love" — Nelson Riddle

"The First Cut Is The Deepest" — Stevie Nicks

"Little Things Mean A Lot" — Millie Small

"Whole Lotta Shakin'" — Vibrations

"Brandy" — Dean Martin

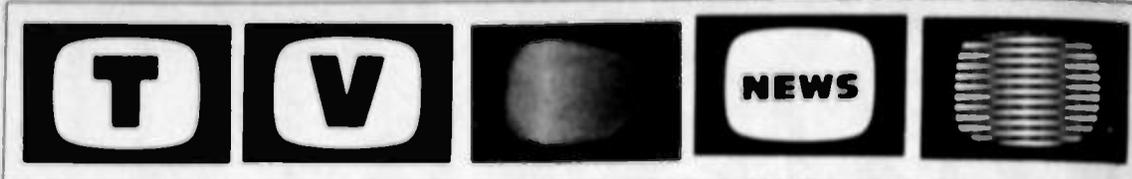
"Heart Of Glass" — Crystal Gayle

"Stormy" — Hurricane Smith

The G.O. column received a nice note from Jerry E. Brown, the PD at WSIC in Statesville, NC. (I wonder if he's ever dated Linda E. Ronstadt?)

Back in the late 70's, "Pistol" Pete Maravich made the comment; "We live in an unbalanced world, and sports should be one dimension that leaves people happy and care-free." Good for you, Pete. How about the same quote for radio??

I was glancing through some books on genealogy the other day — and found out that I happen to be a direct lineal descendant of Sir Garish the Inspid Owens. He's the one who suffered a fatal shoulder wound while being knighted!!



## CBS Keeps On Winning

CBS's awesome series strength propelled the leading network to another Nielsen victory for the week ending June 8. The figures, down during the rerun doldrums, were CBS 14.9 average rating, ABC 14.3, and NBC 12.9. CBS took five of the first six positions with its hit series, and eight of the top ten, although ABC's 11-20 strength tightened the race.

Sunday stalwart "60 Minutes" was the week's leader, followed by CBS's Monday monolith "MASH" and another Sunday strong point, "Alice." Following were 4) "Secret Of Three Hungry Wives" (NBC Monday movie) 5) "Dukes Of Hazard" (CBS) 6) "Dallas" (CBS) 7) "Three's Company" (ABC) 8) "House Calls" (CBS) 9) Tony Awards (CBS) 10) "Phyl & Mikhy" (new CBS series).

An ABC Sunday movie took 11th place, followed by 12) "Love Boat" and ABC's relatively new "When The Whistle Blows" series in a tie 14) "Taxi" (ABC) 15) "Real People" (NBC) 16) "20/20" (ABC, down from No. 1 last week) 17) "Charlie's Angels" (ABC) 18) a tie between CBS's "Lou Grant" and ABC's "Barney Miller," and 20) another tie between ABC's "Hart To Hart" and, making a strong comeback, CBS's "WKRP in Cincinnati."

**INDIE NEWS NET CHALLENGES BIG THREE:** As Ted Turner's cable news network monopolizes the headlines, another news network, made up of independent TV stations across the country and claiming an audience ten times the size of Turner's 3 million, debuted this week. Independent Network News, originating from WPIX-TV/New York and created by WPIX Inc. President Leavitt Pope and WPIX-TV VP/News John Corporon, hopes to provide an alternative to the network news programs. Most stations will be running the programs at 10 or 10:30pm, and INN is making three minutes per half-hour available for local stations to sell. Major commitments from national advertisers are also reported.

**MUSIC ON TV:** Ambrosia hosts "Midnight Special" June 27, with appearances by the Pretenders and Pat Benatar, among others. Other "Midnight Special" appearances include Rocky Burnette and Kim Carnes June 20 and the J. Gells Band June 13. Rocky Burnette also guests on "American Bandstand" June 28, while Bernadette Peters is on the June 21 edition.

## VIDEOSCOPE:

**COLUMBIA PICTURES PACTS 42 FILMS:** Columbia Pictures, in its first major product purchase for the video market, has paid an estimated \$1 million for the exclusive videocassette rights and the nonexclusive videodisc rights to 42 Cinema 5 films, including "Gimme Shelter," "The Man Who Fell To Earth," "Pumping Iron," and "Scenes From A Marriage" . . . **JVC SEES VCR SALES UP 50%:** The JVC Corp. projects that 1980 VCR sales for the industry as a whole will jump 50% to 600,000 units. According to the Wall Street Journal, videocassette player sales are currently running 60% higher than last year at this time . . . **EST TO SHARE SPACE ON CABLE TV:** Ex-adman Werner Erhard's controversial self-improvement program, est, will make its cable TV debut shortly with a nine-hour show set to air July 12 via RCA's Satcom I satellite. Offered free to cable systems, the show includes live and film sections, and is intended to serve as a pilot for an ongoing series of est sessions, which may possibly include some of the program's notorious interaction encounters . . .

## ERR WAVES

BY BOBBY OCEAN

**5 YEARS AGO TODAY**

**Radio & Records**

- ★ **ED SALAMON NAMED PROGRAM MANAGER AT WHN/NEW YORK** — Leaves WEEP/Pittsburgh PD position.
- ★ **STATION PURCHASES** — Lake Huron buys KRBE/Houston, Fairbanks buys WIBG/Philadelphia.
- ★ **CHARLIE KENDALL NAMED MD AT WMMS/CLEVELAND**
- ★ **NUMBER ONE FIVE YEARS AGO:** "Love Will Keep Us Together" — Captain & Tennille (A&M)
- ★ **NUMBER ONE COUNTRY:** "Lizzie & The Rainman" — Tanya Tucker (MCA)
- ★ **NUMBER ONE LP:** "Captain Fantastic" — Elton John (MCA)



# CONTINUING TWO GROW:

## CHRISTOPHER CROSS

### "Sailing"

WKBW add  
KRLY add  
94Q 26-20  
Y100 add 33  
Q105 on  
WZUU on  
WOKY add  
KJR deb 26  
KIMN add  
KOPA add  
WBEN-FM add 37  
WTRY add  
WFLY add 29  
KC101 add 30  
WICC add  
WPST add  
Q106 add  
WKBO add  
WHYN on  
14Q add 30  
WKEE on  
KHFI deb 29  
Z98 deb 39  
WJDX add 30  
KXX106 24-21  
WERC 28-23  
WSGN deb 33

WIGY 11-9  
96X 28-27  
Y103 add  
BJ105 add 36  
95SGF add  
WSKZ deb 30  
WRJZ add  
WAYS on  
WQRK 24-14  
WDRQ deb 29  
WVIC add  
KWEN deb 35  
KRAV 30-27  
WNAP deb 30  
KIOY 27-24  
KJRB 28-24  
KTAC 28-25  
KRSP add  
KMJK add  
KLUC 23-17  
KENO deb 28  
KRUX add 39  
KRQ 26-20  
KTKT add  
WGUY deb 30  
WLCY add

WHEB deb 28  
13FEA on  
WCIR on  
WAAY deb 28  
WHHY 26-22  
WCGQ deb 29  
WSEZ add  
WISE on  
WFLB deb 34  
WTMA deb 27  
WANS-FM deb 38  
WROV on  
CK101 add 40  
FM99 on  
KILE add  
WFOX on  
KKXL deb 20  
WRKR add 28  
WNAM add  
WRBR add  
WROK add 29  
KDVV add  
KBDF 29-26  
KQDI add 29  
KBOZ on  
KRLC deb 29

PRODUCED BY MICHAEL OMARTIAN

## RODNEY CROWELL

### "Ashes By Now"

Z93 25-18  
94Q 3-3  
Q105 on  
CKLW on  
KDWB add 21  
WHB add 23  
WGCL add  
WZUU add  
WOKY deb 30  
KJR add  
KIMN add  
WTIC-FM add  
KC101 30-27  
14Q add  
WKEE on  
WFBR on  
WAPE 25-23  
KHFI 30-22  
WTIX deb 38  
Z98 32-27  
KXX106 2-2  
WERC 11-6

WSGN 27-20  
WLCY on  
WAXY deb 30  
WSGA 25-20  
95SGF add  
WBBQ 12-9  
FM100 add  
WLAC 27-25  
92Q deb 25  
WSKZ 8-7  
WRJZ 28-20  
WNOX deb 29  
WKIX on  
WAYS 7-6  
WQRK add  
WRVQ 29-28  
WAKY 31-25  
KWEN deb 38  
WOW 27-23  
WZZP 30-27  
WAKX on  
KJRB add

KRSP on  
KGW deb 30  
KMJK add  
KLUC add  
KRUX on  
KRQ add 30  
WAAY 27-22  
WHHY 18-15  
WCGQ 13-11  
WSEZ 24-22  
WISE 17-14  
WFLB 31-24  
WTMA on  
WANS-FM 5-5  
FM99 15-12  
KWIC add 31  
KPUR on  
WFOX 17-12  
KFYR on  
KQDI 22-21  
KBOZ on  
KRLC on

PRODUCED BY CRAIG LEON & RODNEY CROWELL

ON WARNER



BROS. RECORDS

"Perhaps Arbitron should cease issuing monthly data in the Quarterly Measurement markets."

## Quarterly Measurement Monthly Data — Options To Consider

Quarterly Measurement is headed your way soon. Every regularly measured syndicated market will have the 12-week long surveys by next spring. A number of you will then be considering whether of not to purchase the monthly report data that Arbitron can make available, based on each discrete four weeks of the Quarterly sweep. Two weeks ago I listed some of the pros and cons of buying the monthly data. This week I'll list some suggestions or options that Arbitron may want to consider, regarding monthly or interim data.

### Three Options

It seems to this writer that there are three options that Arbitron and the industry may want to discuss with regard to the availability of interim data on the 12-week surveys. These options are as follows:

1. Issue interim data based on six weeks' worth of diaries.
2. Eliminate issuance of interim data *during* the sweep but have monthly information available *after* the results are known.
3. Eliminate issuance of any interim data, except that which may be obtained through post-survey diary review.

Let's look at how each of these options might work, compared to the current arrangement of issuing data based on four weeks' worth of survey diaries.

### Six-Week Reports

One of the major problems with the current information, based on diaries from four weeks, is that the data base is too small for all but the broadest projections. One way to boost the amount of in-tab diaries on which the interim data would be based would be to issue one midterm report, based on listening over a six-week period, rather than the current four-week data base. **Burke Broadcast Research** recognized this as an improvement over the monthlies. **Burke** initially issued monthly figures (faster than Arbitron since no diary mail return was involved), but was moving to the midterm approach as the company declined. **Harry Bolger** told me he felt the six-week data was more stable and reliable. If this is the case, it may be an option for Arbitron to think about. However, given the mail time frame and production schedules, the Ar-

bitron midterm report would likely not reach subscribers until the very end of the 12-week sweep. Because an interim report would be produced just once under this suggested system, there may be a slight cost savings to the company and, it's hoped, to the subscribers, compared to the cost of producing three monthlies.

### Monthlies After The Fact

The second option is issuance of monthly data after the overall 12 weeks' results are available. This way a broadcaster can review the interim figures, see which months might have been best overall, and analyze the 12-week numbers in that light. I understand that in markets that have voted not to have the monthlies, this approach may be taken by Arbitron, hoping to induce more stations to accept the monthly data up front for the next sweep. Presumably the cost premium associated with acceptance of the monthlies will still apply if broadcasters review the data after the fact and then decide to accept the monthlies for the upcoming survey.

### Eliminate Monthlies

Another option worthy of discussion is the total elimination of the interim reports. Given that the data does not reach the broadcasters in time to really affect a given survey, and given the limited sales and programming utility, perhaps Arbitron should cease issuing monthly data in the Quarterly Measurement markets. The stations involved will save a substantial amount of money if the monthlies are not produced, and Arbitron will not have to further tax its production staff in Beltsville and Laurel, freeing these people for more productive efforts.

If Arbitron were to choose this course, could you still break out certain weeks and months from your full 12-week report? Sure. A post-survey diary review in Laurel, done with a mechanical diary, can break out the information for you. Each month and week are coded in a special fashion so that data for any week can be ascertained. The post-survey diary review can be done within a couple of weeks after the book has been received and thus would still be relatively timely, not to mention much less expensive than the premium for the monthlies (5% of your annual license fee).

## Week In Review

### Arbitron HOMR Moratorium

Arbitron officials Dick Weinstein and Dick Logan tell R&R that some client stations may not have to adopt the proposed new rate card (R&R 6-6) at the next renewal date. Instead, stations with one-year or three-year contracts, and which are up for renewal between September 1, 1980 and August 31, 1981, will have the option to renew for one year at their current Highest Open Minute Rate. The HOMR used in the current contract will then be frozen for the year, and the station will have to sign the new version of the contract after the expiration of the moratorium year. Two important caveats here. This option is not open to stations with five-year contracts. Also, while the HOMR basis for Arbitron fees will be frozen under this proposal, the CPI adjustment for inflation will not be frozen and is likely to mean a de facto increase in monies paid to Arbitron.

### BRC Wants RAM Data In August

At the recent meeting of the Broadcast Rating Council, the group specified to RAM Research some details regarding the firm's quest for BRC accreditation. Foremost among these was the provision that RAM must, by August 31, make certain procedural changes and communicate to the BRC that these changes are in place and being used to generate ratings. RAM President John Patton told R&R his firm looks forward to meeting the deadline set by the BRC.

### Revised Quarterly Measurement Dates

Arbitron has moved back the dates for the Fall '80 12-week survey, three weeks. The survey will begin September 25 and end December 17 (not December 7, as inadvertently noted in last week's issue).

### Quarterly Measurement X-Ray

There is and will continue to be a need for a broadcaster to X-ray the overall 12-week data to find out what the book is really saying. So far there has been resistance to the current Arbitron technique, the monthlies. Perhaps some of the points suggested here can lead to a more useful and less costly way of breaking out weekly and monthly information as the Quarterly Measurement survey becomes more pervasive.

## Q&A

The research director of a major rep firm recently called to inquire about the weighting done by Arbitron. He asked, "Does Arbitron weight its sample return on a county or metro basis?"

Generally, the weighting and computation of diary values are done on a county basis. Remember that each county may also have as many as three sets of diary values for a specific demo, one for non-ethnic, one for blacks, and one set for Hispanics. Metro-wide weighting and sample balancing are done only if there is a very poor return in a demo and the entire metro geography has to be "collapsed" to help reduce the diary values.

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



# "Drivin' My Life Away"

E-46656

## Eddie Rabbitt

KEARTH add

KFI add

KOPA add

KRBE deb 27

WNOX add

KRUX add 32

WLBZ add

KKLS add

# From The Original Soundtrack

# Roadie

An Alive Enterprises/Steve Wax Enterprises Production

Soundtrack Available On Warner Bros. Records



**On Elektra Records**

*Produced by David Malloy*

*Personal Management: Stan Mores/Scotti  
Brothers Artists Management*

©1980 Elektra/Asylum Records A Warner Communications Co.

# "Clones" Is The Real Thing:

WIFI deb 28	WSKZ add
JB105 16-12	WQRK 28-23
CHUM 23-16	WRVQ 28-23
Q105 deb 29	WDRQ 4-4
CKGM 29-26	WNCI add
KWK on	92X on
WGCL 22-19	KERN 21-17
WOKY on	Y94 16-10
KFRC 30-25	KROY 29-20
KUPD on	KJRB on
WTRY on	KRSP on
WFLY 28-23	KMJK 33-24
WPST 24-20	KRUX 27-21
Q106 29-24	KTKT 18-14
14Q 6-2	KSLY deb 24
KAUM 29-26	WIGY 10-7
KRBE on	WAAY 30-25
KINT add	WCGQ 7-5
WFMF deb 30	WSEZ 39-36
KXX106 3-3	WISE on
WERC 12-9	WFLB deb 35
Y103 36-31	KPUR on
BJ105 on	KQWB-FM 18-14
95SGF on	WSPT 3-2
WBBQ 29-24	KQDI 21-16
WLAC on	KOOK 30-27
KX104 on	KFXD on
92Q on	KRLC 13-9

# ALICE COOPER

## "CLONES (WE'RE ALL)"

PRODUCED BY **ROY THOMAS BAKER** ON WARNER **BROS. RECORDS**



# STREET TALK

A&M Records continued to produce a lot of Street Talk this week, with Charlie Minor formally taking over Promotion there (see Page 1). Apparently the first casualty will be Larry Green, whose last day at A&M is today (6-13). His job was made redundant by the arrival of Steve Resnik, who joined Charlie in the move from EMIA/UA. Will there be changes in the A&M promotional field staff coming? Sources indicate that is a very real possibility.

Word is that Cincinnati is about to get a third AOR station which should hit the airwaves within a month or so. One of AOR's most famous personalities will reportedly be handling mornings for the station.

The two recent Bill Gavin editorials on "payola" have several major radio chain presidents asking some very pointed questions of their programming folks. Apparently music policies and possible "promotion relationships" are being closely scrutinized... and this is only the beginning.

Rob Senn has resigned at MCA and will return to Atlanta. Reportedly Rob was offered a major promotion within MCA but "took a pass" for personal reasons. He shouldn't be on the street for long.

George Klein is back and FM100(WMC-FM)/Memphis has got him! The former WHBQ/Memphis programmer has replaced former FM100 morning personality Ron Jordan. From what we've heard, Memphis is welcoming George back to the airwaves with open ears.

And while we're talking about former RKO programmers... Harry Nelson, late of WRKO/Boston, has been in Mississippi assisting Gerry Peterson (formerly of KHJ/Los Angeles) in his bid for a Mississippi Congressional seat. Unfortunately, Gerry was defeated in the election. As Gerry told Street Talk, "I lost this one bigger than I lost at KHJ!" Look for Gerry to forsake politics and return to his first love: radio.

Dan Kelly, formerly WB's National Secondaries Director, has been promoted to Sire's VP/Promotion & Marketing and head of Sire's West Coast Operations. He replaces departing VP Rich Sargent. An announcement of further Sire promotion restructuring will come next week.

Scott Carpenter has been replaced in PM drive at WPGC/Washington by Bruce Bisson from KTLK/Denver. PD Scott Shannon has renamed Bruce for his Washington debut. Bruce will use the air name of J.J. Jackson, which should only be a problem if he attends a radio convention. ("Okay, which J.J. Jackson are you?")

And speaking about conventions... "the joy girls" of the Las Vegas strip say that the National Association of Broadcasters get their vote as the best convention group this year! As a point of reference, the girls say that doctors and home builders are the stingiest. Our question is, who said radio isn't recession-proof?

Apparently Kal Rudman made such an impression on Merv Griffin when he guested on Merv's syndicated TV show recently that he's coming back. That's right, Merv is planning to have Kal return for a full 90 minutes worth, inviting several radio and record folks to guest as well. Should be a show not to miss!

In Music Notes this week... former Journey drummer (now with Jefferson Starship) Aynsley Dunbar has filed a \$3.25 million lawsuit in San Francisco alleging he did not get his full share of Journey royalties after he left the group... Have the Rolling Stones been censored? Word is that the new Stones LP "Emotional Release" will be minus the cut "Claudine" (about Claudine Longet) when it's released. The album has now been pushed back (again) so the "questionable track" can be replaced by something else. Atlantic's lawyers did not want to risk the possible ramifications of having "Claudine" on the album when it hit the streets.

Our heartfelt condolences go out to two West Coast CBS staffers on their personal losses. George Chaltas lost his mother last weekend and Michael Alhadeff's father passed away.



**MAYBE ALL THE AIRPLAY WOULD CHEER OLD J.R. UP** — Pictured being shown the way out of the hospital is WHAS/Louisville personality Gary Burbank, who also just happens to have out the novelty single called "Who Shot J.R.?" The flowers were actually part of a fiendishly clever plot by Gary to sneak into J.R.'s room in hopes of finding out who actually did pull the trigger. After all, if there's going to be a follow-up single, he's got to know, right?



# The Greatest Radio Event Of 1980

October 5-8, 1980

**Bonaventure Hotel Los Angeles, California**

- Specially-Selected Speakers And Sessions To Prepare You For The Unique Communications Challenges Of The 80's
- Giant Exhibit Area—You'll See The Tools Of Tomorrow
  - Learn The Latest American Lifestyle Trends
- Ratings Clinic: "Last-Minute Fine-Tuning For The Book"
  - Superstar Concert
  - Multimedia Shows And Movies
- Special "American Radio Expo" Awards Presentations
  - Large And Small Market Sales Clinics Featuring "New Methods For Co-op"
  - Radio Vs. Records: "The Copyright Debate: Should Radio Pay To Play?"
    - Formats — The Present And Future:
      - Top 40, AOR, Black, Beautiful Music, Country, Pop Adult, News/Talk
  - Promotion In The 80's: Covering Everything From Letterhead To TV Spots
    - Participate In A Futuristic "Delphi Study" Of Our Industry
      - The Latest From The Networks And Syndicators
        - FCC & Engineering Panels
        - Hospitality Suites

**And So Much More...**

## Registration Information

## Hotel Reservations

RETURN TO: NRBA • 1705 Desales St. NW • Washington, D.C. 20036 • (202) 466-2030

Please Print Or Type

Name(s) & Title(s): \_\_\_\_\_

Station(s)/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Please use separate forms for each room requested.  
This form may be duplicated.

Name(s) & Title(s): \_\_\_\_\_

Station/Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Arrival date: \_\_\_\_\_

Departure date: \_\_\_\_\_

Reservations will be held until 6:00pm unless guaranteed by a first-night deposit (payable to hotel) or a credit card.  
Credit card type & # \_\_\_\_\_  
Expiration date: \_\_\_\_\_

\*\* For Guaranteed Reservations Only \*\*

I understand that I am liable for one night's room and tax which will be deducted from my deposit, or billed through my credit card in the event that I do not arrive or cancel on the arrival date indicated.  
Signature: \_\_\_\_\_

Please circle preferred type of accommodation:

	Standard	Medium	Deluxe
Single	\$57	\$67	\$77
Twin (2 beds)	\$69	\$79	\$89
Double (1 bed; 2 people)	\$69	\$79	\$89

NOTE: NRBA is processing initial hotel reservations as a convenience to registrants. To change or cancel your hotel reservations, you must do so directly with the Bonaventure Hotel (213) 624-1000.

If rate requested not available, nearest available rate will be assigned.

### FEES \*

<b>NRBA MEMBERS</b>	
1st registrant	\$150.00
each add'l. registrant	\$130.00
<b>NON-MEMBERS</b>	
1st registrant	\$190.00
each add'l. registrant	\$170.00
<b>SPOUSES</b>	\$ 50.00

NOTE: Pre-registration deadline is September 25. After September 25, registration will be handled on-site.

\* There will be an additional charge of \$25 per person for registrations received after September 1st.



# The Big

## CHANGE

# In Top-40 Radio

WNBC 17-13  
WPGC deb 26  
WXLO 7-4  
KRLY 20-16  
Q105 add 30  
KRLA 27-23  
KFI on  
KHJ on  
13K add 29  
WBLI add  
KRBE 15-11  
KFMK 26-19  
KBFM deb 28  
96X 22-15  
WKIX 14-12  
WQRK deb 18  
KRUX add  
WFLB 17-12

# CHANGE

# "Lover's Holiday"

Produced by Jacques Fred Petrus  
on RFC Records



Manufactured and Distributed by Warner Bros.

# Brad Messer



## His Pulitzer's Fine, But Can He Splice?

News awards are wonderful in their own ways. They hang in shining beauty proclaiming the greatness of the winners. When visitors come around they are always deeply impressed. Managers flaunt them to Owners as solid evidence of the superiority of (a) the Manager and (b) the newspeople. A golden figure atop a tall walnut pedestal is heavy-image stuff, by subconscious inference making the winner a sort of golden person atop the World Of News.

However. But. News awards ain't the whole story. They reflect only a small slice of the daily life of a newspaper, ignoring those skills by which we survive until Friday. Therefore I'm offering a first-draft suggestion for the First Real News Competition, knowing you and your fellow (or fellette) news broadcasters will chip in with additional refinements and events.

EVENT #1 is a timed competition. We'll probably do this at a big national convention while the PD's are busy trying to hire each other as Music Directors. Competing newsmen, at the sound of the starting pistol, will run around trying to find out who has The Newspaper. Five points for being first to return with a complete paper. Three points if the sports section's missing. One point for a whole paper with Manager still attached.

EVENT #2 is similar to United States Marines field-stripping their pieces. That's what they call their guns. Well, no, their guns are something else, come to think of it. But our news competition involves the same basic skills of speed under pressure, as you'll see: competitors will be given used single-edge razor blades which have been donated by the Linoleum Cutters and Metal Carvers Guild, and will attempt to cut recording tape. Five points for actually severing the tape. Ten points if the two ends seem similar in configuration. Time limit three minutes. Judges will consider neither tears nor swearing, as this is a best-time competition.

EVENT #3 is Cue the Cart, a simple race against time in which the newsperson is given 25 seconds to get a 70-second cart cued to go on the air. Fast-forward cart machines will *not* be used.

EVENT #4 may well be remembered as the most elaborate because it will involve a massive set resembling a real radio station, constructed in a maze and incorporating hired actors to play the parts of Production Person, Jock Cutting Spots, Public Affairs Director Interviewing Local Community Wheel, and Jock Working On A Special Program. Event #4 tests the perceptive powers of the competitors, who must wander around the maze looking for the splicing tape. The actors will all deny they have it. An open-ended event which terminates at 6pm the final night of the convention, or immediately upon a contestant actually finding the tape, whichever comes sooner.

EVENT #5 is oral. A big-city Mayor will be made available. Five points for the first person to elicit an answer shorter than one minute, to any question. Ten points if the answer seems somehow related to the question. Twenty points if the newsperson is able to elicit an actual "yes" or "no" with fewer than fifteen qualifiers.

EVENT #6 is written. Essays must be typed within a half hour, on either "Why I Should Have All Holidays Off" or "Why I Should Have More Reporters and All New Equipment." Essays will be judged by a panel of Managers. Last newsperson to be laughed off the Manager's Office set gets five points.

Get the drift? Real life events. Meaningful skills. Let's get this organized soon. I'm sure you have your own Event ideas.

## Rip 'N' Read

### This Gun Says I Get Gasoline

MONDAY JUNE 16: Lines at service stations in many cities a year ago, with quick tempers and fast action. A year ago today in New York City, "gypsy" cab drivers got into a gunfight at a service station, about the time enraged customers were ripping out a pump at another gas station.

The first woman in space was Valentina Tereshkova, 17 years ago today. This is the 83rd anniversary of the Klondike Gold Rush, which produced \$22 million in one year. That yellow stuff from the Yukon is now inflated to a worth of (give or take a few mil) \$4½ billion.

Yesterday Harry Nilsson became 39. Today author Erich Segal is 43. Actor Jack Albertson is 70. Country artist Billy "Crash" Craddock is 41.

Madison Square Garden opened 90 years ago in 1890.

\*\*\*\*\*

### Watergate Day In '72

TUESDAY JUNE 17: Five men were arrested for breaking into the offices of the Democratic National Committee in the Watergate complex in Washington, D.C. in 1972. It was their fourth attempt.

This date in 1775 the British were in command of the Charles River above Boston, after the Battle of Bunker Hill.

In 1928 Amelia Earhart became the first woman to fly the Atlantic.

Dean Martin is 63. Barry Manilow is 36.

\*\*\*\*\*

### Carter And Brezhnev Hug & Kiss

WEDNESDAY JUNE 18: Not on the lips. On the cheeks. One year ago today in Vienna the Strategic Arms Limitation Treaty was signed, and the heads of the U.S. and U.S.S.R. embraced as witnesses cheered and applauded. The SALT agreement has not been ratified by Congress, and during the year Uncle Sam has turned away from Russia toward China, partly because of the Soviet invasion of Afghanistan.

Paul McCartney is 38, honored as the most commercially successful composer of all time. As you may know, he also sings pretty good. He's from England. Actor Richard Boone ("Have Gun, Will Travel") is 63.

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### The Eight-Hour Work Day

THURSDAY JUNE 19: Seventy years ago today the U.S. Government officially adopted the eight-hour work day, which had been pioneered by Henry Ford in his auto assembly plants (1910).

As the Spanish-American War got underway in 1898 an American warship attacked the island Guam. The Spanish Governor hadn't heard about the war and quickly signalled the U.S.S. Charleston, apologizing that a lack of ammunition prevented him from returning the "salute."

Ann Wilson of Heart is 30.

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### Odd/Even Days Begin In '79

FRIDAY JUNE 20: Independent truckers were staging blockades, slowdowns and work stoppages. Gas lines were common. A year ago today in many Eastern states including New York, New Jersey and Connecticut, odd/even plans became effective. (In Los Angeles a man, infuriated by a woman pulling ahead of him in line, calmly walked forward and put his locking gas cap on her car, and kept his key.)

Ed Sullivan's TV variety show went on the air in 1948. Anne Murray is 34. Chet Atkins is 56. Summer begins tomorrow morning at 12:47 EST.

# Media Marketing

## Some Research Do's And Don'ts

I was cleaning out my files the other day (always a good thing to do at the end of another academic year!). In among the reams of illegible lecture notes, old *Mad* magazines, and suicide/murder threats from my "D" and "F" students, I ran across a list of "Do's and Don'ts" for managers attempting to deal with marketing research.

The list was faded and yellowing around the edges, but as I read it — tears of nostalgia filling my eyes — I realized that the list had been given to me by my old marketing research prof, Ray Tings. While there is no truth to the persistent rumor that Prof. Tings formed *Arbitron*, he was nevertheless a firm believer in the power of marketing research. I thought it

only appropriate that I update his list a bit and share it with all you research aficionados in the music business.

So, here in convenient form is everything, everything, you need to know about dealing with marketing research (wrongo, stratified random sample breath!). Cut this list out and tape it up over your desk or on your bathroom mirror so it's the first thing you see every morning.

These do's and don'ts will not tell you how to do research — they are meant to provide you with some clues as to how to deal with research and researchers. That is, they reflect a managerial perspective rather than a re-

searcher perspective. They tell you what you should and should not expect from research, so that (it's hoped) you will avoid disappointments in your own research efforts.

Of course, the best way to deal with research is to understand it as well as you can. If possible, you might want to consider taking a college course in marketing or marketing research, or at the very least, have someone on your staff who has taken such courses. Research is an indispensable managerial tool, but if misused or misunderstood, it can be dangerously misleading. It's sort of like swimming — before you jump in with both feet, make sure you can at least tread water!

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



## 20 Do's And Don'ts In Dealing With Marketing Research

- 1 **Don't use your sales reps, promotion people or on-air talent to do "research."** In the long run you will lose more in validity than you save in out-of-pocket expense.
- 2 **Don't rush into research until you have checked what has already been done on the same subject.** It's amazing what you sometimes find stuffed away in a filing cabinet gathering dust.
- 3 **When you employ an independent research organization, judge it not by the business stature of its clients but by the caliber of its work.**
- 4 **Resign yourself: whether you have it done in your own company or outside, good research is not cheap.** But it usually pays off.
- 5 **Tell the researcher why you are after what you want to know.** He or she may know better than you think how to give you the answer you need. If you can't easily say why you want the information, it may not be worth getting at all.
- 6 **On any major research project, find out who is going to do the job and make sure that you get directly to them,** so that they know exactly what you are driving at and so that you know exactly what problems they face in doing it the way you want. This is particularly important when you hire an outside research organization to do the study for you.
- 7 **Don't be discouraged if researchers insist on making the analysis of your problem more complicated than you think it is.** The shortest route to the right answer may seem roundabout.
- 8 **Don't expect research to come up with quick and easy answers to complex questions that have had you stumped or bothered for a long while.** If the answer was that easy, you would have figured it out already.
- 9 **Don't expect research to tell you exactly what to do to solve a problem; it can only describe and state the problem more clearly.** Research, no matter how good it is, cannot replace a creative and thoughtful manager.
- 10 **Don't accept research findings unquestioningly, but don't assume that a study was done badly if it doesn't bear out your own assumptions.** Of course, you'd like to be right all the time, but be prepared to admit it on those few occasions when you're wrong.
- 11 **Take the trouble to find out how the results were obtained.** Don't blindly accept a result you don't understand — it just might be an error.
- 12 **Don't disparage research just because it is based on a small number of respondents.** The size of sample needed depends on the nature of the problem, the complexity of the analysis, and the character of the information being sought.
- 13 **Insist on knowing whether statistical differences reported by a survey are non-significant or really meaningful.**
- 14 **Never worry about fractions of a percentage point, except in surveys employing unusually large samples and the most precise methods.** In other words, fractions of a percentage point differences are rarely meaningful.
- 15 **Try to distinguish when researchers are talking from their specific findings, when they are talking from their overall experience, and when they are just talking.**
- 16 **Differentiate between clear-cut findings and suggestive possibilities revealed by the data.** Decisions can be reasonably based on the former but not the latter.
- 17 **Don't expect to extract all the meat out of a complex report by reading only the summary.** The detailed breakdowns might hold the main clue to solving your problem. So, you should be prepared to "read" a research report with a sharp pencil and a pocket calculator.
- 18 **Don't expect a research report to be written in your kind of language:** a good researcher is not always a master of clear prose, and often tends toward the insipid utilization of kinetically ascending terminology (i.e., buzzwords).
- 19 **There is nothing in a research report you should not be able to understand if you try.** Research is, to a large degree, just plain common sense, and numbers usually don't bite.
- 20 **Once a study is completed, make sure that enough time is taken to discuss and explore the significance of the findings.** Research can't make your decisions for you, so the completion of the research study is actually just the beginning of your decision-making responsibilities. *RR*



# TOP-40

## John Leader

POETRY IN PM DRIVE?

### Some Thoughts On Being An Air Personality

There are very few jobs in America that can compare with being a disc jockey. The general public, when asked to rate occupations they respect, usually puts disc jockeys right between politicians and used car salesmen on the low end of the scale just above members of the Manson Family. Proud mothers often turn gray overnight when their sons or daughters decide to drop out of college to "play the hits."

However, with the subjectivity only a former air personality could muster, I take exception to all those popularly-held views about a fine and noble profession. I guess we could blame TV for giving jocks a bad image. After all, when's the last time you saw a disc jockey portrayed on TV with an IQ above an escargot's? You get the point.

But what about jocks? Are we all mindless jerks in Hawaiian shirts? No! We are sensitive, feeling individuals who really do provide a service that this world would be hard put to do without. We may not have the global importance of a Jimmy Carter, but we do affect people's lives on a daily basis.

In that spirit I would like to share with you a poem I received from KNUS/Dallas PD Jim White. The poem was written by Mike Selden, currently the PM-drive jock at KNUS and a veteran of over 12 years of air work in Dallas. Mike wrote the poem just after the recent ARB concluded in Dallas, and he showed it to Jim "just

for the hell of it." Well, Jim thought enough of it to pass it along to me, and I liked it so much that I wanted jocks everywhere to see it too.

A final thought . . . being an air personality is nothing to be ashamed of, especially if you are a good one.

The ability to communicate with an audience, erasing the physical distance that is always between you, making them hear the things that you say is a rare talent. It's not something that can be taught in school . . . it can only be mastered through practice and perseverance.

Mike's poem makes me feel good that I was once a disc jockey because I always felt very strongly about what I was doing for a living. And I would encourage anyone who might be just beginning his or her on-air career to remember Mike's sentiment . . . "did I give them all I had and feel the job was done with everything that's good in me and hope someone had fun?" Maybe if we all took that kind of pride in what we do on the air, the public's opinion of our profession might slowly change. Now, if we could just get doctors to wear Hawaiian shirts . . .

### Seeing Through Your Radio

*Thru tired eyes I see a world  
That forever wants to rate me  
And how I try to please this mass  
And make them love, not hate me.  
But what I did just yesterday is nothing to  
them now  
Today, they say, what's new today? And I  
must find out how  
Again to please this mass of nerves, this ever  
listening ear,  
To make them laugh, to make them think  
And hope, just hope they hear.  
And if they do, I hope they know and  
Really are aware  
Of how much of myself I gave  
And know my soul they've shared.  
For if someday the laughter stops  
And phone lights stop to blink*

*And fewer show themselves at all  
You have to stop and think.  
Did I today, live yesterday and forget about  
tomorrow?  
And did I simply tap dance through  
A routine I had borrowed?  
Or did I give them all I had  
And feel the job was done  
With everything that's good in me  
And hope someone had fun?  
If that's the case, I tell myself it's time for  
celebrating  
Since I alone know what I've done no matter  
what the rating.  
But it's kinda sad to think your worth is noted  
with one look,  
To a single page . . .  
At just a number . . . printed in a book.*



**THREE CHEERS FOR KRBC'S NEW LOGO** — KRBC/Abilene geared up for the summer by unveiling its new logo. The 1980 varsity cheerleaders from McMurry College proudly modeled the station's latest T-shirts for this photograph. The introduction of the new KRBC logo also includes a giant bumper sticker campaign which is now in progress. Jim Hays, KRBC's Music Director, hopes the blue shirts with the metallic silver and blue logos will soon be visible everywhere in central Texas. Judging by the photo, he's off to a great start.

### Motion

Dan Wilson has announced that he will be stepping down as PD of KPUR/Amarillo effective July 1. Dan is planning to stay with the station, going into sales with an eye toward management in the future. Mark Shannon, currently KPUR's MD, will be promoted to Program Director at the station. Congratulations to them both . . . Ms. Toni Stanton has joined the News Department at KFI/Los Angeles. She was formerly News Director at KTKT/Tucson . . . Two RKO stations have new an-

nouncers: KFRC/San Francisco has hired Candi Chamberlain from KYA/San Francisco for the 10pm-2am shift; and WXLO/New York has brought in Randi Bachman from WBLI/Long Island. She will do 11pm-4am at WXLO . . . Dan Smigrod, formerly Promotion Director at WKIX/Raleigh, has left the station. He's looking for a medium or major market promotion director's job and can be reached at (919) 851-2711 or 847-1769 . . . Bill McCown has exited as PD of WAIM/Anderson, SC in the midst of a possible format change for the Top 40 station. Bill was formerly PD at WANS-FM and he's anxious to get back to work. He can be reached at (803) 226-1408.

### Correspondence

I hope you know by now that I am always interested in your opinions on anything that you might feel would be a possible topic for industry discussion. I would also encourage you to express your opinions on something you may have read in my column.

This week . . . a letter from Randy Kabrich, formerly MD at WZZP/Cleveland, on the recent "Getting Ready For AM Stereo" column (R&R 5-23).

" . . . In and around 1974 when the FM rise began to be really felt, you found older teens and young adults inviting others over and listening to the 'stereo.' In most of these cases, if one followed up, you would find that stereo was synonymous with FM and it was hip to listen to the 'stereo' or, at least, that which said 'stereo' and lit that light.

"The light was a symbol of technology. It was state of the art. 'Stereo' was the most advanced state of the art that an advancing society could obtain . . . yet many times mono records were being played!

"At WSEZ in Winston-Salem we played mono sides of records only for an hour in AM drive during early 1978. We waited for the deluge of angry listeners to light the request lines, but not one call came in. Again I tried the same thing at WZZP in Cleveland and obtained the same response.

"In August of 1979 I was discussing this with Erica Farber, then at WXLO, and suggested she try it in New York City to see what happened. She told me that she had already done something similar. At the last minute a Meat Loaf simulcast had to be aired in mono. It was well-publicized in advance, yet no complaints came in from the nation's number one market.

"The listeners believe what you tell them. You light the stereo light, then you are in stereo . . . even if you are in mono. One of the key things to look for in AM stereo is to be able to light that stereo beacon. It tells the listeners they are listening to the most advanced system available and that little light will make or break the success of AM stereo."

Sincerely,  
Randy Kabrich

# BENNY MARDONES

"INTO THE NIGHT"



BENNY MARDONES  
NEVER RUN NEVER HIDE



## FROM THE ALBUM

WIFI on  
96KX add  
PRO-FM deb 30  
94Q 30-24  
WEFM on  
KSLQ add  
Z98 35-29  
KXX106 27-24  
WERC add  
WSGN add  
KIQQ on  
WPEZ deb 30  
WFLY on  
WKEE on  
KTSA add

WGCL add  
WOKY 26-22  
KFI add  
KJR add  
96X add 36  
WBBQ on  
WLAC on  
KX104 add  
WSKZ on  
WNOX deb 27  
KJ100 on  
WGUY on  
WLBZ add  
WIGY 35-29  
13FEA on

WNAP on  
WAPE on  
KJRB add  
KCPX add  
K104 deb 36  
WFBG on  
WAAY deb 27  
WCGQ deb 30  
WSEZ add  
WISE add  
FM99 deb 33  
WSPT 29-24  
WGBF add



ON POLYDOR RECORDS

TOP-40



**JAPANESE RADIO PICKS UP STYX** — Styx's Tommy Shaw was interviewed by JORF air personality Reiko Yukawa for her "All American Top 40" show during a promotion visit. Station staffers are pictured behind the duo.



**TUNA SCHOOLED IN TRIVIA** — KHTZ/Los Angeles air personality Charlie Tuna remembered Charlie Westover's stage name and walked off with the \$1000 grand prize in Carl's Jr.'s first "Great Pop Quiz Pop Off" held at Six Flags Magic Mountain amusement park recently. Tuna (left), along with a partner selected from his listeners, topped six local jocks with his knowledge of pop, donating the prize money to the Cystic Fibrosis Foundation. By the way, Charlie Westover is best known as the guy who recorded "Runaway" and "Strenger In Town" — Del Shannon.



**CONCLAVE RAVE-UP** — Pictured at the Upper Midwest Communications Conclave (R&R 5-30) are (l-r) Warners' Sue Emmer, KRNA/Iowa City's Bart Goynshar, Epic's Susan Harrington, and WSPT/Stevens Point, WI PD Pat Martin.



**Z-102 CASH STASH** — Z-102/Savannah's Money Grab contest had listeners trying to identify five celebrity mystery money grabbers. The winner was allowed 1:02 in a bank vault, and scarfed up \$1675. Pictured (l-r) at the scene of the heist are the Z-102 Zebra, PD Brady McGraw, the winner, and Southern Bank President Bob Cassidy.



**"THE LAKE" TAKES SECOND PLACE** — Representatives from KLDN (Stereo Lake 93)/Lake Eldon, MO took part in a "Battle Of The Media Stars" competition at the local Osage Family Fun Park recently, placing second before a crowd of 5000. Pictured in front of the station van are KLDN jocks Ken Kuenzie and Mike Bissell along with station staffers Linda Buschjost and Criss Bayshore.



**BACKSTAGE CHUCK FULL OF WLCY WINNERS** — WLCY/Tampa staged a contest in which winners were able to meet Chuck Mangione backstage after his local concert. Pictured flanking Mangione and his ever present hat are A&M's Richard Pachter (left) and WLCY air personality Steve Summers (right), along with the winners.



**CROSS COUNTRY TOUR HITS WDRQ** — Christopher Cross recently criss-crossed the nation on a concert tour, and visited with WDRQ staffers after his Detroit show. Pictured (l-r) are Warners' Richard Wolod, WDRQ MD Jim Ryan, Cross, a friend, WDRQ PD Bill Garcia, and Michalle Garcia.

The  
**SUMMER SINGLE**  
**ALI THOMSON**

*Take A Little Rhythm*

SUMMERTIME... Kids are out of School...  
 Radios are Blaring... Summer Songs...  
 Bringin' back the memories... This Year...  
**THE SUMMER SINGLE... "TAKE A  
AM 2234  
 LITTLE RHYTHM"... A Hot One...**  
 A Great One... From **ALI THOMSON.**



- |      |         |        |
|------|---------|--------|
| 96KX | WDRQ    | WKBO   |
| 94Q  | KWEN    | 14Q    |
| CKLW | WNAP    | WKEE   |
| KSLQ | WOHO    | WAPE   |
| KBEQ | WHOT    | KRBE   |
| WZUU | KJRB    | Z98    |
| WOKY | KRQ     | KXX106 |
| KJR  | KTKT    |        |
| WPEZ | WJBQ    |        |
| WTRY | WGUY    |        |
| WSPT | WLBZ    |        |
| WGBF | WIGY    |        |
| KENI | 14WK    |        |
| KBDF | WCIR    |        |
| KBOZ | WAKX    |        |
| KRLC | WISE    |        |
| KBIM | WANS-FM |        |
| Y103 | KQ94    |        |
| WBBQ | WROV    |        |
| WLAC | CK101   |        |
| WSKZ | FM99    |        |
| WAYS | KWIC    |        |
| WGH  | KPUR    |        |
| WQRK | KKRC    |        |

YOU'LL REMEMBER... THE SUMMER OF 1980... YOU'LL REMEMBER...  
**"TAKE A LITTLE RHYTHM" FROM ALI THOMSON ON A & M RECORDS & TAPES**

Produced by Ali Thomson and Jon Kelly Management: Mismanagement, Inc.



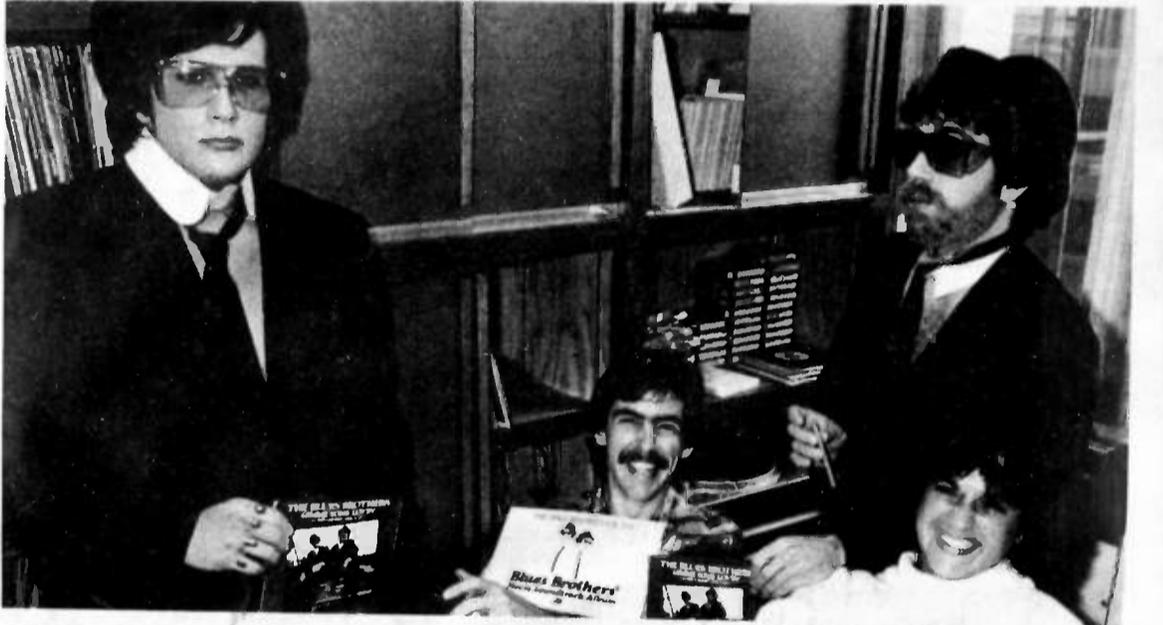
TOP-40



**Q-BIRD IN GOOD COMPANY** — WQID/Biloxi's new mascot, the Q-Bird, has been doing remotes, promotions, school functions, club activities, and special appearances for local sponsors. And evidently, it's been a rewarding experience for the bird, pictured flanked by two Gulf Coast fans.



**KFRC BURNS LUNCH** — KFRC/San Francisco awarded several listeners lunch in Hollywood with George Burns as the prize for the station's "I Wish I Was 18 Again" contest. Pictured (standing, l-r) are three winners, KFRC engineer George Zema, winner, KFRC morning man Dr. Don Rose, Burns, PD Les Garland, winner, Mercury VP Jim Jeffries, and winner; (l-r, seated) KFRC Promotion Director Joanne Strudas and Mercury's Carolyn Broner.



**NEW CROP OF BLUES BROTHERS** — The new Blues Brothers movie, album, and single provide the perfect excuse to revive last year's craze of creating lookalikes. The duo who visited KLPZ/Seattle PD Jeff King in company with Atlantic's Debbie Sievert seem to have neglected a few key items of clothing in their haste to re-create the BB image, however.



**CANADIAN PAIR OF DICE** — CHED/Edmonton has been "crashing" parties with its Party Patrol and the pictured pair of oversized dice, supplying Coca-Cola and pizza and allowing partygoers to win the amount of albums they roll with the dice (if they can roll them), or \$630 for every 6 and 3 rolled by the host. Pictured at a local shebang are (l-r) CHED air personality Jay Hamilton, two winners, and MD Keith James.



**IF THE (HORSE)SHOE FITS** — Mark Fritzges, newly-promoted Asst. PD/MD at WPEZ/Pittsburgh, poses with a congratulatory wreath at the station.

# May 1980 Mediatrend Estimates

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

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

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

## Houston

**KIKK-FM Dives 6, Drops From Lead;**  
**KRLY Maintains Despite Off Month;**  
**KLOL Totally Rebounds; KRBE Narrows**  
**Top 40 Gap With Solid Jump; KMJQ In**  
**Slight Recovery; KAUM Slips A Bit;**  
**KENR Nearly Catches KIKK-FM, Jumps**  
**12th-8th; KODA, KILT-FM Back Down;**  
**KPRC Down Almost 3, Drops 5th-12th**

	Mar. '80	Apr. '80	May '80
KRLY (R)	10.0	11.3	9.7
KYND (BM)	6.8	5.7	8.5
KLOL (A)	7.8	4.0	7.6
KRBE (R)	5.0	4.8	7.4
KMJQ (B)	10.3	5.6	5.9
KAUM (R)	2.3	6.6	5.4
KIKK-FM (C)	6.1	11.3	5.3
KENR (C)	6.0	3.7	4.9
KILT-FM (A)	4.8	5.2	4.3
KODA (BM)	2.6	6.4	4.1

## Milwaukee

**WTMJ Increases Lead; WISN Regains**  
**Double Figures, Second Place;**  
**WBCS-FM Up 3 For Great Jump;**  
**WEZW Slips; WLPX Downtrend**  
**Continues As WQFM Narrows Gap;**  
**WZUU-FM Loses Most Of April Gain;**  
**WOKY Up Nicely; WLUM Drops;**  
**WBCS Up Again, Moves 11th-8th;**  
**WKTI Drops 8th-11th**

	Mar. '80	Apr. '80	May '80
WTMJ (PA)	13.5	12.9	14.1
WISN (PA)	10.9	8.7	11.4
WBCS-FM (C)	7.0	8.2	11.3
WEZW (BM)	10.4	11.5	9.9
WLPX (A)	10.6	8.5	7.1
WZUU-FM (R)	5.4	11.0	6.8
WQFM (A)	4.4	3.0	4.9
WOKY (R)	3.2	2.5	4.3
WBCS (C)	.6	2.3	3.2
WLUM (B)	4.2	4.4	3.0

## EEO Plan

Continued from Page 4

was strongly opposed to the requirement that stations list the race and sex of all people who apply for an opening. "We're reaching too far for this. It puts the government in the position of looking over the shoulder of the broadcaster and makes us look like the national nanny," Washburn said.

But Chairman Charles Ferris and Commissioner Tyrone Brown defended the requirement. "This is good communications procedure because it focuses the energy and priority of the Commission where it belongs," Ferris said. He added, "We shouldn't be the national nanny in programming, but we have an obligation to compliance with EEO."

Brown said, "What we're asking is whether the broadcaster has established a resource pool to cover significant numbers of minority and female applicants when an opening comes up."

### EEO . . . Quota System?

In a separate action recently, both NRBA and NAB urged the

FCC to review its EEO policies. NRBA said the Commission's program "has evolved into a quota system based on workforce statistics and licensees' employment profiles." NAB, in response to cri-

ticism from the National Black Media Coalition (NBMC), argued for a rational examination of "presumed availability of qualified minority and female applicants in the workforce."



**BEAR MAXIMUM IN ROCKFORD** — WROK/Rockford morning man Bill Phillips was pleasantly surprised by two 400-pound bears recently. After presenting the bear facts to Phillips, the two ursine cowboys wrestled in the lot as (l-r) WROK/WZOK MD Tom Hunter, Phillips, and the bears' trainer watched.



**FRESNO TURNS ON SWITCH** — Motown's Switch participated with K-104 in Fresno's March of Dimes Superwalk. Pictured (l-r, front) are Switch's Bobby DeBarge, Motown's Billie, K-104 PD Jim Sumpter, Motown's Bud Samuels, and air personality Steve "Killer" Craig; (l-r, rear) Motown's Andre and group's Eddle Fluellen, Greg Williams, Thomas DeBarge, Jody Sims, and Phillip Ingram.



**JOURNEY MEN JOKE WITH KAUM** — KAUM/Houston air personality Bill Ward (left, front) is captured in a jovial moment with members of Journey backstage. Also pictured are winners of a station contest awarding backstage passes after the show.



**BIKINIS IN ATHENS** — WAGQ/Athens, GA held a bikini contest at a local club. Pictured clustered around the winner are (l-r, standing) News Director Frank Shurling, Capitol's Geno Rumble, PD Bill Phipps, and air personality Bobby Long; (kneeling, l-r) air personalities Dan Murray and Steven Kelly.







**KWK STEREO WK St. Louis**

- 1 VAN HALEN/The Criedo Will Rock
- 2 JOHN MILES/Do It All Again
- 3 TOMMY TUTONE/Angel Say No
- 4 JOE WALSH/Run Like Hell
- 5 RAY GOMEZ/Make Your Move
- 6 DEF LEPPARD/Rock Brigade
- 7 JUDAS PRIEST/Living After Midnight
- 8 MICHAEL JACKSON/She's Out Of My Life
- 9 BILLY JOEL/It's Still RAR To Me
- 10 TRUMP/Can Survive
- 11 GRATEFUL DEAD/Alabama Gateway
- 12 PINK FLOYD/Another Brick In The Wall
- 13 GENESIS/Not Under A Big Blue Sky
- 14 ROBBIE DUPREE/Steel Away
- 15 ELTON JOHN/Little Jeannie
- 16 ROBBIE DUPREE/Steel Away
- 17 RED RIDER/Don't Play It
- 18 PAT TRAVIS/Smokin' Whiskey And
- 19 BILLY JOEL/It's Still RAR To Me
- 20 JOURNEY/Who Like A Lady
- 21 KEVIN KANE/More Love
- 22 QUEEN/Play The Game

ADDS 20, 21

ON PETE TOWNSHEND/Let My Love Open The CAROLE KING/One Fine Day

**SOUTH**

**KRIV 94.1 Boston**

- 1 LIPPS, INC./Funkytown
- 2 AMBROSIA/Biggest Part Of Me
- 3 JERMAINE JACKSON/Let's Get Serious
- 4 ROBBIE DUPREE/Steel Away
- 5 GARY HUMAN/Car
- 6 BLONDIE/Call Me
- 7 BETTE MIDLER/The Rose
- 8 MICHAEL JACKSON/She's Out Of My Life
- 9 S.O.S. BAND/Take Your Time
- 10 PAUL McCARTNEY/Coming Up
- 11 AIR SUPPLY/Lost In Love
- 12 MAHATTANS/Shining Star
- 13 BOB SEGER/Against The Wind
- 14 CHRIS CROSS/Ride Like The Wind
- 15 RAYDIO/Two Places...
- 16 CHANGE/A Lover's Holiday
- 17 SPINERS/Cupid
- 18 BOZ SCAGGS/Breakdown Dead Ahead
- 19 ROBBIE DUPREE/Steel Away
- 20 LEON HAYWOOD/Don't Push It Don't
- 21 DR. HOOK/Smy Eyes
- 22 PRETENDERS/Brass In Pocket
- 23 GLADYS KNIGHT/Landlord
- 24 BILLY JOEL/It's Still RAR To Me
- 25 ELTON JOHN/Little Jeannie
- 26 BILLY JOEL/You May Be Right
- 27 MAHATTAN TRANSFER/Twilight Zone
- 28 STEPHANIE HILLS/Sweet Sensation
- 29 ROBERTA FLACK/Back Together Again
- 30 TEMPTATIONS/Power

ADDS 24

ON CAROLE KING/One Fine Day

**94-Q Atlanta**

**THE MUSIC FM**

- 1 BETTE MIDLER/The Rose
- 2 BILLY JOEL/It's Still RAR To Me
- 3 ROBBIE DUPREE/Steel Away
- 4 ERIC CLAPTON/Tulsa Time
- 5 GENESIS/Not Under A Big Blue Sky
- 6 BOB SEGER/Against The Wind
- 7 JOE WALSH/All Night Long
- 8 KENNY ROGERS/Love The World Away
- 9 ROBBIE DUPREE/Steel Away
- 10 PURE PRAIRIE LEAG/Let Me Love You...
- 11 PAT BENATAR/No Live For Love
- 12 BLUES BROS/Gimme Some Lovin'
- 13 ROBBIE DUPREE/Steel Away
- 14 MICKEY GILLEY/Stand By Me
- 15 ELO/1 a Little
- 16 RED SPEEDWAGON/Time For Me To Fly
- 17 CDB/In America
- 18 KIM CARNES/More Love
- 19 ELTON JOHN/Little Jeannie
- 20 CHRIS CROSS/Sailing
- 21 AL THOMSON/Take A Little Rhythme
- 22 PAUL McCARTNEY/Coming Up
- 23 AIR SUPPLY/All Out Of Love
- 24 BERTY HARDSHORE/Into The Night
- 25 DIRTY BAND/Make A Little Magic
- 26 ROY & ENRYLO/Lovin' You Feeling...
- 27 HEIL SEDARA/Should've Never Let
- 28 AMBROSIA/Biggest Part Of Me
- 29 BOZ SCAGGS/Jojo
- 30 HERB ALPERT/Beyond

ADDS 29, 30

ON PETE TOWNSHEND/Let My Love Open The CAROLE KING/One Fine Day

**610 KFRG San Francisco**

- 1 PAUL McCARTNEY/Coming Up
- 2 LIPPS, INC./Funkytown
- 3 BETTE MIDLER/The Rose
- 4 BOB SEGER/Against The Wind
- 5 GARY HUMAN/Car
- 6 PRETENDERS/Brass In Pocket
- 7 MICHAEL JACKSON/She's Out Of My Life
- 8 ELTON JOHN/Little Jeannie
- 9 DR. HOOK/Smy Eyes
- 10 ROBBIE DUPREE/Steel Away
- 11 AMBROSIA/Biggest Part Of Me
- 12 JERMAINE JACKSON/Let's Get Serious
- 13 CLASS/Train In Vain
- 14 BOZ SCAGGS/Breakdown Dead Ahead
- 15 INVISIBLE MAN'S B/All Night Thing
- 16 CHARLIE DORE/Pilot Of The Airwaves
- 17 BLONDIE/Call Me
- 18 RED SPEEDWAGON/Time For Me To Fly
- 19 BILLY JOEL/It's Still RAR To Me
- 20 RAYDIO/Two Places...
- 21 FRANK SINATRA/Theme From NY NY
- 22 J. GEILS BAND/Love Stinks
- 23 ROBBIE DUPREE/Steel Away
- 24 OLIVIA N-J/Magic
- 25 ALICE COOPER/Clothes (We're All)
- 26 JOURNEY/Who Like A Lady
- 27 CHRIS CROSS/Ride Like The Wind
- 28 PINK FLOYD/Another Brick In The Wall
- 29 BOZ SCAGGS/Jojo
- 30 PAT BENATAR/No Live For Love

ADDS MAHATTANS/Shining Star

ON KENNY ROGERS/Love The World Away

**13K San Diego**

- 1 LIPPS, INC./Funkytown
- 2 BETTE MIDLER/The Rose
- 3 PAUL McCARTNEY/Coming Up
- 4 GARY HUMAN/Car
- 5 BLONDIE/Call Me
- 6 AMBROSIA/Biggest Part Of Me
- 7 BILLY JOEL/It's Still RAR To Me
- 8 CHRIS CROSS/Ride Like The Wind
- 9 BOB SEGER/Against The Wind
- 10 ELTON JOHN/Little Jeannie
- 11 JERMAINE JACKSON/Let's Get Serious
- 12 PRETENDERS/Brass In Pocket
- 13 ROBBIE DUPREE/Steel Away
- 14 MICHAEL JACKSON/She's Out Of My Life
- 15 BILLY JOEL/You May Be Right
- 16 ELTON JOHN/Little Jeannie
- 17 CLASS/Train In Vain
- 18 ROCKY BURMETTE/Tired Of Toin'
- 19 AIR SUPPLY/Lost In Love
- 20 S.O.S. BAND/Take Your Time
- 21 PAT BENATAR/No Live For Love
- 22 MAHATTANS/Shining Star
- 23 BILLY JOEL/It's Still RAR To Me
- 24 MAHATTAN TRANSFER/Twilight Zone
- 25 SPINERS/Cupid
- 26 BLONDIE/Atomic
- 27 J. GEILS BAND/Love Stinks
- 28 OLIVIA N-J/Magic
- 29 CHANGE/A Lover's Holiday
- 30 BROTHERS JOHNSON/Stamp!

ADDS 24, 25, 26, 29

ON FRANK SINATRA/Theme From NY NY

**Phoenix**

- 1 BILLY JOEL/It's Still RAR To Me
- 2 LIPPS, INC./Funkytown
- 3 BETTE MIDLER/The Rose
- 4 BOB SEGER/Against The Wind
- 5 ELTON JOHN/Little Jeannie
- 6 PAUL McCARTNEY/Coming Up
- 7 MICHAEL JACKSON/She's Out Of My Life
- 8 KENNY ROGERS/Love The World Away
- 9 ROBBIE DUPREE/Steel Away
- 10 GARY HUMAN/Car
- 11 HEIL SEDARA/Should've Never Let
- 12 PAT BENATAR/No Live For Love
- 13 AMBROSIA/Biggest Part Of Me
- 14 BLONDIE/Call Me
- 15 SPINERS/Cupid
- 16 ELO/1 a Little
- 17 PINK FLOYD/Another Brick In The Wall
- 18 PURE PRAIRIE LEAG/Let Me Love You
- 19 OLIVIA N-J/Magic
- 20 JOE WALSH/All Night Long
- 21 PRETENDERS/Brass In Pocket
- 22 FIREBALL/Headed For A Fall
- 23 MAHATTANS/Shining Star
- 24 ROBBIE DUPREE/Steel Away
- 25 ROBBIE DUPREE/Steel Away
- 26 JAMES LAST BAND/The Seduction
- 27 CAROLE KING/One Fine Day
- 28 CLASS/Train In Vain
- 29 MICKEY GILLEY/Stand By Me
- 30 FRANK SINATRA/Theme From NY NY

ADDS GENESIS/Not Under A Big Blue Sky

ON BLUEBROS/Gimme Some Lovin'

**WGL 98 Cleveland**

- 1 BETTE MIDLER/The Rose
- 2 BILLY JOEL/It's Still RAR To Me
- 3 AMBROSIA/Biggest Part Of Me
- 4 LIPPS, INC./Funkytown
- 5 GARY HUMAN/Car
- 6 BOB SEGER/Against The Wind
- 7 PAUL McCARTNEY/Coming Up
- 8 PRETENDERS/Brass In Pocket
- 9 JERMAINE JACKSON/Let's Get Serious
- 10 J. GEILS BAND/Love Stinks
- 11 MAHATTAN TRANSFER/Twilight Zone
- 12 ROBBIE DUPREE/Steel Away
- 13 AIR SUPPLY/Lost In Love
- 14 ELTON JOHN/Little Jeannie
- 15 SPINERS/Cupid
- 16 ROBBIE DUPREE/Steel Away
- 17 S.O.S. BAND/Take Your Time
- 18 ALICE COOPER/Clothes (We're All)
- 19 JOE WALSH/All Night Long
- 20 KENNY ROGERS/Love The World Away
- 21 LA FLANDR/Handeloy
- 22 CHEAP TRICK/Everything Works
- 23 PURE PRAIRIE LEAG/Let Me Love You...
- 24 PAT BENATAR/No Live For Love
- 25 ELO/1 a Little
- 26 GENESIS/Not Under A Big Blue Sky
- 27 JOURNEY/Who Like A Lady
- 28 KIM CARNES/More Love
- 29 PETE TOWNSHEND/Let My Love Open The

ADDS 29, 30

ON ROBBIE DUPREE/Steel Away

**2-93 Atlanta**

- 1 BILLY JOEL/It's Still RAR To Me
- 2 BETTE MIDLER/The Rose
- 3 PAUL McCARTNEY/Coming Up
- 4 JOE WALSH/All Night Long
- 5 ROBBIE DUPREE/Steel Away
- 6 ELTON JOHN/Little Jeannie
- 7 MAHATTANS/Shining Star
- 8 LIPPS, INC./Funkytown
- 9 PURE PRAIRIE LEAG/Let Me Love You...
- 10 ERIC CLAPTON/Tulsa Time
- 11 JERMAINE JACKSON/Let's Get Serious
- 12 BOB SEGER/Against The Wind
- 13 ELO/1 a Little
- 14 GENESIS/Not Under A Big Blue Sky
- 15 MICKEY GILLEY/Stand By Me
- 16 GARY HUMAN/Car
- 17 SPINERS/Cupid
- 18 ROBBIE DUPREE/Steel Away
- 19 KIM CARNES/More Love
- 20 KENNY ROGERS/Love The World Away
- 21 PAT BENATAR/No Live For Love
- 22 BLUES BROS/Gimme Some Lovin'
- 23 OLIVIA N-J/Magic
- 24 CDB/In America
- 25 BOZ SCAGGS/Jojo
- 26 ROCKY BURMETTE/Tired Of Toin'
- 27 CAROLE KING/One Fine Day
- 28 OLIVIA N-J/Magic
- 29 PAT BENATAR/No Live For Love
- 30 PETE TOWNSHEND/Let My Love Open The

ADDS 28, 30

ON CAROLE KING/One Fine Day

**105 FM Tampa**

- 1 BETTE MIDLER/The Rose
- 2 PAUL McCARTNEY/Coming Up
- 3 LIPPS, INC./Funkytown
- 4 BOB SEGER/Against The Wind
- 5 ELTON JOHN/Little Jeannie
- 6 JOE WALSH/All Night Long
- 7 BILLY JOEL/It's Still RAR To Me
- 8 S.O.S. BAND/Take Your Time
- 9 GARY HUMAN/Car
- 10 SPINERS/Cupid
- 11 BOZ SCAGGS/Breakdown Dead Ahead
- 12 LINDA RONSTADT/Just So Bad
- 13 ALICE COOPER/Clothes (We're All)
- 14 RUPERT HOLMES/Answering Machine
- 15 PRETENDERS/Brass In Pocket
- 16 BROTHERS JOHNSON/Stamp!
- 17 MAHATTANS/Shining Star
- 18 CLASS/Train In Vain
- 19 AMBROSIA/Biggest Part Of Me
- 20 KENNY ROGERS/Love The World Away
- 21 CDB/In America
- 22 ROCKY BURMETTE/Tired Of Toin'
- 23 VAN HALEN/The Criedo Will Rock
- 24 JOE WALSH/All Night Long
- 25 PURE PRAIRIE LEAG/Let Me Love You...
- 26 BLUES BROS/Gimme Some Lovin'
- 27 CHEAP TRICK/Everything Works
- 28 AIR SUPPLY/All Out Of Love
- 29 ALICE COOPER/Clothes (We're All)
- 30 CHANGE/A Lover's Holiday

ADDS 30

ON CHRIS CROSS/Sailing

**KRLA 11 Los Angeles**

- 1 INVISIBLE MAN'S B/All Night Thing
- 2 LIPPS, INC./Funkytown
- 3 PAUL McCARTNEY/Coming Up
- 4 AMBROSIA/Biggest Part Of Me
- 5 MAHATTANS/Shining Star
- 6 DR. HOOK/Smy Eyes
- 7 JERMAINE JACKSON/Let's Get Serious
- 8 PRETENDERS/Brass In Pocket
- 9 LINDA RONSTADT/Just So Bad
- 10 Q/Spirit In The Park
- 11 WHISPERS/Lady
- 12 ROBBIE DUPREE/Steel Away
- 13 LEON HAYWOOD/Don't Push It Don't...
- 14 BERNADETTE PETERS/Some One
- 15 BOB SEGER/Against The Wind
- 16 S.O.S. BAND/Take Your Time
- 17 STEPHANIE HILLS/Sweet Sensation
- 18 SPINERS/Cupid
- 19 ELTON JOHN/Little Jeannie
- 20 JAMES LAST BAND/The Seduction
- 21 PAT BENATAR/No Live For Love
- 22 BARRY HAYWOOD/Don't Want To Walk
- 23 CHANGE/A Lover's Holiday
- 24 ISLEY BROS/Don't Say Goodnight
- 25 OLIVIA N-J/Magic
- 26 ROBBIE DUPREE/Steel Away
- 27 BROTHERS JOHNSON/Stamp!

ADDS 16, 19, 23

ON BLUEBROS/Gimme Some Lovin'

**KUPD ALL ROCK FM 98 Phoenix**

- 1 PAT TRAVIS/Smokin' Whiskey And
- 2 BILLY JOEL/It's Still RAR To Me
- 3 BOB SEGER/Against The Wind
- 4 ANGEL CITY/Horrorlites
- 5 GARY HUMAN/Car
- 6 GENESIS/Not Under A Big Blue Sky
- 7 VAN HALEN/The Criedo Will Rock
- 8 GRATEFUL DEAD/Alabama Gateway
- 9 TRUMP/Can Survive
- 10 BLUE SHOES/Butter
- 11 DIXIE DRESS/Road Expense
- 12 BLONDIE/Call Me
- 13 BILLY JOEL/You May Be Right
- 14 VAN HALEN/Do You Wanna Taste It
- 15 RUSH/Spirit Of The Radio
- 16 JOE WALSH/All Night Long
- 17 PINK FLOYD/Run Like Hell
- 18 PINK FLOYD/Another Brick In The Wall
- 19 JOURNEY/Any Way You Want It
- 20 PETE TOWNSHEND/Rough Boys
- 21 JUDAS PRIEST/Living After Midnight
- 22 CDB/In America
- 23 BLUES BROS/Gimme Some Lovin'
- 24 GENESIS/Not Under A Big Blue Sky
- 25 TONY MARTIN/Wango Tango
- 26 PINK FLOYD/Another Brick In The Wall
- 27 PRETENDERS/Brass In Pocket
- 28 ROCKY BURMETTE/Tired Of Toin'
- 29 CHEAP TRICK/Everything Works
- 30 CLASS/Train In Vain

ADDS 28, 29

ON QUEEN/Play The Game

**KEARTH Los Angeles**

- 1 PAUL McCARTNEY/Coming Up
- 2 GARY HUMAN/Car
- 3 INVISIBLE MAN'S B/All Night Thing
- 4 AMBROSIA/Biggest Part Of Me
- 5 JERMAINE JACKSON/Let's Get Serious
- 6 BETTE MIDLER/The Rose
- 7 MAHATTANS/Shining Star
- 8 FRANK SINATRA/Theme From NY NY
- 9 BILLY JOEL/It's Still RAR To Me
- 10 MICHAEL JACKSON/She's Out Of My Life
- 11 ROBBIE DUPREE/Steel Away
- 12 BOB SEGER/Against The Wind
- 13 LIPPS, INC./Funkytown
- 14 ROCKY BURMETTE/Tired Of Toin'
- 15 ELTON JOHN/Little Jeannie
- 16 Q/Spirit In The Park
- 17 PAT BENATAR/No Live For Love
- 18 SPINERS/Cupid
- 19 PINK FLOYD/Another Brick In The Wall
- 20 HEIL SEDARA/Should've Never Let
- 21 KENNY ROGERS/Love The World Away
- 22 PURE PRAIRIE LEAG/Let Me Love You...
- 23 RAYDIO/Two Places...
- 24 MICKEY GILLEY/Stand By Me
- 25 KIM CARNES/More Love

ADDS TERRY DESARIO/Dancin' In The Street

ON EDDIE RABBITT/Drivin' My Life Away

**KDWB Minneapolis**

- 1 BETTE MIDLER/The Rose
- 2 ROBBIE DUPREE/Steel Away
- 3 PURE PRAIRIE LEAG/Let Me Love You...
- 4 OLIVIA N-J/Magic
- 5 ELTON JOHN/Little Jeannie
- 6 BOB SEGER/Against The Wind
- 7 MICHAEL JACKSON/She's Out Of My Life
- 8 AMBROSIA/Biggest Part Of Me
- 9 HEIL SEDARA/Should've Never Let
- 10 ANDY & OLIVIA/Can't Help It
- 11 KIM CARNES/More Love
- 12 CHRIS CROSS/Ride Like The Wind
- 13 SPIDER/Now Romance
- 14 FIREBALL/Headed For A Fall
- 15 BRUCE COCKBURN/Wondering Where The...
- 16 CAROLE KING/One Fine Day
- 17 MICKEY GILLEY/Stand By Me
- 18 BOZ SCAGGS/Breakdown Dead Ahead
- 19 PAT BENATAR/No Live For Love
- 20 GENESIS/Not Under A Big Blue Sky
- 21 ROBBIE DUPREE/Steel Away
- 22 ROBBIE DUPREE/Steel Away
- 23 ROBBIE DUPREE/Steel Away

ADDS 16, 20, 21

**W-100 Miami**

- 1 LIPPS, INC./Funkytown
- 2 AMBROSIA/Biggest Part Of Me
- 3 AIR SUPPLY/Lost In Love
- 4 JERMAINE JACKSON/Let's Get Serious
- 5 GARY HUMAN/Car
- 6 PEACHES & HERB/I Pledge My Love
- 7 PAUL McCARTNEY/Coming Up
- 8 BETTE MIDLER/The Rose
- 9 MICHAEL JACKSON/She's Out Of My Life
- 10 MAHATTANS/Shining Star
- 11 JAMES LAST BAND/The Seduction
- 12 S-2/Back Lobster
- 13 BROTHERS JOHNSON/Stamp!
- 14 LINDA RONSTADT/Just So Bad
- 15 ROBBIE DUPREE/Steel Away
- 16 ELTON JOHN/Little Jeannie
- 17 RAYDIO/Two Places...
- 18 MAHATTAN TRANSFER/Twilight Zone
- 19 SPINERS/Cupid
- 20 STYX/Fire Time
- 21 BLONDIE/Call Me
- 22 LA FLANDR/Handeloy
- 23 ANDY & OLIVIA/Can't Help It
- 24 JOURNEY/Who Like A Lady
- 25 WHISPERS/Lady
- 26 BILLY JOEL/It's Still RAR To Me
- 27 BOB SEGER/Against The Wind
- 28 PURE PRAIRIE LEAG/Let Me Love You
- 29 NECO/Empire Strikes Back
- 30 STEPHANIE HILLS/Sweet Sensation
- 31 OLIVIA N-J/Magic
- 32 S.O.S. BAND/Take Your Time
- 33 CHRIS CROSS/Sailing
- 34 BLUES BROS/Gimme Some Lovin'
- 35 CREATIONS/Amo Love
- 36 MICHAEL JACKSON/She's Out Of My Life
- 37 CAROLE KING/One Fine Day

ADDS 32, 33, 34, 36, 37

ON FORT/San Symbol

**WEST**

**93 KHU Los Angeles**

- 1 LIPPS, INC./Funkytown
- 2 GARY HUMAN/Car
- 3 MAHATTANS/Shining Star
- 4 JERMAINE JACKSON/Let's Get Serious
- 5 PAUL McCARTNEY/Coming Up
- 6 INVISIBLE MAN'S B/All Night Thing
- 7 S.O.S. BAND/Take Your Time
- 8 AMBROSIA/Biggest Part Of Me
- 9 LINDA RONSTADT/Just So Bad
- 10 BROTHERS JOHNSON/Stamp!
- 11 DR. HOOK/Smy Eyes
- 12 LEON HAYWOOD/Don't Push It Don't...
- 13 BOB SEGER/Against The Wind
- 14 BILLY JOEL/It's Still RAR To Me
- 15 PAT BENATAR/No Live For Love
- 16 PAT BENATAR/No Live For Love
- 17 ROBBIE DUPREE/Steel Away
- 18 ROBBIE DUPREE/Steel Away
- 19 WHISPERS/Lady
- 20 MAHATTAN TRANSFER/Twilight Zone
- 21 OLIVIA N-J/Magic
- 22 FRANK SINATRA/Theme From NY NY
- 23 RAYDIO/Two Places...
- 24 DIRTY BAND/Make A Little Magic
- 25 STEPHANIE HILLS/Sweet Sensation
- 26 SPINERS/Cupid
- 27 S-2/Back Lobster
- 28 ROCKY BURMETTE/Tired Of Toin'
- 29 BOB SEGER/Against The Wind
- 30 BOB SEGER/Against The Wind

ADDS NONE

ON CHANGE/A Lover's Holiday

**Denver**

- 1 BOB SEGER/Against The Wind
- 2 BETTE MIDLER/The Rose
- 3 PURE PRAIRIE LEAG/Let Me Love You...
- 4 ROBBIE DUPREE/Steel Away
- 5 AMBROSIA/Biggest Part Of Me
- 6 ELTON JOHN/Little Jeannie
- 7 BILLY JOEL/It's Still RAR To Me
- 8 MICHAEL JACKSON/She's Out Of My Life
- 9 SPINERS/Cupid
- 10 ROGERS & CARNES/Don't Fall In Love...
- 11 ROCKY BURMETTE/Tired Of Toin'
- 12 DAN FOELBERG/Heart Hotel
- 13 FIREBALL/Headed For A Fall
- 14 JAMES LAST BAND/The Seduction
- 15 CAROLE KING/One Fine Day
- 16 HEIL SEDARA/Should've Never Let
- 17 ANDY & OLIVIA/Can't Help It
- 18 GARY HUMAN/Car
- 19 ELO/1 a Little
- 20 MAHATTANS/Shining Star
- 21 CLASS/Train In Vain
- 22 PAT BENATAR/No Live For Love
- 23 JOE WALSH/All Night Long
- 24 KIM CARNES/More Love
- 25 LINDA RONSTADT/Just So Bad
- 26 KENNY ROGERS/Love The World Away
- 27 PAT BENATAR/No Live For Love
- 28 BLUES BROS/Gimme Some Lovin'
- 29 GENESIS/Not Under A Big Blue Sky
- 30 GARY HUMAN/Car

ADDS CDB/In America

ON AIR SUPPLY/All Out Of Love

**64 KE RADIO Los Angeles**

- 1 PAUL McCARTNEY/Coming Up
- 2 AMBROSIA/Biggest Part Of Me
- 3 LIPPS, INC./Funkytown
- 4 ELTON JOHN/Little Jeannie
- 5 BILLY JOEL/It's Still RAR To Me
- 6 BETTE MIDLER/The Rose
- 7 BOB SEGER/Against The Wind
- 8 GARY HUMAN/Car
- 9 BILLY JOEL/It's Still RAR To Me
- 10 MICHAEL JACKSON/She's Out Of My Life
- 11 BLONDIE/Call Me
- 12 ROBBIE DUPREE/Steel Away
- 13 SPINERS/Cupid
- 14 ROCKY BURMETTE/Tired Of Toin'
- 15 PURE PRAIRIE LEAG/Let Me Love You...
- 16 INVISIBLE MAN'S B/All Night Thing
- 17 PINK FLOYD/Another Brick In The Wall
- 18 MAHATTAN TRANSFER/Twilight Zone
- 19 DR. HOOK/Smy Eyes
- 20 MICHAEL JACKSON/She's Out Of My Life
- 21 OLIVIA N-J/Magic
- 22 PRETENDERS/Brass In Pocket
- 23 BLUES BROS/Gimme Some Lovin'
- 24 LINDA RONSTADT/Just So Bad
- 25 BROTHERS JOHNSON/Stamp!
- 26 PAT BENATAR/No Live For Love
- 27 BRUCE COCKBURN/Wondering Where The...
- 28 HEIL SEDARA/Should've Never Let
- 29 CDB/In America
- 30 KENNY ROGERS/Love The World Away

ADDS EDDIE RABBITT/Drivin' My Life Away

ON TERRY DESARIO/Dancin' In The Street

**KJR 950 Seattle**

- 1 GARY HUMAN/Car
- 2 LIPPS, INC./Funkytown
- 3 BETTE MIDLER/The Rose
- 4 PAUL McCARTNEY/Coming Up
- 5 ELTON JOHN/Little Jeannie
- 6 BILLY JOEL/It's Still RAR To Me
- 7 MICHAEL JACKSON/She's Out Of My Life
- 8 ROBBIE DUPREE/Steel Away
- 9 AMBROSIA/Biggest Part Of Me
- 10 MICKEY GILLEY/Stand By Me
- 11 BOB SEGER/Against The Wind
- 12 BOZ SCAGGS/Jojo
- 13 BROTHERS JOHNSON/Stamp!
- 14 OLIVIA N-J/Magic
- 15 SPIDER/Now Romance
- 16 JOE WALSH/All Night Long
- 17 ELO/1 a Little
- 18 PAT TRAVIS/Smokin' Whiskey And
- 19 BRUCE COCKBURN/Wondering Where The...
- 20 ROCKY BURMETTE/Tired Of Toin'
- 21 SPINERS/Cupid
- 22 PURE PRAIRIE LEAG/Let Me Love You...
- 23 ANGEL CITY/Horrorlites
- 24 KIM CARNES/More Love
- 25 MAHATTANS/Shining Star
- 26 CHRIS CROSS/Sailing
- 27 BLONDIE/Atomic

ADDS BERTY HARDSHORE/Into The Night

ON ROBBIE DUPREE/Steel Away

**CKW Radio Detroit**

- 1 BETTE MIDLER/The Rose
- 2 BILLY JOEL/It's Still RAR To Me
- 3 PAUL McCARTNEY/Coming Up
- 4 JERMAINE JACKSON/Let's Get Serious
- 5 LIPPS, INC./Funkytown
- 6 ROBBIE DUPREE/Steel Away
- 7 ROCKY BURMETTE/Tired Of Toin'
- 8 BOB SEGER/Against The Wind
- 9 MICHAEL JACKSON/She's Out Of My Life
- 10 AMBROSIA/Biggest Part Of Me
- 11 SPINERS/Cupid
- 12 ELTON JOHN/Little Jeannie
- 13 GLADYS KNIGHT/Landlord
- 14 BLONDIE/Call Me
- 15 HEIL SEDARA/Should've Never Let
- 16 AIR SUPPLY/Lost In Love
- 17 RAYDIO/Two Places...
- 18 ROCKY BURMETTE/Tired Of Toin'
- 19 BLUES BROS/Gimme Some Lovin'
- 20 GENESIS/Not Under A Big Blue Sky
- 21 ELO/1 a Little
- 22 CHRIS CROSS/Ride Like The Wind
- 23 ROGERS & CARNES/Don't Fall In Love...
- 24 RUPERT HOLMES/Answering Machine
- 25 MIC DAVIS/Here To Be Healed
- 26 PURE PRAIRIE LEAG/Let Me Love You
- 27 MICKEY GILLEY/Stand By Me
- 28 OLIVIA N-J/Magic
- 29 KIM CARNES/More Love
- 30 PHOTOG/Who's Your Man?

ADDS PETE TOWNSHEND/Let My Love Open The

ON ROBBIE DUPREE/Steel Away

**770 Ft. Worth Dallas**

- 1 BILLY JOEL/It's Still RAR To Me
- 2 TRUMP/Can Survive
- 3 BERTY HARDSHORE/Into The Night
- 4 AMBROSIA/Biggest Part Of Me
- 5 BOB SEGER/Against The Wind
- 6 PAUL McCARTNEY/Coming Up
- 7 BETTE MIDLER/The Rose
- 8 AIR SUPPLY/Lost In Love
- 9 BILLY JOEL/Don't Ask Me Why
- 10 PAT BENATAR/No Live For Love
- 11 CHRIS CROSS/Ride Like The Wind
- 12 BOZ SCAGGS/Breakdown Dead Ahead
- 13 BOB SEGER/Against The Wind
- 14 JOE WALSH/All Night Long
- 15 VAN HALEN/The Criedo Will Rock
- 16 PURE PRAIRIE LEAG/Let Me Love You...
- 17 PINK FLOYD/Run Like Hell
- 18 ELTON JOHN/Little Jeannie
- 19 PAT TRAVIS/Smokin' Whiskey And
- 20 ROBBIE DUPREE/Steel Away

ADDS 21

**93 KHU Los Angeles**

- 1 LIPPS, INC./Funkytown
- 2 GARY HUMAN/Car
- 3 MAHATTANS/Shining Star
- 4 JERMAINE JACKSON/Let's Get Serious
- 5 PAUL McCARTNEY/Coming Up
- 6 INVISIBLE MAN'S B/All Night Thing
- 7 S.O.S. BAND/Take Your Time
- 8 AMBROSIA/Biggest Part Of Me
- 9 LINDA RONSTADT/Just So Bad
- 10 BROTHERS JOHNSON/Stamp!
- 11 DR. HOOK/Smy Eyes
- 12 LEON HAYWOOD/Don't Push It Don't...
- 13 BOB SEGER/Against The Wind
- 14 BILLY JOEL/It's Still RAR To Me
- 15 PAT BENATAR/No Live For Love
- 16 PAT BENATAR/No Live For Love
- 17 ROBBIE DUPREE/Steel Away
- 18 ROBBIE DUPREE/Steel Away
- 19 WHISPERS/Lady
- 20 MAHATTAN TRANSFER/Twilight Zone
- 21 OLIVIA N-J/Magic
- 22 FRANK SINATRA/Theme From NY NY
- 23 RAYDIO/Two Places...
- 24 DIRTY BAND/Make A Little Magic
- 25 STEPHANIE HILLS/Sweet Sensation
- 26 SPINERS/Cupid
- 27 S-2/Back Lobster
- 28 ROCKY BURMETTE/Tired Of Toin'
- 29 BOB SEGER/Against The Wind
- 30 BOB SEGER/Against The Wind

ADDS NONE

ON CHANGE/A Lover's Holiday

**Denver**

- 1 BOB SEGER/Against The Wind
- 2 BETTE MIDLER/The Rose
- 3 PURE PRAIRIE LEAG/Let Me Love You...
- 4 ROBBIE DUPREE/Steel Away
- 5 AMBROSIA/Biggest Part Of Me
- 6 ELTON JOHN/Little Jeannie
- 7 BILLY JOEL/It's Still RAR To Me
- 8 MICHAEL JACKSON/She's Out Of My Life
- 9 SPINERS/Cupid
- 10 ROGERS & CARNES/Don't Fall In Love...
- 11 ROCKY BURMETTE/Tired Of Toin'
- 12 DAN FOELBERG/Heart Hotel
- 13 FIREBALL/Headed For A Fall
- 14 JAMES LAST BAND/The Seduction
- 15 CAROLE KING/One Fine Day
- 16 HEIL SEDARA/Should've Never Let
- 17 ANDY & OLIVIA/Can't Help It
- 18 GARY HUMAN/Car
- 19 ELO/1 a Little
- 20 MAHATTANS/Shining Star
- 21 CLASS/Train In Vain
- 22 PAT BENATAR/No Live For Love
- 23 JOE WALSH/All Night Long
- 24 KIM CARNES/More Love
- 25 LINDA RONSTADT/Just So Bad
- 26 KENNY ROGERS/Love The World Away
- 27 PAT BENATAR/No Live For Love
- 28 BLUES BROS/Gimme Some Lovin'
- 29 GENESIS/Not Under A Big Blue Sky
- 30 GARY HUMAN/Car

ADDS CDB/In America

ON AIR SUPPLY/All Out Of Love

**64 KE RADIO Los Angeles**

- 1 PAUL McCARTNEY/Coming Up
- 2 AMBROSIA/Biggest Part Of Me
- 3 LIPPS, INC./Funkytown
- 4 ELTON JOHN/Little Jeannie









BOZ SCAGGS Jojo (Columbia)

LP: Middle Man 89/51 46% Regional Reach E 51% S 46% M 29% W 63% National Summary UP 25 SAME 13 DOWN 0 ADDS 51

Table with columns P1, P2, P3 and rows for stations like WCAO, WRRO, SOUTH, etc.



NEIL & DARA SEDAKA Should've Never... (Elektra)

LP: In The Pocket 94/1 49% Regional Reach E 55% S 54% M 47% W 34% National Summary UP 21 SAME 14 DOWN 14 ADDS 1

Table with columns P1, P2, P3 and rows for stations like WRBW, WFIL, WFI, etc.



BOB SEGER Against The Wind (Capitol)

LP: Against The Wind 183/0 96% Regional Reach E 98% S 94% M 98% W 91% National Summary UP 15 SAME 34 DOWN 0 ADDS 0

Table with columns P1, P2, P3 and rows for stations like WABC, WNBC, WRBW, etc.

(Bob Seger continued)

Table with columns SOUTH, WEST, MIDWEST and rows for stations like KAUM, KRBE, KPMK, etc.

S.O.S. BAND Take Your Time... (Tabu)

LP: S.O.S. 53/24 28% Regional Reach E 19% S 49% M 13% W 17% National Summary UP 23 SAME 6 DOWN 0 ADDS 24

Table with columns P1, P2, P3 and rows for stations like WABC, WNBC, WRBW, etc.

SPINNERS Cupid/I've Loved... (Atlantic)

LP: Love Trippin' 164/2 85% Regional Reach E 87% S 91% M 78% W 81% National Summary UP 156 SAME 5 DOWN 1 ADDS 2

Table with columns P1, P2, P3 and rows for stations like WABC, WNBC, WRBW, etc.

(Spinners continued)

Table with columns WEST, MIDWEST, SOUTH and rows for stations like KEARTH, KRBE, KPMK, etc.

TOMMY TUTONE Angel Say No (Columbia)

LP: Tommy Tutone 72/5 38% Regional Reach E 40% S 42% M 22% W 46% National Summary UP 38 SAME 29 DOWN 0 ADDS 5

Table with columns P1, P2, P3 and rows for stations like WFI, WFL, WCAO, etc.

PETE TOWNSHEND Let My Love Open... (Atco)

LP: Empty Glass 101/46 53% Regional Reach E 62% S 58% M 40% W 46% National Summary UP 33 SAME 22 DOWN 0 ADDS 46

Table with columns P1, P2, P3 and rows for stations like WRBW, WFIL, WCAO, etc.

(Joe Walsh continued)

ALI THOMSON Take A Little Rhythm (A&M)

LP: Take A Little Rhythm 52/30 27% Regional Reach E 26% S 29% M 29% W 23% National Summary UP 8 SAME 14 DOWN 0 ADDS 30

Table with columns P1, P2, P3 and rows for stations like WCAO, WRBW, SOUTH, etc.

JOE WALSH All Night... (Full Moon/Asylum)

LP: Urban Cowboy 137/12 71% Regional Reach E 72% S 78% M 53% W 80% National Summary UP 110 SAME 14 DOWN 1 ADDS 12

Table with columns P1, P2, P3 and rows for stations like WRBW, WFL, WCAO, etc.

Others Getting Significant Action

(Continued from Back Page)

- PAT TRAVERS BAND "Is This Love" (Polydor) 18/0
CHANGE "A Lover's Holiday" (RCA/WB) 17/4
OZARK MT. DAREDEVILS "Take You Tonight" (Columbia) 17/1
RUSS BALLARD "On The Rebound" (Epic) 16/4
COMMODORES "Old Fashioned Love" (Motown) 15/14
PLAYER "It's For You" (Casablanca) 15/5
PRETENDERS "Stop Your Sobbing" (WB) 15/5
FIREBALL "Love That Got Away" (Atlantic) 14/11
ROY ORBISON & EMMYLOU HARRIS "That Lovin' You Feelin' Again" (WB) 14/9
GRATEFUL DEAD "Alabama Getaway" (Arista) 13/5
PINK FLOYD "Run Like Hell" (Columbia) 13/0
STEPHANIE MILLS "Sweet Sensation" (20th) 12/6
GARY BURBANK "Who Shot J.R.?" (Ovation) 12/6
LINDA RONSTADT "I Can't Let Go" (Asylum) 11/7
INVISIBLE MAN'S BAND "All Night Thing" (Mango/Island) 11/1
TONY JOE WHITE "I Get Off On It" (Casablanca) 11/1
LITTLE RIVER BAND "It's Not A Wonder" (Capitol) 11/0
BILLY PRESTON & SYREETA "One More Time For Love" (Motown) 10/3

# ROCK DON'T STOP TILL I HITS THE T

## CHEAP TRICK

"Everything Works If You Let It"



Produced by George Martin

From The Movie "ROADIE"

WKBW 27-25

WIFI 18-13

96KX 24-22

CHUM deb 29

Q105 30-27

KBEQ 28-23

WGCL 23

KJR add

KUPD add 29

WPEZ add

**WBEN-FM 35-25 (HOT)**

WKEE 22-19

KHFI add

WTIX add

KXX106 30-28

WSGN 31-28

96X 29-28

BJ105 24-20

**WBBQ 27-20**

WDRQ 29-21

KOFM add

WISM 26-24

WNAP 24-23

KFXM add 20

KRSP 20-18

KRQ 27-25

WIGY add

**K104 17-7 (HOT)**

WXIL deb 32

WCGQ 27-20

WISE 30-28

WANS-FM 31

KAUM add

KQWB-FM 23

**WSPT 22-16 (HOT)**

**T  
OP!**



# **RUSS BALLARD**

## **"On The Rebound"**

PRO-FM on  
JB105 add  
KBFM on  
KEEL on  
BJ105 on  
WNAP add  
KJRB on  
KCPX on  
KRSP on  
K104 add

WFBG on  
WISE add  
WFLB on  
WANS-FM on  
CK101 37-35  
KXX106 add  
Q102 add 31  
KQWB add  
KBDF deb 25

**Produced by Russ Ballard  
and John Stanley**

(HOT)



# **REO**

## **"Time For Me To Fly"**

WIFI add  
96KX add 29  
94Q 18-16  
KSLQ 29-27  
KIMN on  
WHFM on  
14Q on  
KXX106 19-16  
BJ105 add  
KX104 on  
92Q on  
WGH on  
**KJ100 2-2 (HOT)**  
WISM on  
WNAP on  
WZZP on

KCPX 28-24  
KLUC 18-15  
KRUX 34-28  
KRQ 25-24  
KTKT add  
WLBZ on  
WFBG deb 39  
WCGQ 26-21  
WISE 33-30  
KQ94 20-17  
WROV on  
KQWB-FM 16-10  
KQDI on  
KRLC 21-15  
KBIM on

**Produced by Kevin Cronin,  
Gary Richrath, with Paul Grupp**

23

21

(HOT)

**Big**

records

# THE PICTURE PAGES

## "Dreamer" Duo Dines



UA's Kenny Rogers and EMIA's Kim Carnes celebrated the success of their duet single, "Don't Fall In Love With A Dreamer," Rogers's platinum-plus "Gideon" LP, and Carnes's latest single, "More Love," with an intimate, informal dinner recently. Pictured *tete-a-tete* at the fete are (l-r) RKO Radio National PD Dave Sholin, Rogers, EMIA/UA Records President Jim Mazza, Carnes, and EMIA/UA VP Don Grierson.

## CBS Adds Uncle Jam To Clan



The CBS/Records Group added another member to its Associated Labels family, signing a worldwide distribution agreement with P-Funk mastermind George Clinton's Uncle Jam Records. Initial releases for the Detroit-based label will be album's by ex-Spinner Philippe Wynn and by the Sweat Band. Seen at the signing ceremony are, from left: CBS/Records Group Deputy President/Chief Operating Officer Dick Asher, "General" George Clinton, and CBS/Records Group President Walter Yetnikoff.

## DJM Celebrates Watson's "Love Jones"



DJM/Phonogram's Johnny Guitar Watson recently celebrated the release of his latest LP, "Love Jones," with a party at the notorious Continental Hyatt House on Sunset Boulevard in Hollywood. Pictured at the party are, from left: Phonogram/Mercury's Carolyn Broner, PolyGram Distribution Inc.'s Larry Smith and Linda Mason, Johnny Guitar Watson, DJM GM Carmen LaRosa, Phonogram/Mercury's Tommy Young, and Watson's manager Leo Leichter.

## Car Firms Answer WELI'S "Call For Action"



WELI/New Haven celebrated the eighth anniversary of its "Call For Action" volunteer consumer affairs program with a luncheon at the Laurel View Country Club recently. Representatives from General Motors, Ford, and Chrysler addressed the attendees on the subject of automotive consumer problems. Pictured are (l-r) Chevrolet Consumer Relations Manager William L. King, WELI VP/GM Larry Getz, WELI "Call For Action" Director Rita Levine, Ford's New York District Owner Relations Manager Gary A. Young, and Chrysler Customer Relations Manager Jeff LeClair.

## Polydor Pacts Allen's Tracks



Polydor Records has pacted Australian singer Christie Allen, with her debut single for the label, "Goose Bumps," to be released later this month. Pictured at the pacting are, from left: Allen's manager Rick Stevens, Allen's attorney Paul Schindler, Polydor Exec. VP Dick Kline, Polydor VP Jim Collins, Mushroom Records (Australia) President Michael Gudinski, and Polydor's Bill Cataldo and Cynthia Cox. The dare-to-be-diffident Ms Allen is seated behind her album cover at left.

## Mason Married In Malibu



Celebrating at the recent wedding of Columbia recording artist Dave Mason (second from left) and the former Dana Folley (right) at Mason's Malibu home are Mason's agent, Hal Ray of the William Morris Agency, (left) and Mason's personal manager Jeff Wald.

# THE PICTURE PAGES

## America Hears Def Leppard



Phonogram/Mercury rock band Def Leppard recently made their United States performing debut at Santa Monica's Civic Auditorium. Shown backstage after the gig are (l-r) group member Joe Elliott, Contemporary Communications Corp. VP Cliff Burnstein, group's Rick Allen, CCC's Peter Mensch, Def Leppard's Rick Savage, Mercury's Carolyn Broner and Jim Sotet, and group members Pete Willis and Steve Clark.

## Jet-Setting Band Takes Off



Casablanca's 707 recently entertained at the Whisky In Hollywood, and were met backstage by company execs and other well-wishers. Pictured are (standing, l-r) Pure Prairie League's Mike Reilly, Casablanca VP/IGM Al DiNoble, Casablanca Exec. VP Peter Woodward, 707's Jim McLarty, Casablanca's T.J. Lambert, Casablanca VP Danny Davis, producer John Ryan, Casablanca's Larry Tollin, 707 management's Fred Ruppert, 707's Kevin Russell, 707 management's Rondi Ruppert, 707's Andy Colli, 707 management's Ross Warren, 707's Phil Bryant and 707 management's Claire Warren. Seated are, from left: Casablanca VP's Mauri Lathower, Roberta Skopp and Don Wasley.

## Agents Meet Genesis At Greek



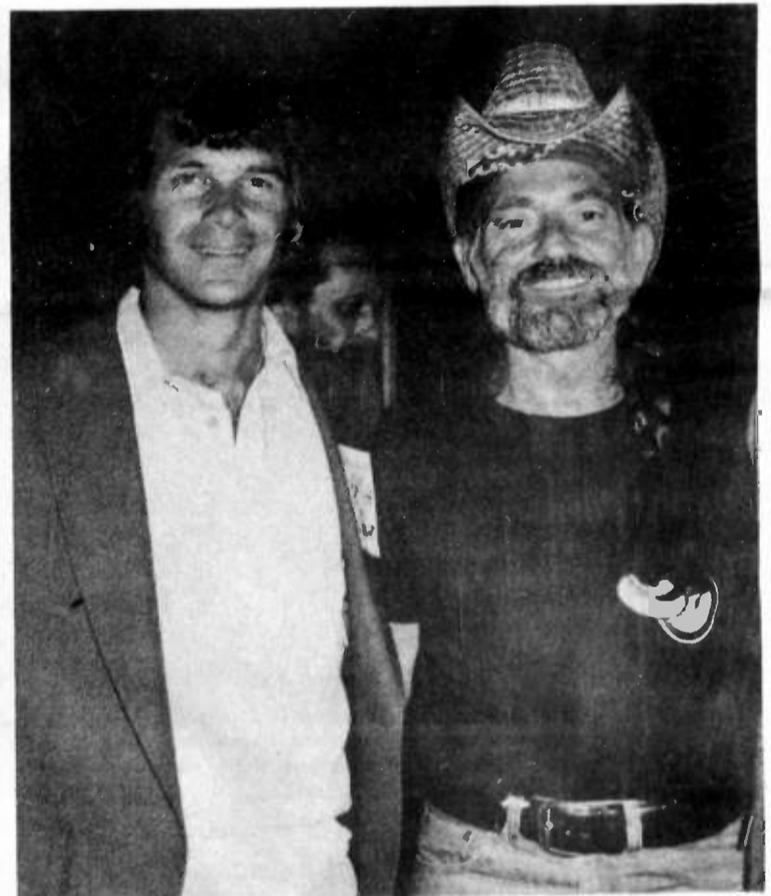
Atlantic's Genesis performed recently at the Greek Theatre in Los Angeles, and were greeted backstage by William Morris Agency execs. Shown are, from left, U.K. rock promoter Harvey Goldsmith, William Morris's Hal Ray, Genesis's Mike Rutherford and Tony Banks, and William Morris's Mike Farrell.

## There's Magic In Music



Following the Los Angeles Lakers' win in Philadelphia to capture the NBA Championship, Laker guard (and series Most Valuable Player) Earvin "Magic" Johnson was congratulated by, from left: Planet Records President Richard Perry, Elektra/Asylum Records President Joe Smith and Front Line Management's VP Larry Solters, all of whom jetted in for the game.

## MCA/Songbird Inks Willie Nelson



Willie Nelson (right) is pictured with MCA/Songbird's Chris Christian after the country singer signed a pact with the contemporary Christian label for a country/gospel LP.

## Muscle Shoals Signs McClinton



Muscle Shoals Sound Records has announced the signing of Delbert McClinton, with a debut LP due for October or November. Pictured are (l-r) Muscle Shoals President Michael Barnett, Muscle Shoals VP Allen Meis, McClinton, and McClinton's manager Don Light.

# THE PICTURE PAGES

## Cheap Trick Draws VP's To MSG



Seen at the scene backstage following Epic artists Cheap Trick's first headlining appearance at New York's Madison Square Garden are, from left: E/P/A VP's Al Gurewitz, Al DeMarino and Lennie Petze, group's Robin Zander, E/P/A's Lois Marino, Cheap Tricksters Bun E. Carlos and Rick Nielsen, label's Ray Free and Bruce Harris, group's Tom Petersson, label Sr. VP/IGM Don Dempsey, and E/P/A VP Bill Freston.

## Journey Trek Makes Earth News



Prior to setting out on their 1980 World Tour in support of their latest LP, "Departure," Steve Perry and Gregg Rolie, members of Columbia recording group Journey, participated in an interview with Lou Erwin's Earth News syndicated radio show. Pictured are, from left: Perry, Erwin, and Rolie.

## Ben E. "Trance"-Forms Big Apple



Following his recent performance at New York City's Ipanema Club on behalf of his latest LP, "Music Trance," Atlantic's Ben E. King was met backstage by label execs. Caught at the club are, from left: Atlantic's Horace Burrell and Bill Cureton, Ben E. King, and Atlantic's Ben Hill, C.B. Bullard and Marsha Green.

## Sabu At "Xanadu"



At the recent MCA/Jet/Universal listening party for the upcoming "Xanadu" soundtrack, which features MCA's Olivia Newton-John and Jet's ELO and will be handled by MCA Distributing Corp., partygoers included (l-r) MCA Records' Beth Rosengard, MCA Dist. President Al Bergamo, and MCA recording artist Paul Sabu.

## Muscle Shoals Signs Trio Of Tunesmiths



Veteran tunesmiths Ava Aldridge, Cindy Richardson and Lenny LeBlanc have signed exclusive songwriting agreements with Muscle Shoals Sound Publishing Co. Inc. The trio will be collaborating as well as working independently for the BMI firm. Pictured at the pacting are (front row, l-r) Ava Aldridge, Cindy Richardson and Lenny LeBlanc; (back row, l-r) Muscle Shoals Sound Studios principals (and owners of the publishing company) Barry Beckett, Roger Hawkins, David Hood, and Jimmy Johnson.

## Home Run Takes On Eric Troyer



Home Run Management recently pacted Chrysalis recording artist Eric Troyer. Shown at the signing are (l-r) Home Run's Jeff Schock and Carol Freund, and Eric Troyer.

# Black Radio



**KWICK CLIQUE** — When Terry Bartlett (left) and Bertram Brown (right), lead vocalists for EMI America's Kwick, visited the studios of WOIC Columbia, SC recently, they invited station OM/PD Bobby Waiters (center) to join the Kwick clique with the resulting pic



**THE MEN DON'T NOSE** — Members of Casablanca recording group Parliament recently blew into Windy City radio station WGCI while in the midst of their latest tour. Shown prior to giving the traditional "thumbs-up" to (Sir) Nose are, from left: Parliament's Gary Schider and Ray Davis, WGCI PD Barry Mayo, station air personality Evan Luck, Casablanca's Earlean Ward, and Parliament's Larry "Sir Nose" Heckstall



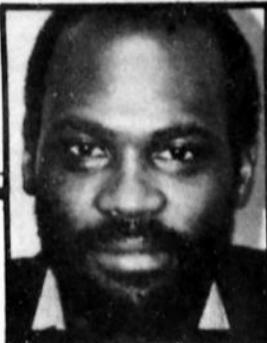
**VENUS IN BLUE JEANS** — Tim Reed aka Venus Flytrap of the CBS-TV series "WKRP In Cincinnati" dropped by KACE/Los Angeles recently. Shown seated along with the denimed DJ, who was pressed into a little impromptu air work while visiting, are KACE PD Cal Shields (left) and station MD Alonzo Miller



**THAT'S ENTERTAINMENT** — Pictured flanking the contest winner of WDIA Memphis's recent "\$4000 Home Entertainment Sweepstakes," which netted the lucky gentleman an AM/FM stereo system, cassette deck, TV and VCR, are station air personality Big John (left) and WDIA PD Ron King



**PEOPLE PLEASIN' PEOPLE** — WVKB Columbus, OH recently provided a little executive assistance to some executive assistants when it chose 10 secretaries out of 300 write-in entrants for its "People Pleasin' Weekend" promotion, which took place during National Secretary Week. Each winner received a free weekend of two nights at a local hotel and breakfast in bed for two persons. Pictured with eight of the contest winners (two were unable to attend) is WVKB PD Kirk Bishop, and, as they often say, eight out of ten ain't bad



# Black Radio

## Bill Speed

### Black Radio's Future — A Global Perspective

We've been spending the last few weeks looking at specific success stories for Black radio. This week, for a change of pace, I wanted to examine Black radio in a more general way, looking toward its future and taking in the larger implications of global communications. Interviewing Eugene D. Jackson, President of Unity Broadcasting (parent company of the National Black Network and the recently-purchased WDAS-AM-FM/Philadelphia), was the perfect method of achieving this goal. He has a vision of the immediate and distant future in communications that promises great worldwide success for black broadcasters, as modern technology (satellites) and increased opportunities for new facilities lead to a new level of accomplishment.

**R&R:** Recently you acquired a radio station, you have maintained the position of operating a totally black-owned network and you have a more than promising future.. Would you care to elaborate?

**EJ:** I think the area of communications is extremely important to the black community. The fact is, my philosophy is that communications is the cornerstone of civilization and commerce. To the extent that is, I don't feel that we can adequately find our place rightfully in America until we own a sufficient share of the communications apparatus so that we can promulgate our interests and the development of positive images for the black community.

**R&R:** You set an example by being aggressive, by being right there with your people. Is this part of your business philosophy as a whole?

**EJ:** No question. It is my intent to dedicate my life to making sure that we get our equal share in terms of our percentage of communications ownership. I feel most comfortable in an area where many people don't feel so in doing a totally black thing. I think for there to continue to be something seemingly wrong with doing a totally black thing is absolutely ridiculous. Ninety percent of white Americans are doing almost a totally white thing with very little interaction with black America. I interact with the white community because I know that is where we must get what we need so we can do our, if you will, our black thing. There's nothing wrong with us being as constructive in the development of our interests in America as whites do theirs. To the extent that we do a good job of being as professionally competent in handling black business on the same basis that whites handle white business, I think we are going to go a lot further along in creating a parity and a basis for serious discussion of our redressing the balancing of economic issues in America.

### A Time Of Expansion

**R&R:** How do you see the climate of black America in terms of broadcasting during the next decade?

**EJ:** I think that not just broadcasting, but in the whole field of telecommunications, there is a sufficient growth and base for black ownership in broadcasting that will mostly be the springboard for our participation in all forms, from cable to satellite telecommunications, video discs and facsimile transmission. I think we are going to get our share of both the domestic and the international participation in telecommunications. I would say that in the next decade, there will be at least 300 to 400 black-owned radio stations, at least 10 to 20 black-owned television stations in major markets, and certainly there will be two to three

*"I don't feel that we can adequately find our place rightfully in America until we own a sufficient share of the communications apparatus so that we can promulgate our interests and the development of positive images for the black community."*

channels of cable television and at least one channel of satellite dedicated to the interests of black Americans with there being a potential for one international channel between the U.S. and the Caribbean and Africa.

**R&R:** Talking about satellite programming — what has your company done specifically to initiate this?

**EJ:** Being a news network and being distributed by telephone lines to most major markets (in six markets we go via satellite), I think for the last four or five years we're the only black-owned company whose news is broadcast on an hourly basis via satellite in the U.S. We are at this moment contemplating the deployment of 100 satellite antenna dishes to receive both radio and data transmissions with an eye toward ultimate distribution of video programming. I would expect that some time in the next year we will contract for additional configurations for satellite antenna distribution.

**R&R:** Do you think this will put you far in advance of many normal competitors, not to mention black ones?

**EJ:** There's no question that we have a minimum economic critical mass to support the deployment of 100 satellite antennas. It does suggest that we not only are going to be the leader, hopefully, in this area for blacks, but certainly there are precious few white companies in the U.S. who can in fact afford the deployment of that kind of communications infrastructure and hardware.

**R&R:** How do you think the 9 kHz issue will affect your programming?

**EJ:** I don't think the reduction of spacing between channels on the AM from 10 kHz to 9 kHz will create any technical problems with the programming. I think it will result in there being a proliferation and make it more possible for us to reach that goal of 300 to 400 radio stations by the end of the 1980's. The programmatic difference will be very minor, because in Europe they have always had, in recent times, a 9 kHz separation, so there will be no technical degradation of the signal, I don't think.

### Communications Link With Africa?

**R&R:** Do you foresee Unity Broadcasting going after the African nations once you have all of your dishes set up and functioning in the U.S.?

**EJ:** There's no question that we have international interests that will be facilitated through the deployment ultimately of an African continent's satellite system. Yes, we will definitely transfer product, software, and be of technical assistance in generating product in Africa. There is no question that there is a direct correlation between our existence in America and the African continent. I think the Africans see it, and as we mature in our insight into what Africa is about, we will see it.

**R&R:** Do you think yourself and other outspoken members of NABOB will initiate better quality, better regulatory laws for minority broadcasters in the future?

**EJ:** The influence of the National Association of Black-Owned Broadcasters is having a very positive effect that leads in creating a fertile regulatory environment for facilitating expanded involvement by minorities in telecommunications. I think that to the extent that we remain strong and get larger and mature in our economic strength, so too will it mean that there will be greater opportunities for minorities forged by their own pioneers.



**DOUBLE YOUR PLEASURE, DOUBLE YOUR FUN** — Fantasy/Honey recording duo Two Tons O' Fun descended upon the studios of KSOL/San Mateo, CA recently on behalf of their self-titled LP. Pictured proving that heavy makes you happy are, from left: Fantasy promotion's Chris Engel, group's Izora Armstead, KSOL PD J.J. Jeffries, and group's Martha Wash.

### People

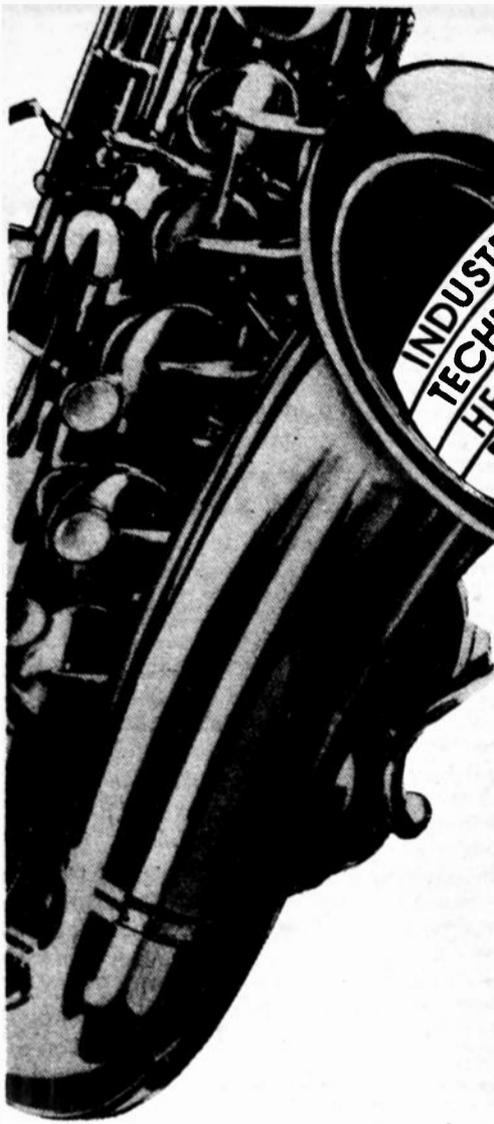
Several changes occurred at WYLD-AM-FM/New Orleans last week. Calvin Booker, Operations Manager of WYLD-AM, has resigned that position and moved to WTAM-FM/Gulfport, MI as General Manager. Effective June 16, WYLD Program Director Willie Jay Johnson will be joining him as Operations Manager. On the FM side, OM Al Scott heads further south to WDDO/Macon where he will assume the same post . . . Brett Lewis becomes Program Director of WOKB/Orlando. He was formerly with WOIC/Columbia. Also new to WOKB are air personalities Les Norman, from WSOK/Savannah, and J.G., from WBSL/New York . . . In-house parttimer Larry Hollowell has been appointed Music Director at Jazz-formatted WTJZ/Newport News . . . Exiting WBMX/Chicago are afternoon personality Ray Cooper, evening jock Karen Jones, and overnight personality Val Coleman. No immediate plans have been announced . . . Love is in the air, or rather on the airwaves, at KMJM/St. Louis. Congratulations to airstaffer Carmen Browne who married her hit line heartthrob, Randy Bender, on May 28. Proving that a Program Director is adept at handling any situation, Harry O doubled as witness, ring bearer, best man, maid of honor and official photographer (as mentioned in Street Talk, 6-6) . . . 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

**MUSIC IN THE AIR:** Summertime is traditionally concert time and taking advantage of that is Jazz-formatted WBBY/Columbus, OH. The station is set to host a three-day music festival at the local River Front Amphitheatre. According to Music Director Geoffrey Mayfield, "Music In The Air" is being offered free of charge to the public in association with the city of Columbus and will feature local artists. The event runs July 25-27 . . . WRVR/New York took advantage of a current craze — roller skating. The station recently sponsored "Jazz On Wheels" at the Wollnan Rink in Central Park. A highlight of the affair included a live performance by artist Eddie Daniels . . . Grand Rapids held its second annual city festival, June 6-8. Local station WKWM conducted a live remote and gave away albums, T-shirts, and bumper stickers during "Festival '80" which also featured arts and crafts as well as other exhibits . . .

### Things

**LABOR LOOKS AT THE ISSUES:** Beginning June 14, WJLB/Detroit launches "Labor Looks At The Issues" which will examine the problems of layoffs, unemployment, strikes and inflation from the laborers' viewpoints. Hosted by Thomas Turner, President of the Metropolitan Detroit Chapter of the AFL-CIO, the program will air every Saturday between 10:30am and 11:00am . . . **UNCF BENEFIT:** On Saturday, June 7, WABQ/Cleveland sponsored its second annual benefit on behalf of the United Negro College Fund. Julian Bond acted as guest emcee, sharing hosting chores with State Representative Les Brown, a former WVKO/Columbus staffer . . . **KRE/Berkeley** plans to add some reggae to its music programming and requests that record companies send such product to the station. Inquiries and releases should be addressed to Music Director Deble Khan . . . Remember June is Black Music Month: Your daily commitment is necessary for the continued growth of black music America — there's strength in unity . . .



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**MARKETING SURVEY OF BLACK MUSIC:** A Research Presentation by Music Retailer—Chaired and Presented by Sid Davis, Editor of Music Retailer

**CAREER BUILDING**—Chaired by George Schiffer, President, Corporate Affairs Limited

**ALL ABOUT RECORDING STUDIOS**—Chaired by Joe Tarsia, President, Sigma Sound Studios, Inc.

**ALL ABOUT RECORDING AND PUBLISHING DEALS**—Chaired by Louise West, Kendall Minter, Attorneys, Jones Micheal & Cherot and David Franklin, Attorney, David Franklin Assoc.

**CONCERT PROMOTION: HOW TO PRODUCE AND PROMOTE BLACK MUSIC CONCERTS**—Chaired by Bill Washington, President, Dimensions Unlimited Inc.

**BLACKS IN THEATRE**—Co-Chaired and Moderated by Ossie Davis, Producer and Woodie King, Jr., Producer

**ASCAP, BMI, SESAC: THE IMPORTANCE OF BELONGING TO A PERFORMING RIGHTS SOCIETY**—Chaired by Earl Shelton, President, Mighty Three Music

**MAKING IT IN THE MOVIES: A FILM BUSINESS GUIDE**—Co-Chaired by Actress Beverly Todd and Actor C. L. Williams

**A F of M, AFTRA, EQUITY, SAG: THE DIFFERENCES AND BENEFITS OF INDUSTRY UNIONS**—Moderated by Lenore Loveman, Director of Membership Education and Communication, Actors Equity Association

**PROGRAMMING BLACK MUSIC IN THE 80'S**—Co-Chaired by Jim Maddox, Senior Vice President, KMJQ Radio and Bill Speed, Radio & Records

**BANKING REALITIES FOR THE SMALL BUSINESS OWNER IN THE 80'S**—Co-Chaired by Rayfield Russ, Assistant Treasurer, Pickwick International, Inc., and Tommy Goines, Executive Director, National Bankers Association

**WHAT MAKES A HIT: HOW TO PRODUCE AND RECORD THEM**—Chaired by James Mtume, Producer

## PANELS OF RESOLVE

**MUSIC INDUSTRY TRADE ASSOCIATIONS AND HOW THEY MESH**—Chaired by Joe Cohen, Executive Vice President, National Association of Recording Merchandisers

**BLACK MUSIC IN TELEVISION**—Chaired by Chuck Smiley, Vice President, Theatrical Motion Pictures and Television Affairs for ABC-TV

**BLACK MUSIC CONCERT PROMOTION: A MODEL CODE OF ETHICS AND PROFESSIONAL CONDUCT**—Chaired by George Schiffer, President, Corporate Affairs, Ltd.

**FCC, BLACK RADIO AND THE BLACK COMMUNITY**—Co-Chaired by George Ware and David Honig, Assistant Professor, School of Communications at Howard University

**PLAN FOR IMPROVEMENT OF PROSPECTS FOR STRENGTHENED MERCHANDISING ABILITY THROUGH FINANCIAL DEVELOPMENT**—Co-Chaired by BMA Board Members, Calvin Simpson and Jim Tyrrell

**CONSUMER PRINT MEDIA RESPONSIBILITY TO BLACK MUSIC ARTISTS**—Co-Chaired by Regina Jones, Chairman, SOUL, and Joe Moore, Music Consultant, New York Daily News

**DEVELOPING BMA'S AWARDS AND HALL OF FAME**—Co-Chaired by Ewart Abner, Music Industry Consultant, and Dave Clark, National Promotion Director, Malacò Records

## AGENDA HIGHLIGHTS

- **WHAT IS BMA?** An Audio Visual Presentation, Courtesy of RCA Records
- **KEYNOTE ADDRESS** by Walter R. Yetnikoff, President, CBS Records Group. "BLACK MUSIC: \$OUND FOR THE 80'S"
- A NARM Audio Visual Presentation: "GIVE THE GIFT OF MUSIC"
- **TRIBUTE TO GOSPEL** by the Gospel Keynotes, Courtesy of Nashboro Records
- **BMA SALUTE TO PRESIDENT AND MRS. CARTER FOR THEIR CULTURAL CONTRIBUTIONS**, Host: CBS Records
- **GENERAL SESSION/BRUNCH**  
Host: Philadelphia International Records  
Featuring: THE BLACK LEADERSHIP FORUM—An Overview Presentation
- **PERFORMANCE RIGHTS BILL HR 997**—An Update by RIAA and NAB
- **COCKTAIL RECEPTION/LIGHT BUFFET**  
Host: A&M Records
- **WHAT IS BLACK MUSIC?** A Panel Co-Chaired by James Tyrrell and George Ware, BMA Board Members

### PLEASE NOTE:

For additional Conference Information Contact:  
BMA Membership Department  
1500 Locust St., Suite 1905, Philadelphia, Pa. 19102  
(215) 545-8600



ARE YOU GOING TO BE \$OUND FOR THE 80'S?

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- S.O.S. BAND  
"Take Your Time" (Tabu/CBS)
- TEMPTATIONS  
"Power" (Gordy)
- CAMEO  
"We're Goin' Out Tonight" (Chocolate City)
- JERMAINE JACKSON  
"Let's Get Serious" (Motown)
- GLADYS KNIGHT & THE PIPS  
"Landlord" (Columbia)
- CHAKA KHAN  
"Clouds" (WB)
- GQ  
"Sitting In The Park" (Arista)
- LARRY GRAHAM  
"One In A Million You" (WB)
- CHANGE  
"A Lover's Holiday" (RFC/WB)
- ROCKIE ROBBINS  
"You & Me" (A&M)
- FATBACK BAND  
"Gotta Get My Hands On Some..." (Spring/Polydor)
- STEPHANIE MILLS  
"Sweet Sensation" (20th)
- STACY LATTISAW  
"Dynamite!" (Cotillion)

## CLIMBERS

Following are listed in order of their airplay activity.

**SPINNERS** "Cupid/I've Loved You..." (Atlantic) 58% reporting. In the East it is climbing at WXYV and WAMO. Medium airplay at WJMI, WOWI, WDIA, WHRK, WVEE, WYLD and WJJS with hot rotation at KMJQ, WGIV and KOKY in the South. In the Midwest it is hot at WWWS; climbing at WBMX, KAEZ, WDAO, WTLC, KATZ, WKWM and WJLB. New at KSOL and hot at KDAY in the West.

**LIPPS, INC.** "Funkytown" (Casablanca) 55% of our reporters are on it. Climbing at WWWS and KAEZ with hot rotation at KATZ, WCIN, WKWM and WJMO in the Midwest. Hot at KDIA, KDKO and KSOL in the West. The East shows medium airplay at WWIN with hot rotation at WAMO. Climbing at KAPE and KMJQ while hot at WANT, WOWI, WAOK, WDIA, WYLD, WJJS and WTMP in the South.

**ROBERTA FLACK w/DONNY HATHAWAY** "Back Together..." (Atlantic) 53% reporting airplay. Climbing at WLOU; hot at WCIN, WVON, WKWM and WWWS in the Midwest. Hot at KSOL and climbing at KDKO in the West. In the South it is hot at KOKY, WOWI, WJMI, WANT, KMJQ, WNOO and WYLD with medium airplay at WDIA, WJJS and WTMP. The East shows hot rotation at WKND with medium airplay at WWIN and WWRL.

**GENE CHANDLER** "Does She Have A Friend?" (20th) 47% reporting action. New at WANT and WAOK while climbing at WOWI, WDIA, WYLD and WJJS in the South. Hot at WWRL with medium airplay at WAMO, WILD and WKND in the East. The Midwest shows hot rotation at WVON and WLOU with medium airplay at WJLB, WKWM, WBMX and KAEZ. Added at KYAC and climbing at KSOL in the West.

**NATALIE COLE** "Someone That I Used To Love" (Capitol) 45% reporting activity. Added at WANT and WTMP, climbing at WYLD, WHRK, WVEE, WOWI and KOKY, and hot at WAOK in the South. New at KDAY in the West. Medium airplay at WDAO, WLOU, WTLC and WJMO with hot rotation at WBMX in the Midwest. Hot at WWRL; climbing at WXYV and WKND in the East.

**FIVE SPECIAL** "Jam" (Elektra/Asylum) 45% reporting. New at WWRL and WKND; climbing at WILD in the East. Medium airplay at KOKY, WDIA, KMJQ, WYLD and WJJS with hot rotation at WGIV in the South. In the Midwest it is new at KAEZ, climbing at WWWS, WBMX, WCIN, KATZ and WTLC, and hot at WLOU. Climbing at KDAY in the West.

**BROTHERS JOHNSON** "Light Up The Night" (A&M) 45% reporting airplay. Medium airplay at WJLB, WJMO, WCIN, WBMX, WWWS and WDAO in the Midwest. Climbing at KOKY, WOWI, WAOK, WGIV, KAPE, KMJQ and WJJS in the South. The East shows medium airplay at WKND. Added at KDAY and KSOL with medium airplay at KDKO in the West.

**PATTI LABELLE** "I Don't Go Shopping" (Epic) 42% reporting action. Added at KSOL in the West. Hot at WLOU; climbing at WJLB, WVON, KATZ, WTLC, WDAO and WBMX in the Midwest. Heavy airplay at WDIA and KAPE with medium activity at WAOK, WOWI, WVEE, WHRK and WYLD in the South. Climbing at WXYV in the East.

**KWICK** "Let This Moment Be Forever" (EMI America) 42% of our reporters are on it. New at WANT, climbing at WOWI, KAPE, KMJQ, WJJS and WTMP, and hot at WAOK in the South. The East shows medium airplay at WILD and WKND with hot rotation at WWRL. Hot at KAEZ; climbing at KATZ, WCIN, WKWM, WJMO and WJLB in the Midwest.

**INVISIBLE MAN'S BAND** "All Night Thing" (Mango/Island) 39% reporting. Hot rotation at WJMO, WVON and KAEZ in the Midwest. Heavy airplay at KDKO and KSOL in the West. Medium airplay at WKND with hot rotation at WAMO and WWIN in the East. Climbing at WTMP, WJJS, WNOO and WAOK with hot rotation at WJMI, WDIA and WYLD in the South.

**B.T. EXPRESS** "Give Up The Funk" (Columbia) 39% of our reporters are on it. Climbing at WILD and WAMO in the East. Hot at KDAY in the West. Medium airplay at KATZ; hot at WJLB, WKWM and WBMX in the Midwest. The South shows heavy airplay at KAPE with medium activity at WJMI, WAOK, WGIV, WDIA, KMJQ, WYLD and WJJS.

**RANDY CRAWFORD** "Same Old Story" (WB) 39% reporting activity. Medium airplay at WGIV, KAPE, WDIA, WYLD, WJJS and WTMP in the South. Hot at WCIN and WBMX with medium airplay at WJMO, WJLB, WKWM and WDAO in the Midwest. New at KSOL; climbing at KDAY and KDIA in the West.

**ISAAC HAYES** "I Ain't Never" (Polydor) 37% reporting. New at WCIN; climbing at WKWM, WDAO, WBMX, KATZ, WLOU and WJLB in the Midwest. Added at WHRK and WVEE while showing medium airplay at KOKY, WDIA and WNOO in the South. Debuting at WXYV with hot rotation at WWIN in the East.

**KOOL & THE GANG** "Hangin' Out" (DeLite/Mercury) 37% reporting airplay. Added at WAMO; climbing at WKND and WWRL in the East. Medium airplay at KAPE, WAOK and WNOO in the South. The Midwest shows an add at WJLB, medium airplay at WJMO, WLOU, KAEZ and WBMX, and hot rotation at WDAO. New at KDKO and climbing at KDAY in the West.

**HERBIE HANCOCK** "Stars In Your Eyes" (Columbia) 34% of our reporters are on it. Climbing at WGIV, WHRK, WVEE, WYLD and WJJS in the South. Medium airplay at WAMO and WXYV in the East. Hot at WJLB and WKWM with medium airplay at WJMO and WVON in the Midwest. The West shows hot rotation at KDAY and medium airplay at KSOL.

**HAROLD MELVIN & THE BLUENOTES** "I Should Be..." (Source/MCA) 34% reporting activity. The Midwest shows heavy airplay at WVON, WKWM, WTLC and WBMX with medium activity at WCIN. Hot at WDIA while climbing at WTMP, WYLD, KMJQ, WAOK, WGIV and KOKY in the South. Climbing at WWRL in the East.

**SWITCH** "Don't Take My Love Away" (Gordy) 34% reporting airplay. Climbing at KDKO in the West. Hot at WTLC and showing medium airplay at WBMX, WDAO, WCIN, WKWM and WJMO in the Midwest. Added at WJJS, WYLD and WDIA with medium airplay at WJMI, KMJQ and WNOO in the South.

**SKYY** "Skyy Zoo" (Salsoul) 34% reporting action. Added at WYLD, climbing at WJMI and WGIV. New at WAMO with medium airplay at WWRL and WKND in the East. The Midwest shows an add at WJMO, medium airplay at WJLB, WKWM, WTLC and WDAO, and hot at WBMX. Debuting at KYAC in the West.

**ONE WAY** "Do Your Thang" (MCA) 32% reporting. Added at WYLD and WGIV while climbing at WNOO in the South. Medium airplay at WILD and WWRL in the East. The West shows medium airplay at KDKO. Hot at WDAO; climbing at WWWS, WBMX, WTLC, KATZ and WJLB in the Midwest.

## NEW & ACTIVE

**RODNEY FRANKLIN** "The Groove" (Columbia) 29% reporting airplay. New at WANT; climbing at WHRK, WVEE and WNOO in the South. Medium airplay at KDKO in the West. Hot at WDAO and WJLB with medium airplay at WKWM and WVON in the Midwest. The East shows hot rotation at WILD with medium airplay at WXYV.

**D.J. ROGERS** "Love Cycles" (ARC/Columbia) 29% reporting action. Added at KSOL and climbing at KDIA and KDAY in the West. Climbing at WBMX, WKWM, WJMO and WJLB in the Midwest. Medium airplay at KOKY, WYLD and WJJS in the South. Hot at WWRL in the East.

**DELEGATION** "Welcome To My World" (Mercury) 29% of our reporters are on it. Added at WWRL; climbing at WILD in the East. Hot at WJMI; climbing at WNOO, WJJS and WTMP in the South. The Midwest shows hot rotation at WDAO with medium airplay at KAEZ, WBMX, WVON and KATZ.

**ISLEY BROTHERS** "Here We Go Again" (T-Neck) 29% reporting. Added at WJMO and WKWM in the Midwest. New at WTMP, WDIA and KAPE with medium airplay at KMJQ, WJMI and KOKY in the South. Climbing at WWIN in the East. Hot at KDIA and climbing at KDAY in the West.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- JEFF LORBER FUSION ..... Wizard Island (Arista)
- MICHAEL FRANKS ..... Various Cuts
- FREDDIE HUBBARD ..... One Bad Habit (WB)
- PHAROAH SANDERS ..... Various Cuts
- GEORGE CABLES ..... Skagly (Columbia)
- EARL KLUGH ..... Various Cuts
- AL JARREAU ..... Journey To The One (Theresa)
- CHICK COREA ..... Various Cuts
- LONNIE LISTON SMITH ..... Cables Vision (Contemporary)
- AL DI MEOLA ..... Various Cuts
- ..... Dream Come True (UA)
- ..... This Time (WB)
- ..... Various Cuts
- ..... Tap Step (WB)
- ..... Various Cuts
- ..... Love Is The Answer (Columbia)
- ..... Various Cuts
- ..... Splendido Hotel (Columbia)
- ..... Various Cuts

## NEW & ACTIVE

- STANLEY TURRENTINE ..... Inflation (Elektra)
- ..... Various Cuts

EAST: WRVR/New York, NY, Herschel/Prescott; WHUR/Washington, D.C., Jesse Fox; WEA/Baltimore, MD, Chauncey Lewis; WYBC/New Haven, CT, Roy Schneiderman. SOUTH: WCLK/Atlanta, GA, Requeya Ward; WTJZ/Newport News, VA, Roi Ewell. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Donna Pastor. WEST: KADN/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKG/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tanter.

**Pop / Rhythms**  
**Hottest**  
**June 13, 1980**

EAST	SOUTH	MIDWEST	WEST
S.O.S. Band Jermaine Jackson Change Gladys Knight & Pips Larry Graham	Gladys Knight & Pips Larry Graham S.O.S. Band	S.O.S. Band Gladys Knight & Pips Jermaine Jackson	Lipps, Inc. Jermaine Jackson

**Regionalized Adds & Hots**

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

EAST			MIDWEST			WEST		
<p><b>WXYV</b> Baltimore, MD Larry Wilson</p> <p><b>ADDED</b> Isaac Hayes Odyssey</p> <p><b>HOTTEST</b> Gladys Knight Larry Graham S.O.S. Band Fatback Band Jermaine Jackson Temptations</p> <p><b>WWIN</b> Baltimore, MD Curtis Anderson</p> <p><b>ADDED</b> Cameron Patti Austin Al Johnson Chocolate Milk 7th Wonder Heat Millie Jackson Stephanie Mills "Wish" Leon Haywood Erotic Drum Band Bobby Walker Boz Scaggs Commodores Spinners "Now" Natalie Cole "Paradise" Al Jarreau Wax Roy &amp; Wayne</p> <p><b>HOTTEST</b> Stone City Band Teena Marie Larry Graham S.O.S. Band Invisible Man's Band Change Kurts Blow "Breaka/Rappin" Smoke Robinson Isaac Hayes</p>	<p><b>WWRL</b> New York, NY Bob Law/Linda Heynes</p> <p><b>ADDED</b> Roy &amp; Wayne Sister Sledge Randy Crawford "Last" Millie Jackson Curtis Mayfield/Linda Clifford Five Special Bobby Thurston Michael Zager David Sanborn Delegation Stanley Turrentine</p> <p><b>HOTTEST</b> Kwick Gladys Knight Chaka Khan Cameo Natalie Cole Gene Chandler D.J. Rogers Dramatics Boz Scaggs Larry Graham</p> <p><b>WKND</b> Hartford, CT Eddie Jordan</p> <p><b>ADDED</b> Five Special Curtis Mayfield/Linda Clifford Gap Band Candi Staton</p> <p><b>HOTTEST</b> Jermaine Jackson Teena Marie Gladys Knight Roberta Flack/Donny Hathaway S.O.S. Band Chaka Khan Change Fatback Band Stephanie Mills Manhattans</p>	<p><b>WAMO</b> Pittsburgh, PA Ken Allen</p> <p><b>ADDED</b> Trouble Crown Heights Affair Curtis Mayfield/Linda Clifford Skyy Kool &amp; The Gang</p> <p><b>HOTTEST</b> Jermaine Jackson Stephanie Mills Fatback Band Raydio Change Isley Brothers "Don't" Invisible Man's Band Shalamar Dionne Warwick Lippe, Inc.</p> <p><b>WILD</b> Boston, MA Steve Crumbly</p> <p><b>ADDED</b> Smoke Robinson "Heavy" Boz Scaggs Cameron Billy Preston/Syreeta "One" Curtis Mayfield</p> <p><b>HOTTEST</b> Stephanie Mills Jermaine Jackson Roberta Flack/Donny Hathaway S.O.S. Band Gladys Knight Teena Marie Raydio Rodney Franklin Change Larry Graham</p>	<p><b>WCIN</b> Cincinnati, OH Michael Roberts</p> <p><b>ADDED</b> Stanley Clarke Boz Scaggs Diane Ross William DeVaughn Isaac Hayes</p> <p><b>HOTTEST</b> Stephanie Mills Jermaine Jackson Lippe, Inc. Randy Crawford Roberta Flack/Donny Hathaway Larry Graham Bobby Caldwell S.O.S. Band Gladys Knight Change</p> <p><b>KATZ</b> St. Louis, MO Earl Parnell</p> <p><b>ADDED</b> Boz Scaggs Smoke Robinson "Heavy" Leon Haywood Tavares Breakwater Average White Band Con Funk Shun "Side" Sugar Hill Gang Sun</p> <p><b>HOTTEST</b> Jermaine Jackson S.O.S. Band Temptations Gladys Knight Peabo Bryson Lippe, Inc. Rockie Robbins Whispers Teena Marie Con Funk Shun "Got"</p>	<p><b>WBMX</b> Chicago, IL Bob Scott</p> <p><b>ADDED</b> Busta Jones Sun Candi Staton Ritchie Family Herb Alpert Rene &amp; Angela Crown Heights Affair Ozone Flakee</p> <p><b>HOTTEST</b> Larry Graham GQ Skyy Herold Melvin &amp; Bluenotes Al Jarreau Cameo B.T. Express Natalie Cole Ambrosia Randy Crawford</p> <p><b>WVON</b> Chicago, IL Lee Armstrong</p> <p><b>ADDED</b> None</p> <p><b>HOTTEST</b> Gladys Knight Jermaine Jackson Invisible Man's Band Change Gene Chandler Stephanie Mills Roberta Flack/Donny Hathaway Raydio Wee Gee Chaka Khan Harold Melvin &amp; Bluenotes</p>	<p><b>KAEZ</b> Oklahoma City, OK Steve Scott</p> <p><b>ADDED</b> Curtis Mayfield/Linda Clifford Al Jarreau Five Special Controllers S.O.S. Band</p> <p><b>HOTTEST</b> Midnight Star Kwick Denise LaSalle Gladys Knight Johnny Guitar Watson Invisible Man's Band Collins &amp; Collins Matumbi Michael Jackson Gap Band "Party"</p> <p><b>WLOU</b> Louisville, KY Bill Price</p> <p><b>ADDED</b> GQ Patrice Rushen/D.J. Rogers William DeVaughn</p> <p><b>HOTTEST</b> Larry Graham Cameo S.O.S. Band Mass Production "Forever" Patti Labelle Gene Chandler Change Five Special Chaka Khan Rockie Robbins</p>	<p><b>WDAO</b> Dayton, OH Turk Logan</p> <p><b>ADDED</b> Con Funk Shun "Side" Sun Curtis Mayfield/Linda Clifford Sheila &amp; B. Devotion Bobby Thurston Brothers By Choice Jimmy Castor La Flavour</p> <p><b>HOTTEST</b> S.O.S. Band Trussel Kool &amp; The Gang GQ Rockie Robbins Change Rodney Franklin Larry Graham Delegation One Way</p> <p><b>WKWM</b> Grand Rapids, MI Frank Grant</p> <p><b>ADDED</b> Michael Jackson Kurts Blow Isley Brothers Collins &amp; Collins Bobby Bland Alton McClain &amp; Destiny Patrice Rushen/D.J. Rogers Chuck Jackson Matumbi</p>	<p><b>WJLB</b> Detroit, MI J. Michael McKay</p> <p><b>ADDED</b> Candi Staton La Flavour Dramatics William DeVaughn Patti Austin Webster Lewis Sheila &amp; B. Devotion Kool &amp; The Gang David Hudson</p> <p><b>HOTTEST</b> Jermaine Jackson Gladys Knight Stephanie Mills Change Herbie Hancock Chaka Khan Cameo ADC Band B.T. Express Rodney Franklin</p> <p><b>WJMO</b> Cleveland, OH Bernie Moody</p> <p><b>ADDED</b> Isley Brothers Kurts Blow Skyy</p> <p><b>HOTTEST</b> Cameo S.O.S. Band Jermaine Jackson Lippe, Inc. Gladys Knight Manhattans Invisible Man's Band Jerry Knight Fatback Band Pariet</p> <p><b>WWWS</b> Saginaw, MI Karnit Crockett</p> <p><b>ADDED</b> Chuck Jackson William DeVaughn</p> <p><b>HOTTEST</b> S.O.S. Band Spinners Cameo Stacy Lattisaw Bobby Caldwell Change "Glow" Fatback Band Roberta Flack/Donny Hathaway Raydio Chaka Khan</p>	
<p><b>KOKY</b> Little Rock, AR Jimmy Smith</p> <p><b>ADDED</b> Mass Production</p> <p><b>HOTTEST</b> Roberta Flack/Donny Hathaway Larry Graham Cameo S.O.S. Band Spinners Al Jarreau Stacy Lattisaw Rockie Robbins Curtis Mayfield/Linda Clifford Collins &amp; Collins</p> <p><b>WOWI</b> Norfolk, VA Chester Barton</p> <p><b>ADDED</b> None</p> <p><b>HOTTEST</b> Roberta Flack/Donny Hathaway Fatback Band Temptations Gladys Knight Manhattans Lippe, Inc. GQ Stephanie Mills Change Jermaine Jackson</p> <p><b>WVEE</b> Atlanta, GA Scotty Andrews</p> <p><b>ADDED</b> Isaac Hayes Odyssey</p> <p><b>HOTTEST</b> Gladys Knight Larry Graham S.O.S. Band Fatback Band Jermaine Jackson Temptations</p> <p><b>WHRK</b> Memphis, TN Ron Olson</p> <p><b>ADDED</b> Isaac Hayes Odyssey</p> <p><b>HOTTEST</b> Gladys Knight Larry Graham S.O.S. Band Fatback Band Jermaine Jackson Temptations</p>	<p><b>WGVV</b> Charlotte, NC Chris Turner</p> <p><b>ADDED</b> 7th Wonder One Way Johnny Guitar Watson Ritchie Family Grace Jones Millie Jackson Pleasure Patrice Rushen/D.J. Rogers Letmore</p> <p><b>HOTTEST</b> Fatback Band S.O.S. Band Five Special Temptations Curtis Mayfield/Linda Clifford David Sanborn Spinners Cameo "Shake" Gladys Knight Change</p> <p><b>WJMI</b> Jackson, MS Carl Heynes</p> <p><b>ADDED</b> Teena Marie</p> <p><b>HOTTEST</b> Larry Graham Invisible Man's Band S.O.S. Band Delegation Controllers Prince Roberta Flack/Donny Hathaway Stacy Lattisaw B.T. Express Change</p> <p><b>KAPE</b> San Antonio, TX Certa Ayers</p> <p><b>ADDED</b> Con Funk Shun "Side" Joe Bataan Isley Brothers Pleasure Sister Sledge "Vacation" Heat Hues Corporation Mass Production</p> <p><b>HOTTEST</b> Larry Graham Jermaine Jackson Stacy Lattisaw Fatback Band Cameo Con Funk Shun "Got" Ray, Goodman &amp; Brown Patti Labelle B.T. Express Chaka Khan</p>	<p><b>WAOK</b> Atlanta, GA Bill Green</p> <p><b>ADDED</b> Mass Production Heat Leon Haywood Breakwater Gene Chandler Teena Marie Ronnie Laws</p> <p><b>HOTTEST</b> Fatback Band Chaka Khan Stephanie Mills Temptations Con Funk Shun "Got" Smoke Robinson Natalie Cole Lippe, Inc. Kwick Odyssey</p> <p><b>WDIA</b> Memphis, TN Ron King</p> <p><b>ADDED</b> Isley Brothers Smoke Robinson "Heavy" Mass Production Fatback Band "Backstrokin" Switch Con Funk Shun "Side" Fred Wesley Syl Johnson</p> <p><b>HOTTEST</b> Gladys Knight GQ Harold Melvin &amp; Bluenotes Invisible Man's Band Larry Graham Lippe, Inc. Patti Labelle S.O.S. Band Rockie Robbins Tremaine Hawkins</p> <p><b>WJJS</b> Lynchburg, VA Robert Goins</p> <p><b>ADDED</b> Sheila &amp; B. Devotion Switch Stacy Lattisaw</p> <p><b>HOTTEST</b> Lippe, Inc. Stephanie Mills Jermaine Jackson Manhattans Gladys Knight Chaka Khan Two Tone O' Fun Rockie Robbins Cameo Larry Graham</p>	<p><b>WTMP</b> Tampa, FL Graham Armstrong</p> <p><b>ADDED</b> Frank Hooker Breakwater Natalie Cole Earl Klugh Vaughan Mason &amp; Crew Isley Brothers TTF Pink Champagne</p> <p><b>HOTTEST</b> Kleer Jermaine Jackson Manhattans S.O.S. Band Osiris Change Stephanie Mills Lippe, Inc. Michael Jackson David Hudson</p> <p><b>WNOO</b> Chattanooga, TN Dwight Harrison</p> <p><b>ADDED</b> Gap Band Vaughan Mason &amp; Crew Mass Production Leon Haywood Smoke Robinson "Heavy" Con Funk Shun "Side"</p> <p><b>HOTTEST</b> Raydio Sister Sledge "Reach" Stephanie Mills Roberta Flack/Donny Hathaway Lippe, Inc. Ray, Goodman &amp; Brown Rockie Robbins Randy Brown Prince GQ</p> <p><b>WANT</b> Richmond, VA Ben Miles</p> <p><b>ADDED</b> Kwick Al Jarreau Rodney Franklin Natalie Cole Gene Chandler TTF</p> <p><b>HOTTEST</b> Larry Graham Change Stephanie Mills Fatback Band Manhattans Gladys Knight Lippe, Inc. Roberta Flack/Donny Hathaway Temptations</p>	<p><b>KNJQ</b> Houston, TX Jack Patterson</p> <p><b>ADDED</b> Ozone Chocolate Jam Company Ray, Goodman &amp; Brown Boz Scaggs GQ Kurts Blow Average White Band Alfonzo Surratt</p> <p><b>HOTTEST</b> Jermaine Jackson Manhattans S.O.S. Band Change Gladys Knight Temptations Fatback Band Kleer Roberta Flack/Donny Hathaway Spinners</p> <p><b>WYLD</b> New Orleans, LA Willie Jay Johnson</p> <p><b>ADDED</b> William DeVaughn Switch Skyy Pariet One Way David Hudson Al Johnson Boz Scaggs Wind Storm Gap Band Rene &amp; Angela</p> <p><b>HOTTEST</b> Manhattans Stephanie Mills Lippe, Inc. Gladys Knight Temptations Chaka Khan S.O.S. Band Invisible Man's Band Larry Graham Roberta Flack/Donny Hathaway</p>	<p><b>WTLG</b> Indianapolis, IN Jay Johnson</p> <p><b>ADDED</b> Vaughan Mason &amp; Crew Smoke Robinson Average White Band Ozone Fred Wesley Google &amp; Tom Coppola</p> <p><b>HOTTEST</b> Larry Graham Midnight Star S.O.S. Band Stacy Lattisaw Sugar Hill Gang Switch Kurts Blow Al Jarreau Harold Melvin &amp; Bluenotes Frank Hooker</p>	<p><b>KDIA</b> Oakland, CA Keith Adams</p> <p><b>ADDED</b> None</p> <p><b>HOTTEST</b> Isley Brothers "Don't" Lippe, Inc. Whispers Jermaine Jackson Invisible Man's Band Raydio Brothers Johnson "Stomp" Gap Band "Oops" Temptations Sylvester</p> <p><b>KDKO</b> Denver, CO John Anderson</p> <p><b>ADDED</b> Players Association Two Tone O' Fun Johnny Guitar Watson Frank Hooker "This" Kool &amp; The Gang Frank Hooker "Name" Bobby Caldwell</p> <p><b>HOTTEST</b> Manhattans Lippe, Inc. S.O.S. Band Isley Brothers "Don't" Ambrosia Invisible Man's Band Con Funk Shun "Got" Jermaine Jackson Leon Haywood Stephanie Mills Fatback Band</p>	<p><b>KDAY</b> Los Angeles, CA Steve Woods</p> <p><b>ADDED</b> Sheila &amp; B. Devotion Natalie Cole Brothers Johnson Gene Chandler "Rainbow"</p> <p><b>HOTTEST</b> S.O.S. Band Larry Graham Change Fatback Band Jerry Knight Stephanie Mills B.T. Express Herbie Hancock Spinners Teena Marie</p> <p><b>KSOL</b> San Mateo, CA J.J. Jeffries</p> <p><b>ADDED</b> Randy Crawford Spinners Patti Labelle Brothers Johnson D.J. Rogers</p> <p><b>HOTTEST</b> Manhattans S.O.S. Band Change Jermaine Jackson Gladys Knight Roberta Flack/Donny Hathaway Lippe, Inc. Chaka Khan Temptations Invisible Man's Band</p>	<p><b>KYAC</b> Seattle, WA Jimmy Pipkins</p> <p><b>ADDED</b> Skyy Gene Chandler Pleasure Barry White Boz Scaggs Dramatics Millie Jackson Fat Larry's Band Jerome Jackson Booker T</p> <p><b>HOTTEST</b> Jermaine Jackson Lippe, Inc. Isley Brothers "Don't" Whispers Smoke Robinson Stephanie Mills Manhattans Con Funk Shun Raydio Gladys Knight</p>



# Jeff Gelb AOR

## LOOKING AHEAD PART THREE

### Parting Thoughts On Attracting Upper Demos

In response to our continuing series of articles on how AOR radio will meet the challenge of attracting upper demos as our audience matures, two AOR programmers communicated their thoughts via letter and phone this week. Their opinions, representing opposite ends of the spectrum, seemed an apt means of wrapping up this dialogue for now, though of course there will be more said on this subject in the months and years to come.

WHSY/Hattiesburg, MS PD Bill Fitzhugh wrote, in part: "As the years have changed, so too have the tastes of our listeners . . . We now have a wider variety of musical styles appealing to the same group of listeners (i.e., the demographic bulge). More than ever before, variety is a way of life for most of our listeners. It's your choice: you can buy plants and tend them yourself, or you can rent them and leave the fertilizing to someone else; you can choose between gas, electric, solar, or microwave ovens . . . If you want variety, you can change churches, jobs, radio stations, and if you want, you can even pick up on a new husband or wife."

"Dan Brunty (R&R, 5-23) addresses the point when he notes, 'I think there's a limit to what they will listen to and enjoy.' I get the call often enough: 'Hey, could you play either some Lynyrd Skynyrd or some Steely Dan?'"

"True, our phones are active for Van Halen, AC/DC, and Ted Nugent, but that is an active bunch who rock and roll to that degree . . . We are looking for the rest of the audience with the so-dubbed 'Album-Oriented-Adult-Contemporary' format. A-O-A-C is an especially workable (and hopefully successful) format in a market of our makeup where all of the other formats are strictly specialized . . . We do try to stay away from Van Halen, but we will play some of the less potentially negative songs (we will play 'Take Your Whiskey Home' but not 'Jamie's Cryin'')."

"In our change from AOR to AOAC, we have noticed a favorable increase in upper demo females in phone activity, promotional participation, field research, and sales tracking . . . We hope to broaden the range of our listenership by broadening our format."

Steve Sutton, PD at WYSP/Philadelphia, doesn't think the maturing AOR listener will for-

sake AOR radio with age. In a phone conversation this week, he stated, "We're dealing with the first 25-34 generation that's grown up totally on rock 'n' roll. I don't think there's a lot of things we have to do in terms of softening up or becoming more P/A in approach to hang onto these people. I don't believe that there is any chemical reaction that goes

"We're dealing with the first 25-34 generation that's grown up totally on rock 'n' roll."

— Steve Sutton  
WYSP/Philadelphia, PA

off in someone when he turns 25 that makes him listen to a different kind of radio station. There are markets where there may be exceptions to this, but in general, I don't think it holds.

"I think one constant holds true: identification. People identify with their radio station when it's fun to listen to. When people have fun listening to your station they can identify with it."

"We never forget who our core audience is: active 16-24 blue collar males. But I think if you do it right, the 25-plus listeners will follow; they will fall into place."

#### UPDATE

Happy third AOR anniversary to Q107/Toronto's staff, which celebrated with a party-cruise on Lake Ontario . . . KZAM/Seattle cosponsored a 10K run to benefit Children's Hospital . . . More radio and TV hook-ups: KQFM/Portland simulcast a TV special focusing on one of the area's more popular bands, Seafood Mama. KLOL/Houston is simulcasting the PBS Soundstage series this summer, as is WXRT/Chicago . . . LOVE 94/Miami is making available to its listeners a "Survival Directory," a giant map of the city with hundreds of phone numbers for everything from Secret Service to Social Security . . . Rick Medlocke of Atco's Blackfoot came home to Jacksonville to guest-premiere his band's new album on WFYV . . . WDHA/North Jersey paid musical tribute to Canadian rockers in a weekend salute (GM Bob Linder thanked Q107/Toronto for its help in picking cuts). The station gave away featured albums, as well as T-shirts of the represented artists . . . 94 ROCK/Albuquerque is setting up its "Summer Games," an afternoon of live music from four bands, plus demonstrations of sports cars, motorcycles, backpacking equipment, frisbee contests, volleyball, etc. The event occurs June

21 . . . WCCC/Hartford PD "Country" Paul requests those who've been sending him chain letters stop doing so. Says Paul, "The chain stops here" . . . The Source will present a three-hour Yes documentary August 15-17, including interviews both with the new band members and those who left the band. Source affiliates have first right of refusal for the special; other interested stations can contact John McGhan at (212) 664-4599 . . . KPRI/San Diego MD Jesse Summers is recuperating with a broken toe following a fall he took while on vacation in the Sequoias. Seems Jesse was thirty feet up on a cliff ledge when an earthquake tossed him fifteen feet downhill . . . Congrats to WEBN/Cincinnati MD Curt Gary and his new wife Janis . . . KFMS/Las Vegas's 12-hour styleathon for St. Jude's offered \$5 haircuts and raised over \$6500 . . . WTUE/Dayton is looking for rock paraphernalia for its charity rock auction. Please contact PD Chuck Charming or MD Sean Scott at (513) 224-1501 . . . WIMZ/Knoxville is moving. The station can now be reached at 901 E. Vine Ave., Ste. 200, Knoxville, TN 37915. WIMZ's new phone number is (615) 525-6000.



**GORILLA MY DREAMS** — What's a gorilla doing in the KMET/Los Angeles music library? Helping Asylum Records present Warren Zevon's new album to the programming department, since said album includes the single track, "Gorilla, You're A Desperado." Pictured (l-r) are KMET Asst. PD Jack Snyder, EIA's Ron Lanham, gorilla (played by EIA's Scott Burns), KMET PD Sam Bellamy.



**GIANT-SIZED WINNINGS** — Columbia's Gentle Giant helped pick the winner in a Q107/Toronto promotion that asked listeners to submit Gentle Giant super sets. The winner received a check for \$500 and a meeting with the group after its Toronto concert. Pictured (l-r) are Columbia's Mike Watson, group's Derek Shulman, Kerry Minnear, Ray Shulman and John Weathers, contest winner, band's Gary Green, Q107 PD Gary Slaight.

The flight of the free bird continues  
*Rossington Collins Band*



Leon Wilkeson    Barry Harwood    Derek Hess    Dale Krantz    Allen Collins    Gary Rossington    Billy Powell

Their debut album "Anytime, Anyplace, Anywhere"  
 9 new songs from some old friends. <sup>MCA-5130</sup>

Produced by Gary Rossington, Allen Collins and Barry Harwood.



MCA-5130

ON TOUR:

DATE	CITY	DATE	CITY	DATE	CITY
6/17	Nashville, TN	6/28	Mobile, AL	7/12	Salt Lake City, UT
6/18	Dothan, AL	6/30	New Orleans, LA	7/14	Seattle, WA
6/20	Memphis, TN	7/1	Macon, GA	7/15	Portland, OR
6/21	Atlanta, GA	7/3	Asheville, NC	7/17	San Francisco, CA
6/22	Birmingham, AL	7/4	Charlotte, NC	7/18	San Bernardino, CA
6/24	Chattanooga, TN	7/5	Orlando, FL	7/19	Santa Monica, CA
6/26	Charleston, SC	7/11	Denver, CO	7/20	San Diego, CA
				7/23	Lubbock, TX
				7/24	Dallas, TX
				7/25	Houston, TX
				7/27	Oklahoma City, OK
				7/28	Kansas City, MO
				7/30	St. Louis, MO
				7/31	Chicago, IL

## COLOR

Les Cook is exiting as MD at WWWW/Detroit, citing philosophical differences with management. Chip Hobart is exiting KDWB-FM/Minneapolis to take Cook's place as W4's MD. He'll also do 2-6pm ... WMMS/Cleveland's enormously effective Promotion Director Dan Garfinkel has been named Director of Advertising and Marketing for WMMS and sister AM station WHK, where he'll be focusing on long-range promotions and marketing plans for the stations. Chris Hernandez will now oversee promotional activities for WMMS ... John West has been named Asst. MD at KSHE/St. Louis ... Scott Campbell is new to 10pm-2am at KROQ/Pasadena ... Paul Rlann has decided to

step down as PD at KLOL/Houston, but will retain his airshift. Exiting KLOL are News Director Brian Hill and Production Director Bob Forrester. Dave Barrett has joined KLOL as Sports Director ... Domino Rippy has joined WMAD/Madison from KPAS/El Paso as Production Director, replacing departing Rob Charry ... Bobbi Choate has exited nights at KZOM/Beaumont. Monique is new to that time slot ... Seth Golby has joined WVAQ/Morgantown from WXLN/Savannah for mornings ... Marie LaMarche has joined KREM-FM/Spokane from the AM station for overnights ... Bob Brynteson has joined WNGS/W. Palm Beach as Sales Manager. Gary Granger is new to the station's sales team.

## PROMOTION OF THE WEEK



## Homegrown Happenings

### WIBA-FM Back Tracks

The WIBA-FM/Madison "Back Tracks" selections come from a series of WIBA-FM Live Radio Concerts of area bands. The album includes material from a full decade of these shows.

2500 albums were pressed and can be purchased at various retail outlets for \$3.50 each. Proceeds are earmarked for a Musician's Scholarship Fund.

### Q107 Homegrown Album Volume II

Q107/Toronto's Homegrown Vol. II compiles twelve songs performed by Toronto area musicians. To enhance the record's quality, Q107 asked that all tapes be submitted on 15 I.P.S. stereo tape. They also requested that entries be rock-oriented.

2000 albums have been pressed, with more on order. They can be purchased for \$4.49

\$6.98 at various retail stores. All proceeds are donated to the Variety Club.

### KCAL/CANHC Homegrown Benefit Album

KCAL/San Bernardino's first homegrown album is comprised of tapes from ten area bands.

2000 albums were pressed and are available at various music outlets for \$4.00 each. Proceeds are donated to the California Association for Neurologically Handicapped Children.

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.

**LOOP GOES HOG WILD:** WLUP/Chicago sponsored the world premiere of Avco Embassy's "Hog Wild" at a drive-in last week. Three hundred listeners were treated to the film, T-shirts, buttons, and guest appearances by the film's stars and "Miss Hog Wild."

**THE BLUES BROTHERS' BROTHERS:** In conjunction with Universal's "Blues Brothers" movie, WMMS/Cleveland asked listeners to dress as the Blues Brothers and sing three songs for a live audience which will choose the most convincing Blues Brothers impersonators. Winners will receive four tickets to the movie and four tickets to the group's Cleveland concert date. Additionally, everyone dressed as the Blues Brothers will be admitted for half price to the contest, and will receive one ticket to the film screening.

**SURVIVAL OF THE FITTEST:** KZEW/Dallas, in conjunction with Epic Records and the new Ted Nugent release, is awarding listeners with Nugent "Survival Kits," consisting of a year's free electricity and a bow and arrow.

**COMING NEXT WEEK:** It's rare to see a successful Top 40 programmer switch allegiances to AOR, as former KHJ/Los Angeles and KUPD/Phoenix PD John Sebastian has, now that he's joined WCOZ/Boston. Next week, we'll speak with John about why he's made the switch, as well as his extensive music research system, and his plans for the future at WCOZ.

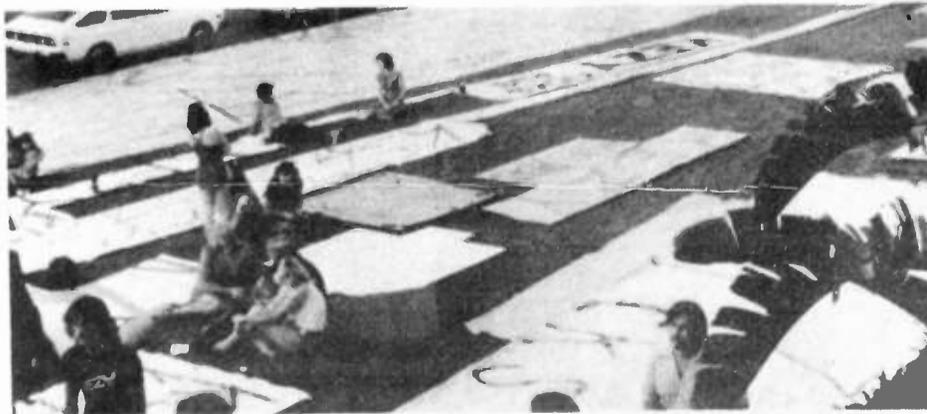
## CONCERTS & CONVERSATIONS

**PRESENTATIONS:** KOZZ/Reno presented D.B. Cooper for \$3.00 ... WCCC/Hartford presented Jags for \$2.07 ... WAQX/Syracuse presented Jags for \$2.95 ... WMYK-WZAM/Norfolk presented Gentle Giant, Robbin Thompson for \$3.94.

**RADIO CONCERTS:** Laurie & Sighs on WLIR/Long Island ... Greg Kihn on WRIF/Detroit ... Jags on WOUR/Utica ... Powder Blues on CHEZ-FM/Ottawa ... Cretones on WYSP/Philadelphia ... Robin Lane on WMMS/Cleveland ... Blackfoot on WNEW-FM/New York ... Humble Pie on KEZO/Omaha.

**GUEST DJ'S:** Dixie Dregs on WYMX/Augusta ... Ted Nugent on CITI-FM/Winnipeg ... Benny Mardones, Laurie & Sighs on WBAB/Long Island ... Cheap Trick on WKLC/W. Virginia.

**CONVERSATIONS:** Jon Anderson, Cheap Trick, Aerosmith, Dirty Looks on WMMR/Philadelphia ... Cretones on WVBR/Ithaca ... Robin Lane, Ramones on WCCC/Hartford ... Pat Travers, Ted Nugent, Journey on KISW/Seattle ... Pat Travers on WAAF/Worcester ... Ramones, Lou Reed on WCOZ/Boston ... Jon Anderson, Jags on WAQX/Syracuse ... Romantics, Jon Edwards on WLAV/Grand Rapids ... Lou Reed on M105/Cleveland ... Jags on WOUR/Utica ... Romantics on CITI-FM/Winnipeg ... Cheap Trick on WYDD/Pittsburgh ... Cretones on WYSP/Philadelphia ... Nazareth on WHNN/Saginaw ... Ian Hunter on WMMS/Cleveland ... Jags on WQBK/Albany ... Sammy Hagar on KOME/San Jose ... Russia, Pat Travers on KZAP/Sacramento ... Robbie Robertson on WNEW-FM/New York ... Mitch Ryder on KAZY/Denver ... Clarence G. Brown, Rodney Crowell on KTYD/Santa Barbara ... Blackfoot, Nazareth on WKLC/W. Virginia ... Greg Kihn on WXRT/Chicago ... Grateful Dead, Bo Diddley on KBCO/Boulder ... Tazmanian Devils on KRVE/Santa Rosa.



**KEZY KICKS ASS** — A recent concert ticket giveaway gave listeners two hours to show up at KEZY-AM/Anaheim's offices with signs proclaiming, "KEZY Kicks Ass." The results astounded the staff; the winning poster measured a quarter of a mile. The response was so tremendous that new categories were quickly added to accommodate the crowd, with all participants receiving albums and T-shirts.



**SHEIK YERBOUTI** — Actually, the turbaned gentleman pictured is Santos of RCA's Fandango. The group played a free concert for 2600 KSAS/Kansas City listeners. Pictured after the show (l-r) are Santos, KSAS's Dave Munday and John Duncan, and KSAS PD Bishop Cheen.



# PLATINUM MELTDOWN

## The T-Mpire Returns!

How could anything come after "Album Greats",<sup>®</sup> or "Woodstock 10 Years Later"<sup>®</sup>?

From the company that has its ear to Tomorrow Media, and in answer to the demands for new radio specials in this computer age, TM Special Projects presents "PLATINUM MELTDOWN".

Orwellian in concept, but right on target for today's AOR demographics, "PLATINUM MELTDOWN" is going to reach out and literally grab listeners by the ear.



For a demo of this 36-plus-hour radio milestone, "PLATINUM MELTDOWN" hit the phone console and call us collect today at **(214) 634-8511** for a complete briefing on how the meltdown works and how to compute audience and dollar reach in your market.



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**Collect (214) 634-8511**

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# Radio & Records

# Album Airplay/40

# Chart Summary

## June 13, 1980

162 REPORTERS

Album cuts are listed in order of airplay preference

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

<b>BOB SEGER &amp; SILVER BULLET</b> ..... Against The Wind (Capitol).....
<b>PETE TOWNSHEND</b> ..... Empty Glass (Atco).....
<b>GENESIS</b> ..... Duke (Atlantic).....
<b>ERIC CLAPTON</b> ..... Just One Night (RSO).....
<b>URBAN COWBOY</b> ..... Various Artists (Full Moon/Asylum) ..
<b>GRATEFUL DEAD</b> ..... Go To Heaven (Arista).....
<b>VAN HALEN</b> ..... Women & Children First (WB).....
<b>BILLY JOEL</b> ..... Glass Houses (Columbia).....
<b>TED NUGENT</b> ..... Scream Dream (Epic).....
<b>GRAHAM PARKER &amp; RUMOUR</b> ... The Up Escalator (Arista).....
<b>ROADIE</b> ..... Various Artists (WB).....
<b>CHEAP TRICK</b> ..... Found All The Parts (Epic).....
<b>ALICE COOPER</b> ..... Flush The Fashion (WB).....
<b>JOURNEY</b> ..... Departure (Columbia).....
<b>PAUL McCARTNEY</b> ..... McCartney II (Columbia).....
<b>PAT TRAVERS BAND</b> ..... Crash And Burn (Polydor).....
<b>BOZ SCAGGS</b> ..... Middle Man (Columbia).....
<b>JUDAS PRIEST</b> ..... British Steel (Columbia).....
<b>TOMMY TUTONE</b> ..... Tommy Tutone (Columbia).....
<b>PRETENDERS</b> ..... Pretenders (Sire).....
<b>BLACK SABBATH</b> ..... Heaven & Hell (WB).....
<b>SAMMY HAGAR</b> ..... Danger Zone (Capitol).....
<b>POINT BLANK</b> ..... The Hard Way (MCA).....
<b>SOUTHSIDE JOHNNY &amp;...</b> Love Is A Sacrifice (Mercury).....
<b>SPIDER</b> ..... Spider (Dreamland).....
<b>PINK FLOYD</b> ..... The Wall (Columbia).....
<b>BLACKFOOT</b> ..... Tomcattin' (Atco).....
<b>BILLY SQUIER</b> ..... The Tale Of The Tape (Capitol).....
<b>IAN HUNTER</b> ..... Welcome To The Club (Chrysalis).....
<b>DEF LEPPARD</b> ..... On Through The Night (Mercury).....
<b>ELTON JOHN</b> ..... 21 At 33 (MCA).....
<b>DAVE MASON</b> ..... Old Crest On A New... (Columbia).....
<b>FOGHAT</b> ..... Tight Shoes (Bearsville/WB).....
<b>FIREFALL</b> ..... Undertow (Atlantic).....
<b>PURE PRAIRIE LEAGUE</b> ..... Firin' Up (Casablanca).....
<b>BRAM TCHAIKOVSKY</b> ..... Pressure (Polydor/Radar).....
<b>LINDA RONSTADT</b> ..... Mad Love (Asylum).....
<b>JOAN ARMATRADING</b> ..... Me Myself I (A&M).....
<b>J. GEILS BAND</b> ..... Love Stinks (EMI America).....
<b>ANGEL CITY</b> ..... Face To Face (Epic).....

<b>Title "Strut" "Bop" "Line"</b>
<b>"Rough" "Door" "Get" "Enough"</b>
<b>"Misunderstanding" "Turn" "Lines"</b>
<b>"Cocaine" "Midnite" "Tuba" "Lay"</b>
<b>"Night" "Nine" "Times" "Texas"</b>
<b>"Alabama" "Ease" "Saint" "Feel"</b>
<b>"Cradle" "Everybody" "Rhyme"</b>
<b>"R&amp;R" "Fantasy" "Layna" "Right"</b>
<b>"Wango" Title "Nails" "Cry"</b>
<b>"Night" "Holding" "Stupefaction"</b>
<b>"Everything" "Run" "Ball" "Lovin'"</b>
<b>"Day" "Good Girl" "Hold"</b>
<b>"Clones" "Talk" "Facts"</b>
<b>"Walks" "People" "Line"</b>
<b>"Coming" "Bogey" "Way" "Nobody"</b>
<b>"Whiskey" "Is" Title</b>
<b>"Jojo" "Imagination" "Breakdown"</b>
<b>"Midnight" "Law" "Goods"</b>
<b>"Angel" "Date" "Seat" "Rachel"</b>
<b>"Sobbing" "Brass" "Mystery" "Wait"</b>
<b>Title "Neon" "Evil" "Children"</b>
<b>"Money" "20th" "Iceman"</b>
<b>"R&amp;R" "Star" "Turning" Title</b>
<b>"Heart" "Why"</b>
<b>"Romance" "Lady" "Alright"</b>
<b>"Hell" "Numb" "Lust" "Hey"</b>
<b>"Fox" "Gimme" "Cabbage"</b>
<b>"High" "Calley" "Beat"</b>
<b>"Gotta" "Night" "Cleveland" "War"</b>
<b>"Brigade" "Wasted"</b>
<b>"Jeannie" "Chasing" "Lady"</b>
<b>"Paralyzed" Title "Talk" "Life"</b>
<b>"Stranger" "Hero" "Loose" "Dead"</b>
<b>"Love" "Fall"</b>
<b>"Let" "Ready" "Give"</b>
<b>"Dance" "USA"</b>
<b>"Hurt" Title "Talk"</b>
<b>Title</b>
<b>Title "Night"</b>
<b>"Marseilles" "Line" "Down"</b>

It was an especially good week for new music, with many new names making their presence felt. Meanwhile, back at the top, SEGER held onto his #1 spot despite TOWNSHEND's greater number of total reports. This week's race was the closest yet, with Seger winning with a preponderance of hits. GENESIS maintained as CLAPTON moved back up. DEAD rose as NUGENT held rock steady. PARKER hit top ten as ROADIE and TRICK climbed nicely. COOPER inched up as PRIEST rose. TUTONE maintained as SABBATH showed enormous overall growth. HAGAR had a good week. SOUTHSIDE debuted handsomely with significant reports in all rotations. SPIDER inched up as BLACKFOOT debuted with heavy add response. SQUIER continued his climb and ELTON held his own. MASON debuted showing strength in all rotations. FOGHAT debuted with a healthy add accumulation. PPL jumped as ARMATRADING debuted. AMBROSIA and FLASH & PAN 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.

New Entry →

## MOST ADDED

	6/13	6/6	5/30	5/23	5/16
<b>1 BLACKFOOT</b> Tomcattin' (Atco) <b>111/108</b> <b>5/5</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>2 FOGHAT</b> Tight... (Bearsville/WB) <b>96/96</b> <b>0/0</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>3 ROADIE</b> Various Artists (WB) <b>106/67</b> <b>59/57</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>4 DAVE MASON</b> Old Crest On A New... (Columbia) <b>83/41</b> <b>56/48</b> <b>11/11</b> <b>0/0</b> <b>0/0</b>					
<b>5 PETER GABRIEL</b> Peter Gabriel (Mercury) <b>44/37</b> <b>12/10</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>6 HERMAN BROOD &amp; HIS...</b> Go Nutz (Ariola) <b>33/33</b> <b>3/3</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>7 SOUTHSIDE JOHNNY &amp;...</b> Love Is A... (Mercury) <b>62/32</b> <b>70/62</b> <b>12/12</b> <b>0/0</b> <b>0/0</b>					
<b>8 BLACK SABBATH</b> Heaven & Hell (WB) <b>86/25</b> <b>67/39</b> <b>41/40</b> <b>0/0</b> <b>0/0</b>					
<b>9 SNUFF 'N THE TEARS</b> The Game's Up (Atlantic) <b>22/22</b> <b>0/0</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>10 KINKS</b> Dna For The Road (Arista) <b>22/21</b> <b>0/0</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>11 CATS</b> Cats (Elektra) <b>27/19</b> <b>22/22</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>11 FRANKIE MILLER</b> Easy Money (Chrysalis) <b>19/19</b> <b>2/2</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>11 IRON CITY...</b> Have A Good Time... (MCA) <b>19/19</b> <b>0/0</b> <b>0/0</b> <b>0/0</b> <b>0/0</b>					
<b>12 SAMMY HAGAR</b> Danger Zone (Capitol) <b>86/16</b> <b>71/15</b> <b>85/79</b> <b>17/17</b> <b>0/0</b>					
<b>12 ERIC CARMEN</b> Tonight You're Mine (Arista) <b>16/16</b> <b>3/2</b> <b>1/0</b> <b>0/0</b> <b>0/0</b>					

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

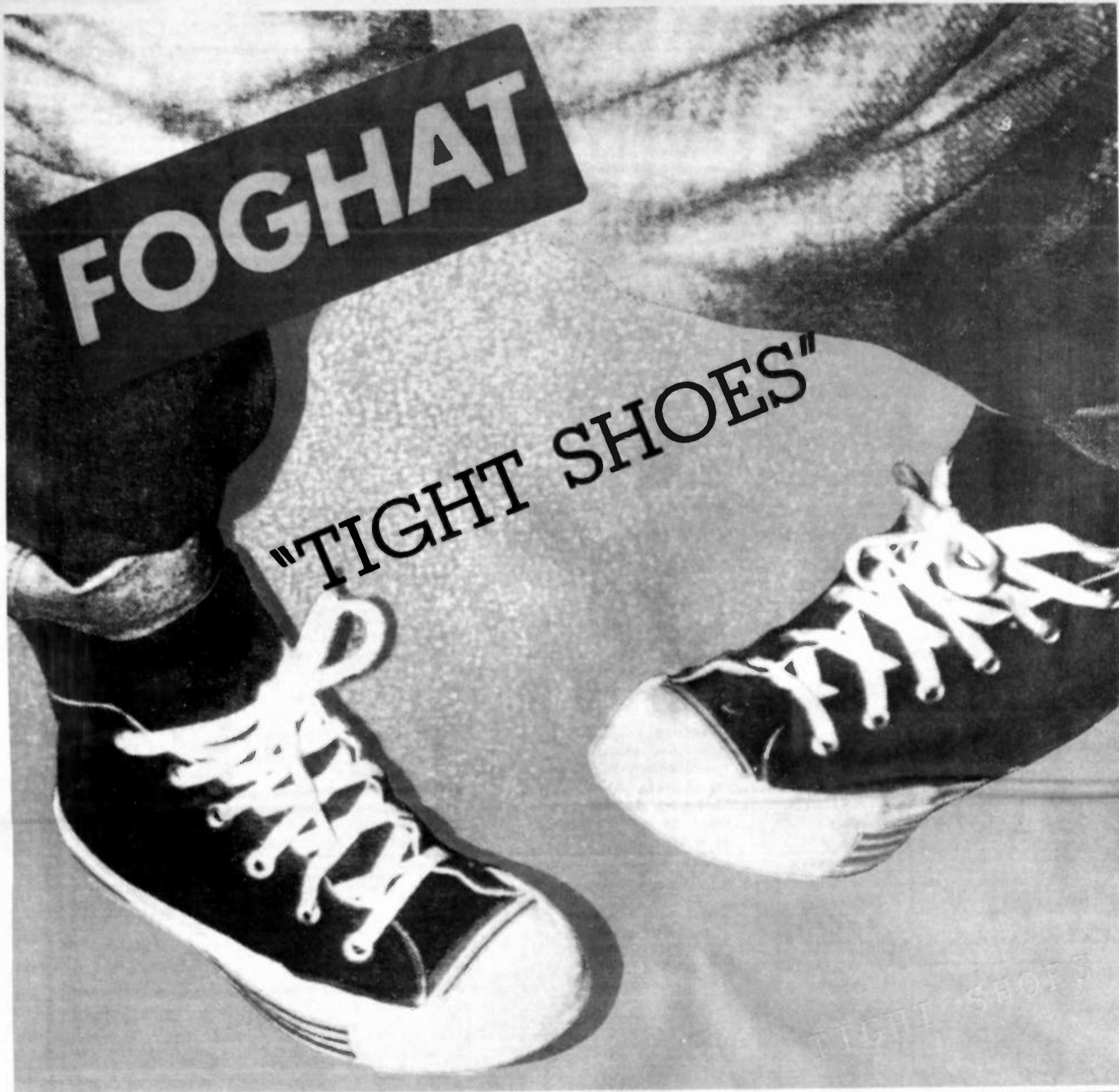
	6/13	6/6	5/30	5/23	5/16
<b>1 POINT BLANK</b> The Hard Way (MCA) <b>87/88</b> <b>83/80</b> <b>82/80</b> <b>76/61</b> <b>82/39</b>					
<b>2 GRAHAM PARKER &amp;...</b> The Up Escalator (Arista) <b>112/83</b> <b>100/84</b> <b>95/82</b> <b>118/3</b> <b>1/0</b>					
<b>3 TOMMY TUTONE</b> Tommy Tutone (Columbia) <b>86/87</b> <b>84/59</b> <b>74/54</b> <b>70/55</b> <b>67/53</b>					
<b>4 BILLY SQUIER</b> The Tale Of The... (Capitol) <b>73/69</b> <b>66/54</b> <b>63/63</b> <b>71/59</b> <b>72/58</b>					
<b>5 SAMMY HAGAR</b> Danger Zone (Capitol) <b>86/85</b> <b>71/43</b> <b>85/3</b> <b>17/0</b> <b>0/0</b>					
<b>6 CHEAP TRICK</b> Found All The Parts (Epic) <b>182/82</b> <b>99/86</b> <b>87/20</b> <b>38/0</b> <b>0/0</b>					
<b>7 ALICE COOPER</b> Flush The Fashion (WB) <b>191/81</b> <b>88/40</b> <b>78/35</b> <b>82/33</b> <b>63/9</b>					
<b>7 BRAM TCHAIKOVSKY</b> Pressure (Polydor/Radar) <b>62/67</b> <b>64/63</b> <b>63/40</b> <b>64/41</b> <b>67/32</b>					
<b>8 JUDAS PRIEST</b> British Steel (Columbia) <b>86/40</b> <b>78/43</b> <b>77/41</b> <b>76/23</b> <b>61/3</b>					
<b>9 GRATEFUL DEAD</b> Go To Heaven (Arista) <b>130/40</b> <b>128/41</b> <b>126/40</b> <b>124/40</b> <b>117/36</b>					
<b>10 TED NUGENT</b> Scream Dream (Epic) <b>112/44</b> <b>102/39</b> <b>105/36</b> <b>107/37</b> <b>112/0</b>					
<b>10 DEF LEPPARD</b> On Through... (Mercury) <b>82/44</b> <b>78/40</b> <b>78/39</b> <b>81/35</b> <b>82/67</b>					
<b>11 SPIDER</b> Spider (Dreamland) <b>64/40</b> <b>63/38</b> <b>67/32</b> <b>68/30</b> <b>63/40</b>					
<b>12 BLACK SABBATH</b> Heaven & Hell (WB) <b>86/38</b> <b>87/23</b> <b>41/1</b> <b>0/0</b> <b>0/0</b>					
<b>13 IAN HUNTER</b> Welcome To... (Chrysalis) <b>62/37</b> <b>64/41</b> <b>78/44</b> <b>83/38</b> <b>84/62</b>					
<b>13 O.B. COOPER</b> Buy American (WB) <b>47/37</b> <b>64/38</b> <b>43/26</b> <b>61/13</b> <b>39/0</b>					

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

## THE HOTTEST

	6/13	6/6	5/30	5/23	5/16
<b>1 BOB SEGER &amp; SILVER...</b> Against The Wind (Capitol) <b>148/146</b> <b>148/140</b> <b>147/142</b> <b>147/147</b> <b>158/169</b>					
<b>2 PETE TOWNSHEND</b> Empty Glass (Atco) <b>152/132</b> <b>148/119</b> <b>147/115</b> <b>143/111</b> <b>141/88</b>					
<b>3 GENESIS</b> Duke (Atlantic) <b>146/116</b> <b>139/102</b> <b>134/85</b> <b>130/98</b> <b>139/83</b>					
<b>4 VAN HALEN</b> Women & Children... (WB) <b>127/110</b> <b>127/116</b> <b>128/116</b> <b>131/118</b> <b>133/120</b>					
<b>5 BILLY JOEL</b> Glass Houses (Columbia) <b>121/106</b> <b>120/106</b> <b>126/113</b> <b>132/114</b> <b>140/127</b>					
<b>6 ERIC CLAPTON</b> Just One Night (RSO) <b>132/108</b> <b>126/103</b> <b>131/108</b> <b>139/110</b> <b>141/109</b>					
<b>6 URBAN COWBOY</b> Various (Full Moon/Asylum) <b>134/106</b> <b>134/88</b> <b>131/80</b> <b>127/86</b> <b>136/72</b>					
<b>7 GRATEFUL DEAD</b> Go To Heaven (Arista) <b>139/91</b> <b>128/84</b> <b>126/74</b> <b>126/74</b> <b>117/47</b>					
<b>8 TED NUGENT</b> Scream Dream (Epic) <b>112/87</b> <b>102/84</b> <b>108/87</b> <b>107/88</b> <b>112/6</b>					
<b>9 JOURNEY</b> Departure (Columbia) <b>81/80</b> <b>83/87</b> <b>104/84</b> <b>118/83</b> <b>132/110</b>					
<b>10 BOZ SCAGGS</b> Middle Man (Columbia) <b>88/87</b> <b>87/84</b> <b>108/78</b> <b>108/78</b> <b>118/77</b>					
<b>11 PAT TRAVERS BAND</b> Crash And Burn (Polydor) <b>88/88</b> <b>108/83</b> <b>113/74</b> <b>123/84</b> <b>136/83</b>					
<b>12 GRAHAM PARKER &amp;...</b> The Up Escalator (Arista) <b>112/48</b> <b>108/37</b> <b>86/23</b> <b>119/2</b> <b>1/0</b>					
<b>12 CHEAP TRICK</b> Found All The Parts (Epic) <b>182/48</b> <b>88/28</b> <b>87/13</b> <b>38/1</b> <b>0/0</b>					
<b>12 PRETENDERS</b> Pretenders (Sire) <b>78/48</b> <b>71/48</b> <b>76/55</b> <b>67/60</b> <b>84/85</b>					

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



**CONSENSUS CUTS: "STRANGER IN MY HOMETOWN," "BABY CAN I CHANGE YOUR MIND," "TOO LATE THE HERO"**

**R&R ALBUM AIRPLAY DEBUT #33**

**R&R #2 MOST ADDED**

**FMQB ALBUM REPORT #2 MOST ADDED**

**GOODPHONE ROCK ALBUMS DEBUT #49**

**GOODPHONE #3 TOP ADDS**

**ALBUM NETWORK #2 NEW ACTION**

**RECORD WORLD #2 MOST ADDED**

**BILLBOARD #2 TOP ADD-ONS**

**CASHBOX #2 MOST ADDED**

PRODUCED BY TONY OUTEDA, DON BERMAN AND FOGHAT  
ON BEARVILLE RECORDS  
MANUFACTURED BY WARNER BROS. RECORDS





# THE FIRST OF THE NEW, YOUNG BRITISH HEAVY METAL BANDS.

# MARSEILLE

## THE 1980 TOUR

Charleston, SC Municipal Auditorium  
Wilson, NC Outdoor Rock Festival  
Asheville, NC Civic Center Arena  
Prostonburg, KY H.S. Gym  
Lexington, KY Rupp Arena  
Wheeling, WV Civic Center  
Binghamton, NY Broom County Arena  
Erie, PA Erie County Fieldhouse  
Philadelphia, PA Spectrum  
St. Louis, MO Checkerdome  
Springfield, IL Prairie Capitol Center

Chicago, IL Aragon  
Detroit, IL Cobo Hall  
Saginaw, MI Saginaw Auditorium  
Kalamazoo, MI Wing Stadium  
Evansville, IN Roberts Stadium  
Indianapolis, IN Market Square  
Dayton, OH Hara Arena  
Cleveland, OH Richfield Coliseum  
Charleston, WV Civic Center  
Toronto, CAN. Maple Leaf Gardens  
Montreal, CAN. Forum

Fitchburg, MA Wallace Civic Center  
NYC Palladium  
Norfolk, VA Scope  
Largo, MD Capitol Center  
Jacksonville, FL Veterans' Memorial  
Greenville, SC Memorial Auditorium  
Knoxville, TN Coliseum  
Atlanta, GA Omni  
Lakeland, FL Civic Center  
Miami, FL Sportatorium



AFLI-3631

Produced by John Punter

## ON YOUR DESK THIS WEEK

### VOYAGER ACT OF LOVE



RCA

AFLI-3632

Produced by Gus Dudgeon

# VOYAGER

## ACT OF LOVE

\*\*INCLUDES THE SINGLE:  
"Sing Out-Love Is Easy"

2 SUPERB ALBUMS  
FROM:



A Mountain Records Production





# BLACK SABBATH



## “HEAVEN AND HELL”

Produced By Martin Birch

Breaker

R&R Album Airplay 34-21

FMQB Airplay Index Debut #31

Album Network Hottest Nationwide Debut #29

Goodphone Rock Albums 38-33

CONSENSUS CUTS:

“Neon Knights”

“Lady Evil”

“Heaven And Hell”

ON TOUR  
EVERYWHERE  
SOON!!

---

# HILLY MICHAELS



## “CALLING ALL GIRLS”

Produced By Roy Thomas Baker

THE “HARD CHOICE”

THE FMQB ALBUM REPORT'S BILL HARD: “It's real poppy and mostly fun. No metal, easy on the screaming guitars, but full of hooks and well recorded thanks to Roy Thomas Baker. Take the time to audition two trax: ‘Calling All Girls’ and ‘Shake It And Dance.’ Everyone I've played those two for loved them. Be sure to check the all-star cast on the back cover: Dan Hartman, G.E. Smith, Davey Johnstone, Ellen Foley, Lorna Luft, Liza Minelli, among others.”

CONSENSUS CUTS:

“Calling All Girls”

“Shake It And Dance”

“Gemini”



ON WARNER BROS. RECORDS







**WEST**

**K99** Great Falls  
408-727-7211

Address: 1000 S. 10th St., Great Falls, MT 59404

Owner: Bill Berman

Staff:  
 Bill Berman (Owner)  
 Steve Berman (Owner)  
 Dave Berman (Owner)  
 ...

**KWEST** Los Angeles  
213-467-1224

Address: 1000 Wilshire Blvd., Los Angeles, CA 90017

Staff:  
 ...

**103** Reno  
702-329-9261

Address: 1000 S. Virginia St., Reno, NV 89502

Staff:  
 ...

**KOME** San Jose  
408-246-0811

Address: 1000 S. Bascom Ave., San Jose, CA 95128

Staff:  
 ...

**Seattle**  
206-624-4306

Address: 1000 S. Jackson St., Seattle, WA 98104

Staff:  
 ...

**KDUK** Honolulu  
808-524-7100

Address: 1000 S. Beretani Ave., Honolulu, HI 96813

Staff:  
 ...

**Paasadena**  
213-878-0830

Address: 1000 S. Main St., Pasadena, CA 91101

Staff:  
 ...

**KQOS** Sacramento  
916-446-4965

Address: 1000 S. Broadway, Sacramento, CA 95811

Staff:  
 ...

**KSJO** San Jose  
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Address: 1000 S. Bascom Ave., San Jose, CA 95128

Staff:  
 ...

**Seattle**  
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Address: 1000 S. Jackson St., Seattle, WA 98104

Staff:  
 ...

**KFMAT** Las Vegas  
702-732-7753

Address: 1000 S. Las Vegas Blvd., Las Vegas, NV 89101

Staff:  
 ...

**KBBC FM 99** Phoenix  
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Staff:  
 ...

**Sacramento**  
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Address: 1000 S. Broadway, Sacramento, CA 95811

Staff:  
 ...

**KSJO** San Jose  
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Address: 1000 S. Bascom Ave., San Jose, CA 95128

Staff:  
 ...

**Seattle**  
206-223-3913

Address: 1000 S. Jackson St., Seattle, WA 98104

Staff:  
 ...

**KNAC** Long Beach  
213-437-0366

Address: 1000 S. Long Beach Blvd., Long Beach, CA 90801

Staff:  
 ...

**KDKB** Phoenix  
602-833-8888

Address: 1000 S. Central Ave., Phoenix, AZ 85004

Staff:  
 ...

**KCPX** Salt Lake City  
801-972-3030

Address: 1000 S. State St., Salt Lake City, UT 84143

Staff:  
 ...

**San Rafael**  
415-456-1510

Address: 1000 S. San Rafael Ave., San Rafael, CA 94901

Staff:  
 ...

**Spokane**  
509-448-2000

Address: 1000 S. Spokane Ave., Spokane, WA 99201

Staff:  
 ...

**KLOS 95.1** Los Angeles  
213-663-3311

Address: 1000 S. Wilshire Blvd., Los Angeles, CA 90017

Staff:  
 ...

**Portland**  
503-855-0181

Address: 1000 S. Commercial Ave., Portland, OR 97201

Staff:  
 ...

**KCAL 96.7** San Bernardino  
714-825-5020

Address: 1000 S. Orange Ave., San Bernardino, CA 92410

Staff:  
 ...

**San Diego**  
714-565-6006

Address: 1000 S. Broadway, San Diego, CA 92101

Staff:  
 ...

**Tri-Cities**  
509-586-0459

Address: 1000 S. Tri-Cities Ave., Tri-Cities, WA 99380

Staff:  
 ...

**KNMET 94.7** Los Angeles  
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Address: 1000 S. Wilshire Blvd., Los Angeles, CA 90017

Staff:  
 ...

**Portland**  
503-228-5000

Address: 1000 S. Commercial Ave., Portland, OR 97201

Staff:  
 ...

**San Diego**  
714-565-6006

Address: 1000 S. Broadway, San Diego, CA 92101

Staff:  
 ...

**Santa Barbara**  
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Staff:  
 ...

**Tucson**  
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Address: 1000 S. Tucson Ave., Tucson, AZ 85701

Staff:  
 ...

**Los Angeles**  
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Address: 1000 S. Wilshire Blvd., Los Angeles, CA 90017

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 ...

**Reno**  
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 ...

**San Francisco**  
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 ...

**Santa Barbara**  
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Address: 1000 S. Santa Barbara Ave., Santa Barbara, CA 93101

Staff:  
 ...

**Vancouver**  
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Staff:  
 ...

**Los Angeles**  
213-464-5638

Address: 1000 S. Wilshire Blvd., Los Angeles, CA 90017

Staff:  
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**Reno**  
702-862-8263

Address: 1000 S. Virginia St., Reno, NV 89502

Staff:  
 ...

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415-886-2825

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805-922-2156

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604-684-7221

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Address: 1000 S. Wilshire Blvd., Los Angeles, CA 90017

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Address: 1000 S. Virginia St., Reno, NV 89502

Staff:  
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Address: 1000 S. San Francisco Ave., San Francisco, CA 94101

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 ...

**Santa Maria**  
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Address: 1000 S. Santa Maria Ave., Santa Maria, CA 93456

Staff:  
 ...

**Vancouver**  
604-684-7221

Address: 1000 S. Vancouver Ave., Vancouver, BC V6C 1A1

Staff:  
 ...

# Country



**Jim Duncan**

## News Notes

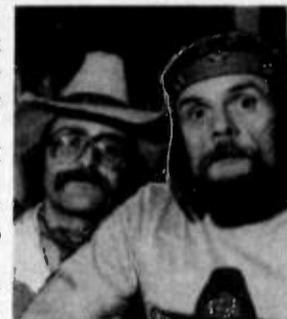
"Urban Cowboy" fever is really starting to happen. Here in California I see kids at the park wearing cowboy hats while riding their skateboards. One recent Sunday morning I was tuning across my L.A. radio dial when I heard "Orange Blossom Special." Since I was cruising my FM and the song was in stereo, I thought maybe Los Angeles had a new FM Country station. (Unbelievable but true, L.A. only has one Country station, KLAC.) After listening a bit, I realized Top 40 station KIQQ-FM air personality Jim Carson was spotlighting the "Urban Cowboy" soundtrack album. Country radio stations across the land keep reporting to R&R their involvement in "Urban Cowboy" premieres. KENR/Houston PD Joe Wade Formicola and air persons Jeff Mack and Dan Gallo broadcast live from the media premiere of the movie last Thursday (6-5). To top it off, I was recently interviewed for an AOR radio special, and the main topic of interest was the mechanical bull used in the movie filmed at Gilley's Club in Pasadena, TX. Well, enough of this "bull," on to more important things . . . Congratulations to Dick Grogg, PD of KVOC/Casper, WY, on being appointed GM of KLO/Ogden, UT. He will join former KVOC Music Director Barb Richardson, who has been at P/A formatted KLO as Program Director. (For more details on the appointment see Page 3.) . . . The just-released National Association of Recording Merchandisers (NARM) report for 1979 shows Country music is now the second largest selling category of recorded music in the United States. The complete breakdown next week in R&R's "What's New" section. Stay tuned . . . KNIX-AM FM/Phoenix has begun giving daily air traffic reports during morning and afternoons drives . . . Jerry Dean, PD of KWJJ/Portland, OR, reports Dick Sainte has been assigned to the morning drive, with Bob McNab returning to middays, a position he had previously held for five years prior to moving to mornings last Fall . . . Laura Gatz, a student in the Ohio School of Broadcasting, has been named Assistant PD to Ron Jones at WHK/Cleveland . . . So what's news with you?



**GOOD AS GOLD** — In the WSAI/Cincinnati gold giveaway a pound of gold was up for grabs. The "WSAI Wants To Make You Rich" promotion had listeners register for a drawing at local sponsors and on-the-air through WSAI. Weekly winners were given trips to Nashville. From more than 35,000 entries, the winner was a lady who had just given birth to a baby boy on the day the station announced the good news. PD Terry Wood made the presentation at the hospital. Pictured above are WSAI's mascot "Chickenman" and air personality Dale Turner following the grand drawing. (The mascot is the one with the blindfold.) Also seen is the WSAI pound of gold on display and PD Terry Wood presenting the gold to winner Audrey Hildebrand and the new baby Chad Allen Hildebrand as nurse Norma Higgins looks on.

## Air Waves

Father's Day is coming up this Sunday (6-15) and WOKQ/Dover, NH has been asking listeners to send in "mug shots" of their dads. You guessed it, the station is giving away coffee mugs in return; plus a few other bigger prizes including AM/FM radios . . . Has anyone thought of a "Father Of Our Country" contest? Maybe give out some "green" with America's so-called "Father" on it . . . WAXU/Lexington, KY PD Larry Miller got together



Larry Miller, Johnny Paycheck

here with Epic recording artist Johnny Paycheck following a recent concert . . . Country radio continues to go to the movies by helping to promote some of the summer releases including "Urban Cowboy" and "Bronco Billy." WPOC-FM/Baltimore is hosting the area premiere of "Cowboy," with call-in winners getting a chance to take part in a private pre-show party at a new nightclub. The station plans to also have a drawing for a complete western outfit . . . KCEY/Modesto, CA is having a listener-only premiere of "Cowboy," and KLAC/Los Angeles is working with the Palomino Club for a special "Urban Cowboy" night with Mickey Gilley set to perform. By the way, yours truly has been asked by KLAC to broadcast another show from Catalina Island (you know: "26 miles across the sea...") for the third annual Catalina Chili Cookoff. The Jim Duncan show traveled there two years ago for the first radio broadcast from the island's famed Casino Ballroom in over 30 years. My taste buds are already watering thinking about tasting some of the best chili in the world . . . Meanwhile back at the movies . . . KSOP/Salt Lake City presented the first area showing of "Bronco Billy" last Monday (6-9). The station provided live entertainment in front of the theater and the air staff arrived at the show in limos . . . Last Monday night WEEP/Pittsburgh and WIRK-FM/West Palm Beach were among the many other stations to do "Bronco Billy" premieres. In Pittsburgh WEEP gave tickets to the movies, with a grand winner getting dinner with morning team Jonathan and Terry. After dinner the winners were taken to the theater in a horse drawn stagecoach. Besides premiering the "Billy" movie, WHK/Cleveland air personality Tim Byrd hosted a fashion show



Sylvia, Fred Buc

of the latest in western clothes . . . RCA's Sylvia is seen here with WKDA/Nashville Music Director Fred Buc during a recent visit to the station . . . WJJK/Eau Claire, WI had great response to its "Tell A Friend" promotion. For three weeks the station had audience participants call the station to record a conversation about one of their friends. If the friend later heard the replay, the person had 14 minutes (the station is at 1400) to call in to win prizes for both participants. Even if there was no call winner, both names were eligible for the grand drawing for a trip to Nashville in October, accompanied by the WJJK air personality of the winner's choice . . . WSEN/Baldwinsville, NY held a car auction, games and live broadcast from the recent state fair as a benefit for Easter Seals . . . WWVA/Wheeling just completed a crossword/crossword contest. The on-air crossword puzzle of 32 words consisted of air personality names and cities from around the world. Daily clues were given throughout the promotion, with the winner getting a trip around the world or \$5000 cash . . . Sunday night Stacey Drake, PD of WYII/Williamsport, MD will MC the Eddie Rabbitt concert in nearby Hagerstown . . . On Sunday evening between 9 and 10 KENR/Houston is having a "Homegrown Hour" featuring local Texas artists only. The show is hosted by Ray Stoltz, and listeners will have the opportunity to call in their reaction to the new talent. Each program will have a guest appearance by one of the new up-and-comers . . . Hank Williams Jr. was recently presented a birthday cake by WIXZ/McKeesport, PA during his recent Pittsburgh-area concert. Shown with "Bocephus" is Martie Gray, WIXZ's Music Director . . . WEAT/West Palm Beach morning man Steve Cody did the play-by-play of an underwater hockey game that was being filmed for television's "Real People." One of the show's hosts and creators, John Barbour, was there for the special that will be aired sometime in the fall on NBC-TV . . . KVOO/Tulsa just completed its first annual marble tournament in downtown Tulsa. The mayors of five area cities competed in the "shootout at high noon." The winner, Dale Block, Mayor of Sapulpa, OK, received a plaque, brunch for two, and lots of media coverage. KVOO didn't do so bad either. R&R's hat is off to GM Jack Cresse and everyone at KVOO for a most interesting promotion idea. Of course most of us who know (and love) old Jack Cresse realize he lost his "marbles" a long time ago. Glad somebody found them in time for this promotion . . . From our interesting logo department: WELE-FM/Daytona Beach, FL and WHOO/Orlando, FL sent R&R their latest designs:



Martie Gray, Hank Williams Jr.

**The Big WELE**  
**WHOO**  
 AM 990

# BREAKIN'!

"Makin' Plans"  
PB 11983

PORTER & DOLLY

BB \* 75

CB \* 77

RW \* 76

"Cactus And A Rose"  
PB 11960

GARY STEWART

BB \* 70

CB \* 75

RW \* 74

"A Heart's Been Broken"  
PB 11968

DANNY WOOD

BB \* 74

CB \* 70

RW \* 77

**RCA**  
Records



# Country

## BREAKERS®

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

### MICKEY GILLEY

#### Stand By Me (Full Moon/Asylum)

On 66% of reporting stations. Charts: 18-13 WEEP, 15-12 WMAQ, 10-8 WMZQ, debut 28 KMPS, debut 10 WHN, 10-8 KCKC, 30-22 KFTN, 40-29 KUZZ, 30-21 CKLW-FM, 36-30 KEED. Adds include KLAC, WSM, KENR, KOKE, WKSJ, WHBF, WMUS, WYTL. R&R Chart: Debut 34.

### CHARLIE DANIELS BAND

#### In America (Epic)

65% of reporters on it. Adds this week: WUBE, WFMS, KNIX, WNRS, WTHI, WEAT, KOKE, KENR, KLVI, WCMS, WADR. Charts: 39-23 KIKK, 33-24 WCXI, 33-29 KEEN, 29-21 WSUN, 36-30 WHK, 30-22 WKDA, 11-2 WEEP, 40-28 KRZY, 34-24 KUGR, debut 28 WIL, debut 18 WHN. R&R Chart: Debut 36.

## NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**DOTTIE WEST** "Leavin's For Unbelievers" (UA) 73/11, KLAC, WDAF, WHK, WUBE, WKSJ, WVOJ, WKXA, WOKQ, WNRS, WKMF, KTOM. Charts: 31-24 KFGO, 35-28 WQQT, 39-29 WFMS, debut 30 KLAQ, debut 30 KKAL.

**JERRY LEE LEWIS** "Honky Tonk Stuff" (Elektra) 60/9 KLAC, KRAM, WHBF, WSAI, WMUS, WJJD, WYTL, WCMS, WPOR. Charts: 32-26 KVET, 34-30 KYNN, 33-28 KRAK, 30-25 KFGO, 35-29 WUBE, 34-29 WITL.

**JOHNNY DUNCAN** "I'm Gonna Love You..." (Columbia) 54/13, KWKH, WDAF, KGFX, WAXX, WKMF, KLVI, KVET, WEAT, WVOJ, WQQT, WKDA, WNVY, WKXA. Charts: 27-23 KSO, 34-27 KSOP, 35-27 KRZY, 38-28 KUZZ, 33-25 WBAM, 24-19 KCKC, 27-20 KTOM.

**EDDIE RABBITT** "Drivin' My Life Away" (Elektra) 49/49. The "Most Added" song this week. Some new stations include KMPS, KEEN, KRAK, KCKC, KNEW, KEED, KRAM, KSOP, KLAQ, CKLW-FM, WNRS, WSAI, WHK, KEBC, WUBE, WKMF, KSO, WXCL, WDAF, WIRK-FM, KVET, KHEY, KIKK, WLWI, KRMD, WMC, WSUN, WSM, KKYX, WQQT, WADR, WWVA, WOKQ, WMZQ.

**LARRY GATLIN & GATLIN BROS.** "We're Number One" (Columbia) 49/15, WMZQ, KRAM, KIKX, KSO, WKCCQ, WTSO, WSAI, WTHI, KVET, WNVY, WVOJ, KLVI, WKDA, WUNI, WPOR. Charts: debut 25 WLWI, 31-27 KCKC, 33-24 WFMS.

**LORETTA LYNN** "Naked In The Rain" (MCA) 47/9, KEEN, WDAF, KEBC, KGFX, WINN, KWKH, WKDA, WQQT, WWVA. Charts: 37-26 KSO, 34-29 KFGO, debut 29 WKXA.

**ROSANNE CASH** "Take Me, Take Me" (Columbia) 47/7, KNIX, WXCL, WHBF, WITL, WEAT, WKSJ, WKDA. Charts: 36-24 WTSO, 33-25 WQQT, 30-26 WUNI, 34-24 KIKK, 30-17 WMZQ.

**TOM T. HALL** "Soldier Of Fortune" (RCA) 46/9, KWKH, WBAM, KHEY, KLVI, WXCL, WHBF, WKCQ, WTHI, WYTL, 26-22 KSO, 37-27 KFEQ, debut 29 WUNI.

**BARBARA MANDRELL** "Crackers" (MCA) 40/40. One of the "Most Added" this week. New stations include KEEN, KMPS, KCKC, KLAC, KNEW, KSOP, KRZY, KUZZ, KIKX, KNIX, KLAQ, WSAI, WUBE, WCXI, KSO, WDDD, WXCL, WIL, WNRS, KRMD, WLWI, KWKH, WMC, WIRK-FM, WPOC.

**DEAN DILLON** "What Good Is A Heart" (RCA) 39/6, KNIX, WNRS, WYTL, WVOJ, WUNI, WNYR, 32-27 KRMD, 37-30 WCXI.

**RONNIE MILSAP** "Cowboys & Clowns" (RCA) 38/35. One of the "Most Added" of the week. New at WCMS, WWVA, WEEP, KRMD, WIRK-FM, KIKK, KVET, WXCL, CKLW-FM, WNRS, WHK, WCXI, KWMT, KFGO, KFDI, WUBE, KRAM, KEED, KSOP, KRZY, KUZZ, KFTN, KRAK, KMPS, KLAQ, KIKX, KNIX.

### Others Getting Significant Action

**FREDDIE HART** "Sure Thing" (Sunbird) 36/34, WKCCQ, WVOJ, WTHI, WKMF, 42-29 CKLW-FM, debut 30 KMPS.

**REBA McENTIRE** "(You Lift Me Up) To..." (Mercury) 35/13, KEED, KUZZ, KNIX, KCKC, WDDD, KVOO, KWMT, WCXI, KWKH, WSM, WNVY, WKDA, WUNI.

**B.J. WRIGHT** "J.R." (Soundwaves) 35/4, KNIX, KHEY, WUN WPOR. Charts: 19-12 KSO, 29-25 CKLW-FM, 10-7 KLAQ, 27-19 KMPS, 27-22 KEBC, 23-18 WJJD, 30-25 KWMT, 26-22 WITL.

**JOHNNY CASH** "Song Of The Patriot" (Columbia) 33/10, WCXI, WXCL, WKKN, WSAI, KFEQ, WTHI, WKMF, WEAT, KVET, WADR.

**GARY STEWART** "Cactus And A Rose" (RCA) 30/9, KEEN, WINN, WOKQ, WNVY, KFGO, KYNN, WAXX, KVOO, KUGR, 38-23 WIRK-FM.

**GEORGE JONES & JOHNNY PAYCHECK** "When You're Ugly..." (Epic) 29/18, WMZQ, KSOP, KEEN, KTOM, WCXI, WDDD,

## Radio & Records

# NATIONAL AIRPLAY/40

June 13, 1980

Three Two Last  
Weeks Weeks Week

5	3	2	1	OAK RIDGE BOYS/Trying To Love Two Women (MCA)
7	6	5	2	GEORGE JONES/He Stopped Loving Her Today (Epic)
26	13	10	3	JOHN CONLEE/Friday Night Blues (MCA)
11	8	6	4	T.G. SHEPPARD/Smooth Sailing' (WB/Curb)
3	2	1	5	RONNIE MILSAP/My Heart (RCA)
18	12	11	6	WILLIE NELSON/Midnight Rider (Columbia)
1	1	3	7	KENNY ROGERS w/KIM CARNES/Don't Fall In Love With A Dreamer (UA)
20	18	12	8	MEL TILLIS/Your Body Is An Outlaw (Elektra)
12	10	7	9	CRISTY LANE/One Day At A Time (UA)
33	22	16	10	CHARLEY PRIDE/You Win Again (RCA)
4	4	4	11	ANNE MURRAY/Lucky Me (Capitol)
19	17	13	12	TAMMY WYNETTE/(He Was There) When I Needed You (Epic)
34	28	17	13	MICKEY GILLEY/True Love Ways (Epic)
38	29	21	14	MERLE HAGGARD & CLINT EASTWOOD/Bar Room Buddies (Elektra)
35	26	20	15	CONWAY TWITTY & LORETTA LYNN/It's True Love (MCA)
15	11	9	16	MOE & JOE/Tell Ole I Ain't Here... (Columbia)
22	15	15	17	JIM REEVES w/DEBORAH ALLEN/Take Me In Your Arms... (RCA)
37	30	22	18	CRYSTAL GAYLE/The Blue Side (Columbia)
28	21	19	19	RAZZY BAILEY/Too Old To Play Cowboy (RCA)
2	5	8	20	DON WILLIAMS/Good Ole Boys Like Me (MCA)
21	16	18	21	GENE WATSON/Bedroom Ballad (Capitol)
-	33	30	22	BELLAMY BROTHERS/Dancin' Cowboys (WB/Curb)
8	7	14	23	KENDALLS/I'm Already Blue (Ovation)
23	25	24	24	RONNIE MILSAP/Silent Night (After The Fight) (RCA)
39	31	29	25	LACY J. DALTON/Losing Kind Of Love (Columbia)
40	32	28	26	MOE BANDY/The Champ (Columbia)
-	34	27	27	SISSY SPACEK/Coal Miner's Daughter (MCA)
-	35	31	28	CHARLY McCLAIN/Let's Put Our Love In Motion (Epic)
-	-	39	29	EMMYLOU HARRIS/Wayfaring Stranger (WB)
-	36	32	30	BOBBY BARE/Tequila Sheila (Columbia)
-	-	34	31	WAYLON JENNINGS/Clyde (RCA)
-	-	35	32	ALABAMA/Tennessee River (RCA)
-	-	38	33	REX ALLEN JR./It's Over (WB)
-	→	40	34	MICKEY GILLEY/Stand By Me (Full Moon/Asylum)
-	→	40	35	HANK WILLIAMS JR./Kaw-Liga (Elektra)
-	→	37	36	CHARLIE DANIELS BAND/In America (Epic)
-	39	37	37	MUNDO EARWOOD/You're In Love With The Wrong Man (GMC)
14	19	25	38	JOHN ANDERSON/She Just Started Liking Cheatin' Songs (WB)
9	14	26	39	MERLE HAGGARD/The Way I Am (MCA)
-	→	40	40	JACKY WARD/Save Your Heart For Me (Mercury)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

KVOO, KGFX, KYNN, KWMT, WITL, WINN, KRMD, KWKH, KVET, WUNI, WLAS, WYII.

**BILLY "CRASH" CRADDOCK** "Sea Cruise" (Capitol) 23/8, WPOR, WINN, KVOO, WDAF, KYNN, WSAI, KFEQ, WITL. Charts: 36-28 KSO, debut 28 WLWI, 33-28 KFGO.

**DANNY WOOD** "A Heart's Been Broken" (RCA) 20/12, KRZY, KNEW, KEED, KVOO, KEBC, KFDI, KNOE, KKYX, KHEY, KIKK, WMZQ, WNYR. On KMPS, KFTN, KSOP, KRAK, KIKX, WMC, KRMD, WBAM.

**EDDY RAVEN** "You've Got Those Eyes" (Dimension) 20/5, KFTN, WXCL, WLAS, KWKH, WWVA, 27-23 KUZZ.

**RODNEY CROWELL** "Ashes By Now" (WB) 18/5, WHK, WMZQ, WADR, WOKK, WVMI, 35-29 KUGR, debut 30 KNOE.

**PORTER WAGONER & DOLLY PARTON** "Making Plans" (RCA) 17/17, KMPS, KRAK, KRZY, KEED, KNEW, KUZZ, KIKX, KEEN, KTOM, WLWI, WMC, WSUN, WIRK-FM, KHEY, KVET, KIKK, WYII.

**KENNY ROGERS** "Love The World Away" (UA) 17/4, KLAC, KLAQ, KNOE, KVET. Charts: debut 16 WHN, 26-19 WMAQ, 27-21 WEEP, 4-3 KCKC, 29-17 WMUS, debut 26 WPOC.

**STEPHANIE WINSLOW** "Try It On" (WB/Curb) 16/5, KSOP, WTSO, WKKN, WYTL, WVOJ.

**JOHNNY RUSSELL** "We're Back In Love Again" (Mercury) 15/8, KUZZ, WWVA, WMZQ, WDDD, WXCL, KVOO, CKLW-FM, KFDI.

**JOE STAMPLEY** "Haven't I Loved You..." (Epic) 12/12, KRZY, KIKX, KMPS, KRAK, KSO, WAXX, KEBC, KFGO, WSM, KVET, KHEY, WIRK-FM.

**KENNY DALE** "Thank You Ever-Lovin'" (Capitol) 11/11, KLAQ, KEBC, KFGO, WUBE, WLWI, KKYX, KVET, KIKK, WLAS, KHEY, KLVI.

**BILLIE JO SPEARS** "Natural Attraction" (UA) 11/11, KTOM, KSO, WAXX, KEBC, KFDI, KFEQ, WLWI, WBAM, KHEY, KLVI, WYII.

**ROY ORBISON & EMMYLOU HARRIS** "That Lovin'..." (WB) 10/7, WFMS, WSM, WIRK-FM, KHEY, WEEP, KUGR, KIKX. On KEEN, KNEW, WHN.

**TOMMY OVERSTREET** "Sue" (Elektra) 9/9, KMPS, KRAK, WAXX, KFGO, KEBC, KWMT, WBAM, KRMD, WMZQ.

### Most Requested

LW	TW	1	GEORGE JONES (Epic)
1	1	2	HAGGARD & EASTWOOD (Elektra)
2	2	3	CRISTY LANE (UA)
3	3	4	CHARLIE DANIELS BAND (Epic)
10	5	5	HANK WILLIAMS JR. (Elektra)
5	6	6	OAK RIDGE BOYS (MCA)
6	7	7	CONWAY & LORETTA (MCA)
-	8	8	MOE & JOE (Columbia)
-	9	9	JOHN CONLEE (MCA)
10	10	10	CRYSTAL GAYLE "Blue" (Columbia)
8	10	10	WILLIE NELSON (Columbia)

### Active Recurrents

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

JOHN ANDERSON	She Just Started Liking... (WB)
DEBBY BOONE	Are You On The Road... (WB/Curb)
JIM ED BROWN & HELEN CORNELIUS	Morning Comes Too Early (RCA)
DAVE & SUGAR	New York Wine... (RCA)
MAC DAVIS	It's Hard To Be Humble (Casablanca)
MERLE HAGGARD	The Way I Am (MCA)
KENDALLS	I'm Already Blue (Ovation)
ANNE MURRAY	Lucky Me (Capitol)
DOLLY PARTON	Starting Over Again (RCA)
JEANNE PRUETT	Temporarily Yours (IBC)
EDDIE RABBITT	Gone Too Far (Elektra)
ROGERS & CARNES	Don't Fall In Love... (UA)
DON WILLIAMS	Good Ole Boys Like Me (MCA)



## Biff Collie Inside Nashville

# Country

**IF YOU DON'T WANT IT IN THE PAPER, DON'T DO IT:** Nashville music promoter Dallas Corey (real name Adolph Connard Jr.) surrendered to Nashville police Friday to face charges that the "pyramid party" he imported to Music City from California violates Tennessee's state lottery laws. Corey said "several hundred" Nashvillians invested a minimum of \$2000 each in the scheme over the past three weeks. Many music people have whispered involvement in the "get-rich-quick" parties... Tom T. and Dixie Hall, whose birthdays were bumper-to-bumper (May 25 & 26), were surprised with a late "twin" party, complete with a unique twin birthday cake. One side had "Happy Birthday Miss Dixie," with two bassett hounds perched on it (she raises them); the other side was decorated with a guitar for Tom T.... Gilley's is exporting mechanical bulls from Houston to clubs in all parts of the country these days. The bull's name is "El Toro;" you pays your money, you sets your bucking and twisting speed and pace, and you play "Urban Cowboy." The machine was used in John Travolta's now-being-released movie, touted as potentially another "Saturday Night Fever" \$-hit... "Country-Country" Vernon Oxford played the Brooklyn Academy of Music and got a standing ovation!... Mississippi has been seeing an "On The Spot" TV special about one of its favorite sons, Jerry Clower, tracing Jerry's 10 years in show business and how he "backed in," as Jerry explains his entrance

Rumors on the street about Bill Anderson being involved in a major market radio station purchase for conversion to Country. One rumor even suggests that Bill will be a regular personality on the station... At Meridian, Mississippi at the annual Jimmie Rodgers festival, whispers backstage suggested that Willie Nelson would join Merle Haggard on stage at the Saturday night show finale. There was an electricity backstage of professionals and their friends, watching the door; then somebody said: "Willie's bus is here." It was... but Willie wasn't on it. He was in Austin.



Jerry Clower

**RONNIE MILSAP BUYS BEECH BEND AMUSEMENT PARK:** The well-known, popular park and

race track in Bowling Green, KY, 50 miles north of Nashville, has been purchased by the CMA "Entertainer of the Year." Milsap and his associates plan a grand opening shortly to introduce the new park policy and institute this summer's schedules. Suggestions are that the park will be a Nashville showcase of stars and comers, with Milsap hosting special occasions. This parallels Roy Acuff's purchase, in 1940 at the peak of his career, of Dunbar Cave near Clarksville, Tennessee, 50 miles northwest of Nashville.

**NASHVILLE CONNECTION:** Roy Acuff got the "Governor's Award" from the local chapter of NARAS

Congratulations to nice guy Frank Jones on his appointment as Nashville Director of operations at Warner Bros. Records... They taped the 14th annual Music City News Country Awards TV special Monday night at the Opry House. The Statler Bros., Lynn Anderson and Ray Stevens cohost the special, which aired live in a number of markets and will be syndicated VTR on many others. Marty Robbins was nominated in nine of the 15 categories, Larry Gatlin in seven, Kenny Rogers in three. It's the only awards show where the winners are determined by the fans' votes... The late Lester Flatt's Old Hickory Lake Home will be sold at auction Saturday (6-14). The house was built by Roy Acuff and was his home originally... Funnyman Jim Stafford signed for a co-starring role in Clint Eastwood's upcoming movie "Any Which Way You Can." Jim will reprise in that movie his lovely original song called "Cow Patty!"... The Capitol/EMI/UA Nashville offices hosted a reception for Billie Jo Spears last week, honoring her silver and gold albums from England. Billie Jo's producer, Larry Butler, is due for a "roast" from the Nashville NARAS chapter this weekend (6-15) at the Opryland Hotel... Joe Nixon, who writes exclusively for ATV Music Group was presented his first gold record for "Mother Country Music." President Sam Trust did the honors... Singer/songwriter Wayne Kemp signed to Mercury Records... MCA/Songbird Records, a contemporary Christian label, inked Willie Nelson



Roy Acuff

for country/gospel product featuring Willie and family... ASCAP's Southern offices are expanding and new appointments include John Sturdivant and Bob Doyle, both joining the executive staff in Nashville... Lowery Group President Bill Lowery announces release of a limited edition 2-record set, "25 Golden Years In Lowery Country," for radio and TV broadcast only. The discs feature a mixture of 25 traditional and contemporary country music songs in the Group's catalog, including writers Jerry Reed, Ray Stevens, Joe South, and Razy Bailey. Performers include Elvis Presley, Johnny Cash, Sonny James, Lynn Anderson, Freddy Weller, Hank Snow, Brenda Lee, and Porter Wagoner. Any radio station desiring service on this album can drop a line (on radio stationery) to The Lowery Group, 3051 Clairmont Road, N.E., Atlanta, GA 30329... Jimmy Dean filed a countersuit against Charleston, SC architect David Leroy Parrott, who says Dean and his wife Mary owe him \$27,980 for the new house they hired him to design. Dean says Parrott's instructions from them were to design a home in the \$280,000 range, and what he delivered brought a low contractor's bid of \$671,566 and he isn't entitled to a dime!... Jerry Lee Lewis, after his arrest in Oklahoma City June 2, said he was unaware that state's authorities were looking for him until he was served with a bench warrant while in town to play a nightclub date. That local court's warrant was based the judge said, on Lewis's failure to pay a \$450,000 judgment logged against him in 1978... Quitman, Texas honored hometown girl Sissy Spacek as thousands gathered to pay tribute to the girl who portrayed Loretta Lynn in "Coal Miner's Daughter." Sissy has been paged to star as Nashville reporter Dorrie Bridges, who makes it big as a Hollywood columnist in a movie version of the best-selling Jeannie Sakol novel "Hot 30."... Nashville columnist Red O'Donnell says Loretta's new record "Naked In The Rain" was not written by Bobby Bare!... Brenda Lee taped two TV specials last Monday and Tuesday in Santiago, Chile... T.G. Sheppard's "I'll Be Coming Back For More" will be heard on an upcoming CBS-TV movie of the week, "Where The Ladies Go."

**IN THE STUDIO:** Johnny Duncan and Janie Fricke recording in Nashville, upcoming album due for release in October... Ovation's Kendalls getting lots of TV exposure; they have taped, or are scheduled to tape, the "American Top 10" nationally syndicated TV show, "Hee Haw," and "Dinah." Then they head back to Nashville to headline the Fan Fair Mixed Labels Show... Also guesting on "Hee Haw" are Tom T. Hall, Porter Wagoner, Bellamy Brothers... Bill Anderson busy in the Big Apple taping daytime soap "One Life To Live." The ABC-TV show created the Opry stage to fulfill one of the show's character's life-long dream of appearing on the Opry. Anderson and his Po' Folks band play themselves on the special segment, set to air June 19 and 20.

**WILD TURKEY WINNERS:** The Wild Turkey Jamboree of Country Music sparkled with talent last weekend in Columbia, TN, as crowds cheered all the entrants and aspiring stars. Cabin Fever, sponsored by WSAI/Cincinnati, captured the \$10,000 first prize. Second place honors went to WHOO/Orlando-sponsored male vocalist David Head. Southern Ashe, WPNX/Columbus, GA's entry, garnered \$2000 for third place. Austin, Nichols President Richard J. Newman awarded the cash.

**POTPOURRI:** Country Music Association is offering the "Music For The Times," a new promotional film as a vehicle for selling country music to advertisers, merchandisers and media. Videocassettes or 16mm film copies may be purchased at cost, or borrowed from CMA for short-term use by paying the cost of postage and handling. For details contact Jo Walker at CMA, Nashville, TN 37203... Attorney Sy Rosenberg, who managed Charlie Rich for 16 years, gave up his successful law practice in Memphis and moved to Nashville to establish offices on Music Row. His first project is Gary Gentry, the good-looking, talented singer-writer whose credits include Johnny Duncan's "Lady In The Blue Mercedes," and Johnny Paycheck's "Drinking And Driving." Rosenberg's new address is 45 Music Square W., Nashville, TN 37203... Cactus Jack's, "Nashville's Newest Party Place" as they call it, opened and introduced Mickey Gilley's mechanical bull "El Toro." (And that's no bull!)



**RADIO ON THE RUN** — Buck Owens's Phoenix radio property KNIX-AM-FM recently held a 10,000 meter "Run In The Country" with 1000 runners helping to raise funds for Junior Achievement. Seen here on Scottsdale's canal banks are the running participants. Also pictured is KNIX-FM morning man W. Steven Martin (right) and Bill Heywood of KOY. Heywood won the media division of the race.



P/A

POP/ADULT®



## Mike Kasabo

"Femme FM" —

### Pop/Adult With Women In Mind

Dwight Douglas, a partner in the programming/consulting quartet of Burkhart-Abrams-Michaels-Douglas, is a young veteran of various formats. But now he's involved with one that he had a major hand in developing — "Femme FM," aimed directly at 25-34 year-old women. Douglas revealed to R&R how this new concept came about.

DD: About a year ago we were faced with a lot of questions from a lot of our Superstars AOR managers about the potential of trying to broaden ourselves in the 25-34 area. So we went about the business of researching just how to go about getting the 25-34's.

R&R: What did you find?

DD: We found that a lot of American 25-34 women during their teenage or college years grew up listening not to adult radio, but to Top 40 and then right into AOR. You couldn't walk through a girl's dormitory at a college and not hear Joni Mitchell and Cat Stevens and Judy Collins, and since that point, in the last 10 years, AOR radio has evolved into a position that quite frankly isn't as palatable for that age group. At the same time, women have already made the conversion from AM to FM — so here they are on the FM band having to choose between either the Top 40 or the AOR radio station.

R&R: What you're saying is that the 25-34 woman isn't totally comfortable with what's been available?

DD: That's true. What you have is a lot of what I call first generation soft rock stations like KNX-FM and WEEI-FM in Boston, and they base their music on a criterion of "Well, if it's soft and hip, we'll play it." We came up with a new criteria or check list for determining how the music gets on. The four points are: 1) does the record research show appeal to a 25-34 year-old female listener? If it does, we go to checklist 2) does it have a chance to be a Top 40 hit? 3) does it fit the basic texture of the Femme FM sound, which of course is a very subjective thing, but we need to avoid anything too disco, too adult like Tony Bennett, and so on. Finally, the fourth criterion if it gets through the first three, is the lyrics — are they relatable to a hip young woman?

R&R: O.K., you have two research levels and the last two are subjective levels — but why would #2, crossing Top 40, be a part of your criteria?

DD: Because one of the things that's happening in this country today is a big squeeze of hard rock records. For a long time, it was all disco, then all hard rock, now it's more or less a Pop/Adult type of sound, lots of nice duets, lots of good pop/country crossovers — in general, lots of good soft music. Which leads us to the point that we want to be as hit-

**"A lot of American 25-34 women during their teenage or college years grew up listening to Top 40 and then right into AOR. In the last 10 years, AOR radio has evolved into a position that isn't as palatable for that age group."**

oriented as possible, so if a record like Paul Davis's "Do Right" goes on our station, we'll stick with it and not drop it after three or four weeks as many stations do when the Top 40 station hasn't made up its mind to play it yet. It takes the Top 40 mechanism longer to figure out whether this kind of record is a hit.

R&R: Record companies will be glad to hear you're going to stay on records longer . . .

DD: If our research gives a green light, we're going to stick with it for at least five or six weeks for the audience to understand that record is worth either a call or a buy or a response. With increased competition and increased fragmentation, the motivation to go out and buy a record, especially with the economy being the way it is right now, has to be a lot heavier than it was two or three years ago.

R&R: While we're into it, number four on the checklist deals with lyrics. Is this a means to zero in on the target?

DD: Definitely. It's what I call the teen-oriented eliminator. The old theory in Top 40 was that if you had a good teen radio station, you'd get the 25-34 women. That's not so true anymore because teens four or five years ago were into David Cassidy and the Bay City Rollers, but today it's artists like Van Halen and other super hard artists. Adult ladies are not going to put up with that. This is a large part of the basis and reason why this Femme FM female format is going to work.

R&R: It appears you're trying to appeal at least psychologically to a warmer feeling.

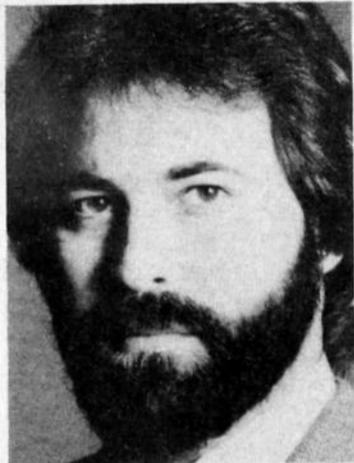
DD: Right. The concept is love rather than anger. Much of the hard rock lyrics deal with new wave thinking like destroying the government and other angry topics. We're going the other way and emphasizing the love songs. It's more like a Perrier station rather than a beer station.

R&R: Musically, you're positioning yourself differently than an AM Pop/Adult, aren't you?

DD: A Pop/Adult on AM needs to do so much information that if you're going to give up a record, you will give up a hip record and stick with a Kenny Rogers record. The cost factor is going to be higher with an AM P/A than our FM 25-34 female station.

R&R: You spoke earlier of "textures" in the music. Without giving away secrets, can you give us a definition?

DD: It's that interlock, that appeal of softness and hardness of the music that will get



Dwight Douglas

us big with the women and still maintain our male demos from 25-34. Beyond that I don't want to comment.

R&R: Of course you realize that music is only a part of the successful Pop/Adult universe of elements . . .

DD: Yes, and right now in Pittsburgh our first client is one of your reporters, FM97-WFFM. That radio station is very much into news and our big job there is to try to at least come close to matching or nudging away a little bit of the enormous credibility of KDKA as far as news and information is concerned. It's our biggest project and is one of the most difficult parts of putting together this format.

R&R: Pragmatically, a radio station cannot live by females alone. What are you doing for the men?

DD: Our research shows that of all the people that grew up 10-15 years ago and are now 25 years old and above, that the women are a different breed from several decades ago. They tend to control radio a bit more and at the same time, the male is saying to himself, "Hey, if I'm going to score points with this lady I'd better have her favorite radio station on in my van or car." The males are more passive than they used to be.

R&R: You obviously feel very confident with this new approach . . .

DD: Yes. And our research keeps coming back and it's almost glaringly obvious that a lot of people 30+ don't feel that the Top 40 station has enough news or they don't feel that the radio station can be depended upon in an emergency. All we're trying to do is hold them with the music and also the information credibility.

**"Most of the buys in the country are in the 25-44 age group, and 62% of purchase decisions are made by women."**

R&R: Is all the work you've put into this meeting with a satisfactory degree of interest?

DD: We've already had more than 50 inquiries from radio station management, especially from Beautiful Music stations that have been placing 2nd or 3rd in the marketplace and have a limited spot load and just can't make enough from their rating points to make it. We offer what I feel is a better way for many of the stations in this situation to make a profit.

R&R: A final comment on your Femme FM format?

DD: The key to remember in this whole thing is that most of the buys that are coming down now in the country are in the 25-44 age group, and the second thing to remember is 62% of purchase decisions are made by women. I had one major president of a broadcasting company say, "Well, it sounds pretty narrow, 25-34 year-old women." I said, "Hey, you take the top 25 markets and have one of your radio stations be #1 with women 25-34 and sit back and watch the business come to you." Ours is a flexible format. Obviously, in some markets we want to put a little more album product in. In more conservative areas we may want to be a little more oldie-oriented. We believe we have the right answer for 1980's Pop/Adult radio — and the young women are going to prove it.

### Transition

Doug Silver has left his Station Manager and Program Director positions at WCWA/Toledo and has moved to Cincinnati, where he will presumably work in radio (wonder if there's an opening at WKRP?). He is replaced by Pat Still in the GM role; Mark Stevens is the acting PD until a permanent programmer is found . . . Jimmy Dean has been promoted to Program Director of WPTF/Raleigh and will continue his MD spot as well. Former PD Charles Stegall is now the Operations Manager, a newly-created position. Mike Raley, the 7-12mid personality, will now assist Dean with the music . . . WKZL/Winston-Salem loses air personality Mike Anderson, who moves his act to WRNL/Richmond, where he will serve as PD and MD . . . New MD at KDWN/Las Vegas is Gary Zane . . . Frank Catalano leaves his news position at WNFL/Green Bay to take a spot in the news department at KTNT/Seattle . . . Sue Collins has been named Promotion Director of KSTP/Minneapolis, coming from the local promo gig for Motown . . . Anna Hovind to WHIZ/Zanesville, OH from WHTH/Newark, OH as a newperson; also new is Gil Frankenberger as 6-12mid personality, direct from college . . . Drew Wilder is the new PD and MD of WLAD/Danbury, CT . . . Rose Loreti leaves her Program Assistant job at WATR/Waterbury to become Associate Producer with E.S.P.N. (Entertainment Sports Programming Network). Also, Pat Culligan has been promoted from weekends to the early evening shift, and new to weekends are Ellen Hesse and Heather Collins . . . Walt Allen is the new Music Director of WWBD/Bamberg, SC, replacing Bernie Hydrick, who leaves radio . . .

### Update

**TROUBLE AT THE TRANSMITTER:** WDIF/Marion was knocked off the air last week by a tremendous lightning bolt during a heavy storm. The phone line to the transmitter was hit, forcing the station to originate its programming from the transmitter site via the mobile unit which hooked up to the tower. Total time off the air: 36 hours, ouch! . . . WGY/Schenectady will remote all the excitement and action when the Ringling Brothers and Barnum & Bailey Circus comes to town, with all regular programming coming from WGY's super-duper mobile home broadcast unit . . . KRMG/Tulsa is staging its third annual "Tulsa Topless Car Parade," which, of course, is a caravan of convertibles cruising through the town and leading the way to the State Fair Grounds for a full day's activities . . . In Memphis, WQUD held its annual "River Day" promotion, which is part of a city celebration called "Memphis In May." The station sponsored local bands, and a huge fireworks display, with all its jocks on hand with phone-in remotes . . . WGR/Buffalo gave away a replica of a classic Wurlitzer jukebox recently and had it filled with "greaser" oldies . . . WCFR/Springfield, VT has picked up the NBC Adult Network and Source services . . .

# P/A

POP/ADULT®

## BREAKERS®

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

### MANHATTANS

#### Shining Star (Columbia)

63% of our reporters are on it. Going full steam at the P/A level — adds include WTAE, K59, WJBO, WHIZ, WHAG, WEBC, KFOR, WHEN, WVMT. Key moves: 18-12 WORG, 23-18 WSM-FM, 21-10 WBT, 14-10 WMAZ, 27-22 KWOS, 29-24 WFIR, 28-23 FM97, 18-15 WPRO, debut 18 WBEN, debut 19 KRMG, debut 20 WGR, debut 25 WBOW, debut 29 WNEU, debut 29 KOLO. Heavy rotation: WASH, WSIX, WGY, WQUA. Jumps 30-22 on P/A chart.

### CRYSTAL GAYLE

#### The Blue Side (Columbia)

60% of our reporters are on it. Has spread nicely from South and Midwest — adds include KMPC, KAKZ, WCWA, KBAI, WBOW. Key moves: 26-16 KFMB, 15-10 KMBZ, 28-19 WHAG, 24-20 WMAZ, 25-22 WWWE, 28-22 WRIE, 24-21 KBLF, debut 22 KEX, debut 23 WBEN, debut 28 WPRO. Jumps 29-23 on P/A chart.

### KIM CARNES

#### More Love (EMI America)

59% of our reporters are on it. Leaps onto the P/A chart at No. 27. Adds include WOWO, KFOR, WQUA, WSTV, WELI, KAKZ, WHAM, WSIX, WJBO, KUGN, KFMB, WNEU, KOB. Key moves: 18-10 WSM-FM, 22-15 WBEN, 25-21 WBT, 28-23 WCWA, 33-27 KBAI, 29-24 WMAZ, debut 20 WBZ, debut 21 WBOW, debut 25 KWOS, debut 29 WCSC, debut 27 WPRO.

## NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**GORDON LIGHTFOOT** "Dream Street Rose" (WB) 61/7 add WISW, WHAM, WTIC, KSTP, WEBC, WCWA, WHOK. Key moves: 22-14 WHAG, 18-13 KMBZ, 16-12 WSTV, 27-24 WNEU, 22-18 WBOW, debut 18 KEX, encore 27 WSB. Heavy rotation: KRKK. Increased 28-25 on P/A chart.

**CAPTAIN & TENNILLE** "Happy Together (A Fantasy)" (Casablanca) 45/4 add KSL, KMRJ, KFOR, WATR. Key moves: 26-23 WBOW, 19-16 WMAZ, 24-21 KMBZ, 21-18 WPRO, 33-29 WHAG, debut 30 KSTP, debut 30 WJBO. Increased 31-28 on P/A chart.

**GLEN CAMPBELL & RITA COOLIDGE** "Somethin' 'Bout You Baby I Like" (Capitol) 47/6 add WFIR, WDFW, WHOK, WSGW, WQUD, KFOR. Key moves: 26-23 WORG, 22-19 KBLF, 29-25 WPRO, 27-24 WBOW, 25-21 WVMT, debut 23 KEX, debut 29 KSTP, debut 31 WCSC. Heavy rotation: WHIO. Increased 34-30 on P/A chart.

**BILLY JOEL** "It's Still Rock & Roll To Me" (Columbia) 41/8 add WTAE, WBZ, WQUD (dp), WBOW (dp), WCWA, WGY, WDAE, WSGW. Key moves: 22-13 WNEU, 22-15 WLW, 15-9 WGR, 23-16 KBAI, 20-15 WMAZ, 30-22 WBT, 26-20 KRMG. Heavy rotation: WIP, WHEN, WHIO, WEBC, WCHV, WDFW. Increased 38-31 on P/A chart.

**MICKEY GILLEY** "Stand By Me" (Full Moon/Asylum) 42/17 adds include WSBA, KEX, WGR, WHIO, WQUD, WIS, WBEN, WSIX, WSM-FM, WHAS, WPTF, WCBM. Key moves: 18-13 KRMG, 24-20 WSTV, 34-30 WORG, 27-23 WPRO, 27-20 WBT, debut 28 WNEU, debut 29 WVMT, debut 29 WRIE. Increased 39-32 on P/A chart.

**PAUL McCARTNEY** "Coming Up" (Columbia) 35/6 add WKHM, WBT, WTAE, WCCO-FM, WHIZ, KMRJ. Key moves: 10-4 WNEU, 17-10 WFIR, 3-1 FM97, 18-10 WFR, 4-1 WOWO, 21-16 WVMT. Heavy rotation: WASH, WYMC. Increased 37-34 on P/A chart.

**RAY PARKER JR. & RAYDIO** "Two Places At The Same Time" (Arista) 31/2 add WBZ, WBOW. Key moves: 31-25 WBT, 17-13 WGR, 28-24 WPRO, 29-25 WHIZ, 5-2 WSM-FM. Increased 38-37 on P/A chart.

**FELIX CAVALIERE** "Good To Have Love Back" (Epic) 34/9 add WHIO, WATR, WKHM, WELI, WGY, WHAG, KPPL, KMRJ, WDFW. Key moves: 34-30 KBLF, debut 24 WBEN. Debuts at No. 38 on P/A chart.

**ROCKY BURNETTE** "Tired Of Toein' The Line" (EMI America) 23/3 add WQUA, WJON, WBOW (dp). Key moves: 14-10 WBEN, 10-5 WGR, 28-23 WBT, 28-25 WQUD, 20-18 WFR, 26-22 WCSC, debut 26 WSB. Heavy rotation: WASH, WIP. Increased 40-39 on P/A chart.

**ANNE MURRAY** "I'm Happy Just To Dance With You" (Capitol) 27/22 adds include WATR, WVMT, WPRO, WHAG, KEX, WNEW, WBT, WSLI, KMBZ, WIP, WDBO, WRIE, WGY, KRMG, WIOD, KOLO, WSM-FM. Captures this week's Most Added award. Debuts at No. 40 on P/A chart.

### Others Getting Significant Action

**EXILE** "You're Good For Me" (WB/Curb) 26/5 add WHIZ, WBT, WHIO, KHOW, KFOR. Moves: 25-21 WSTV, debut 28 KOLO.

**AIR SUPPLY** "All Out Of Love" (Arista) 25/16 adds include WPRO, WHAG, WJON, WNEU, KOLO, KWOS, WCBM, KEX, WSLI, WELI, KBAI. Moves: 25-22 WSM-FM, 29-25 KFMB.

**TERRY WILLIAMS** "Blame It On The Night" (International Artists) 23/4 add KMRJ, WHIZ, WSGW, WBOW. Moves: 27-22 KBLF, 35-30 WHAG, debut 28 WRIE.

**FRANKIE VALLI** "Where Did We Go Wrong" (MCA/Curb) 21/11 add WHOK, WHIZ, WFTL, WORG, KSL, WIS, KRKK, KDWN, WDFW, WSLI, KMBZ, debut 23 WSTV, debut 30 KOLO.

**WHISPERS** "Lady" (Solar/RCA) 20/3 add KNBR, WBZ, WATR. Moves: 21-17 WSTV, 23-19 WQUD, 19-16 WPRO.

**ELO** "I'm Alive" (MCA) 19/4 add WNEU, WEBC, WKHM, WGR. Moves: 32-26 WBT, 29-24 KWOS, 35-30 WFIR, 31-26 WHAG.

**LANI HALL** "I Don't Want You To Go" (A&M) 19/4 add KSL, KMRJ, WSGW, WOOD. Moves: 29-25 KOLO.

**RICK PINETTE & OAK** "King Of The Hill" (Sky's The Limit/Mercury) 19/4 add WCCO-FM, WTMJ, WMAZ, WKHM. Moves: 13-7 WPRO.

**IMPERIALS** "Living Without Your Love" (DaySpring/Word) 19/2 add WYMC, WCSH.

### Radio & Records

## POP/ADULT AIRPLAY / 40

Three Weeks	Two Weeks	Last Week	This Week	
15	7	4	1	ELTON JOHN/Little Jeannie (MCA)
7	5	2	2	ROBBIE DUPREE/Steal Away (Elektra)
3	3	3	3	AMBROSIA/Biggest Part Of Me (WB)
9	6	5	4	MICHAEL JACKSON/She's Out Of My Life (Epic)
1	1	1	5	BETTE MIDLER/The Rose (Atlantic)
20	14	7	6	BOB SEGER/Against The Wind (Capitol)
30	20	12	7	PURE PRAIRIE LEAGUE/Let Me Love You Tonight (Casablanca)
31	19	11	8	SPINNERS/Cupid/I've Loved You For A Long Time (Atlantic)
13	9	9	9	NEIL SEDAKA & DARA SEDAKA/Should've Never Let You Go (Elektra)
12	11	10	10	FRANK SINATRA/Theme From New York, New York (WB/Reprise)
39	28	22	11	OLIVIA NEWTON-JOHN/Magic (MCA)
4	4	6	12	BARRY MANILOW/I Don't Want To Walk Without You (Arista)
21	16	13	13	RUPERT HOLMES/Answering Machine (MCA)
2	2	8	14	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)
19	17	15	15	PHOTOGLO/We Were Meant To Be Lovers (20th)
32	26	20	16	KENNY ROGERS/Love The World Away (Full Moon/Asylum)
6	13	17	17	ANNE MURRAY/Lucky Me (Capitol)
23	21	19	18	BRUCE COCKBURN/Wondering Where The Lions Are (Millennium)
—	34	24	19	CAROLE KING/One Fine Day (Capitol)
5	8	16	20	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)
10	10	14	21	BERNADETTE PETERS/Gee Whiz (MCA)
—	39	30	22	MANHATTANS/Shining Star (Columbia)
—	33	29	23	CRYSTAL GAYLE/The Blue Side (Columbia)
8	12	21	24	PAUL DAVIS/Do Right (Bang)
35	30	28	25	GORDON LIGHTFOOT/Dream Street Rose (WB)
33	29	26	26	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
—	—	—	27	KIM CARNES/More Love (EMI America)
40	35	31	28	CAPTAIN & TENNILLE/Happy Together (A Fantasy) (Casablanca)
18	18	18	29	JAMES LAST BAND/The Seduction (Love Theme) (Polydor)
38	36	34	30	GLEN CAMPBELL & RITA COOLIDGE/Somethin' 'Bout You Baby... (Capitol)
—	—	36	31	BILLY JOEL/It's Still Rock & Roll To Me (Columbia)
—	—	39	32	MICKEY GILLEY/Stand By Me (Full Moon/Asylum)
11	15	23	33	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)
—	40	37	34	PAUL McCARTNEY/Coming Up (Columbia)
36	32	32	35	MARY MACGREGOR/Dancin' Like Lovers (RSO)
14	22	25	36	AIR SUPPLY/Lost In Love (Arista)
—	—	38	37	RAY PARKER JR. & RAYDIO/Two Places At The Same Time (Arista)
—	—	—	38	FELIX CAVALIERE/Good To Have Love Back (Epic)
—	—	40	39	ROCKY BURNETTE/Tired Of Toein' The Line (EMI America)
—	—	—	40	ANNE MURRAY/I'm Happy Just To Dance With You (Capitol)

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

**FRANK WEBER** "You Can Come Home To Me" (RCA) 19/2 add WOOD, KFOR.

**CHRISTOPHER CROSS** "Sailing" (WB) 18/11 add WSLI, KDWN, WHIO, WCBM, KGGF, KFMB, KUGN, KPPL, WJBO, WVMT, KMBZ. Moves: 22-17 WSM-FM.

**PHILADELPHIA LUV ENSEMBLE** "Love Fantasy" (Pavillion) 18/7 add WATR, WSBA, WNEW, KFOR, KOB, KBLF, KMRJ. Heavy rotation: WATR.

**JOE SUN** "Shotgun Rider" (Ovation) 18/3 add KMBZ, WYMC, WKIQ. Moves: 30-26 WMAZ.

**GENESIS** "Misunderstanding" (Atlantic) 16/2 add WHIO, KRKK. Moves: 16-13 WVMT, 25-21 FM97, debut 30 KWOS.

**BOZ SCAGGS** "Jojo" (Columbia) 15/11 add WBT, WHIO, WKHM, KRKK, WCHV, KOLO, FM97, WSM-FM, KWOS, WDFW, WSLI.

**CHARLIE DANIELS BAND** "In America" (Epic) 15/6 add KUGN, WHIZ, WDAE, WQUD (dp), WASH, KRKK. Moves: 30-25 WCSC, 28-22 WMAZ, debut 20 WNEU.

**DIRT BAND** "Make A Little Magic" (UA) 12/11 add WGR, KHOW, WCBM, WIBW, KMBZ, WTMJ, WCCO-FM, WSM-FM, KRMG, FM97, KPPL.

**NATALIE COLE** "Someone That I Used To Love" (Capitol) 12/1 add WSBA. Moves: 27-24 KOLO, debut 27 WRIE.

**JOSE FELICIANO** "I'm Comin' Home Again" (ALA) 12/1 add WKHM.

**ALI THOMSON** "Take A Little Rhythm" (A&M) 11/7 add WKIQ, WASH, WMAZ, WCFR, KMRJ, WBEN, WGR, debut 26 WSM-FM.

**JOHN DENVER** "Dancing With The Mountains" (RCA) 11/6 add WKIQ, WSTV, WHAM, WHIZ, WDBO, KMRJ.

**RODNEY CROWELL** "Ashes By Now" (WB) 11/2 add WPRO, WSIX. Moves: 22-19 WSTV, 24-20 WCSC, 29-25 WORG, debut 30 FM97.

**COUCHOIS** "How Can I Love You" (WB) 10/2 add WRIE, WSTV. Moves: 27-25 WMAZ.

**LIPPS, INC.** "Funkytown" (Casablanca) 10/1 add WORG. Moves: 2-1 WFIR, 7-4 WBZ, 13-10 WLW.

**BILLY PRESTON & SYREETA** "One More Time For Love" (Motown) 9/7 add KFMB, WHIZ, KOLO, FM97, KMBZ, KDWN, KEX.

**BENNY MARDONES** "Into The Night" (Polydor) 9/5 add WHIZ, WPRO, FM97, WHOK, WDFW. Moves: 28-24 WSTV.

**PLAYER** "It's For You" (Casablanca) 9/4 add WNEU, WCHV, WGR, WGR. Moves: 30-26 WPRO, debut 25 WSM-FM.

**FRANCE JOLI** "This Time (I'm Giving All I've Got)" (Prelude) 9/2 add KWOS, WSTV.

**BEACH BOYS** "Livin' With A Heartache" (Caribou) 8/3 add WTIC, KMBZ, WTMJ.

**STARLAND VOCAL BAND** "(Love) Thought I Would Never Find Love" (Windsong) 7/5 add WCHV, WRIE, WHAG, KDWN, WHEN. Moves: 26-24 WSB.

### Most Added:

- ANNE MURRAY**  
I'm Happy Just To Dance With You (Capitol)  
Added at 24% of our reporting stations.
- MICKEY GILLEY**  
Stand By Me (Full Moon/Asylum)  
Added at 18% of our reporting stations.
- AIR SUPPLY**  
All Out Of Love (Arista)  
Added at 17% of our reporting stations.
- KIM CARNES**  
More Love (EMI America)  
Added at 17% of our reporting stations.
- PAUL McCARTNEY**  
Coming Up (Columbia)  
Added at 17% of our reporting stations.
- CAROLE KING**  
One Fine Day (Capitol)  
Added at 13% of our reporting stations.
- MANHATTANS**  
Shining Star (Columbia)  
Added at 13% of our reporting stations.

### Hottest:

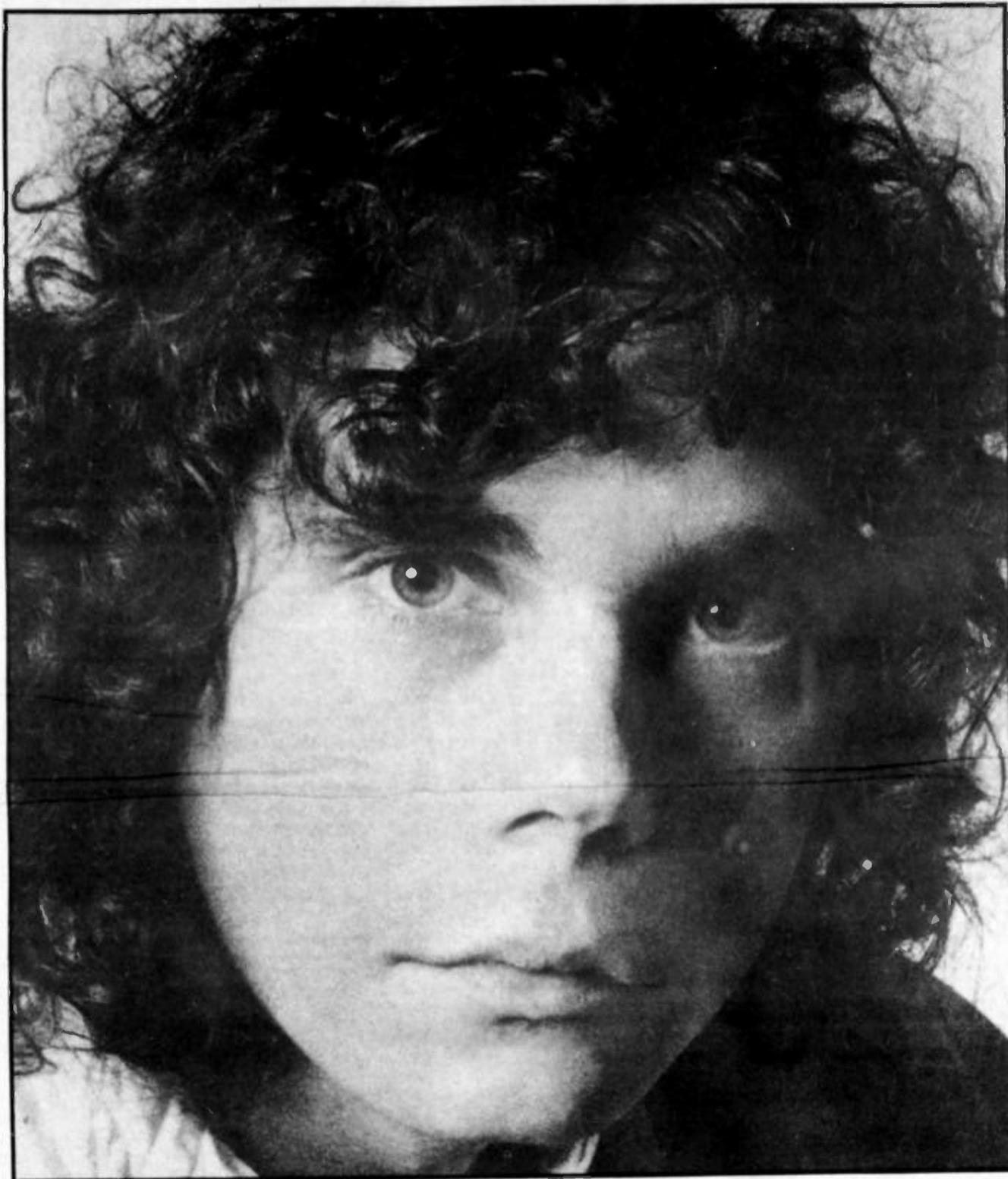
- ELTON JOHN**  
Little Jeannie (MCA)  
Reported hot at 63% of our stations.
- BETTE MIDLER**  
The Rose (Atlantic)  
Reported hot at 53% of our stations.
- ROBBIE DUPREE**  
Steal Away (Elektra)  
Reported hot at 48% of our stations.
- PURE PRAIRIE LEAGUE**  
Let Me Love You Tonight (Casablanca)  
Reported hot at 42% of our stations.
- AMBROSIA**  
Biggest Part Of Me (WB)  
Reported hot at 41% of our stations.
- SPINNERS**  
Cupid/I've Loved You For A Long Time (Atlantic)  
Reported hot at 38% of our stations.

# "You Can Come Home To Me"

PB11949

# FRANK WEBER

WSIX  
WCCO-AM  
WCPI  
LOVE-94 #35  
KIXI-FM  
WYEN  
KKRL  
KAGI  
KUGN  
KPTL 28-26  
WRIE 25-20  
KDWN  
KWUN deb 27  
KSL  
KXLF deb 23  
KMED 41-38  
KQIQ  
KPFT  
WXLM  
WUOG  
WEEI  
KUOI  
WFSU  
KCFR  
KCLS  
KYLO  
KOMO  
KMOX  
WIFE  
KMBZ  
WMPX  
KRRK  
WLOL  
KBND  
WSB  
KBCH  
WFDF  
KLO  
KSEM  
KZZK deb 15  
KROC  
KCSW  
WEMP  
KEEP  
KFMH  
WLOM  
KKRL  
KPCC  
WKDD  
KASF  
KPCS  
KUSP  
KSCU  
KNX  
KBLL  
WHIO  
WSLI  
KSEE  
KVSF  
KYJC  
KRNT  
KSLM  
KLOO  
WLCX 22-17  
WPAS  
KBIZ  
KPRL



WTBO  
WATR  
KATR  
WRNW  
KZAM  
KNMS  
KTMS  
KCR  
KCPR  
WCAS  
KGLT  
KYMN  
WLKX  
KTOE  
WHIZ  
KBMW 9-7  
WCFR  
KGY  
KSNM  
KSEN deb 14  
KWRO  
KIT  
KMPT  
KCAP  
KWAL  
WJR  
KBCQ  
WGN  
KBUH  
KDUR  
WWWZ  
KBLL  
KALX  
KAWY  
WLOM  
KFJC  
WWYZ  
KNIN 39-35  
KNOW 49-42  
WJON  
WGIR  
KVEC  
KGVO  
KPAY  
WRCR  
KPOD  
KGLO  
KPPL  
WMT  
WLVA  
KKBJ  
WHCV  
KLUE  
KXL  
KARZ  
KBLI  
KXLY  
KAKZ  
WOOD  
KFOR  
WRCR  
KOWL deb 34  
KMWX  
KIIQ  
WNIX  
WKBM  
WMOH

RADIO & RECORDS: Pop/Adult Significant Action  
BILLBOARD: A/C Chart 43-41  
GAVIN: Sales And Requests

## He Can Come Home For You!

Produced by Ed Newmark

Artist Management: Ed Newmark Associates, Inc.

On  
**RCA**  
Records



# OPPORTUNITIES

## Openings

### EAST

**WINE-AM/95-FM, AM-FM combo**, number 1 in area market, looking for weekend newscaster. Looking for aggressive news gatherer with imagination. Write Joe DeCapus, News Director, Box 95, Danbury, CT 06810. Call (203) 775-2255. Needed yesterday. EOE (6-13)

**Beyond rip & read and rewriting newspaper stories**, then our Northeast medium market would like to hear from you. Ability to write, deliver, gather and produce at the same time required. Those are the basics, now tell us how you surpass them and why you should be a part of our organization. Send tapes, resume and writing sample to Steven Apel, WCAM, 6th & Market Streets, Camden, NJ 08101. (6-13)

**Legendary operation has rare opening for a reputation as good as ours.** KEE100-FM(WKEE)/Huntington WV in search for all night pro to entertain over 20 counties in 3 states. Also accepting tapes for part-time. Send essentials to Steve Hayes, PD, KEE100-FM, Box 2288, Huntington, WV 25701, or call (304) 525-7788. EOE (6-13)

**CKGM radio is accepting applications from aggressive, hard-working news people.** Reporting and on-air work. Tapes and resumes to Dave Christianson, ND, CKGM, 1310 Green Ave., Montreal, Quebec H3Z2B5. EOE M/F (6-13)

**WVNH/Salem, NH** will be back on the air soon. We need a full staff. Announcers, news and sales. Solid economy, fastest growing area in New England. Format will be Pop/Adult with heavy local news. Send tapes and resumes to Dick Lange, WVNH, Box 642, Salem, NH 03079. EOE M/F (6-13)

**WFBL/Syracuse** has opening for top-flight all-night air talent with at least 3 yrs experience and good production and pipes. Tapes and resumes to Robb Stewart, PD, Box 1390, Eastwood Station, Syracuse, NY 13208. EOE M/F (6-13)

**WGRQ/Buffalo, NY** AOR has part-time and full-time opening for R&R announcer. No screamers. Superstars. Teft station, excellent benefits. Send cassette and resume to WGRQ, 59 Virginia Place, Buffalo, NY 14202. EOE M/F (6-13)

**WFTN/Franklin, NH** is in need of energetic news person/News Director. Experience preferred but not necessary. Tapes and resumes to Bob Sampson, WFTN, Box 99, Franklin, NH 03235. No calls please. EOE M/F (6-13)

**Northeast medium market** would like to hear from the best up-and-coming medium and small market radio talents. Ability to communicate with adults and gifted production required. These are the basics, now tell us why you should be part of our team. Send tapes and resumes to Steven Apel, WCAM, 6th & Market Streets, Camden, NJ 08101. (6-13)

## Openings

**WKBO/Harrisburg, PA** looking for Sports Director with a flair for personality sports. Looking for someone who can become Harrisburg's 1st radio sports personality/announcer. Play-by-play experience a must. If you can deliver scores and stories with personality, we want you. Send tapes and resumes to Jim Buchanan, PD, WKBO, 411 S. 40th St., Harrisburg, PA 17111. EOE (6-13)

**Solid sounding Top 40 station** in market 60 miles from Pittsburgh still looking for right mid-day person. First opening in 5 years. Only mature, experienced people need apply. Tapes and resumes to Mike Farrow, WCRO, Johnstown, PA 15901. EOE (6-13)

**DC101/Washington, DC** has part-time opening. AOR experience and a love of rock and roll necessary. Send tapes and resumes to Dave Brown, 1150 Connecticut Ave., N.W., Washington, DC 20036. No calls. EOE M/F (6-13)

**WKBO/Harrisburg, PA** looking for personality. Mid-day communicator for adult approach Top 40. PD going off the air. Need to fill position by July 7. Excellent pay and benefits for right person. Beginners need not apply. Send tapes and resumes to Jim Buchanan, PD, WKBO, 411 S. 40th St., Harrisburg, PA 17111. EOE (6-13)

**This will be the best move you'll ever make!** Q107 is Washington DC's #1 FM, and we're adding a "utility" personality to the staff. Position open for someone who is versatile, talented and ambitious. Opportunity, city, station and money are all tops. Send tapes and resumes to Alan Burns, PD, WRQX, 4400 Jenifer St. N.W., Washington, DC 20015. EOE M/F (6-8)

**Immediate opening for enthusiastic, aggressive radio sales person** for top 25 New England market. Excellent salary potential. Send resumes to Fary Rosenfeld, WBRU-FM, 88 Benevolent St., Providence, RI 02906. EOE M/F (6-8)

**New York City suburban AOR** seeks announcers, full and part-time. Not much money right now but station will cook with the right people. Knowledge of music and AOR experience necessary. Tapes and resumes to Gary Axelbank, PD, WRNW, 55 Woodside Ave., Briarcliff Manor, NY 10510. EOE M/F (6-8)

**WEEQ/Waynesboro, PA** has part time opening beginning July 1st. Top 40. Must be experienced and live within commuting distance of Waynesboro. Contact Mike McGough, PD, Box 309, Waynesboro, PA 17268 or call (717) 762-9336. EOE M/F (6-8)

**Ready for a move to TV?** Locally active station seeking producer/host to work with a variety of daily morning talk show. Excellent opportunity for hard working, creative individual who can perform in interview format. Submit resume, 3/4" cassette (if available) and/or picture to Gene Walsh, PD, WXEX-TV, Box 888, Richmond, VA 23207. No calls please EOE (6-8)

**WVMT/Burlington** looking for News Director. Must be experienced and hard worker. Good pay, working for Vermont's largest radio station. Tapes and resumes to Gary Wheelock, WVMT, Box 12, Colchester, VT 05446 EOE (6-8)

## Openings

**WKYG/Parkersburg-Marietta** needs talented jocks and news people. Exceptional growing radio station. Good lifestyle, wages and future. Modern Country. Tapes and resumes to Jack Randall, PD, WKYG, Box 368, Parkersburg, WV 26101. Immediate opening. EOE (6-8)

**Solid sounding Top 40 station** in market 60 miles from Pittsburgh still looking for right midday man or woman. First opening in 5 years. Only mature experienced people with head on straight and absolutely dedicated to radio need apply. Tapes and resumes to Mike Farrow, WCRO, 605 Main St., Johnstown, PA 15901. No calls please EOE (6-8)

**Morning Personality needed for Pop/Adult suburban Washington, DC station.** Experienced and good with production required. Send tapes & resumes to J. Long, WPRW, Box 1460, Manassas, VA 22110. EOE (6-8)

**OK100/Washington, DC, leading Black Contemporary FM,** seeks creative personalities for future openings. Only community-minded, competitive persons need apply. Contact John Mowen, OK100, 5321 First Place, NE, Washington, DC 20011. EOE M/F (6-8)

**Personalities and news people needed for future consideration.** Send tapes and resumes to Richard J. Lozenzo, Operations Manager, WWYZ, Box 3322, Hartford, CT 06103. (6-8)

### SOUTH

**WOW107, 100,000-watt FM powerhouse** has opening for an aggressive drive-time news reporter. Good delivery and good background a must. No beginners. Be part of winning 6-person news team. Tapes and resumes to Joan Killer Murphy, News Director, WOW107, Box 2788, Pensacola, FL 32503. EOE M/F (6-13)

**KINT98 is now accepting tapes and resumes** for future air talent openings at top rated station in El Paso. Send to Jhani Kaye, 5710 Trowbridge Drive, El Paso, TX 79926. EOE M/F (6-13)

**Expanding air staff.** WOW107, 100,000-watt FM powerhouse is looking for an Adult Contemporary pop-oriented air personality. Must be heavy in production. No beginners. Join a winning team, with good everything. Tapes and resumes to John B. Canterbury, PD, WOW, Box 2788, Pensacola, FL 32503. EOE M/F (6-13)

**WRAQ/Asheville, NC** has immediate opening for talented air personality for nighttime shift. 1st class and good production a must. If you fit the bill, the job is yours. Send tapes and resumes to Steve Sandman, WRAQ, 70 Adams Hill Rd., Asheville, NC 28806. EOE M/F (6-13)

**WGVM/Greenville...#1 in Mississippi's 3rd largest market,** looking for an adult sounding air talent for our Contemporary Country format. Join the Delta's most powerful AM station (covering 3 states). We're on the move, are you? Tapes and resumes to Todd Martin, PD, WGVM, Box 1438, Greenville, MS 38701. EOE M/F (6-13)

## Openings

**Are you verbose? Knowledgeable about sports? Able to carry a heavy schedule? Experienced? Able to get along in a team atmosphere? WLCY, Pop/Adult radio** is looking for sports personality. Send tapes and resumes to Greg Jarrett, ND, WLCY, Box 42-138, St. Petersburg, FL 33742. EOE M/F (6-13)

**#1 Beautiful Music station in aggressive top 10 market** looking for solid, experienced announcer. Qualified applicants send tapes and resumes to KYND, 1001 E. Southmore, Pasadena, TX 77502. EOE (6-13)

**Operations Director.** High quality contemporary class C in top 100 Sunbelt market. Expert in automation and production, also must be loose. \$18,000. Call (214) 386-5302. EOE M/F (6-13)

**92Rock WNGS/W. Palm Beach, FL** looking for air talent: experienced in adult AOR rock. Tapes and resumes to Gary Beck, 92Rock, Box 669, W. Palm Beach, FL 33409. No calls please. EOE (6-13)

**WVMI-WQID looking for news reporter and noon announcer.** Previous experience necessary. Conversational delivery style. Must be able to edit and write copy. Working knowledge of broadcast equipment required. Must have own means of transportation. Tapes and resumes to Randy Thompson, ND, WVMI-WQID, Box 4606, Biloxi, MS 39501. (6-13)

**Two rare openings at KLOL/Houston.** AOR news and production wizards are needed immediately for News Director and Production Director posts. Send tapes and resumes immediately to Jerry Lee, KLOL, Box 1520, Houston, TX 77001. (6-13)

**Are you disciplined and able to take direction? WLCY/Tampa-St. Petersburg** is looking for reporters and anchors. Entry level and experienced for expanding Pop/Adult news department. Tapes and resumes to Greg Jarrett, ND, WLCY, Box 42-138, St. Petersburg, FL 33742. EOE M/F (6-13)

**WSGF-FM/Savannah, GA** needs afternoon drive Top 40 jock with strong production. We have excellent ratings, 100,000 watts, and a beautiful city. Tapes and resumes to Doug Welldon, Box 876, Savannah, GA 31498. EOE M/F (6-13)

#### PLEASE NOTE:

**You may place your ad in the Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mail it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.**

## CHANGES

### Radio

**PHIL KOUWE** appointed Operations Manager for KUXL/Golden Valley, MN from WBRI/Indianapolis, IN.  
**ARDEN LAWRENCE** promoted to PD at Q95FM/San Bernardino, CA.  
**JACK NANTAIS** named General Sales Manager at WARO/Canonburg, PA.  
**TONY ZITO** joins KLOU/Lake Charles, LA from KWIC/Beaumont, TX, doing an air shift.  
**STEL PONTIKES** promoted to Production Director for WCBW-FM/Columbia, IL.  
**SCOTT MARCUS** (Marq Mitchell) promoted to Assistant PD and mid-day air shift at KSXO/Redding, CA.  
**JOHN MURRAY**, formerly KFIX-FM/Liberty, MO, appointed Operations Manager at KCNW/Fairway, KS.  
**JON LONDON** appointed Assistant PD at WHO-KLYF-FM/Des Moines, IA.  
**NED FERRIS** joins WKWK-FM/Wheeling, WV as OM.  
**CHUCK GARCIA** departs from WCIL-FM/Carbondale, IL for position in television.  
**JERRY MARTIN GUTLON**, formerly WIPS/Ticonderoga, NY, joins WDOT/Burlington, VT doing news and air shift.  
**BRUCE KAPP** exits WCIL-FM/Carbondale, IL for a position in television.

### Industry

**RICK PAINTER** appointed National Promotion and A&R Director for Rainbow Promotion.  
**BROCK JANOFF** joins the Sales Department of Westwood One.  
**LINDA CHELGREN** promoted to Manager of Almo Publications.  
**CHRIS NEVIL** joins Caballero Spanish Media, Inc. as West Coast Manager.  
**MS. WOLF SCHNEIDER** named Associate Producer of new weekly series at Watermark.

### Record

**SYLVIA RHONE** named East Coast Regional Promotion Director/Special Markets for Elektra/Asylum Records.  
**DOREEN REILLY** appointed Associate Director, A&R, East Coast for Epic Records.  
**RITA L. ROBERTS** appointed to position of Associate Director, Product Management, East Coast, Jazz/Progressive Marketing for CBS Records.  
**BARRY LeVINE** appointed Manager, College Program for CBS Records.  
**WALTER WINNICK** appointed Regional Promotion Marketing Manager, Northeast

Region for Epic/Portrait/CBS Associated Labels.

**DAVID H. THOMAS** appointed WEA Promotion Representative for Warner Brothers Product in Atlanta.

**JERE HAUSFATER** named Director of Business Affairs for MCA Records.

**LYNN FULTON** appointed Coordinator, A&R Administration for 20th.

### Station Line-Ups

**KSXO/Redding, CA LINE-UP:** 6am-10am Johnny Logan (John Stall) (PD/MD). 10am-3pm Marq Mitchell (Scott Marcus) (Asst. PD), 3pm-7pm Wayne Smith, 7pm-12mid Bobby Mell, 12mid-6am Jim Stevens (Jim Laird). Weekends: Billy Pilgrim, Brad Johnson, Todd Muir. News: Mike DeMarco.

**14-WDOT/Burlington, VT LINE-UP:** 6:45am-10am Charlie Cunningham, 10am-2pm George Commo, 2pm-7pm Tom Richards (PD), 7pm-1am David Hunter. Weekends: Rod Hill, Jerry Martin (Gutlon). News: Chet Cook.

**WIBZ/Parkersburg, WV LINE-UP:** 6am-10am Bob Gitlin, 10am-2pm Chuck Stotts, 2pm-6pm Larry Schuster, 6pm-12mid Jack Edwards, 12mid-6am Jack Horton. Weekends: Brian Moore, Dr. D., Cheryl Mason.

**WOKY/Milwaukee, WI LINE-UP:** 6am-10am Bob Barry, 10am-2pm John Brandmeier, 2pm-6pm Steve York, 6pm-10pm Mike Kelley, 10pm-2am Dallas Cole, 2am-6am John Grant. Weekends: Paul Kern, John Davis.

**KEE100-FM(WKEE)/Huntington, WV LINE-UP:** 6am-10am Steve Hayes (PD), 10am-2pm Jack O'Shea, 2pm-6pm Scott Brady, 6pm-10pm Gary "Music" Miller (MD), 10pm-2am Clyde, 2am-6am Zee. Weekends: Carol Leigh.

**KKAL/Arroyo Grande, CA LINE-UP:** 6am-10am Laura Seaton, 10am-2pm Ron B. Fineman (PD/MD), 2pm-7pm Dave Wheeler, 7pm-12mid Jim Plowden, 12mid-6am Larry King Show, 6am-8am Michael Clancy.

**WMAS-FM95/Springfield, MA LINE-UP:** 5:30am-10am Frank Knight & Ron Russel, 10am-2pm Mike Clark, 2pm-7pm K.C. Palmer, 7pm-12mid Laura Ashton (PD), 12mid-5:30am Dave Mallo. Weekends: Dave Lang, Don Merlowe.

**WGEZ/Beloit, WI LINE-UP:** 6am-9am Lee Shannon, 9am-2:30pm Jerry Allan (MD), 2:30pm-7pm Johnny Marks, 7pm-11pm Randy Mason. Weekends: Brandon Hardison. News: Steve Banton, Tim Scholtan, Ruth Christianson.

**Q104/Campbellsville, KY LINE-UP:** 5:30am-10am Jim Walker, 10am-2pm Jeff Kaye, 2pm-7pm John Torre, 7pm-12mid Brian Newton.

**WBCS-FM/Milwaukee, WI LINE-UP:** 6am-9am Dick & Ellen, 9am-12noon Bob McKay (PD), 12noon-3pm Jack Marcus, 3pm-7pm Jay Michaels, 7pm-12mid Tony Russell, 12mid-6am Ernie Bottom.

**KOKY/Little Rock, AR LINE-UP:** 6am-10am Larry O'Jay (PD), 10am-3pm Robert V. (Asst. MD), 3pm-7pm Jimmy Smith (Asst. PD/MD), 7pm-12mid David Wilson, 12mid-6am Donny Brown. Weekends: Lacie Jones, Billy Dee, Lynn Henry, James Dokes, Larry Hawkins.

**KDZA/Pueblo, CO LINE-UP:** 7am-9am Frank Provanza (PD), 9am-12noon Lee Douglas, 12noon-3pm Rip Avins (MD), 3pm-6pm Tim Kiley, 6pm-10pm Scott Butler, 10pm-3am Andy Avelos, 3am-7am John Miller. Weekends: Lynsey Alan, Bobby Meez.

**Y102-FM/Texarkana, AR LINE-UP:** 6am-10am Don Michaels (PD), 10am-3pm Mario Garcia, 3pm-7pm Dann Marshall, 7pm-10pm Larry Kent, 10pm-2am Bill Morris (MD).

# OPPORTUNITIES

## Openings

### SOUTH

**Sarasota-Bradenton leader anticipates opening for Program Director and Production Director.** AM is Contemporary Country. FM is automated Beautiful Music. Must be creative, yet attentive to detail. Experience necessary. Tapes and resumes to Bob Barnes, WBRD/WDUV, Box 1038, Bradenton, FL 33506. No calls please. EOE (6-6)

**WBT - #1 morning show.** WBT is now accepting tapes and resumes for their 5th (only) morning personality in its 58-year history! Only the best will be considered. Send tapes and resumes to Andy Bickel, WBT, 1 Julian Price Place, Charlotte, NC 28208 EOE (6-6)

**Doubleday Broadcasting seeks PD for new Detroit outlet.** Send tapes and resumes to Bob Hatrik, c/o KWK, 2360 Hampton Ave., St. Louis, MO 63139. EOE (6-6)

**Leading broadcast group has news opening in South Florida.** Need talented morning drive pro. Tapes and resumes to John Picano, WJNO/WRFM, Box 189, W. Palm Beach, FL 33420. EOE (6-6)

## Miscellaneous

**94KKEZ/Ft. Dodge, IA seeking record service for Pop/Adult format.** Box 578, Ft. Dodge, IA 50501. (6-13)

**17-yr-old radio fanatic would like to hear from fellow teens involved in and/or pursuing broadcast industry career.** Also looking for other radio/TV station T-shirts, stickers, button collectors. Write Marc Stout, Box 212, Pottersville, NJ 07979. (6-13)

**WVVO is on the air.** This Pop/Adult station serves the Winchester, VA area and needs service from all labels. Send production to Steve James, MD, WVVO, 8 S. Church St., Berryville, VA 22811. (6-13)

**If you're a small market radio programmer and would like to help organize a loosely knit Smaller Market Assoc. of Radio Talent (SMART) to exchange ideas about smaller market promotions, research and programming I could use your help.** Scott Marcus (916) 243-1515, or write to 3629 Bechell Lane #42, Redding, CA. All market sizes welcome. (6-13)

**KBLE 88.7 FM on the air soon.** In dire need of record service from all labels LP's, singles, catalogues. You name it, we need it, for Disco and Pop. Send to KBLE, 707 Michelle Dr., Copperas Cove, TX 76522. (6-13)

**WVIP/Mt. Kisco, NY needs record service from all labels.** Send to Richard Stone, WVIP, Radio Circle, Mt. Kisco, NY 10549. (6-13)

**KMNS/Sioux City, IA needs Top 40 service from all labels (45's & LP's).** Send to Peter Early, Box 177, Sioux City, IA 51102 (6-6)

**Syndicated Country radio show needs service from all labels.** Contact Jerry Smith, Box 1035, Cedar Rapids, IA 52406 (319) 365-1509 (6-6)

**WGEZ/Beloit, WI needs Pop/Adult and Top 40 singles and LP's from all labels.** Please send to WGEZ, Box 416, Beloit, WI 53511 or call (608) 356-8865. (6-6)

## Positions Sought

**Experienced Top 40 DJ looking for medium market Top 40 or Pop/Adult.** Call after 2pm Central. (512) 773-0846. (6-13)

**Seeking PD position in medium market.** 7 years experience including MOR, Talk, News and Big Band. I can also handle AOR, R&B and others. I'm able to relocate, so let's talk about what I can do as your station's PD or Operations Manager. Call LEO at (302) 654-1146. (6-13)

**I Want To Pay My Dues!** Savvy college grad with college radio background wants to be your jock. Stable and reliable, will work any format, anyplace, on your terms. For tape and resume write DAVID STEIER, 4211 Highland Ave., Brooklyn, NY 11224, or call (212) 878-8645 or (212) 372-1933 after 7pm. (6-13)

**Not just another brick in the wall.** Midwest AOR and singles radio pro TOM SULLIVAN is looking. I hung around M-105 (WWW), WLYT/Cleveland and others. I am seeking a stable medium market AOR or singles station that wants to be a winner. All offers considered. Have multi-track production experience. For a cosmic aircheck and resume call (216) 497-9912, afternoons. (6-13)

**Professional, stable, creative communicator with good track record and four years experience looking for morning drive/production at medium market MOR or Pop/Adult station.** DICK (608) 786-1288 before 2pm CDT. (6-13)

**Hard working and hungry.** Looking for Top 40, Pop/Adult gig in Eastern U.S. Radioholic and am willing to work by tushie off for you. Call STEVE CHAMBERS at (703) 978-8609 (Washington, DC area), or write: 8911 Moreland Lane, Annandale, VA 22003. (6-13)

**Top notch PD looking.** Top 30 market. Call (315) 622-4027 before 12 noon. (6-13)

**"I want you to want me."** Dynamic, affable R&B DJ (presently with Magic 92/Rochester) is seeking new horizons and re-location to L.A. area ASAP. Experienced in AOR, MOR, Progressive Rock and Jazz. "Gift of Gab" shines through on remotes, simulcasts, and MC'ing. Technical background and abilities come together for set-ups. 3rd class FCC endorsed. Aircheck and resume ready and waiting. (718) 244-7024 or (718) 223-3382, or write FRANK NICKLUS, 250 Maize St., Rochester, NY 14607. (6-13)

## Goods & Services

### Hall Of Fame Funnies

Only 8 months in radio and I was doing mornings in a major market. Why? Because I was outrageous and funny. I'll even send you the jokes that got me pulled off the air. Fresh Jokes \$5.00 for 12 pages. HALL OF FAME FUNNIES, 2050 Oaktimber, St. Louis, MO 63122.

### Secrets Of Earning Big Dollars . . . Freelance Commercial Announcing

Earn from \$500.00 to \$5,000.00 extra, freelancing commercials for TV and Radio.

My first year I earned \$4,000.00 extra!!! (The top guy in NYC makes nearly a MILLION/YEAR!!!!)

I'm a former radio personality, and currently I work in NYC voicing commercials exclusively (Revlon Mascara, Summit Candy, Caresa Soap, G.A.F. Viewmaster, Pillsbury . . .). I'm also an instructor at NY's most prestigious school for commercial announcers.

And I wrote this book because I wish I'd been able to read it when I first started freelancing.

Send \$6.95 for "THE COMMERCIAL ANNOUNCER," to KOBIELA & ASSOCIATES, 131 W. 82nd St., New York, NY 10024.

### Funny Business

People will laugh when you sit down at the microphone if you subscribe to the "FUNNY BUSINESS" humor service. Send for sample. FUNNY BUSINESS, Box 832, Leominster, MA 01453.

### "Wendell's,"

### A Radio Humor Service

Humoring America since 1978! On-the-Air with Gary Owens, Dr. Don Rose and other personalities from coast to coast. From Hollywood's most mis-spelled writer, Wendell Wittler. Send for freebie: 3745 Barrington Ave., Suite 9, Los Angeles, CA 90066.

### Los Angeles And San Diego Airchecks

Issue 2 now available, featuring Rick Dees/KHJ, London & Engelmer/KRTH, B. Mitchell Reed/KLOS, KIQQ, B100, 13K also KYA. Cassettes \$5 postpaid. CALIFORNIA AIRCHECK, Box 554, Oceanside, CA 92054.

### Rock 'N Politics

Soviets Invade! The Draft! Middle East Crisis! Inflation! Arms Talks!

Headlines of 1980??? NO!! Listen to ROCK 'N POLITICS, 1980

ROCK 'N POLITICS is a 6-part documentary series on the Presidential Election Campaigns of 1956 through 1976. Entertaining. Educational. Targeted to 18-54 audience. Topical today. Fun, action-packed 2-hour programs.

Available in September, 1980. Send for your free demo tape today. No obligation.

SAN FRANCISCO SOUND ARCHIVE PRODUCTIONS, 175 21st Avenue, Suite 205, San Francisco, CA 94121.

### Phantastic Phunnies

Highly respected . . . proven worldwide audience builder! Hilarious . . . original . . . "quip-quip" . . . topical humor! Introductory month's 400 topical one-liners and "Bonus" . . . just \$2.00!!! PHANTASTIC PHUNNIES, 1343-A Stratford Dr., Kent, OH 44240.

### Comedy Material

Funny horoscopes. Crazy Kommercials, silly soap operas, ridiculous TV reviews and more. 25 pages delivered to your mouth every month. For freebie write HYPE INK, Box 69581, Los Angeles, CA 90069

### Free Giant Oldies Catalog!

Oldies and Goodies 45's, original hits by the original artists. Your Oldies Connection THE GOLD VAULT, Box 202-C, Oshkosh, WI 54907, (616) 344-6345

### World's Largest

Why is FRUITBOWL the world's largest weekly humor and information service?

Topical jokes, humorous vignettes, artist bio's, record reviews, "JOCK TIPS," exclusive small-market record charts, and far more! Four week trial, \$10, refundable with yearly subscription. FRUITBOWL, Box 9787, Fresno, CA 93794.

### Lola's Lunch

DROP YOUR PANTS, grab your socks, here comes the laffs, here comes the yocks. Complimentary snack "LOLA'S LUNCH," 1789 Hamlet Drive, Ypsilanti, Michigan 48197

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS, 1448-R West San Bruno, Fresno, CA 93711 or phone (209) 431-1502.

### Broadcaster's Action Line

Job Referral Service - \$40.00 for 12 months. R3, Box 84, Lexington, IN 47138, (812) 889-2907. Free to employers.

### Goods & Services

Making your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

## Positions Sought

**1 Pop/Adult or personality Top 40 air personality available.** 13-year pro with good references. I am looking for professional, stable operation that will treat it's people right. PD or MD possibilities. Contact DAVE CARLISLE, (919) 833-1450 or (919) 837-9741. (6-13)

**AL SIMON.** Talented young man looking for first on-air job. Willing to relocate anywhere. Graduate of KIIS Broadcasting Workshop. Good production ability and good set of pipes. Personality adjustable to any format. Call (213) 882-3937, or write 7131 Owensmouth 2B, Canoga Park, CA 91303. (6-13)

**Los Angeles market morning drive crazy.** Experienced in all formats. Looking for AOR, medium or major market. PD, MD and promotion experience. Will relocate. LARRY WOODSIDE (213) 378-0995. (6-13)

**Honest, dependable, likable personality with competitive medium market MD, assistant PD, PSA Director, promotion and remote experience.** \$220 week and I'm yours. Resume and aircheck upon request. (216) 476-1206. Appreciate nice city weather. (6-13)

**Young, energetic personality wants to relocate, preferably in the South.** Smooth on-air delivery, excellent for midday or late night. Will accept weekend swing with production or full-time on-air. Experience includes music research, Production Director. Contact DAVE MILLER (912) 234-5700. (6-13)

**Young, aggressive jock looking for major market opportunity.** 2 years experience in Country, Top 40 and AOR, also good production experience. Call JERRY after 5pm Central at (314) 384-1590. (6-13)

**PD/OM, successful at getting #'s in a competitive situation.** Background includes sales, license renewal along with promotions and programming. Let's get acquainted. Call (209) 827-3420. (6-13)

**Looking for an enthusiastic knowledgeable sportscaster?** I have 3 years experience covering sports and news in Milwaukee including some play-by-play. I'm a good writer, hard worker and willing to relocate. Call JIM at (414) 276-8294. (6-13)

**Stranded in the Rockies!!!** Still doing the "small market drive" . . . JOHN DWIGHT, formerly PD/morning KVLE-FM 102/Gunnison, CO. Mornings-KZUL/Parker, AZ., KFWJ-KRFM/L.H.C., AZ. Have 1st phone. Please help this skinny boy out. Call (303) 841-2859 anytime, or write JOHN W. MONDAK, Box 15, Gunnison, CO 81230. (6-13)

**Dodge City News Director looking for anchor position or midday or early evening Pop/Adult or AOR announcing position.** 5 years experience. Wisconsin preferred. Looking for stability. Call PAT at (316) 225-2470. (6-13)

**14-yr pro looking for operations or programming job in Top 40 or Black format station.** For resume and tape call TOM at (615) 892-4960 after 7pm EST. (6-13)

**Experienced MD, 1st phone looking for on-air work in Las Vegas area.** 11 yrs experience in radio and record industry. Dedicated and loyal worker. Call J.C. SIMON (702) 452-3906. (6-13)

**JAY PRESTON searching for PD/MD/air person slot.** Talented, 1st ticket. Prefer Southeast area. Write JAY PRESTON SWAFFORD, F4 Regency Road, Spartanburg, SC 29302, or call (803) 585-0813 and leave message. (6-13)

**Attention stations in Northwest or West that care about gathering and presenting news.** I'm a dedicated news professional in a top 30 market who's ready for a new challenge as News Director or anchor/reporter for all news Adult Contemporary or AOR format. Top references. Background includes all-News format. Call (415) 573-7294 evenings. (6-13)

## Positions Sought

**Put this man to work!** NICK BAZOO, 7 yrs Top 40 experience seeks programming/Music Director position in large or medium market. Worked at 92Q, WNOE, WTIK, WMAK, WKYX, and others. Experience includes positions as PD/Asst PD/MD. Workaholic with great references that's ready to work. Call (502) 753-0074. (6-13)

**1ST phone, PD, MD, 7 yrs experience in Top 40, Country and Adult Contemporary now looking to break into AOR.** Married, stable, interested in Midwest offers. Will consider Adult Contemporary or Top 40. Call ED at (502) 683-8146. (6-13)

**JAMIE, late night rock in Florida now looking for full-time airshift.** 3 yrs major market FM experience. I can do the job. Call (306) 734-0170. (6-13)

**Major market disc jockey from 13KGB/San Diego looking for another winning team to be part of.** Best at Pop/Adult. No reasonable offer refused. Like a tape? Call JON DRISCOLL at (714) 892-0215 after 11:30am. (6-13)

**Young, hard working jock, 3 yrs experience in small market station in Oklahoma, 2 yrs as MD, ready to move up to medium market station.** Prefer Pacific Northwest. Willing to work grave yard shift. Call STEVE (405) 225-2364 or (405) 225-3333. (6-13)

**AOR "Hardcore" plus Sports, Public Affairs and professionalism.** MICHAEL HART (714) 233-8833 Mon-Fri. (6-13)

**Seeking Beautiful Music GM or Operations Director position.** Experienced with major market Shulke, Bonneville, TM. Recently resigned GM position with small New Orleans network. Currently temporary Country afternoon drive/consultant. Call (504) 885-8196. (6-13)

**If you're as tired of fleaky PD's and I am of fleaky GM's then we should talk.** 31-yr-old, 12-yr pro currently PD/MD/PM drive in major market looking for someone who wants a winning radio station. If you can offer medium to major market, any format, good bucks, stability and genuine desire to win, call (305) 733-9078. (6-13)

**The amazing STEVEN KELLY looking for on-air position in top 50 market.** Formerly KX104, 92Q, WMAK, WGBF. Call (615) 824-7554. (6-13)

**JIM SMITH looking for MD and/or airshift position.** Worked for KAFY, KUZZ, KKKX and most recently KYNO-FM/Fresno as Asst. MD. Call anytime (209) 292-5486. (6-13)

**Lady DJ presently in major market programming.** Former MD, Promotion Director, 5 yrs on air, 1st phone, looking for on-air plus in AOR. No prank calls if you like your job. (213) 878-0582. (6-13)

**Team-oriented, action innovated.** Open, free and have East and West experience. Personality news or MD. Prefer AOR in central Atlantic States. Call LANCE (301) 288-6596. (6-13)

**I have never been out of work.** Production Director, MD, Program Production, all in Los Angeles radio. Currently producing syndicated radio programs part-time. Want and need full-time job in product, music or just about anything. Prefer Southern California or San Francisco area but will consider all. KEVIN (213) 876-0804. (6-13)

**Small market's favorite real MOR personality seeks similar status in medium market.** Clever, experienced and committed to a biz I love. Only conscientious, intelligent community-minded programmers need reply. MARV (315) 342-2503. (6-13)

**I'm tired of playing games to stay at the top and try to go higher.** If you're a medium market Top 40 station that's looking for someone who'll stay with you and help make you the biggest thing in your market then I'm your man. A home in radio, what's that? Let's at least talk. (714) 793-8124 mornings. (6-13)

## Radio & Records

1930 CENTURY PARK WEST, LOS ANGELES, CA 90067

TELEPHONE: (213) 553-4330

### HANDY WAY TO SUBSCRIBE

Please check above to enter a subscription to Radio & Records for one year.

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# OPPORTUNITIES

## Openings

### MIDWEST

ward winning news stations in Midwest seeking svs anchor/reporter. Good delivery and reporting skills mandatory. Mail tapes and resumes to KWMT-KKEZ, ex 578, Ft. Dodge, IA 50501. EOE (6-13)

1 AOR station in Ft. Wayne has openings. Tapes and resumes to Rick West, 4740 Coldwater Rd., Ft. Wayne, IN 46813

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## Openings

### WEST

KLVC/Las Vegas, NV needs tapes and resumes from qualified prime time personalities. Send to Dave Anthony, KLVC, Box 14805, Las Vegas, NV 89114. Western Cities Broadcasting. (6-13)

Radio sales. The Associated Students, Cal. State University, Chico, looking for creative and enterprising individual as our radio sales coordinator. Salary \$500 per month plus commission. This is a position which the individual will either make or break for him/herself. Position available 7/1/80. Send resumes before 6/23 to Mark Bookman, Associated Students, Bell Memorial Union, Cal State University at Chico, Chico, CA 95926. (6-13)

KSMA-AM-FM on the central California coast needs tapes and resumes from Adult DJ's and news people. There are no big bucks here, but you work with major market pros. This station is owned by the President of one of the major broadcast groups. Send tapes and resumes to Mike Button, 110 West Cypress, Santa Maria, CA 93454. EOE (6-13)

An AOR station in the Rockies seeks persons with news writing and reporting on-air experience. Competitive locally-oriented news. Contact News department, 440 West Main, Aspen, CO. Send resumes and tapes. (6-13)

KVOY/Yuma, AZ is looking for a drive-time jock with lots of production. Station growing and getting ready for new facilities. Contact Rich Whitley, KVOY, Box 228, Yuma, AZ 85364. EOE M/F (6-13)

KERN/Bakersfield, CA seeks mature, experienced morning person who's funny but not zany. Production a must. Some programming helpful. Send tapes and resumes to Pete Shannon, PO, Box 2700, Bakersfield, CA 93303. No calls please. EOE M/F (6-13)

KBCO/Boulder AOR has opening for someone that places their priority on growing in a family situation by starting at the bottom and proving themselves worthy of moving up. Minorities and women preferred. Contact Dennis Conatantine, PD, KBCO, 4840 Riverband Rd., Boulder, CO 80301. EOE M/F (6-13)

10,000-watt FM in Southwest needs bright, mature morning person for operations and production. Send tapes and resumes to Pete Shannon, Box 2700, Bakersfield, CA 93303. No calls please. EOE M/F (6-13)

KOPA-FM/Phoenix looking for super swing and week-end jock. If you're looking to improve your act and work on a winning team, send tapes only ASAP to Steve Rivers, KOPA, Box 1827, Scottsdale, AZ 85251. (6-13)

We need a broadcaster with fresh ideas. Someone who is interested in both Rock and Country. 1 yr experience in radio essential. Good pay and benefits. Room for advancement. Send tapes, resumes and letter indicating samples of fresh ideas to Dock Phillips, K102, Box 818, Laramie, WY 82070 or call (307) 745-7396 after noons EOE M/F (6-6)

Looking for a salesman to sell sports exclusively for KWOW/Pomona. Ask for Dean Jr. at (213) 331-0794 or (714) 628-5541. (6-6)

Western Cities Broadcasting looking for drive time newscaster. Top-rated P/A station. Conversational delivery & tight writing a must. Must be on the street. Send tapes & resumes to Joe McCarthy, ND, KMJJ, 3510 W. Hacienda, Las Vegas, NV 89114. (6-6)

KDLG/Dillingham, AK accepting applications for Public Affairs Coordinator. Duties include working board shift and producing public affairs programs. Some travel may be involved. Must be willing to live in remote area of Western Alaska. Salary \$16,000 per year with 3 week paid vacation and benefits. Send resume and references to Les Robinson, Mgr., KDLG, Box 670, Dillingham, AK 99578 EOE (6-6)

Full-time air talent. Must have 2 yrs experience with ability to read live copy. Send tapes and resumes to Jeff King, KPLZ, Plaza 600/600 Stewart St., Seattle, WA 98101. EOE M/F (6-6)

Morning talent for mass appeal station in West. Mature, fun personality, a real companion is what we need. Send your tape and resume to Bill Moyes, The Research Group, 1422 Monterey, San Luis Obispo, CA 93401. No calls please. EOE M/F (6-6)

Anchorage Alaska's 50,000 watt KYAK-AM needs experienced modern Country air personality (male or female) with good production skills. Remote ability a plus. If you think you're good, rush tape, background to Bill Brink, KYAK, 2800 E. Dowling Rd., Anchorage, AK 99507 or call (907) 344-2522 (6-6)

KASH-KBMD/Eugene, OR looking for Chief Engineer. AM/FM automation experience necessary. Technical and sound procedures important and FCC paperwork high priority. Contact Andy Barber at (503) 886-9123 (6-6)

## Positions Sought

L.A.P.D. currently programming but looking for long-term relationship with stable organization as PD, Ass't PD or consultant. Impeccable track record. Strong people motivator. Automation, TV, syndication. Salary negotiable. Excellent references. Prefer to remain in Southern California but will give consideration to all offers. (213) 370-8688 8pm-12mid PST. (6-13)

## Positions Sought

RUDY FERNANDEZ, 7 yrs experience in Top 40, Country and Christian radio. Have worked as Ass't PD, MD and currently Production Mgr. at #1 station in town. Call (915) 677-5383. (6-13)

Top 40 Rock announcer looking for airshift in medium or major market. PD/MD experience. Also play-by-play and 1st phone. Call TOM (419) 492-2349 anytime. (6-13)

Would you happen to have something for someone that enjoys having fun on the air? 10 yrs as entertaining personality. Mature, reliable individual with good references. Help me be a winner again (702) 361-5403. (6-13)

End your play-by-play search. Experienced sports-caster looking for new challenge. Experienced in production, news, sales and airshift. Available now. Will relocate. Call MITCH, (212) 376-4664. (6-13)

DOUG SILVER available immediately. Station Manager/PD WCWA. Also KSTP, WXYZ, WSAI. Experience from air talent to management in P/A and Top 40. Hard working professional with ratings and references to prove it. Seeking on-air and/or programming in Midwest - Cincinnati or Dayton area preferred. Call (513) 574-5823, or (613) 574-6239. (6-13)

8-year broadcast veteran, who has paid his dues, desires full-time employment, experienced in all areas of radio: jocking, programming, news, sports, music, production and management. Talented and hard working, creative, able to excel in all phases of radio. 3rd phone, and communications degree. Preferably looking for an opening in Northeast, Vermont, or Massachusetts. Call JERRY (802) 862-5776, after 1pm, leave message. (6-13)

Creative, dedicated, friendly young broadcaster looking for challenge. 8 years experience most recently with CHOM-FM/Montreal. College grad. Seeking PD/MD/air position at together AOR in major/medium market. Experienced as PD, assistant PD, production manager, announcer, newscaster. Enjoy doing quality spot and feature production, programming the fine art of rock 'n' roll, and working with imaginative pros. Strong in promotion, market research, format development. Will relocate for right situation. Call JOHN PETERSON (802) 223-3891 and let's talk. (6-13)

ROB HAGGAR recently KDWB/Minneapolis-St. Paul seeks stable Top 40 or Pop/Adult air shift with production or MD opportunities in major or medium market. Top notch references. Call for tapes and resumes. (612) 293-0133. (6-13)

JIM SMITH looking for on-air and/or MD opening. I've worked for KAFY, KUZZ and KXXX. Most recently for KYNO-FM/Fresno. Plenty of experience. Call (209) 292-5465 anytime. (6-13)

"THE RABBITT," late of KDEO/Waipahu and KPIG-FM/Honolulu, also WDRC-AM-FM and WHCN-FM, all in Hartford. A top quality radio pro who needs to feed and be fed with rock & roll. As a bonus, you'll get a highly versatile, dependable, hard working copy and/or production animal. Make reasonable offers at (808) 281-7025. (6-13)

BRUCE ARTMAN is seeking position with professional medium market station. 1st class license. Experienced in all phases of radio. Will consider all. Call now! (213) 430-6957 or write 1209 1/2 Ocean Ave., Seal Beach, CA 90740. (6-13)

PD, MD, air talent available. 8 years experience. If your station needs an organizer and staff leader with a proven track record, call me. Composite air check, resume, ratings report and programming philosophy available. Prefer South. (803) 226-1408. (6-13)

Need a DARN GOOD Country Program Director? 13 years in Country radio... five years with Metromedia, KLAC/Los Angeles... and KNEW/San Francisco. A hard worker with many promotional ideas. Write to Radio & Records, #191, 1930 Century Park West, Los Angeles, CA 90067.

MARK ALLEN looking for Top 40 air shift with heavy production or Production Director responsibilities. Insightful and energetic. Prefer West/Southwest. Call (915) 362-7361. Leave message. (6-13)

Top 40, Pop/Adult, Soft AOR personality with 3 1/2 years quality experience in management, MD, PSA Director, promotion, remote, production. Would appreciate any format, especially rock. Currently employed. Committed to winning. Salary open. Willing to accept any responsibility you might have in mind. Air-check and resumes available. Call (216) 478-0440. "The Positive Thinker." (6-13)

Promotion Director - formerly of Bernie Menn's WKIX-WYYD-FM/Raleigh, NC, available immediately. Strong references. Please call DAN SMIGROD at WKIX (919) 851-2711 or at home (919) 847-1769, or write 6423 The Lakes Dr., Raleigh, NC 27069. (6-13)

Hard working news and sports announcer with special talent in play-by-play. After six years, I am prepared for a medium or large market challenge. Call (919) 633-1450, or (919) 633-0042. (6-13)

Energetic, experienced Top 40 jock with mature voice looking for night gig. AM/PM drive background. East preferred. COSMIC TRUCKER (518) 423-0167. (6-13)

MIKE PARENTI, 14 yrs experience #1 morning man in 5th largest metro area in Texas, seeks position in medium to large market. Good production skills and track record. Tapes and resumes upon request. Call (512) 882-2652 after 2pm CDT (6-6)

## Positions Sought

Versatile, experienced AOR air personality seeking employment in medium/medium-large market in Progressive Rock (hello Long Island?), Progressive Country or Black radio. Will relocate. For tape and resume contact ROSKO LEE SIMMS, (406) 453-0080 or write 2811 4th Ave., South, Great Falls, MT 59405. It's your gain. (6-6)

Someday has come at last. For hours now you've wanted a creative production director with a sensitive ear and pen to match. Presently functioning in agency-like capacity as Production Director for medium market. Character voices and recording studio experience. Genuinely love writing and producing. Looking for more stimulating and vital living and working situation in major or medium market. TOM GOWAN (715) 835-7450 or write to 2214 Peters Dr., #324, Eau Claire, WI 54701. (6-6)

It's amazing with today's high prices that such talent can still be found at rock-bottom prices. The low to mid 30's can land this experienced pro who can do it all, but would shine best in PD spot. If you're really looking for more for your money call today. Hurry, at prices like these I won't last long. JIM DAVIS 6pm-11pm (216) 391-4409. (6-6)

Experienced young pro seeking opportunity. Presently handling mornings at respected medium market facility. Seeking stable Pop/Adult or personality Top 40 position in more prestigious market. 7 yrs experience: jocking various formats (some in major markets), production, public relations. Write to Radio & Records, 1930 Century Park West, #189, Los Angeles, CA 90067.

Ever been promised a job then... this is it. Being out of radio is missing out on half your life. I've been MD, Production Director, Program Producer and much more, all in Los Angeles. Now I'm doing production part-time. I need and want a full-time job in radio production, music, or just about anything. Call KEVIN at (213) 876-0604 (6-6)

Evening air personality looking for slot as Sports Director or reporter in any size market. Over 2 yrs experience with excellent play-by-play and audio voice. All offers considered. Call DOUG (313) 984-8922 (6-6)

WILLIAM HARGREAVES, 9 yrs Los Angeles, San Diego county seeks news/production/announcer/sales-copywriter, DJ. Call (213) 277-7769 or (213) 553-4972 mornings. (6-6)

8 yrs experience. Morning man seeks stable market. Lots of bits, prefer Top 40, will consider all formats and positions. Call GARY CONNORS at (519) 882-2562. (6-8)

ARMAND CHIANTI, formerly PD at KZOK/Seattle, WJKL/Elgin and Y95/Rockford and air at WLUP/Chicago available to program or consult. Call (206) 821-2618 (6-6)

Just 23, 6 yrs radio. Worked as ND at 2 stations, sports, features, interviews. Hard working, sales. Looking for job in good market with security. Will relocate. Resume, references, aircheck and photo available. Contact STEVE ALBRECHT 8253 Constance St., New Orleans, LA 70115 or call (504) 822-0890 or at nights call (504) 895-7415. (6-6)

BOB CUSHING, experienced all-nighter with know-how in promotion, production and programming looking for full-time spot with small to medium market. Young, willing to relocate, preferably into AOR format. Interested in any opening (201) 968-0451. (6-6)

Listeners like me, salesmen sell me and PD's and GM's, well they're okay. So how come a funny personality like myself isn't working? 10 yrs, well accepted entertainer. Community and promotion involved. Help me be a winner again. I should be on the air somewhere. Let's talk, (702) 873-2593 afternoons or evenings (6-6)

2 yr morning drive man seeks new gig. Excellent production, news, sports, personality radio. Consistent motivation, references. Call PAUL at (717) 622-1596. (6-6)

Top 40/Rock announcer looking for airshift in medium or major market. PD/MD experience. Also play-by-play and 1st phone. Call TOM (419) 492-2349 anytime. (6-6)

JIM MANN, night personality for past 2 yrs at KRUX/Phoenix seeking air talent position in large or major market. Excellent references and ARB. Call (602) 934-8721. (6-6)

East Coast DJ seeking full-time position or part-time leading to full-time. Knowledge of Disco, Soul, contemporary and Jazz. Willing to relocate. Leave name and number with Cynthia Thomas before 6pm EST (202) 638-2800 (6-6)

Do you know me? No, I'm not an American Express card commercial. I'm a communicator/producer/writer/programmer/reporter, and you've heard my work from coast-to-coast at WMMR, WASH, WCBM, KABC, KNX, KJOI, KLAC and every market airing Drake-Chenault's "Weekly Top 30." Want to hear what I can do for you? Call SUSAN at (213) 821-7081 (6-6)

Ambitious, creative, experienced, single male, 22, seeks medium market Southeast Top 40 station to grow with. Strong production and presence. Call DAN (504) 895-6112. (6-6)

ROBERT RIBERI, 1978 college grad, B.S. in Communication - RTV major. Good looking, hardworking. Currently working in small market. Whenever I'm on the air I'm very "into" the music I play. I get excited about the music, and that's the feeling I want listeners to have! Personable, experienced, and good at what I do. Can handle production. Air check and resume available. Available for interview. Robert J. Riberi, Box 3403, Vail, CO 81657 (303) 476-0879 (6-6)

# THE BACK PAGE

## BREAKERS

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

### GENESIS

#### Misunderstanding (Atlantic)

65% of our reporters on it. Moves: Up 70, Same 18, Down 0, Adds 36 including WFIL, WRKO, JB105, WLS, KDWB, 13K, KOPA, WFBL, KC101, WTI, WLAC, WZZP, Y94. See Parallels, charts at number 28.

### KENNY ROGERS

#### Love The World Away (UA)

63% of our reporters on it. Moves: Up 79, Same 17, Down 1, Adds 23 including JB105, WZUU, 13K, WBEN-FM, WBLI, KBFM, WGH, WDRQ, KOFM, KZ93, WNCI, KJRB, KRUX. See Parallels, charts at number 28.

## NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-51, etc.), moved it down on their charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

**RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 103/10**, Moves: Up 71, Same 14, Down 8, Adds 10, 14Q, KLP, BJ105, WAKY, WOW, WHOT, 14WK, WANS-FM, WKXY, KOOK, WRKO 17-11, PRO-FM 30-25, WPGC 25-19, KHJ 25-21. See Parallels, charts at number 25.

**PETE TOWNSHEND "Let My Love Open The Door" (Atco) 101/46**, Moves: Up 33, Same 22, Down 0, Adds 46 including JB105, Z93, Q105, CKLW, WGCL, WOKY, KJR, WHFM, KHFI, KSTT, KTAC, WIFI 25-18, 96KX 18-12, CHUM 12-10.

**NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra) 94/1**, Moves: Up 58, Same 21, Down 14, Adds 1, KZZX, WFIL 15-12, F105 35-30, KDWB 14-9, KS95-FM 18-14, WOKY 11-9, KOPA 16-11, WOLF 17-11, WKIX 7-4, KWEN 20-15. See Parallels, moves 29-24 on National Airplay/30.

**BOZ SCAGGS "Jojo" (Columbia) 89/51**  
Moves: Up 25, Same 13, Down 0, Adds 51 including WCAO, WRKO, 94Q, KSLQ, KBEQ, WOKY, 13K, WAEB, WFMF, WOHO, Z93 29-25, KJR 17-12.

**CHRISTOPHER CROSS "Sailing" (WB) 78/35**  
Moves: Up 32, Same 11, Down 0, Adds 35 including WKBW, KRLY, Y100, WOKY, KIMN, KOPA, Q106, WJDX, WVIC, KMJK.

**JOURNEY "Walks Like A Lady" (Columbia) 77/19**  
Moves: Up 42, Same 15, Down 1, Adds 19 including Z93, WPEZ, 95SGF, WLAC, KRAV, KCPX, KENO, 96KX 28-23, Z97 20-16, KBEQ 12-5.

**TOMMY TUTONE "Angel Say No" (Columbia) 72/5**  
Moves: Up 38, Same 2, Down 0, Adds 5, PRO-FM, JB105, CHUM, WHOT, WHHY, WIFI 23-21, KWK 4-3, Y103 35-29.

**MICKEY GILLEY "Stand By Me" (Full Moon/Asylum) 69/14**  
Moves: Up 32, Same 23, Down 0, Adds 14 including KC101, WFMF, WJDX, WAKY, KLEO, WZZP, KGW, WRKO 29-26, Z93 18-15, 94Q 17-14, KDWB 21-17, KJR 13-11.

**RUPERT HOLMES "Answering Machine" (MCA) 68/6**  
Moves: Up 47, Same 14, Down 1, Adds 6, KLP, WNOE, WSKZ, Y94, KFXM, WTSN, Q105 16-14, WFBL 36-30, 96X 17-13, KRUX 12-6.

**JERMAINE JACKSON "Let's Get Serious" (Motown) 66/5**  
Moves: Up 41, Same 13, Down 7, Adds 5, BJ105, WTW, 92X, WANS-FM, KILE, KRLY 5-3, Y100 7-4, KFRC 20-13, 13K 11-9.

**RODNEY CROWELL "Ashes By Now" (WB) 62/16**  
Moves: Up 31, Same 15, Down 0, Adds 16 including KDWB, WHB, WGCL, WZUU, KJR, KIMN, 14Q, 95SGF, KJRB, KLUC, Z93 25-18.

**CHEAP TRICK "Everything Works If You Let It" (Epic) 59/8**  
Moves: Up 26, Same 25, Down 0, Adds 8, KJR, KUPD, WPEZ, KHFI, WTI, KOFM, KFXM, WIGY, WIFI 18-13, Q105 30-27, KBEQ 28-23.

**ALIVE COOPER "Clones (We're All)" (WB) 59/3**  
Moves: Up 37, Same 19, Down 0, Adds 3, KINT, WSKZ, WNCI, JB105 16-12, CHUM 23-16, WGCL 22-19, KFRC 30-25, 14Q 6-2, WERC 12-9, Y94 16-10.

**MECO "The Empire Strikes Back (Medley)" (RSO) 58/35**  
Moves: Up 12, Same 11, Down 0, Adds 35 including PRO-FM, Q105, KFRC, 13K, WBLI, WKEE, WTI, Y103, WVIC, KROY.

**S.O.S. BAND "Take Your Time (Do It Right)" (Tabu) 53/24**  
Moves: Up 23, Same 6, Down 0, Adds 24 including WNBC, WFIL, Z93, Y100, KSLQ, KRLA, WKEE, Y95, KRAV, KRLY 14-9, Q105 17-8, KHJ 12-7, 13K 26-20.

**ALI THOMSON "Take A Little Rhythm" (A&M) 52/30**  
Moves: Up 8, Same 14, Down 0, Adds 30 including 96KX, CKLW, KBEQ, KJR, WPEZ, WKBO, Y103, WQRK, WNA, KJRB.

### Others Getting Significant Action

**DIRT BAND "Make A Little Magic" (UA) 48/29**  
Moves: Up 15, Same 4, Down 0, Adds 29 including WKBW, WFIL, WCAO, CFTR, Z93, KIMN, WFMF, 92Q, WAYS, KTKT.

Radio & Records

# NATIONAL AIRPLAY/30

June 13, 1980

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

6	5	2	1	PAUL McCARTNEY/Coming Up (Columbia)
10	6	6	2	ELTON JOHN/Little Jeannie (MCA)
14	9	8	3	BILLY JOEL/It's Still Rock & Roll To Me (Columbia)
3	3	3	4	BOB SEGER/Against The Wind (Capitol)
2	2	1	5	BETTE MIDLER/The Rose (Atlantic)
4	4	4	6	ROBBIE DUPREE/Steal Away (Elektra)
1	1	5	7	AMBROSIA/Biggest Part Of Me (WB)
19	11	9	8	PURE PRAIRIE LEAGUE/Let Me Love You... (Casablanca)
8	7	7	9	LIPPS, INC./Funkytown (Casablanca)
24	15	11	10	SPINNERS/Cupid/I've Loved You For... (Atlantic)
28	17	12	11	ROCKY BURNETTE/Tired Of Toein' The Line (EMI America)
12	10	10	12	MICHAEL JACKSON/She's Out Of My Life (Epic)
-	26	15	13	MANHATTANS/Shining Star (Columbia)
27	25	17	14	OLIVIA NEWTON-JOHN/Magic (MCA)
26	23	19	15	ELECTRIC LIGHT ORCHESTRA/I'm Alive (MCA)
21	19	18	16	PAT BENATAR/We Live For Love (Chrysalis)
11	14	14	17	GARY NUMAN/Cars (Atco)
-	-	26	18	JOE WALSH/All Night Long (Full Moon/Asylum)
-	-	24	19	KIM CARNES/More Love (EMI America)
5	8	13	20	KENNY ROGERS w/KIM CARNES/Don't Fall In Love... (UA)
-	-	27	21	CAROLE KING/One Fine Day (Capitol)
-	27	25	22	BLUES BROTHERS/Gimme Some Lovin' (Atlantic)
-	-	30	23	CHARLIE DANIELS BAND/In America (Epic)
-	-	29	24	NEIL SEDAKA & DARA SEDAKA/Should've Never... (Elektra)
-	-	→	25	RAY PARKER JR. & RAYDIO/Two Places At The... (Arista)
-	-	→	26	GENESIS/Misunderstanding (Atlantic)
7	12	16	27	LINDA RONSTADT/Hurt So Bad (Asylum)
-	-	→	28	KENNY ROGERS/Love The World Away (UA)
15	20	21	29	BROTHERS JOHNSON/Stomp! (A&M)
9	13	20	30	BOZ SCAGGS/Breakdown Dead Ahead (Columbia)

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

### MOST ADDED

BOZ SCAGGS "Jojo" (Columbia)  
PETE TOWNSHEND "Let My Love Open..." (Atco)  
GENESIS "Misunderstanding" (Atlantic)  
CHRISTOPHER CROSS "Sailing" (WB)  
MECO "The Empire Strikes Back (Medley)" (RSO)

Complete Regionalized Listings on Page 28 and 29.

### HOTTEST

BILLY JOEL "It's Still Rock & Roll..." (Columbia)  
PAUL McCARTNEY "Coming Up" (Columbia)  
ELTON JOHN "Little Jeannie" (MCA)  
BOB SEGER "Against The Wind" (Capitol)  
BETTE MIDLER "The Rose" (Atlantic)

Parallel Listings Begin on Page 32.

### MANHATTAN TRANSFER "Twilight Zone/Twilight Tone" (Atlantic) 48/2

Moves: Up 29, Same 12, Down 5, Adds 2, 13K, KSTT, WABC 17-14, PRO-FM 19-15, JB105 8-5, Y100 24-18, WTI 33-26, WZZP 17-12.

### AIR SUPPLY "All Out Of Love" (Arista) 46/15

Moves: Up 23, Same 8, Down 0, Adds 15 including WCAO, KS95-FM, WOKY, WKBO, KXX106, WZZP, KMJK, KENO, WHEB, WNA.

### RICK PINETTE & OAK "King Of The Hill" (Sky's The Limit/Mercury) 44/11

Moves: Up 21, Same 12, Down 0, Adds 11 including WGCL, WZUU, WBBQ, KIOA, WSPT, WGBF, KQDI, F105 31-21, WRKO 18-13, PRO-FM 6-4.

### BENNY MARDONES "Into The Night" (Polydor) 41/16

Moves: Up 14, Same 11, Down 0, Adds 16 including 96KX, KSLQ, WGCL, KFI, KJR, KTSA, WSGN, KX104, KCPX, 94Q 30-24, WOKY 26-22.

### VAN HALEN "And The Cradle Will Rock" (WB) 40/3

Moves: Up 20, Same 15, Down 2, Adds 3, WTI, KQWB-FM, WRBR, CHUM 26-22, Z97 23-15, KWK 1-1, KJ100 30-26, Y94 20-14, KRSP 4-3.

### BLONDIE "Atomic" (Chrysalis) 40/1

Moves: Up 23, Same 15, Down 1, Adds 1, KBIM, WKBW 19-15, WIFI 26-23, PRO-FM 7-6, WGCL 18-14, WBEN-FM 21-17, WNOE 24-15, JB105 40-31.

### FRANK SINATRA "Theme From New York, New York" (Reprise) 38/2

Moves: Up 22, Same 11, Down 3, Adds 2, 13K, WOW, WKBW 17-13, WFIL 19-16, F105 29-18, JB105 20-15, KHJ 24-20.

### REO SPEEDWAGON "Time For Me To Fly" (Epic) 31/4

Moves: Up 13, Same 14, Down 0, Adds 4, WIFI, 96KX, JB105, KTKT, 94Q 18-16, KSLQ 29-17, KJ100 2-2, KCPX 28-24, KRUX 34-28.

### ERIC CLAPTON "Tulsa Time" (RSO) 27/10

Moves: Up 11, Same 6, Down 0, Adds 10, WIFI, KHFI, 92Q, KRSP, WTSN, WFBG, WCGQ, WSEZ, KWIC, KOOK, Z93 21-10, 94Q 6-4.

### GLEN CAMPBELL & RITA COOLIDGE "Somethin' Bout You Baby I Like" (Capitol) 25/2

Moves: Up 12, Same 11, Down 0, Adds 2, WCAO, WAXY, WRKO 30-24, WTI 38-35, Y103 34-30, WHEB 25-20.

### QUEEN "Play The Game" (Elektra) 24/23

Moves: Up 0, Same 1, Down 0, Adds 23 including JB105, CHUM, 94Q, KWK, KJR, WFLY, WICC, KRBE, WDRQ, KTKT.

### UTOPIA "The Very Last Time" (Bearsville/WB) 21/10

Moves: Up 8, Same 13, Down 0, Adds 0, WPST 25-24, WNOX 25-23, KERN 30-29, KRUX 37-36, WIGY 16-14, K104 27-24, KBIM 27-22.

### AVERAGE WHITE BAND "Let's Go 'Round Again" (Arista) 20/6

Moves: Up 7, Same 7, Down 0, Adds 6, WERC, WRVQ, WNA, WFLB, WANS-FM, KBIM, WBEN-FM 40-36, WFBL 37-31, KXX106 23-17, WQRK 29-22.

### KISS "Shandi" (Casablanca) 19/8

Moves: Up 6, Same 5, Down 0, Adds 8, WIFI, PRO-FM, Q105, WGCL, WGUY, WFBG, KRLC, KBIM, JB105 31-28, WSGA 32-27.

Continued on Page 35