INSIDE R&R:

Sandusky Stations Join
Transtar: The nine-station chain
is first to kick off the new Sunbelt
Communications satellite service.
Company also buys
KERE/Denver 10.18

SMN Launched Successfully: Starting in Boise
and picking up stations over the
week, the first 24-hour daily
satellite net is on the air

New AOR's For Denver And	
Houston: Doubleday's KHOW-FM	
becomes KPKE, while KSRR	
switches in Houston.	3

FCC's Sewell Foresees More Freedom For Radio:

New attitudes from Complaints &
Compliance stress prevention
Instead of punishment

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WIRE	R WY	TC	omon to	

John Wheeling Heads WTOP News, Programming:

Moves to Washing	pte	or	1	fi	C	X	n			
WCBS/New York						,				

Rodriguez, Brack Promoted At Boardwalk: Ruben Rodriguez now VP/R&B Promotion & Marketing, Steve Brack National Singles

Dave Van Dyke Named

Director.

KGON/Portland PD: Formerty with KAZY/Denver 3

Lothery To Head CBS AM Efforts



Gene Lothery

Gene Lothery, WEEI/Boston Vice President/GM, will take over as corporate VP for the CBS AM stations on September 28, succeeding Gail Trell Barker, who was previously reassigned within the radio division. CBS Radio Division President Bob Hosking said of Lothery: "I am especially pleased to have someone of Gene's strong background in station management and experience in the news, information, and play-by-play sports format to which the CBS AM stations are dedicated."

Lothery's career at CBS spans 17 years, and includes rising from its mailroom through numerous sales and TV assignments to running WEEI for the past seven years.

"I'm very excited," Lothery commented to R&R, "although part of me will remain in Boston." Lothery is a firm believer in news, talk and sports programming for AM stations; his philosophy is that even if the FCC approves AM statereo, no one will be there to use

Furthermore, Lothery says radio doesn't need a lot of services, believing that the concentration will continue to be local programming and local sales efforts.

ming and local sales efforts.

CBS AM stations other than WEEI/Boston are WCBS/New York, KNX/Los Angeles, WBBM/Chicago, WCAU/Philadelphia, KCBS/San Francisco, and KMOX/St. Louis.

WZGC Cancels Arbitron Contract

Facing a 40% rate increase from Arbitron, WZGC/Atlanta has refused to renew its contract with the ratings firm. WZGC VP/GM Bud Polacek told R&R, "Effective September 30, Z93 is no longer a subscriber to Arbitron. We will not buy their ratings and we will not sell advertising based on their ratings. Our Arbitron contract

\$10,000 REWARD OFFERED

was up for renewal and we were being hit with a 40% increase. I found that to be just unconscionable."

Polacek, who has tangled with Arbitron before, most notably last fall when the Atlanta report was reissued after Polacek discovered discrepancies which adversely affected WZGC's totals, said his decision to drop the service was purely economic. "No service is perfect, I realize that. The main reason we're dropping their services is that we vehemently disagree with their pricing pro-

Commenting on Arbitron's policy of basing its rates on a station's highest open minute advertising rate, Polacek said, "I don't think my rates should be governed by how successfully I run and market the radio station. I'm not about to tell them how to run their business. I don't think I have a right to do that, but at the same time, I'm not about to sit

WZGC/See Page 22

Vandals Topple WBBQ Tower

Shortly after 5am Tuesday morning (9-1), WBBQ/Augusta, GA's new 787-foot broadcasting tower fell to the ground with a resounding crash, awakening neighbors who immediately notified station Operations Manager Harley Drew. Damage to the custom-built tower, which was scheduled to become operational on September 15, was estimated at over \$200,000.

Drew told R&R that upon his arrival at the tower (located on Stephens Road in nearby Edgefield County, SC), he discovered that all three inch-thick steel coaxial cables running west from the tower had been severed. As a result, the tension from the cables on the opposite side of the tower pulled the upper part of the structure to the ground.

Finding tire tracks and footprints in the area, station officials summoned the Edgefield County Sheriff's Department. Despite the cooperation of the State Law Enforcement Division and the FBI (although the latter organization soon backed out of the case due to lack of manpower), the culprits have not yet been detected.

In an effort to flush out the criminals, WBBQ's owners, the Savannah Valley Broadcasting Co., are offering a \$10,000 reward for information leading to the arrest and conviction of the person or persons responsible for the tower's destruction. Along with the considerable damages, Drew estimates that the CHR-formatted station will not be able to get the rebuilt tower into operation until January next year. "When it goes back up," Drew noted, "we'll have the best tower security in America.

"(The situation) is extremely disappointing," Drew continued. "I cannot imagine what kind of mind wouldn't want to see this tower in operation."

De Castro Named Loop VP/GM

Jim De Castro has been promoted to Vice President/General Manager for Heftel's Chicago AOR WLUP, where he had been Station Manager since May. De Castro came to Chicago from Heftel's WXKS-FM/Boston, where he was General Sales Manager; he previously worked in sales at KSFO/San Francisco.

De Castro told R&R, "It's a thrill to have the opportunity to manage one of the best-known radio stations in a market like Chicago, one of the top markets in the country. I'm surrounded by good people and hope to help bring the Loop back to its place of dominance in contemporary radio. It's great to work for a corporation that will allow you to move around and will promote from within."

Duncan R&R's Video GM; Parks New Country Editor

Jim Duncan, R&R Country Editor since 1974, has been appointed General Manager of R&R Entertainment's Video Division. Associate Editor Carolyn Parks, who joined R&R in 1979 after an extensive radio careeer and has specialized in the Country format for the past 10 months, will succeed Duncan as Country Editor.

Commenting on the promotions, R&R Editor/Publisher Bob Wilson stated, "Jim's dedication



Carolyn Parks Jim Duncan

to Country radio has helped bring the format to the national prominence it enjoys today. He resigned a major market PD job seven years ago to supervise the Country section, and has reported, advised, and promoted Country radio with thoroughness and devotion. Both Jim and I feel our new Country Editor, Carolyn Parks, has exactly the same dedication and spirit, and look for even more exciting growth in the format and

"In Jim's new position he will be involved in all of our network and cable video projects, as well as overseeing the production of record company promotional videos. We're extremely happy that despite the economic condi-

DUNCAN/See Page 18

Moors Appointed VP/GM At WHN



Brian Moors

Brian Moors has been promoted to Vice President/General Manager at Mutual's WHN/New York. Moors, formerly Station Manager at the Country outlet, replaces Nick Verbitsky, who in addition to serving as a Mutual Sr. VP also supervised WHN. Verbitsky joined with WHN PD Ed Salamon and Mutual VP Frank Murphy to form the new United Stations network MOORS/See Page 18

Davis Joins Capitol Broadcasting As VP/Programming

Don Davis, currently Operations Manager of WOW/Omaha, will become the new Vice President of Programming for Capitol Broadcasting's DC101 (WWDC-FM) & WWDC/Washington on September 28. Davis succeeds Denise Oliver, who left DC101 to become Program Director of the new ABC Rock Network (R&R 8-28). Davis, whose programming background includes AOR experience at WLAV/Grand Rapids as well as air work at WLUP & WDAI/Chicago, told R&R, "DC101

is the hottest radio station in the market. There's a really good competitive challenge there which makes it very exciting."

Goff Lebhar, President of Capitol Broadcasting, commented on Davis's appointment, saying, "I interviewed many candidates for the job. I was looking for someone who, based on his enthusiasm and leadership qualities, could come in and execute the format we're in by working with all our personalities. Equally important,

DAVIS/See Page 18

"...an irreplaceable tool."

"I chose The Research Group because I have confidence in them. I have confidence first of all because they have been effective for me in the past. Secondly, because I've seen the way they operate, and I think they are very straightforward; they're honest about what they can and can't do, and they deliver what they promise."

"One of my first priorities when I came here was to affiliate The Research Group with KGB-FM because I feel very strongly that the type of information that they provide is absolutely unique, and as I said to my owner the other day, 'the greatest single advantage that his station has over its competitors in this market, is The Research Group.' "

"I think they are absolutely, without a doubt, an irreplaceable tool."

LARRY BRUCE: Operations Manager KGB-FM Radio, San Diego

In almost every field there is a company that has EARNED a reputation as the leader . . .

The Research Group

Radio's Strategic Research Team

Doubleday Denver FM Debuts AOR Format

Doubleday officially changed its Denver FM's call letters from KHOW-FM to KPKE and debuted an AOR format last week, switching from tape to live Wednesday (9-9). As KHOW-FM, the station had an Adult Contemporary format. Using the slogan "Denver's Only Real Rock," KPKE's programming has been commercial-free to date.

Doubleday VP/Programming Bob Hattrik told R&R, "We're clearly stating that ultimately we will be playing commercials. We don't want to frontload it with no commercials and let expectations fall short." Commenting more generally on the change, he said, "We no longer needed to do combo sales with the AM, since we sold KHOW to Metromedia. Also, I felt, more strongly than a year ago when we looked at the market, that there was a real vulnerability and dissatisfaction with the present rock radio here, despite its share. All stations, particularly our main competitor, were way too broad, and I felt we could DOUBLEDAY/See Page 22

Rodriguez, Brack **Promoted At Boardwalk**

Ruben Rodriguez has been promoted from East Coast VP/Promotion to VP/National R&B Promotion & Marketing at Boardwalk Entertainment. At the same time, Steve Brack has been promoted to National Singles Promotion Director; he had been National Secondary Promotion Director.

In announcing the promotion of Rodriguez, Boardwalk President Irv Biegel commented, "The move to a national vice presidency is a natural extension of Ruben's work for Boardwalk. Having worked





Ruben Rodriguez

Steve Brack

with him at Casablanca as well, I know he's one of the most talented young executives I've met. His energy is phenomenal." Boardwalk Sr. VP Scott Kranzberg added, "Ruben is both imaginative and BOARDWALK/See Page 22

WIRE & WXTZ Name Hobbs VP/GM

Jack Hobbs has been appointed Vice President/General Manager of WIRE & WXTZ/Indianapolis. He was most recently General Sales Manager at Metromedia's WNEW/New York, having been GSM at the same chain's KNEW/San Francisco and VP/GM at WRKO/Boston previously. Hobbs replaces Ivan Braiker, who departed recently for the VP/GM position at the Satellite Music Network.

Mid America Media President Reva Small stated, "We are delighted to have a person with such HOBBS/See Page 22

EXITS SOURCE PD POSITION

McGhan Heads New **Rolling Stone Syndication Division**

John McGhan, Director of Programs for NBC's Source network, has resigned that position to become Director of Rolling Stone Magazine Productions, a new division that will produce the company's existing syndicated radio shows as well as new radio,

TV, and video syndication projects.

McGhan told R&R, "The Source has been the most productive two years of my entire life. It is in extremely capable hands. This change offered me a chance to widen my horizons in other formats and media. It's going to be a fun time. We're doing a series of things with TV; interview segments for the 'Solid Gold' TV shows." McGhan added that the current "Rolling Stone Rock Revue" will now be chan-

McGHAN/See Page 22

AOR Now Stars On KSRR

KSRR ("KSTAR")/Houston changed its format from Contemporary Hit Radio to AOR Monday (9-7), segueing from a three-day history of rock & roll special to the Who's "Long Live Rock" to mark the change. The station's airstaff remains, with the exception of midday personality Mike Brady; PD Ted Carson exited a short time before the format change. KSRR will announce a new PD shortly.

Commenting on the switch away from the Country-flavored CHR format KSRR had featured for the past seven months, GM Jay Hoker told R&R, "When I came in a year ago, KILT-FM was AOR, and there was KLOL. We were kind of rocky, but more wimp rock. KRBE was rocky but not an AOR. At that time we felt there was a better opportunity as a kind of country-rock station. Since that time KILT-AM & FM and some others went Country, so we now have eight or nine Countries in the market. We felt the window was wide open for an AOR format done properly. I'm especially pleased because I have an AOR background, as a former WRIF/Detroit GM."

Hoker added that Jeff Pollack will consult the

Campbell New VP/GM At The Research Group

Larry Campbell has been named Vice President/General Manager of the Research Group, the

San Luis Obispo-based radio research company. Campbell joins the company after more than 14 years with the King Broadcasting organization in various capacities, most recently as General Manager of KING/Seattle. Prior to joining KING in 1980, he served as GM of KGW/Portland. In his new position, Campbell replaces E. Karl, who was promoted to Sr. VP of the munications (R&R 7-24).



Larry Campbell

Research Group's parent company, Sunbelt Com-

CAMPBELL/See Page 22

Wheeling To Direct News, **Programming At WTOP**

John Wheeling will become Director/News & Programming at all-News WTOP/Washington, DC September 14. Wheeling was most recently Manager/News Operations at all-News WCBS/New York; he is the second news executive to be hired away from WCBS in the past two weeks, following News Director Lou Adler, who joined WOR/New York in a similar position (R&R 8-28).

WTOP VP/GM Michael Douglas commented, "His varied experience and training at the preeminent news operation in the country qualify John un-WHEELING/See Page 22

KGON Names Van Dyke As Program Director

Dave Van Dyke has been named Program Director of KGON/Portland, replacing Jerry Ostertag, who joined KZAM/Seattle as PD two weeks ago (R&R 8-28). Van Dyke had most recently been PD of KAZY/Denver, a post he exited a month ago. Prior to KAZY, Van Dyke programmed KFWD/Dallas (now KTXQ)

Van Dyke told R&R, "There's a bunch of good people there (KGON). I'm really excited about it. I love the outdoors, and although I've had some opportunities to move back East, I prefer the Portland area. I have a lot of friends there and the station itself was quite an attraction. There's also a certain challenge involved in taking over a number one station. I've listened to KGON and I think it has the potential to do even better than it has already.

KGON General Manager Craig McCoy said, "Dave's had a great track record at both KAZY and in Dallas at KFWD. It's also significant that he was an Abrams program director, since KGON is a Superstars affiliate."

In a related development KGON Music Director Gloria Johnson has been promoted from MD to Assistant PD at the station. Van Dyke will begin his new duties at KGON on September 14.

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Analyzing ascription and morning-evening confusion and their effects on the latest books.

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DC CURRENT: **HOTLINE FROM WASHINGTON**

The latest communications news capsulized for easy reading.

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WAMO POWER IN PITTSBURGH

The longtime Black outlet finally gains a sizable white audience.

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KVI: DOUBLE STRENGTH THROUGH TALK

Golden West's Seattle station doubled its share last book concentrating on entertainment.

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Evolving approaches to the format are working for WSB/Atlanta and WLW/Cincinnati.

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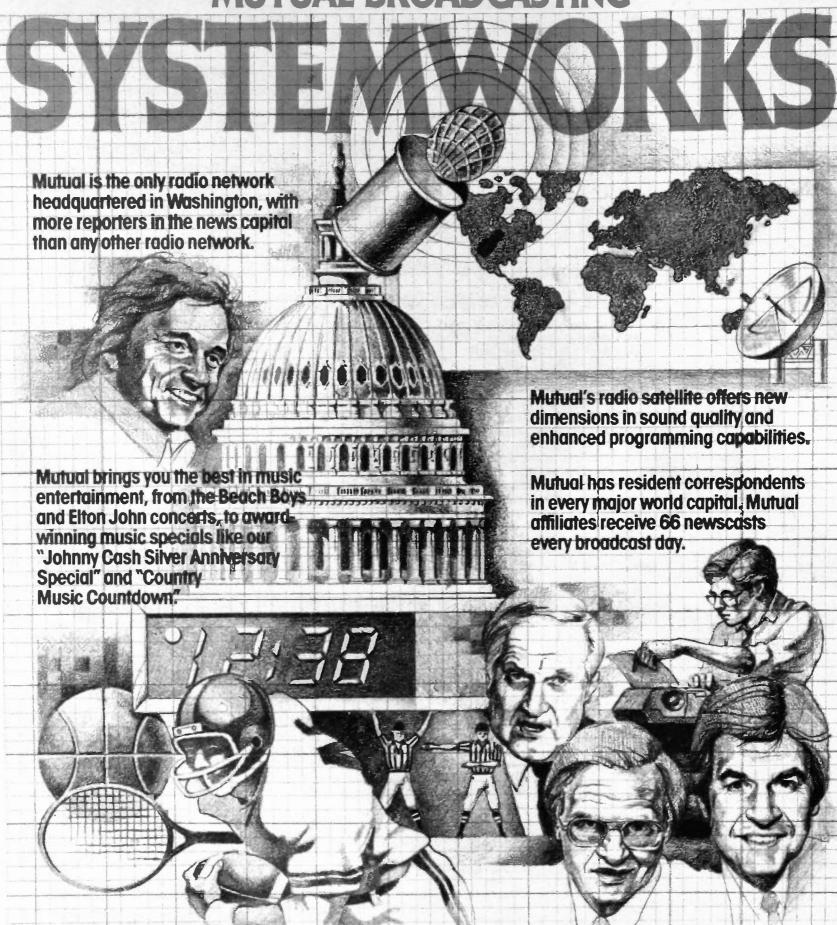
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Washington Report

D.C. Current

Radio Road To White House . . . Ex-Vice President Walter Mondale is close to deciding whether he'll launch a syndicated, daily radio commentary like the one that kept Ronald Reagan in the public eye while he was out of office. Mondale, who makes no secret of his presidential ambitions, has formed a corporation called the Progressive Perspective to test market the idea. Bob Torrecelli, Mondale's law associate and political advisor, reports "tremendous interests" among radio stations, which in some markets are reportedly fighting to win exclusive rights to the low-cost program. "I think the interest among radio people is in seeing a balance in the national debate - that having Mondale do this kind of thing might restore some kind of philosophical balance," Torrecelli told

Meanwhile, Back From The Ranch... Upon returning to Washington last weekend, President Reagan taped a brief radio Labor Day message in the Oval Office. The tape and transcript were made available "on request" to the White House press corps.

AM-FM Combo Question May Emerge From Limbo . . It looks as though the FCC may finally settle the question of whether it will ban common ownership of AM and FM stations in the same community, as proposed two years ago by the National Black Media Coalition. "I think it's something the Commission will want to act on very soon to have a definitive answer instead of continuing in limbo," Deputy Broadcast Bureau Chief Jeff Baumann told R&R. He says the Bureau is considering drawing up a discussion paper for the Commissioners, listing their options, in preparation for formal action of some kind. "When you continue to put conditions on sales and CP's for new stations without a definite policy, it's a troublesome situation, and we'd like to have it resolved," said Baumann.

Financial Reports Endangered? . . . Look for FCC action September 24 on a Further Notice of Proposed Rulemaking aimed at broadening the options for action on Form 324, the annual financial report. The original notice last year only considered making the reports more detailed. New options to be put out for public comment include abolishing or shortening the form. Although many stations dislike the paperwork involved, Form 324 has some staunch industry supporters who say the comprehensive market-by-market financial data is invaluable, especially when selling broadcast properties.

Senate To Revive Deregulation . . . Although, as reported here last week, the House Telecommunications Subcommittee is unlikely to consider radio deregulation this fall, it looks like the Senate has other ideas. An aide on the Senate Commerce Committee has told R&R that radio deregulation, which was dropped from the giant budget bill this summer, will "definitely be rejuvenated" this fall. Right now the staff is considering what form the bill will take.

Movement On Crossownership... The House Telecommunications Subcommittee will take testimony September 23 on Rep. Al Swift's year-and-a-half-old idea of making it illegal for the FCC, when considering a station's renewal, to take into account ownership of any other broadcast or newspaper properties.

RAB Clinics Begin . . . The first of the RAB's eighteen autumn "Super Sales Clinics" takes place next week (9-15) in Kansas City, MO. The schedule also includes Minneapolis (9-18), Atlanta (9-22), Cincinnati (9-24) and Pittsburgh (9-29). Each clinic will be broken into two sessions for new and advanced salespeople. RAB Senior VP Joe Vincent has announced that the clinics will be conducted by Pace Organization Chairman James Newman and Shamrock Broadcasting's Corporate Cirector of Sales Pam

Selling Against Newspapers... Seminars sponsored by the New York State Broadcasters Association (NYSBA) will kick off late this month featuring Radio Information Center President Maurie Webster. The emphasis will be on the value of broadcast advertising to local clients in comparison to newspaper advertising.

Group W Seeks Tax Relief On Boston Sale...
Westinghouse wants the FCC to grant a tax certificate, redeemable for a big capital gains tax break, on its sale of WMJX/Boston (WBZ-FM until recently) to Greater Boston Radio. The sale is eligible, Westinghouse claims, because it breaks up a grandfathered AM-FM-TV combination, furthering the Commission's diversity of ownership goals.

No New FM For Phoenix
... The last available FM frequency in the Phoenix area has been assigned to nearby Glendale, under an FCC goal of providing two local FM's to any community that appears able to support them. A competing group tried to grab the channel for Phoenix on the grounds that Glendale is a mere "bedroom community" with "no distinct complexion of its own."

60 RADIO STATIONS HIT

Black Coalition Seeks EEO Sanctions Against Suburban Stations

In a large-scale filing at the FCC last week, the National Black Media Coalition (NBMC) asked for sanctions against 60 radio stations and several television outlets for allegedly having no blacks on their staffs in communities with at least 5% black workforces.

The impetus for the filing appears to have been conversations between NBMC Chairman Pluria Marshall and FCC staffers: "I talked to a couple of people at the Commission and they said they had noticed there was a lot more laxity with suburban stations," Marshall noted. He added, "Many feel they simply don't have to address the black community's needs in programming or employment."

According to Marshall, NBMC is already actively negotiating with WMAR-FM-TV/Baltimore, one of the targeted stations, and the filings are beginning to spark angry calls from other licensees. The mass action was the third largest in NBMC's history, surpassed only by past filings against every sta-

tion in the states of Florida and Mississippi.

Petitions to deny license renewal were filed against stations in the Baltimore-Washington area. In Maryland, the stations were WAMD/Aberdeen, WYRE/Annapolis, WVOB/Bel Air, WJRO/Glen Burnie, WASA & WHDG-FM/Havre de Grace, WMAR-FM/Baltimore, WDON/Wheaton, WLMD/Laurel, WXTR AM & FM/La Plata, and WINX/Rockville. Targeted in Virginia were WPKX & WVKX-FM/Alexandria, WOHN/Herndon, and WPRW/Manassas.

Petitions to "prevent continuing violations of the Commission's EEO rules" were filed against KWOW/Pomona, CA; WNAB/Bridgeport, CT; WAMU/

Washington, DC; WKWF/ Key West, FL; WGUL & WPSO-FM/New Port Richey, FL; WTMC/Ocala, FL; WWWQ & WPFM-FM/Panama City, FL; and Illinois stations WWMM/Arlington Heights; WIBV/Belleville: WIVS & WXRD-FM/Crystal Lake; WDZ/Decatur and WFRL & WXXQ-FM/Freeport. Also hit were KLCL-AM & FM/Lake Charles, LA; WLLH & WSSH-FM/Lowell, MA; WJDA/Quincy, MA; WCRB/Waltham, MA; WPHM/Port Huron, WNRS/Saline, MI; WBRW/Somerville, NJ; WVIP-AM & FM/-Mount Kisco, NY; WFAH & WDJQ-FM/Alliance, WVNO/Mansfield, OH; WPTW/ Piqua, OH; KNOR/Norman, OK; KOCY & KXXY-FM/Oklahoma City, OK; KSEL/ Lubbock, TX; KKWK/San Antonio; WOAI/San Antonio; KCCW/ Terrell Hills, TX; WLRG/Roanoke, VA; WFMR/Milwaukee; and WRJN/Racine, WI.

STEVE SEWELL SPEAKS

Radio May Win More Freedom As Complaints Division Shrinks

Although he's the man who hands out fines and admonitions when FCC rules are broken, Steve Sewell prefers helping broadcasters stay out of trouble in the first place.

"Quite frankly, I take no glee in issuing fines and sanctions," says the Acting Chief of the Broadcast Bureau's Complaints and Compliance Division. "We would rather someone called us beforehand confessing ignorance and wanting to know what to do."



Steve Sewell

With his staff size down onethird from several years ago to 40 employees today, and with further slight cutbacks planned, Sewell looks to "unregulation" to keep the division's workload manageable. For instance, he questions why the FCC should care whether a station misrepresents survey data.

Fowler To Get Suggestions On Enforcement Changes

"One of my objectives is to provide a synopsis of every rule and policy we regularly administer, to give a thumbnail sketch of our experience with that rule, and our thoughts as to whether it should be

retained, modified, or eliminated altogether," says Sewell. He declines, however, to get into specifics on possible changes.

The bulk of broadcast complaints center on television programming and commercials, areas the FCC avoids. "I think the man in the street believes our role is to be a watchdog over program content," Sewell notes. "We try to explain that's not the case. Our role is not that of a censor." People with gripes about programming are advised to contact the station directly.

Lyrics, Contest Complaints Common

A common complaint about radio stations involves "suggestive" lyrics, which seldom concern the Commission. "If something is distasteful, that's not a basis for Commission action." He said the FCC would investigate language fitting the Supreme Court's narrow definition of indecency — "a verbal assault of four-letter words, constantly repeated in a short period, at a time when children might be present," in Sewell's words.

To avoid another frequent source of radio complaints, contest problems, Sewell advises broadcasters, "Plan it out. Sit down and think how this is going to work. Come up with rules and procedures and make sure your on-air announcers follow them. When you have a DJ who starts winging it, you're going to get into trouble."

Interestingly, the giant onemillion dollar giveaways that have become popular with stations create few headaches for Sewell's staff. The reason, he believes, is

"When you have a DJ who starts winging it, you're going to get into trouble."

that they are "generally more carefully thought out," and are conducted by stations that can afford to consult legal counsel beforehand.

One trend Sewell points to in complaints against radio stations is a decline in fraudulent billing complaints from five or six years ago. "I hope that's a result of our enforcement program that resulted in a lot more hearings on this issue."

Sewell's statement that he dislikes handing out fines seems to be borne out by the numbers. Although thousands of complaints are filed each month, fewer than 60 fines are levied each year, and most of those are for technical violations discovered by investigators for the Field Operations Bureau.



Computer Graphs Provide Visual Aid To Stations

"Fast-Grafs," a recently-developed technique for producing laser-printed computer graphic reports of a radio station's audience, finances, and other data, will soon be available from the New York City-based Radio Information Center firm.

The main advantage to "Fast-Grafs" is that they can be created directly from the computer that makes the calculations, instead of on plotting machines. Created as an extension to the firm's "Analyst" (Arbitron audience analysis) system, "Fast-Grafs" make it possible for radio station executives to view a set of several color line graphs detailing their station's programming, sales, or budgetary performance without having to first gather and analyze the data, then feed it into the plotting machine. Plus you have the benefit of looking at visual data rather than raw numbers.

initially, the "Fast-Grafs" will be available in three different sets - "Sales-Grafs," "Program-Grafs," and "Management-Grafs." Each consists of 10 or more visual charts, varying in price somewhat by market size. For further information contact Jerry French at the Radio Information Center at (212) 371-4828

UP 51% FROM 1970

One In Seven U.S. Families **Headed By Women**

Families headed by women now represent 15 percent (nearly one in seven) of all American families, according to recently-released U.S. Census Bureau statistics. Although most American families are married couples, their share is dwindling - from 87 percent of all U.S. families in 1970 to 83 percent in 1979, the latest data available. In contrast, female-headed families have increased 51 percent since 1970.

A relaxed social climate (divorce and separation becoming increasingly common) and a changing labor force are seen as the reasons for the growth in female-headed families, two-thirds of which (5.3 million) include children

"Let me see your 'eye-dee' "

A near-perfect identification system currently in prototype really puts the "eye" in identification. Said to be more accurate than either fingerprints or voiceprints. the system uses an electronic camera to identify people by bloodvessel patterns in their eyes.

According to the Computer Decisions publication, so-called 'eyeprints" are like fingerprints in that they are unique for each inbut are (quite logically) less alterable than one's finger prints or voice patterns.

under the age of 18.

While almost half a million femaleheaded families have annual incomes over \$25,000 - about as many as have a college degree - and nearly one million females heading families work in either a professional or managerial capacity, most femaleheaded families are a far cry from affluence, reflected in the 57 percent of female-headed families living in public housing projects.

Low Median Income Level

Median income for female-headed families during 1978 stood at 48 percent of the median income for U.S. families, \$8,500 versus \$17,600.

Even though the number of female family householders in professional or managerial professions has doubled since 1970 (the largest increase of any occupational group), this has not kept pace with the abovementioned 51 percent increase in the total number of female-headed familles. likewise the largest increase in this respect

Predictions are for the number of U.S. female-headed familles to top 12 million (18 percent of the total) by the end of the decade. However, population experts project that the increasing number of women working full-time will improve the economic status of these families significantly in the future

Matsushita's Robot Invites You To Shake Hands With Future

"Welcome. Let's shake hands. Wowl What a gripl" Scarcely stimulating conversation, except that the above comment came from the steely persona seen at right. Developed by the Japanese electronic giant Matsushita Electric, the 500-pound robot not only "talks" (via speech synthesis), but also sees, us-Ing a TV camera for eyes.

A series of sophisticated "Robo Sensors," capable of measuring everything from room or body temperature to gas leaks to the power of your handshake, serve as the unit's

While the particular model pictured spends its time at exhibitions and industrial fairs as a dazzling sort of company spokesmachine, other Matsushita-developed robots perform such complex tasks as arc welding and manufacturing TV sets. Now, who says robots are incapable of feeling?



Flush-Mounted Speakers Improve Mobile Music

These "Alphasonik D-3200 Flush Mount Car Speakers" are designed to accommodate those who like to combine high-quality music with mobility. Manufactured by Berkeley, CA-based Visonik Of America, the two-way system uses a critically-aligned one-inch, soft-domed, wide-dispersion tweeter and a long excursion fourinch woofer with a matched crossover. The "D-3200" also features a cast aluminum housing with a specially contoured aluminum arili.



Most importantly, each speaker requires only a three-inch diameter by one-inch deep hole for mounting on your vehicle's door, with the unit's design compensating for the tendency of a car interior to absorb high-frequency sound, resulting in an extremely dynamic, accurate car speaker. Price: \$150 per pair.

Name Brand Value Fading

What's in a name (brand)? Less and less, according to a recent Opinion Research Corporation study conducted for the Chain Store Age/General Merchandise publication. The survey found that more and more consumers, particularly young and affluent ones, are placing price ahead of brand preference when it comes to purchasing goods

Nearly half (48 percent) of the consumers surveyed said they are using more store or distributor brands than

they did two or three years ago. Similarly, another 49 percent claim to be using more generic (unbranded) products than ever before.

While the trend is viewed as a strong indicator of cost-cutting measures adopted in reaction to diminished buying power, it nevertheless points out that manufacturers must provide value along with their brand name, rather than simply rest on the laurels of familiarity.

Motion Sickness Breakthrough

If you're one of the millions of Americans who suffers from occasional motion sickness, hold on to your seat. One side effect of the U.S. space shuttle program has been the discovery of a novel method to prevent the familiar nausea brought on by prolonged loss of equilibrium.

Briefly, a thin plastic disc about the size of a dime is worn behind the ear The disc contains a drug that is released into the bloodstream over a period of three days. The prescription-required device, termed the "Transderm-V Scopolamine Therapeutic System," costs about \$2.25 per unit at your local pharmacy







E. ALVIN DAVIS NEW PD AT WSAI/CINCIN-NATI — Formerly PD at WNOE/New Orleans.



RICHARD PALMESE NAMED DIRECTOR OF NATIONAL PROMOTION FOR ARISTA.



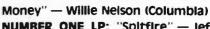
JOHN LONG RESIGNS AS PD AT WAPE/JACKSON-VILLE.



KPAS/EL PASO GOES AOR FROM GOSPEL.



NUMBER ONE FIVE YEARS AGO: "Don't Go Breaking My Heart" - Elton John & Kiki Dee (Rocket) NUMBER ONE COUNTRY: "If You've Got The



NUMBER ONE LP: "Spltfire" — Jefferson Starship (RCA/Grunt)

AMERICA'S NUMBER ONE PRODUCER/DISTRIBUTOR OF NATIONALLY SPONSORED RADIO PROGRAMS, CONCERTS & SPECIALS SALUTES ... LOS ANGELES NEW YORK

ROCK QUIZ IS:

A brand new, 60-second program with a sure fire format designed to keep your listeners *listening!*

ROCK QUIZ IS:

Guaranteed to provoke audience participation. We ask the questions. Your listeners call in their answers!

ROCK QUIZ IS:

The show that gives you free prizes for winners of every show.

And a chance to win a spectacular grand prize!

ROCK QUIZ IS:

Guaranteed to give your station exclusivity in your market.

ROCK QUIZ IS:

Hosted by Richard Neer from WNEW-FM.

ROCK QUIZ IS: WHAT RADIO NEEDS NOW.

For more information about ROCK QUIZ call: Joshua Feigenbaum (212) 838-4450

Or, return this coupon.

ROCK QUIZ is sponsored by NESTLES \$100,000 bar.

\$100,000

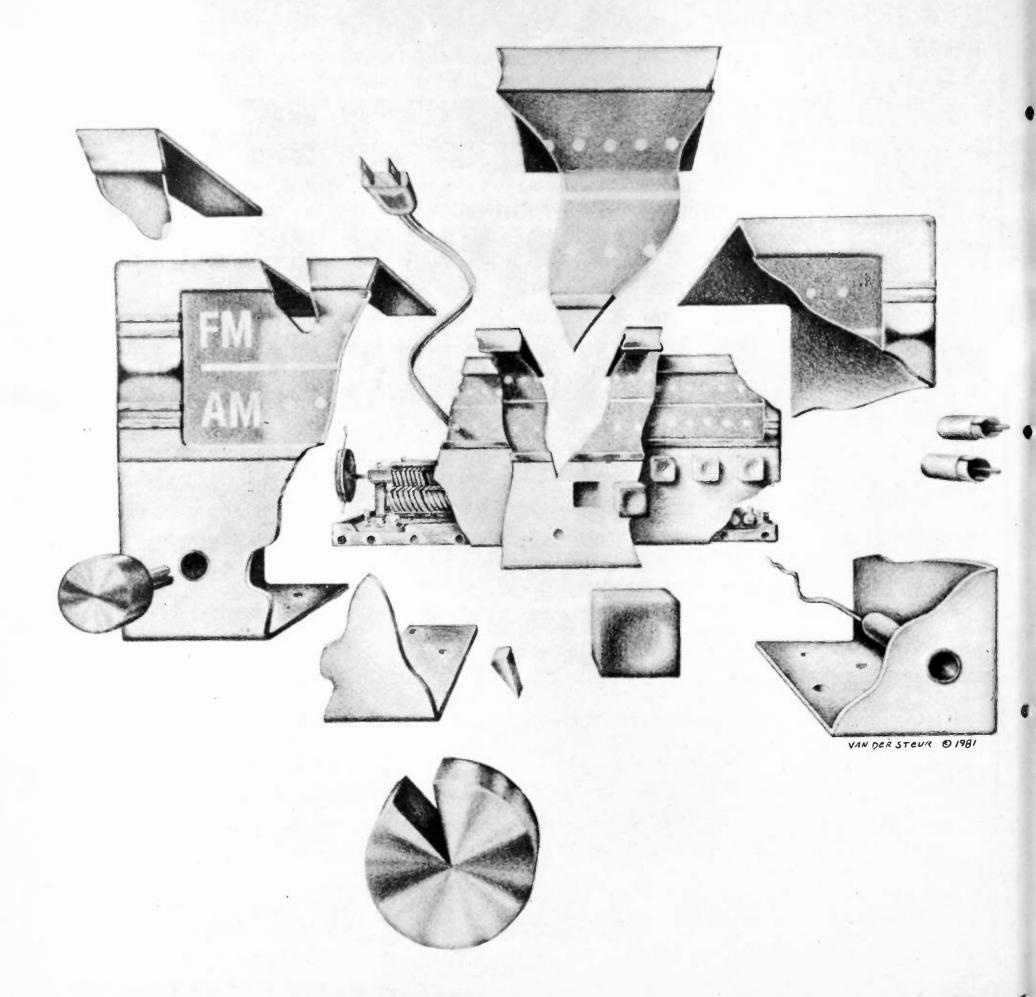
YES, I'm interested in ROCK QUIZ. Please send me more information! Just clip this coupon and mail it to: MJI Broadcasting, Inc. 231 East 51st Street New York, New York 10022 Att: Joshua Feigenbaum

Name______Station_____

Address _____

State _____Zip Code _

Radio today is fragmented.



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Radio & Records, the first and only full-service radio publication.

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We've got it all in one place... every week in Color The Industry's Newspaper

Networks/Program Suppliers

Nine Sandusky Stations Join Transtar Network

Sandusky Radio has signed its entire chain of nine radio stations to an affiliation agreement with the Transter Radio Network. Sandusky's stations are: KBPI & KERE (see story Page 3)/Denver, KJZZ & KZAM/Seattle, KDJQ & KDKB/Phoenix, KWFM/Tucson, and KSLY & KUNA/San Luis Obispo.

Commenting on the scope of the agreement, Sandusky President Toney Brooks told R&R, "Some of our stations in some of our markets will use Transtar's entertainment programming. If not 24-hours-a-day, then certainly a large portion of the day because we feel Transtar's programming is going to be very compatible with what some of our stations are currently doing.

"Now for our major market FM's," Brooks continued, "it's not going to be compatible, but we're interested not only in the entertainment programming on Transtar but the research and sales features and the lifestyle information that Transtar will be providing. It's all of these, plus the opportunities that Sandusky may have in contributing entertainment programming to Transtar, that form the nucleus of this arrangement."

Transtar President Dwight Case said, "It's a great way to start a

Also at Transtar, Ron Ruth has been named Director/Affiliate Relations. Ruth's radio experience includes stints as General Manager for WXLO/New York, WGMS/Washington, DC; WQAM/Miami, KPOI/Honolulu, and KAFY/Bakersfield.



GLOBAL SATELLITE NETLUDAK



SHADY CHARACTERS — Pictured posing behind their Foster-Grants at the conclusion of a recent "Rockline" program are (I-r) host B. Mitchel Reed and Chrysalis recording artist lan Hunter.

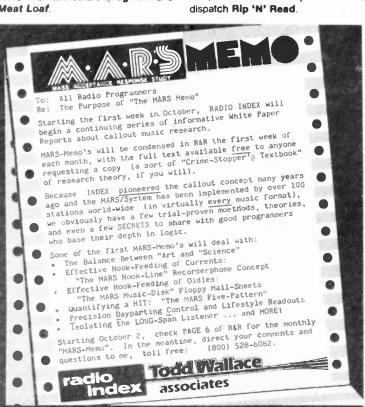
Next week's (9-14) edition of "Rockline" will feature **Greg Kihn** and Meat Loaf.



Upcoming guests for the firm's "Robert W. Morgan Special Of The Week" one-hour series for the month of September are: Elton John (5-6), Bette Midler (12-13), Crystal Gayle (19-20), and the Jefferson Starship (26-27).

Bob Rogers & Associates

The San Francisco-based **Zodiac News Service**, which provides a daily news dispatch to over 400 radio stations, has merged its operations with the **Pacific News Service/Radio**, also located in San Francisco. The latter publishes the daily radio news dispatch **Pin 'M' Paced**





Stephan Ophuljsen has been appointed Director/Network Sales for

Drake-Chenault Enterprises. Most recently, Ophuljsen was Director/Marketing Development-West for the Katz Agency.





Beginning October 3, the revamped NBC-TV series "Saturday Night Live" will be stereo-simulcast over the Source radio network. According to Chicago Sun-Times columnist Gary Deeb, the experiment will be kicked off by ad campaigns urging potential viewers to "watch 'Saturday Night Live' in your car," in hopes that the listeners will tune in on TV when they get home.

WESTWOOD ONE

Richard Kimball becomes Director/Concert Programming for Weutwood One. A 20-year veteran of the radio industry, Kimball's previous experience includes stints at KMPX and KSAN/San Francisco as well as KWST and KMET/Los Angeles.



Don McLean will kick off a weekly series of one-hour stereo music programs, entitled "Musicstar Weekend Specials," scheduled to debut on Saturday nights at 8pm over the RKO Two network. The combination music and interview programs, produced by San Francisco-based IS Inc., will feature McLean on September 5, followed by the Pcinter Sisters (9-12), and Rupert Holmes (9-19).

Radioradio

Larry Cooper becomes News Director for the newly-created Radioradio network, coming from his previous post as News Director at KCBS/San Francisco, where he was instrumental in the development of the first electronic broadcast newsroom. Prior to joining KCBS in 1971, Cooper served as News Director for WIRE/Indianapolis and KSTT/Davenport, IA as well as Program Director for the Armed Forces Network in Korea.

CBS RADIMO

Jay Adair has been named West Coast Sales Manager for the CBS Radio Network, coming from his previous post as VP/West Coast Operations for Meeker Television Inc., a position he had held for the past two years.

SMN Debuts First 24-Hour Live Satellite Net

The Satellite Music Network (SMN) kicked off the nation's first 24-hour live satellite network at 6am EDT on Monday (8-31), beaming its Country format from the uplink studios in Chicago to KBRJ/Bolse. Since then, the SMN has added new affiliates almost daily to both the Country format and its Adult/Contemporary offering.

Network Manager George Williams said that other than a few expected minor technical problems in getting started, things were going well. "We're delighted with how things are going because until you actually do it, you don't know if the formats and the technology will marry, but it has exceeded our expectations. The early results are quite favorable."

The format did go off the air Friday (9-4) for 18 minutes when the computer backup for the uplink failed and the computer took the programming off the air. The problem was promptly identified and then solved, and was not regarded as serious.



LIVE FROM NEW YORK, IT'S KELI/TULSA! — KELI/Tulsa recently became an affiliate of the CBS Radio Network, and to celebrate the marriage, gave its listeners a chance to honeymoon in New York City as KELI morning drive personality "Commander Ken" Rank broadcast his show live from the net's New York studios on Monday (8-31) and Tuesday (9-1). Pictured here along with Rank (left) is CBS News correspondent Dallas Townsend, one of the many CBS newspeople, producers and execs who dropped by to extend their well-wishes to the latest addition to the CBS family.



Peggy Solomon has been promoted to the newly-created position of Director/Broadcast Operations. An eight-year veteran of the firm, Solomon most recently held the Production Manager's post.



The Blue Oyster Cult's performance on September 20 at the Veterans' Memorial Collseum in New Haven, CT will be broadcast live to AOR stations across the country by the Boston based programming supplier.

Reps



KPKE-FM/Denver has become the latest client for the rep, bringing the total number of stations repped by the firm to 28.



Dave Tolbert has been elevated to Sales Manager for the rep's Dallas office, coming from his previous post as an account exec. Prior to joining H-R/Stone, Tolbert held sales positions with Mutual Broadcasting and KBOX/Dallas.

KLIK-KJFF/Jefferson City, MO; WMYB-WJYR/Myrtle Beach, SC; and WBMX/Chicago have signed on as client stations.



KSD-AM&FM/St. Louis and KLMS-KFMQ/Lincoln, NB have become clients of the rep.



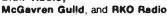
MAJOR MARKET RADIO SALES

Elaine Jenkins has been promoted to Office Manager for the rep's Dallas branch. A 12-year veteran of the firm, she most recently served as an account exec.

Torbet Radio

President/Research for the rep. Prior to joining Torbet two years ago, DeLuca, a 10-year veteran of the radio rep field, held positions with WWDJ/ New York, Blair Radio,

pointed Vice





The 10th annual CBS Radio Spot Sales seminar will be held in New York City at the St. Regis Hotel from September 14-16. Speakers for the three day event, which will be attended by the GSM's and national sales managers from the 19 stations repped by CBS Radio Spot Sales, will include Peter Dailey, Chairman/CEO of Dailey & Associates; John Lack, Exec. VP for the Warner Amex Satellite Entertainment Co.; and William Lilley III, VP for CBS/Washington.

What comes in the mail and makes you laugh?



Check out Marketplace, page 55

Recipe For A Perfect Playlist:

Add: BILLY JOEL "Say Goodbye To Hollywood"

Contents:

Say Goodbye To Hollywood (Columbia)
58% of our reporters on it. National Summary: Up 8, Debuts
21, Same 31, Down 8, Adde 52 including Q102, KEZR, KJR,
Q103, WTRY, K104, B97, WBBQ, KIOA, WMEE, KIDD,
FM103, 14WK, KILE, KFYR. See Parallels, charts at number
30. BILLY JOEL

Contents:

ATLANTA RHYTHM SECTION "Afien" (Columbia) 68/13
Moves: Up 16, Debuta 15, Same 25, Down 0, Adds 13, WKBW, WGCL.
WZUU, KFI, KFMK, WFMF, KQ94, G100, Y103, WNOX, KZ93, WNAM.
KZZP, 293 26-23, WKEE 38-30.

"Burnin' For You" KSFX 17-16

Contents: WBEN-FM add 35 KJ100 3-3 KKXX on FM103 7-6 KIMN on KERN 33-31 WPST 32-27 WKRZ-FM on KNBQ on KRLC 26-21 96KX 24-20 WKEE deb 38 KYSN on WBBQ add WIFI 28 KCPX 32-30 WSKZ add KRBE 19-15 KHFI on KXX106 on 28 KLUC 24-22 2104 add WLS 20-18 WCGQ-add-WLS-FM 20-18 WAAY on WGUY deb 35 KVOL add Y103 deb 39 95XIL 35-32 Q107 17-14 WDRQ 12 BJ105 on WSPT 28 KBEQ 9-8 KZ93 deb 18 WGCL on KIQQ 38-23-KSLY on KFRC on K104 7-4

Contents: WIFI add KRBE add

WGCL add KSET-FM add 96KX 15

WLS-FM deb 39 KJ100 on KEGL on KERN on KEGL on KQ94 on BJ105 on

WGH on

KYNO-FM deb 28

wzok on

Blend together immediately for a music mix bound to please even the most discriminating appetites.

Columbia Means Music



"I've seen more 12-hour errors this sweep than in the past."

Arbitron Procedures' Effect On Spring Ratings

With regard to the Spring '81 Arbitron ratings data, I have good news and bad news. The good news is that Arbitron made dramatic strides to improve and quicken the delivery of your books to you. Production of the 253 markets' data was approximately one-third faster than in previous spring periods. Arbitron has plans to expedite the production of ratings even further, with a goal of a

50-day production period next spring.

The bad news is that while the books were released faster than ever, the numbers in some of them may be subject to some processing problems that seem to be magnified by steps taken to get the reports out more quickly. My firm has reviewed thousands of diaries in Laurel this sweep and seen more problems than in earlier surveys. You should be aware of them. The point here is not to embarrass Arbitron — which does a competent job in the overwhelming majority of instances - but to inform you that you had better be sure the problems I'm going to describe below didn't hurt (or unnecessarily help) your spring numbers. You need the best management decision-making information in order to properly evaluate the spring returns.

Two Major Concerns

In looking through the diaries for dozens of markets, two major areas where processing problems have cropped up have been identified:

- 1. AM-PM confusion on the part of the keyentry operator at Beltsville.
- 2. The impact of the ascription technique, used to handle slogan conflict and call letter confu-

Let me detail some of the instances we've seen (without mentioning specific stations or markets to protect the injured), then discuss what you can do to make sure you mitigate the impact of any handling problems that were encountered by Arbitron.

Key-entry Errors

The key-entry operator at Beltsville is a "key" link in the process of generating your ratings. These operators sit at cathode ray tubes for hours, inputting edited diary data into the computer memory so that it may be compiled into a market's estimates. Even if the diary entries were edited correctly, the data may be misinterpreted by the key entry operator and thus end up included as incorrect data in your book.

Here's the most common example this spring. Perhaps due to the pressure to expedite report delivery, I've seen more 12-hour errors this sweep than in the past. This can occur when a respondent notes an entry such as "7am-9pm." In a small percentage of cases - but any is too many when it hurts your station - the operators have given the station credit only until 9am, not pm. Thus, a station may lose credit for 48 quarter-hours due to such an occurrence. In almost every market my staff has looked at, we've seen this type of problem. Arbitron has been very frank about admitting that these were errors and will inform the appropriate key entry operators.

Ascription Hassles

Ascription has been used increasingly by Arbitron lately to speed up handling of slogan conflicts (such as two "104's") or items involving call letter confusion (e.g., when there's a WXXX and there used to be a WXXX-FM in the same market). Rather than try callbacks to the diarykeepers involved - a time-consuming step which does not always end up crediting all the diaries - Arbitron uses a computer assignment to credit entries to one of the stations. No one actually looks at the diaries - their listening patterns, demos or ethnicity - to see what might make sense. Instead, the computer randomly assigns a number to each diary. The assigned number either falls into the range for station A or station B, and the entries in conflict in that diary are credited to the relevant

Here's how ascription dealt with instances in three major markets this spring. In case number one, there was formerly a WAAA-FM, which has since changed calls while the AM station has remained WAAA. Another station in the metro also uses calls similar to WAAA (we'll say WAAB). Whenever a respondent writes down WAAA-FM, the diary is thrown into the ascription pool for computer crediting decision. This sweep there were several diaries in which people wrote WAAA throughout the diary, but infrequently checked the FM box. That checking of the FM box was enough to throw the diaries into ascription, and the computer assigned the "FM" entries not to WAAA but to the other station with similar calls. In none of these diaries were there any entries to station WAAB, but it received cume and quarter-hour credit for 13 diaries due to the luck of the ascrip-

How does the computer develop the numerical ranges used to credit? This survey had ascription ranges developed based on 1980 in-tab, on a county basis, for each of the stations involved in the conflict or confusion. Supposedly, a station with twice as many 1980 diaries in a county would get credited with diaries assigned in the 0-65 range, while the other station would get credit for those that were assigned numbers 66-99 by the computer. It doesn't always work that way, however.

One of our clients had an advantage over the

Week In Review

Milwaukee Book To Be Reissued

Due to an incorrect listing showing WZUU-AM & FM simulcast in PM drive, Arbitron will be reissuing the Milwaukee Spring '81 report. Arbitron says the stations did not inform the ratings firm that they had suspended simulcasting. No total lines should be shown for WZUU-AM & FM in the 3-7pm daypart.

other station in conflict. However, when we pored over the diaries, we saw that the other station had in fact been given the majority of credits. We asked how this could happen and were told by Arbitron officials that while normally a station with a diary count advantage in 1980 would get the bulk of credits under ascription, it was really a random number assignment and the luck of the draw was that the machine spit out more numbers in the 66-99 range than in the 0-65 bracket. Ouch!

Slogan Conflicts

Besides the call letter confusion cases, slogan conflicts are now handled by ascription. In another major market, this caused grief. The stations in conflict are a Beautiful Music entity and a Blacktargeted property. As luck would have it ascription gave entries in four younger black diaries to the Beautiful Music station and two older non-ethnic diaries to the Black station. C'est la vie. However, if an Arbitron staffer had reviewed the listening patterns in the diaries, rather than just relying on a random computer assignment, the data in the book might have been more reliable.

Possible Remedies

There are several things that could be done to mitigate the impact of errors or procedures that might hurt your numbers. First, in order to see if your fate was affected by such vagaries, you need to have station personnel, your rep, or a firm that constantly reviews diaries look at your books.

If you discover that you were helped or hurt by Arbitron processing steps, note the impact of the situations. Only then can you look at the results of the spring book in true perspective. Of course, if the problem is serious enough, you may want to contact Arbitron about a reissue of the data. So far Seattle and St. Louis have been reissued for processing problems that led to incorrect credits.

If your station suffers from a call letter confusion problem or a slogan conflict, do everything in your power to eliminate the situation. Make Arbitron's job easier and you can have more confidence that your numbers won't be affected by Beltsville vagaries.

Finally, Arbitron might consider a remedy. If its staff in Laurel could just review the diaries in conflict or in a confusion situation - in essence verify the ascription numerical assignment to see if the computer's decision made sense given demos, listening patterns, etc., it might help. The downside is that the manual review of such diaries would take time. Are you broadcasters willing to wait a few days more for your books? It's a question you'll each have to decide.

A GM recently wanted to know, "Why is there no data for ADI (Area of Dominant Influence) in my book, yet there are ADI estimates in the local Arbitron TV ratings book?"

I believe that Arbitron only publishes ADI data for the top 50 radio markets. Since your metro is not ranked among the top 50 there will be no ADI figures — while there will always be ADI data in TV reports since the ADI geographic definition is based on TV penetration and is the major geography used in TV.

Jhan Hiber





NESTNOOD
PRESENTS
PRE

No matter how you say it the name means "Rock & Roll". Mary Turner goes off the record with Mick, Keith, Woody & Bill in an exclusive two-part super special featuring the music and comments of the Rolling Stones. Airing the weeks of September 21st and 28th on these great radio stations...

o-rtomb	er 21st and	20111 011		New York, NY	WNEW-FM Santa Fe. NM Seattle, WA WMYK Seattle, SD	KKRZ
Septemo			KOWB Latayette, LA Lateland/WHI, FL	WOPO Nortolk, VA Oklahoma City, DK Omaha, NE	KEZO South Band, IN	WAOR WCCC KDWB
	Canton OH	WWWM Fargo, NO KKRQ Frederick, MD	KBOS Lancaster, PA	WVIC Orlando, FL KEND Oxnard, CA	KOBY SI CIOUS MO	WOMP
Auron, OH	Cadar Rapids, In	WKKI Fresno, CA	WINK Lexington, KY	WKOO Philadelphia, PA	KDKB Steuberming CA	KSTN
AMARY, GA	WPYX Cabra, OH	LUCCH SA MYETS, FL	WOVY LINCOLD, ME	KKYK prosturat PA	Stockton, CA	WOWD
AIDARY, WY	Aro.	WKLC Ft. Pieros. FL.	WXKE LINE ROCK AM	SM boarrand 1 3ME)	KGON Syracusa FL	MARK
Albany, OR Alban Lea, MN	KWIXL Charleston, NC		KYTH LOS KINDS KY	WLRS Portland, OR Poughacerpsie, NY		MOT
AID URINGURIOUS TOTAL	Charles 800008, 179	KKAZ Grand Forks, NO	MCMa 1 Maria 136	Milian Blandeuca . Mi	KOAB Terre Pales	WYSP
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A marcillo TA	Months of the county of the county	WWWM Green Bay OMS NC		MCOZ DAMAN DUMAM, M	WYSP TUCSON, TE	WOUR
Anaheim, CA Anchorage, AX	WIKALI CHIVEIDING CHINGS	CO COMMINE THE	WBCY Mallourne, FL	WOIZ Reading, PA WZXR Reno, NV	KCOM NA	MCK0
Annuelon, Wil	Columbia, 30	Compatible SC	WARD Memphis, TR	WJOO Querude CA	WCMF W. Palm Beach	WOMP
Asheville, NC Ananta, GA	Commbus, MS	WILVO Greenville, SC WTBO Harrisburg, PA	WCCC Merror EL	WLPX Rockester, NY Rockford, IL	wheelng, we	KICT
AMARINE CETY, THE	WYMX Columbus, OH WBLM Cumberland, Mi	MANNOED, U	KOOKwankee Wil	KDW9 Sacramento, CA	KGON Wichita, KN Williamsport, PA	WYSP
Augusta, ME	Dellas IA	MALL HOUSE TH	WAMX Minnapoes, MN	KYLI Samm, OR	KOOM Wilmington, UR	WHSL
Date/State	WITY Ozvenport, IA	WIN7 Muntington,	Mobile, AL	KHOP CAN LAKE CITY, UT	KISS Wilmington, MA	WCO
Baltimore, MO Bangos, ME	Devenna Beach	FL KAZY Indianapolis, IN KMGK Jackson, MS	WEYY Modesto. CA Monroe. LA	KNOE San Antonio, TA	KBG-FM Yaluma, WA	WZU
Diethe Creek, mil	KZOM Dervet, CO	The second secon	WHEW-FM WE CORD	San Orașine C		WSR
Beaumont, TX Big Pine Kay, FL	Detroit Mi	KOOS Jersey City TN	WIMZ WGLU Nassau-Suffolk, NY WGLU New Brunswick, NJ	THE SAME OF THE CA	95X Youngston	
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Binghampton, MY Birmingham, AL	with 17 Et Paso, 12	WJET Kalamazoo, MO				
Bouse ID	WCOZ Erme, PA	KZEL Kansas Cry.	WXUS			

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Got the ltch? Get W/X/X



Produced by Tom Allom

SD 19307

The debut album featuring the 1st single, THE ITCH

The NBC Radio Network, which last week signed a letter of intent with Scientific Atlanta (R&R 9-4) for earth receiving stations, may be hedging its bet. Rumor has it that NBC may also have signed a letter of intent with Satcom. Since Satcom is owned by RCA, NBC's parent company, the rumor takes on a bit more meaning.

WIFI/Philadelphia has hired former WFIL morning man Don Cannon for morning drive. Don has been in Philly for several years, the last five at WFIL. And while we're in the City of Brotherly Love...what Philadelphia programmer is rumored to be returning to the South in a superbig way very soon?

STREET TALK

Scotty Brink turned in his resignation as

PD of KHOW/Denver late last week, but did not make any announcement about his im-

mediate future plans. Apparently he will remain

with the station until a suitable replacement can

mats last Friday night (9-4). John Lund &

Associates have signed on to consult the station

Agreement May Not Be Mutual

pant in Nick Verbitsky's new United Stations

24-hour Country format. Originally Mutual,

where Verbitsky had been Senior VP, was

rumored to be interested in the project, but now that United Stations has signed with American Satellite for distribution of the service, the sup-

Rumors are on the street that the RKO sta-

tions may soon have a new national program director, a post not filled since Paul Drew's

tenure ended. Originally the new group PD was

going to come from within the chain, but now

look for the appointment to go to someone not

ecutive will soon be a record executive turned

Beautiful Music syndicators Schulke and Bon-

neville over former Bonneville and current

Schulke employee Jeff Miller. It seems that

Miller, who helped program Marlin Taylor's

Bonneville format, is being touted in a Schulke

client memo as being largely responsible for Bon-

neville's success. Bonneville feels that is a bit of

an overstatement and wants Schulke to retract

the memo. Schulke says no. The next step may

Wind Is Gonna Blow

heard that WLUP/Chicago may be undergoing

future personnel changes that may affect PD

Max Floyd, who's been with the embattled AOR

join his old partner John Sebastian as a member

of John's consulting team. Steve is tendering his resignation at MTV now and will join John

soon...and he'll even get name billing with the

organization. Meanwhile, there is no truth to the

rumor floating around Washington that Sebas-

tian is going to consult WAVA.

Is there trouble brewing at the Loop? We've

Warner Amex's Steve Casey is about to re-

And speaking of Paul Drew, Street Talk hears that the programmer turned record ex-

It looks like a battle is shaping up between

currently within the RKO organization.

radio programmer again.

be toward the lawvers.

for a year now.

posed link to Mutual appears to be gone.

Don't expect Mutual to be an active partici-

but there is no PD at present.

WOAI-FM/San Antonio is the latest Country convert as the A/C station switched forDoug Sorenson is the new PD at KQRS/Minneapolis from WTPA/Harrisburg. Replacing Doug at WTPA is that station's leff Kauffman.

More Chicago shakeups as three WVON staffers were handed "walking papers" last week. Jocks John Silver, Steve Gunn and Guy Broady all left the station, with Bobby O'Jay being named "acting PD."

Across the street at WBMX, GM Kernie Anderson appointed Lee Michaels Special Assistant to the GM for Programming, a title that apparently does not mean the same thing as PD.

Business Bad? Be Creative!

It doesn't happen every day, but former KZOK/Seattle GM Norm Gregory has decided to vacate the business end for the creative side of radio. He's joined KJR/Seattle as Music Director and air personality.

Robert W. Walker has left WCKX/Tampa, where he had been PD and afternoon drive personality, to return to Y100/Miami. Scott Robbins remains at WCKX as Operations Director and former Y100 personality Ron Parker has apparently filled Walker's air slot in Tampa. This move reunites Metroplex VP Bill Tanner with his former PM-driver Walker.

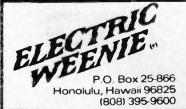
John Denver has received RCA Records' first "Premier Artist Award." What the award means is that Denver is the first artist in RCA history to achieve worldwide sales of 10 million copies of an individual album. That impressive feat was accomplished by "John Denver's Greatest Hits."

It seems that WGAY-AM & FM/Washington recently had a diary review done on their behalf which turned up some notable errors in Arbitron's spring market report. WGAY GM Ted Dorf is mulling over his next move, but since rank changes are involved in key demos and dayparts, it appears that the Beautiful Music station will press Arbitron for some relief.

Super Suits

Legal suits are flying between Motown recording artist Rick James and several concert promoters, with the money figures getting higher almost daily. James had all his band's equipment impounded by one of the offended parties in Dallas last month following his concert appearance. It may be quite a while before all this is settled.

Street Talk was sorry to hear that KLOS/Los Angeles personality B. Mitchel Reed had to be hospitalized Monday night (9-7) following a respiratory flare-up that hit him during "Rockline," the live satellite interview program he hosts. Independent record promoter Jon Scott quickly took over the broadcast while BMR was taken to Cedars Sinai hospital where he remained in intensive care at press time.



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

ROB JONES, RADIO LUXEMBOURG . . . "Tom, thanks for helping me win International Air Personality Of The Year in Billboard!!!"

Jocks...write today for free samples.



On Atlantic Records and Tapes.

€ 1981 Allantic Recording Corp **©** A Warner Communications Co

RSO RECORDS IS PROUD TO ANNOUNCE THE LONG AWAITED
RELEASE OF THE NEW SINGLE BY THE LEGENDARY

BEEFEES



"HE'S A LIAR"
THE FIRST SINGLE FROM
THEIR FORTHCOMING ALBUM

"LIVING EYES"
IR-SAMA

PRODUCED BY THE BEE GEES,
KARL RICHARDSON AND ALBHY GALUTEN



THE PICTURE PAGE

Lattisaw Square Garden



Cotilion's Stacy Lattisaw played New York's Madison Square Garden on tour with the Jecksons, and was congratulated backstage on her MSG debut by Atlantic and Cotilion executives. Pictured (I-r) are manager Buddy Allen, Atlantic/Cotilion's Bill Cureton, Atlantic Exec. VP/GM Dave Glew, Cotilion President Henry Allen, management's Steve Allen, and Atlantic VP Mark Schulman; In front, Jerry and Stacy Lattisaw.

Chicago Honors Staples



Chicago Meyor Jane Byrne presented 20th Century-Fox's Staple Singers with plaques commemorating "Chicago Salutes The Staple Singers Day." Pictured (I·r) are Cleotha Staples, Byrne, Mavis, Pops, end Yvonne Staples, and 20th Century-Fox Records President Neil Portnow.

Mercury Brings Briley To Record

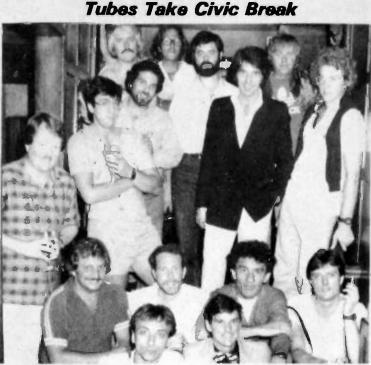


Mercury/Polygram Records has signed Mertin Briley, songwriter and former ien Hunter Band member. Briley's first album will be released this month. Pictured (i-r, seated) are Mikes' Menagement President Mike Lembo, Polygram VP Chip Teylor, Briley, Polygram's Peter Lubin, label VP Elleen Garrish, and Exec. VP/GM Bob Sherwood; (i-r, standing) management's Fae Horowitz and Polygram Sr. VP Herry Losk.

Scott-Heron Hearing In New York



Arista's Gil Scott-Haron played the Bottom Line in New York, and was joined backstage by a number of wellwishers from the label and the press. Pictured (I-r) are Arista's Milton Allen, Gerry Griffith, and Sherry Winston, Amsterdam News' Marie Moore, Scott-Heron, Arista's Linda Haynes, Arista VP Richard Smith, and Black Stars' Fred Murphy.



Capitol's Tubes were feted following their Santa Monica Civic concert recently. Pictured at the party are (I-r, standing) Capitol's Bob Hart, group's Bill Spooner, Capitol VP Dennis White, label's Bruce Garfield, Capitol VP's Dan Davis, Rupert Perry, Bruce Wendell, and Walter Lee, and group's Roger Steen; (I-r, kneeling) Capitol Group President Don Zimmermann and group's Vince Weinick, Fee Waybill, and Prairie Princa; (I-r, seated front) group's Rick Anderson and Michael Cotten.

Metal Meeting



Pictured efter the Ziegfeld Theatre in New York's premiere of "Heavy Metal" ere (I-r) Elektra/Asylum VP Bruce Lundvall, Buttermilk Sky Assoc. President Murray Deutch (music consultant to Columbia Pictures), Full Moon Records/Frontline Management President Irving Azoff, and Full Moon/Frontline VP Larry Solters.

Motown Signs Feliciano

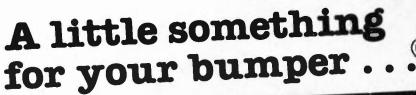


Jose Feliciano has signed with Motown Records, with a single due for Imminent release, co-produced by label foundar/Chairman Berry Gordy. Pictured at the signing are (I-r) manager Buri Hechtman, Feliciano (seated), Motown VP Lee Young Sr., and Motown President Jey Lasker.

Denver In New Jersey



RCA's John Denver played the Brendan Byrne Arene in New Jersey, and label executives greeted him after the show. Pictured (I-r) are RCA VP Jack Craigo, President Bob Summer, Denver, Spectrum Menagement President Harold Thau, and Management III President Sal Bonafede.



Stick to Marketplace, page 55

FROM THE GROUP THAT STARTED IT ALL . . . INTRODUCING THE NEW SINGLE . . . NO. 1 IN EVERY COUNTRY WHERE RELEASED . . .

VINORE STARS!

INCLUDING

Papa Was A Rolling Stone
Dance To The Music
Sugar Baby Love
Let's Go To San Francisco
A Horse With No Name
Monday, Monday
Tears Of A Clown
Stop In The Name Of Love
Cracklin' Rosie
Do Wah Diddy Diddy
The Lover's Concerto
Reach Out I'll Be There
Sounds Of Silence

Stars On 45
Performed By STARS ON

From The Soon To Be Released Album
"STARS ON LONG PLAY II".



Sandusky **Acquires KERE**

Sandusky Newspapers' Radio Division has announced the purchase of KERE/Denver from Mission Broadcasting Co. for approximately \$2.4 million. Commenting on the acquisition, Sandusky Radio President Toney Brooks, told R&R. "KERE is one of the best AM signals in Denver. We think it is a fine addition to our group and a good complement to KPBI (Sandusky's Denver FM outlet)."

Sandusky currently owns and operates KJZZ & KZAM/Seattle, KDJQ & KDKB/Phoenix, KWFM/ Tucson, KSLY & KUNA/San Luis Obispo, plus KPBI. Pending FCC approval, Sandusky should officially take over KERE around January 1, 1982.

Davis

Continued from Page 1 his position (which is unique in most major markets) would include promotion and marketing, to maximize the stations' programming. Don was the candidate who, based on his background, was exactly who I was looking for."

No replacement was immediately named for Davis at WOW.

Moors

Continued from Page 1 (R&R 8-28).

Mutual President Marty Rubenstein commented, "I'm proud that a manager with a proven track record at WHN will now take the helm. I'm pleased to welcome Brian Moors to the ranks of senior management."

Moors, who joined WHN in 1975 in retail sales and became General Sales Manager in 1979 and Station Manager in 1980, told R&R, "I've been here 64 years, and during that time I've had a few important promotions within the organization, and I'm very pleased. I'm just settling in; I have to replace Ed Salamon, who's also been here 64 years, and that's not an easy task.'

Steinberg Leaves Polygram Chairmanship

Irwin Steinberg, Chairman of Polygram Records, has left the company, according to a joint announcement last week from Steinberg and Polygram Records President David Braun. Steinberg praised the company and said he would pursue "recently offered opportunities in academia and other record-related areas."

Braun commented, "Irwin has rendered 36 years of valuable service to Polygram. We thank him for all his efforts during both the good and the difficult times. The company stands as a monument to his hard work. We wish him well."

Steinberg helped to found Mercury Records, currently a division of Polygram, in 1946, becoming its President in 1969. He was named Chairman of the Polygram Record Group on its formation in 1976, and was appointed Executive VP of Polygram Corp. in 1978. In 1980 he became Chairman of the newly-formed Polygram Record Operations organization, continuing in that position in a more advisory role when Polygram Records Inc. was created later that

Duncan

Continued from Page 1 tions that prevail nationally, there is still growth potential at R&R."

Duncan commented, "It has been a pleasure to serve the radio and record industries through my weekly column and as a section editor at R&R. The last seven years have given me a lifetime of memories. As I move on to a new and exciting challenge in the world of video entertainment, I know my many experiences will serve as a guide to continued success.'

.Parks stated, "It's a real pleasure working for a company and people who encourage personal ambition by rewarding hard work. The past two years at R&R has been a period of constant growth for me, with an even bigger challenge lying ahead as R&R's Country Editor. I'm looking forward to it eagerly.'



BRAD MESSER

Second Door On The Right?

The new person at work is fortunate to get more than a quick introduction to fellow workers, a checkout of the water fountain and bathroom, and a key to the door. At some stations that's the extent of indoctrination, and at others the new person simply spends the first few weeks as the Nameless Stranger until people can approach and make contact. Probably the exception is the dazzlingly attractive woman, whose name is known up and down the hallways within ten minutes, and who is approached by every male staffer within the first hour of her employment. (The force-fed introduction may also be standard when a stunningly handsome new male employee shows up, but I have never been a party to such a case, either second or first-hand.)

What reminded me of the varying plights of new employees was a letter from veteran Pacific Northwest journalist and News Director John Erickson, who moved to KING in Seattle a year ago from his longtime base in Portland.

John prepared a thick introductory memo for new staffers, explaining what his station's goals are, how they are to be accomplished, and who's out there listening. Station research is revealed with breakouts of demographics and rankings of listener interests. The packet contains explanations of everything from mundane daily newsroom procedures, to what happens when the bottom drops out and the newsroom adrenalin begins gushing.

In his stylebook, Erickson stresses the ideals his station endorses and the reasons for those standards. There are numerous examples of how to handle certain kinds of stories in the public interest, and the reasons for avoiding some kinds of stories.

A new employee there, in the first day or two, could get a good understanding of the sense of the station and its overall policies...instead of picking up the tempo and style of the operation through trial and error.

Many stations have stylebooks and his is a good example of quality. Some stations have no written explanations of why they do what. Heck, some stations don't even know what they do, for that matter.

However, in looking through the many pages of the KING news policy, I did not notice directions to the rest rooms. Is this an oversight, John, or do you encourage personal initiative in such matters?

CALENDAR

Henry Bliss Blitzed

MONDAY, SEPTEMBER 14: Eighty-two years ago today an obituary was printed for Henry Bliss of New York City, who the day before had stepped from a streetcar into the path of a horseless carriage. He was the first person killed

President William McKinley died on this date in 1901, eight days after an assassin shot him in Buffalo, NY. He was succeeded by Vice President Theodore Roosevelt.

Joey Heatherton is 37.

Blondie Boopadoop Is 51

TUESDAY, SEPTEMBER 15: Chic Young introduced the comic character Blondie 51 years ago (1930) as a single, dating flapper whose last name was Boopadoop. After a few years of dating the playboy son of multi-millionaire T. Bowling Burnstead, she married Dagwood and they settled down to raise their funnypaper family, which is now drawn by Chic's son Dean Young.

The swastika became Germany's national flag 46 years ago today as the 1935 Nuremburg laws became effective, depriving Jews of their human and civil rights.

Gaylord Perry is 43. Jackie Cooper is 59.

Schick's "Dry Shaver"

WEDNESDAY, SEPTEMBER 16: Inventor and manufacturer Jacob Schick created a practical mechanical pencil sharpener sixty years ago and started making moncy. The man born on this date in 1877 went on to perfect the world's first successful electric razor (1924) which made him very rich. He called it the Schick Dry Shaver.

This is the day in 1620 the Pilgrims sailed from Plymouth, England in their ship "Mayflower." There were 149 people and a flock of chickens aboard. The Atlantic crossing took just over two months.

Rosemary Casals is 33. Peter Falk is 54. Riley B. King, known to us as B.B. King, is 56.

Marriott's 5c Root Beer

THURSDAY, SEPTEMBER 17: Newlyweds John and Alice Marriott started their business lives with a nickel root beer shop in Washington, DC, in 1927. Winter froze everything including demand for cold drinks, so they borrowed recipes from the cook at the Mexican consulate, and opened the first Marriott Hot Shoppe. John Willard Marriott, who was born 81 years ago today, now heads the hotel, catering, restaurant, amusement park and steamship line that began with slowselling 5¢ root beer.

Lt. William Selfridge became the first airplane fatality 73 years ago, when a plane piloted by Orville Wright crashed

Astronaut Tom Stafford is 51. Anne Bancroft is 50. George Blanda is 54.

Tanks "Lolloping Along"

FRIDAY, SEPTEMBER 18: The first tanks were used in WWI on this date in 1916 in France. They were Renaults with aluminum pistons, twelve cylinders and just over 300 horsepower. A reporter wrote "when our soldiers first saw these strange creatures lolloping along the roads and over old battlefields, taking trenches along the way, they shouted and cheered wildly, and laughed for a day afterwards."

The New York Times went on sale 130 years ago (1851) at a penny per copy. CBS began with 16 stations in 1927. Patty Hearst was found by the FBI in 1975.

This is the final Friday of summer. Fall arrives next Tuesday.

Robert Blake is 43. Tomorrow Paul Williams will be 41.

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PACIFIC NEWS SERVICE (PNS)

Rip 'N' ReadDailyNewsDispatch/ Zodiac

Earshot TERRY MARSHALL'S DAILY INSIDER

Entertainment News For Radio

KVI: Doubling Its Impact

In May of last year, KVI/Seattle completed its switch to News/Talk. That fall the station pulled a respectable 2.4. Now, a year later, the smoke has cleared from another ratings battle, leaving KVI with a 4.8 audience share.

What happened? Every baseball fan in Seattle knows the station broadcasts live play-by-play coverage of the Mariners. So the first thought that comes to mind is the ratings are a direct result of our favorite summer pasttime, despite the strike. Certainly baseball influenced the ratings, but not to a strong degree, as VP/GM James A. Johnson explains. "I don't believe we can really say baseball had more than a fringe impact. The Mariners would have helped us in the evening/nighttime ratings. The fact of the matter is we doubled at least in every single daypart. And out of 90 days of the survey, we only had 12 afternoon drive ballgames." Instead, the 4½-year station vet credits the tighter on-air sound and advertising as being the key factors in KVI's success.

Marr Legacy

Today's cohesive programming dates back to a legacy left by former Operations Director-turned-consultant Bruce Marr. He was instrumental during the changeover and still offers advice to his alma mater. Program Director Joe Martelle carried on the tradition until his move to WJR/Detroit (R&R 8-28); Jack London now sits in the programming chair. Despite the PD changes and the fine-tuning that goes along with them, the original philosophy is still the same.

Part of that philosophy involves having fun on the air. Sometimes after a newscast, the station will use a contest of some kind as transition (i.e., what state has the youngest population?) Or on holidays, since per-

sonality Mark Savan is a history buff, there are quizzes with dinners given away if you stump the host. This is a departure from the usual hue and cry of "We're talk, we're news. Contests are for music stations." "The emphasis is on entertainment and having fun," adds Martelle. "It's all in the idea that radio is an entertainment medium; we can pass on information through the entertainment."

Johnson agrees. "It is very easy to be dry, heavy, boring, and endless with News/Talk. We really work at being the opposite and strive to make entertainment the key to our weekends." Two such features are the "KVI Radio Classifieds" and "Peter B. And The Loveline." The first show has listeners calling the talk lines and discussing with host Steve Agbaba what they want to buy, sell or trade. Well-known Seattle personality Peter B. emcees an audio matchmaking service, with listeners able to eavesdrop as two people meet and talk for the first time.

Successful Blend

That isn't to say it's all fun and games at KVI. The station works hard at maintaining the right combination of information/entertainment. And that depends a lot upon air talent. KVI's includes: Jack Morton, mornings; Mark Savan, middays; Dr. Jennifer James, middays; J Michael Kenyon, afternoons; Joe Lyons, evenings; and Larry King, overnights. In regard to the current lineup, Johnson cites Bruce's "tremendous ability to spot talent in somebody who may not even be in the broadcasting business." Two such examples are Dr. James and J Michael. A cultural anthropologist, the doctor was an instructor at the University of Washington and had done a few TV guest shots. Five days a week she helps people cope with the pressures of everyday living. J Michael draws upon his past experience as an investigative

News/Talk



sportswriter for a local paper during his lively, humorous sports show.

This programming blend has paid off. According to then-PD Martelle, the station's ideal demo is 25-54 but in this book alone, KVI doubled in adults 18+, 18-34, 18-49, 25-49 and 25-54 as well as tripling in 25-54 men. Martelle felt the gains were partly attributable to the promos announcing upcoming shows/guests which were positioned in and around the ballgames. He concurs with Johnson's earlier assessment of baseball's influence. "It wasn't so much Mariners baseball increased our numbers . . . we concentrated specific promos into those games to hook people into coming back. We wanted to maximize the new cume that came to us through the Mariners. It leads us to believe that we successfully wedged into the consciousness of the people."

As far as outside advertising goes, the station primarily used TV and busboards spotlighting the Mari-

You never heard such talk! KVI-570 Seattle

ners and an animated radio. One interesting sidenote—the ad campaign was centered principally upon the two midday personalities. Why middays versus the important AM and PM drive times? "At the time, we weren't as satisfied with our progress in drive times as we were with middays," Johnson frankly noted. "I'm a firm believer that until you have your product where you want it, you don't want to burn the listeners by saying this is the best sound." For the next sweep, the station does plan to highlight its drive time programs because now "they are where we want them to be."

Ratings After Baseball?

Despite such an impressive showing, one question remains. After all, the Mariners coverage had some effect on the ratings. So when the ump' hollers, "You're out!" for the last time until next year, does it mean KVI is out of the race as well when it comes to good ratings? Well, for one thing, the station is set to carry Notre Dame football plus the top PAC 10 game of the week. More significantly, KVI hopes to adopt those left stationless in the wake of rival KAYO's switch to Country. No matter, though. Johnson doesn't seem overly worried. "I would hope that we would do as well or better than we did with baseball because we're in a growth mode right now. Stations go through a series of modes where you change the format, start to attract listeners. That starts to snowball and you start to level out after awhile. I don't think we've quite hit that point yet."

*By the way, if you haven't guessed, the state with the youngest population is Utah.

News/Talk Personalities

ON THE MOVE: Ken Stahl has been named OM/ News Director at KDWN/Las Vegas, replacing Jack London. In other station activity, talk host Craig Parsons exits for the Program Manager slot at neighboring KUDO... Several staff additions at KFWB/Los Angeles: Paul Gonzales, Andrew Reynolds, and Mitch Waldow have all joined the reporting staff from in-house

Scott has been upped to Operations Manager. His on-air skills won't be laid to rest; he plans to host several upcoming specials . . . Bunny Abraham was recently tapped as director of the "Bernard Meltzer Show," heard daily on WOR/New York . . . While visiting Mutual's affiliate WITH/Baltimore recently, Larry King sat on the other side of the table as guest of Mayor William Schaefer. The mayor presented him with a key to the city after making him an honorary citizen . . . Congratulations to Allen Botzer, who retires after a nearly 40-year tour of duty at KNX/Los Angeles. Most recently Manager of Building Services, Allen was an announcer for several CBS radio programs including "Suspense" and "Johnny Dollar."

WANTED: WXYZ/Detroit is looking for talent. Interested parties should send resumes and one hour of unedited tape to Michael Packer, OM c/o the station. Note: The station now offers toll-free telephone lines to listeners from over 40 cities in the metro area.



WE'RE JUST HOMETOWN BOYS — While back home for a co-headlining stint at the recent Chicagofest, singer/songwriters Steve Goodman and John Prine visited WIND's Eddia Schwartz. Fans, friends, and family jammed the phone linas to say hello and reminisce about old times, including Prine's early days as a mailman. Pictured (I-r) are Steva Goodman, Eddie Schwartz, and John Prine.

WELCOME ABOARD: Effective August 26, WLCY/Tampa-St. Petersburg became a member of the News/Talk fold. Under the new call ID of WNSI, the station will be known as NEWS-1 and broadcast a mixture of total news, sports and information.

FEARLESS FLY: According to sources at KMPC/ Los Angeles, reporter Ken Beck was the first to break the news of the seemingly invincible medflies' invasion of Los Angeles County on the afternoon of August 25.

RTNDA CONVENTION UPDATE: At this week's (Sept. 10-12) RTNDA meeting in New Orleans, Senator Barry Goldwater and NBC election consultant Dick Scammon will chair the "Early Reporting of Election Results" panel. In other late developments, Larry King will be the Friday luncheon speaker and nine workshops have been added to Thursday afternoon's agenda. These workshops range from "Satellites" to "Editorials."

HAPPY BIRTHDAY: Last week, the KABC/Los Angeles Ombudsman Service celebrated 14 years of consumer aid. Nelkane Benton, Director of Community Relations and of the service, says they are "over 80 percent effective in resolving complaints." She heads a staff of two fulltime and 12 volunteers who have helped save area consumers more than \$5 million.

PROGRAMMING HIGHLIGHTS: WPBR/Palm Beach welcomes the "Tony Marvin Show" to its lineup. Featuring interviews and entertainment, the program is recorded before a live audience in the lounge of the Palm Beach Hilton. Tony Marvin's sidekick Claude Kelly and his quintet provide musical diversion. GM Everett Aspinwall adds, "We think they will provide an oasis of entertainment, information and fun" Sports Director Pat Savage announces the debut of a Sunday night sportstalk show at KNET/Palestine, TX. He says the "program is really catching on" . . . "The Sunday Sunshine Boys" with White Sox owners Jerry Reinsdorf and Eddle Einhorn began August 30 on WBBM/Chicago for a six-week run. Moderated by Sue Castorino, the almost hour-long program fields listeners calls about baseball and sports. The station is also broadcasting "Play Ball With Piersall," a two-minute feature on how to play better ball hosted by White Sox sportscaster Jimmy Piersall . . . KYW/Philadelphia recently aired a 15-part series, "Railroad Roulette: SEPTA's High Stakes Gamble." Transportation reporter Steve Butler focused upon SEPTA's proposed acquisition of Conrail passenger operations.



Joel Denver



SAVE THIS FOR REFERENCE

CHR Record Promotion Checklist

How many times have you needed the name of a contact, phone number, and/or address of a record company? At least 150 times just last week you say? Well, hang on, here's the CHR list of record company contacts.

Please keep this list, and update it yourself as needed. It will eventually be repeated, about a year from now. I hope this comes in handy from time to time, and will serve to broaden communications between your station and the record companies.

A&M Charlie Minor 1416 N. La Brea Ave. Los Angeles, CA 90028 (213) 469-2411 Rick Stone 595 Madison Ave. New York, NY 10022 (212) 826-0477

ACCORD/TOWNHOUSE Doug King 141 E. 63rd St. New York, NY 10021 (212) 838-6565

ALFA Kevin Keogh 1015 N. Fairfax Ave. Los Angeles, CA (213) 654-1100

ARISTA (inc. NOVUS, GRP, BUDDAH, SAVOY) Richard Palmese, Glen Lajeski 6 W. 57th St. New York, NY 10019 (212) 489-7400 Lana Dengrove 1888 Century Park E. Los Angeles, CA 90067 (213) 553-1777

ASSOCIATED (inc. BANG, BLUE SKY, CARIBOU, JET, KAT FAMILY, KIRSHNER, NEMPEROR, PAVILLION, PORTRAIT, PRECISION, VIRGIN, etc.) Gordon Anderson 51 W. 52nd St. New York, NY 10019 (212) 975-6700

ATCO/COTILLION/ MODERN/SWAN SONG/ ROLLING STONES Reen Naili 75 Rockefeller Plaza New York, NY 10019 (212) 484-6000

ATLANTIC (inc. MIRAGE) Vince Faraci, Sam Kaiser 75 Rockefeller Plaza New York, NY 10019 (212) 484-6000

BESERKLEY Steve Beserkley 2054 University Ave., #400 Berkeley, CA 94704 (415) 848-6701

BOARDWALK Scott Kranzberg 9884 Santa Monica Blvd. Beverly Hills, CA 90212 (213) 550-6363 CAPITOL (inc. HARVEST, CAPITOL/MSS) Bruce Wendell, Steve Meyer 1750 N. Vine St. Hollywood, CA 90028 (213) 462-6252

CHRYSALIS (inc. TAKOMA) Jack Forsythe, Janis Ross 9255 Sunset Blvd., 2nd Floor Los Angeles, CA 90069 (213) 550-0171

COLUMBIA Ed Hynes, Sheila Chlanda 51 W. 52nd St. New York, NY 10019 (212) 975-4321 George Chaltas 1801 Century Park W. Los Angeles, CA 90067 (213) 556-4895

CREAM Jack Bratel 8025 Melrose Ave. Los Angeles, CA 90046 (213) 655-0944

DREAMLAND Bert Keane 8919 Sunset Blvd. Los Angeles, CA 90069 (213) 657-8585

EPIC/PORTRAIT/ ASSOCIATED Al Gurewitz, Frank DiLeo 51 W. 52nd St. New York, NY 10019 (212) 975-4321 Michael Alhadeff 1801 Century Park W. Los Angeles, CA 90067 (213) 556-4909

EMI AMERICA/LIBERTY Dick Williams, Jack Satter 6920 Sunset Blvd. Los Angeles, CA 90069 (213) 461-9141

ELEKTRA/ASYLUM/ PLANET/SOLAR/ BESERKLEY Burt Stein, Bill Smith 962 N. La Cienega Blvd. Los Angeles, CA 90069 (213) 655-8280

FANTASY (inc. GALAXY, MILESTONE, PRESTIGE) Quincy McCoy 10th & Parker Sts. Berkeley, CA 94710 (415) 549-2500 GEFFEN Johnny Barbis 9126 Sunset Blvd. Los Angeles, CA 90069 (213) 278-9010

HANDSHAKE Joel Newman 8304 Beverly Blvd. Los Angeles, CA 90048 (213) 655-8635

IRS Michael Plen 595 Madison Ave. New York, NY 10022 (212) 826-0477

KAT FAMILY Tommy Teague, Ann Frechette 5775 Peachtree-Dunwoody Rd. NE Suite B-170 Atlanta, GA 30342 (404) 252-5800

KNOLL Mike Manocchio 405 Park Ave. New York, NY 10022 (212) 888-6162

LIFESONG Bruce Shindler 488 Madison Ave. New York, NY 10022 (212) 752-3033

MCA (inc. BACKSTREET, LAX, ROCKET) Pat Pipolo, Sandy Lifson 70 Universal Plaza Universal City, CA 91608 (213) 508-4598

MILLENNIUM Don lenner, Ken Franklin 65 E. 55th St.-Penthouse New York, NY 10022 (212) 759-3901

MIRAGE Bob Greenberg 9229 Sunset Blvd. Los Angeles, CA 90028 (213) 468-3454

MODERN Chris Nicks 10 E. 49th St.-3rd Floor New York, NY 10017 (212) 355-3905 MONTAGE Marshall Blonstein, Dave Chackler 7250 Beverly Blvd. Hollywood, CA 90036 (213) 933-7401

MOTOWN (inc. GORDY, TAMLA) Don Wright 6255 Sunset Blvd. Los Angeles, CA 90028 (213) 468-3454

PASHA Ray Anderson 5615 Melrose Ave. Los Angeles, CA 90038

POLYGRAM (inc.
CASABLANCA, DE-LITE,
MERCURY, POLYDOR,
RADAR, RIVA,
RSO, THRESHOLD, etc.)
Vince Pellegrino,
Joe Grossman
810 7th Ave.
New York, NY 10019
(212) 399-7100

PRELUDE Joe Bonner 200 W. 57th St. New York, NY 10019 (212) 974-0360

RADIO RECORDS John Schoenberger P.O. Box 9524 Ft. Lauderdale, FL 33310 (305) 565-7700

RCA (inc. GRUNT, MILLENNIUM) John Betancourt, Mike Becce 1133 Avenue of Americas New York, NY 10036 (212) 930-4000

REGENCY Ron Farber 1116 N. Cory Ave. Los Angeles, CA 90069 (213) 278-5131

RFC Bert Coleman 101 W. 55th St.-Suite 8-D New York, NY 10019 (212) 246-4352

ROBOX Mark Cooper 2215 Perimeter Park, Suite 21 Atlanta, GA 30341 (404) 451-5997 SALSOUL Billy Smith 240 Madison Ave. New York, NY 10016 (212) 889-7340

SCOTTI BROTHERS Nick Testa, Jeff Robbins 2114 Pico Blvd. Santa Monica, CA 90405 (213) 450-3193

SOLAR Tommy Zutaut 9044 Melrose Ave.-Suite 200 Los Angeles, CA 90069

STIFF
Roy Rosenberg
157 W. 57th St.
New York, NY 10019
(212) 765-3977

SWAN SONG Lauren Siciliano 444 Madison Ave. New York, NY 10022 (212) 838-3320

THIRD COAST Frank Giuliano 1911 Ridge Ave. Evanston, IL 60201 (312) 869-6290

20TH CENTURY-FOX Neil Portnoy 8544 Sunset Blvd. Los Angeles, CA 90069 (213) 657-8210

UNICORN J.J. Jordan 8615 Santa Monica Blvd. Los Angeles, CA 90069 (213) 652-2070

WARNER BROTHERS (inc. BEARSVILLE, ISLAND, QWEST, SIRE, etc.) Dave Urso, Howard Rosen 3300 Warner Blvd. Burbank, CA 91510 (213) 846-9090 Red Richards c/o WEA 5000 Lincoln Dr. Marlton, NJ 08053 (609) 596-1200





Summons You Line Summons You

Sunday Night, September 20

eed their call, and let Starfleet Blair transport you into their presence. LIVE, while it happens, via satellite from the New Haven Veterans' Memorial Coliseum. The radio ritual begins Sunday night. Be there. Check your local radio listings. Produced by Starfleet Blair, 535 Boylston Street, Boston, MA 02116.

Produced for radio by Sam Kopper and Jim Slattery. Executive Director Harriet Bellush.

Satellite delivery: WOLD communications: A Division of John Blair & Co.





FRESH AIR SUPPLY ARRIVES AT Q102 — While in Cincinnati during a recent concart appearance, Arista recording artists Air Supply stopped by the Q102 studios for an on the air interview. Shown (i-r) are Air Supply's Graham Russall, PD Jim Fox, group's Russell Hitchcock, MD Tony Galluzzo, and label rep Pete Spasoff.



FALLIN' IN LOVE IN CLEVELAND — While on a promotional tour in support of his latest EMI America album, "North Coast," Michael Stanlay stopped in at WGCL/Cleveland. Shown (I-r) are label rep Nell Lasher, Stanley, and WGCL Marketing Director Jon Anderson.

Doubleday Continued from Page 3 quickly pull the bottom end out of them and split the top end of their shares. They've since hardened up a

Hattrik concluded, "I think KPKE will do very well very quickly; we may be looking at another WLLZ (Doubleday's Detroit AOR which debuted as the city's top AOR). We do have a lot of cume building to do yet, so it won't be overnight.

Nonetheless, I think it'll happen pretty fast."

KPKE's staff includes former KAZY/Denver

personalities Garth Kemp and Alan Baxter, with Chuck Geiger, from WKLC/St. Albans, WV, as Music Director and personality. Hattrik is looking for an onair PD. He added that the station is starting a money giveaway with an unspecified amount up for grabs.

Boardwalk

Continued from Page 3 conscientious, which is an unbeatable combination." Rodriguez, who will continue to be based in New York, adds the budgeting of R&B promotions, marketing campaigns, and trade and radio advertising to his promotion responsibilities.

Kranzberg commented on Brack's promotion, citing "the great feedback radio has given us about Steve. His bright enthusiastic style has been an asset for us. He knows how to make the most of the airplay he gets, and supports it well. His potential is tremen-

Hobbs

Continued from Page 3 an outstanding background join our organization." Hobbs told R&R, "I'm just getting accustomed to the market right now, since I've only been here one week. Indianapolis is a really nice city and the people are just wonderful. This city is like a breath of fresh air. Mid America Media has got to be one of the best companies in the country; they have an excellent

reputation and they're really solid citizens."

In addition to supervising Country-formatted WIRE and Beautiful Music WXTZ, Hobbs will be responsible for the company's Network Indiana and Super Sign divisions.

Campbell

Campbell, reacting to his new appointment, told R&R, "What's exciting about the Research Group is that they are successful broadcasters in their own right and their work has earned them their position as the radio industry's leader in their field. This move provides me an opportunity to be integrally involved in working with many of the country's leading broadcasters in trying to solve some of the problems they face in the increasingly competitive environment of the 80's."

Continued from Page 3

Research Group President Bill Moyes said, "We are delighted that Larry decided to join us. He's an extremely successful broadcaster, whom we've worked with for sometime. He understands strategic research for radio and he has been very successful with its implementation. His practical experience will be of tremendous benefit to our limited roster of exclusive clients.'

Campbell's appointment is effective September

McGhan

Continued from Page 3 nelled through him, as well as "the "Continuous History Of Rock & Roll," which debuts October 3. He will continue to work on noncompetitive outside projects, including voicing the Source's "Coping With"

Source VP/GM Ellen Ambrose told R&R, "John McGhan is one of the most unique and creative individuals in the industry. We have loved having him here and will certainly miss him. We're especially pleased that he will continue his association as the voice of 'Coping With.' " Ambrose added that she has not decided whether to replace McGhan directly. She stated that Director of Program Administration George Taylor Morris continues in charge of Source concerts and longform programming, while Dan Formento directs shortform entertainment features. and Source Affiliate Consultant Frank Cody "provides extensive creative input to us as well as our affiliates. The key to maintaining our leadership position is Frank's proven ability to target programming to the evolving trends of album-oriented rock." Ambrose added that the Source will maintain its creative consultation with Lee Abrams.

Communication Graphics inc Ask how ours can be so much better at such a terrific price! TOLL FREE 1-800-331-4438 WINDOW DECALS • BUMPERSTICKERS GANNETT OUTDOOR



RICK DEES "SIGNS ON" AT KIIS-FM — Rick Dees recently returned to the air, doing mornings at KIIS-FM/Los Angeles. Promoting his return, Daes is shown in front of a mammoth biliboard acting quite excited about the whole thing.

WZGC

Continued from Page 1

here and swallow a 40% rate increase based upon an arbitrary, at best, method of pricing. They don't have a right to allow their business to make a profit based upon my success in marketing the radio station. That's just philosophically wrong. I don't know of any other business that does that." Polacek indicated that WZGC would subscribe to the Birch Report as an alternative to Arbitron.

Arbitron Radio VP/GM Mike Membrado, commenting on WZGC's decision, told R&R, "If that station was on an old fiveyear contract and is now facing the new rates, the increase is not inconsistent. The previous contract was almost a sweetheart deal and the station is just now coming up to parity with what other subscribers have been paying for years."

Lunch with Lola ... on the house?

Check out Marketplace,

page 55

Wheeling

Continued from Page 3 questionably for his new duties. John's appointment should also reaffirm our commitment to making WTOP the best all-News station it can be."

Wheeling, a 16-year radio news veteran who worked at several New Jersey stations and CBS News before joining WCBS in 1976, told R&R, "I'm very excited to have the opportunity to make WTOP a primary source of news and information for the Washington, Maryland, and Virginia area. It know that can be done, and I look forward to the opportuni-

No replacement for Wheeling has been named at **WCBS**

Coming Next Week

Two Super-Specials In One Collectible NRBA Convention Magazine



RADIO'S LINK TO THE FUTUI

Watch For It At NRBA-Miami, September 13-16, Or With Your September 18 Issue Of R&R.



ARETHA FRANKLIN

GEORGE BENSON



"LOVE ALL THE HURT AWAY" The Singers And The Single That All The Shoutin' Is About

The remarkable smash duet single from the awesome new album by Aretha, Love All The Hurt Away.

R&B-BB:19**RW:20*CB:20* POP-BB:58**RW:66*CB:60*



PARALLEL ONE PLAYLISTS

EAST



Providence

MD: Mike Waite

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MD: Sharron Brooke

MD: Sharron Brooke

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NEW TORKS PADIO STATION

WABC 77

New York PD: Jay Clark



WBEN-FM Buffalo PD: Bob Wood

MD: Roger Christian



PD: Sonny Joe White MD: Vinnie Peruzzi

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1050 chum

Toronto

PD: Jim Waters MD: Brad Jones Jim Waters

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Brad Jones

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Boston

D. W. MD: Mike Addams

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Providence

PD & MD: Gary Berkowitz

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Pittsburgh

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FM 95.5 & AM 1580

Washington, D.C. PD: Steve Kingston

MD: Jim Elliott

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WNBC New York

PD: Kevin Metheny MD: Roz Frank

MD: Roz Frank

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Buffalo

PD: Nell McGinley MD: Jon Summers

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Washington, D.C.

MD: Frank Holler

MD: Frank Holler

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WVBF-105 Boston

PD: Reg Johns MD: Tom Connelly



PD: Carlos DeJesus MD: Michael Ellis

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RICHARD D. FIELDS/Sha's GOP Paper & GR

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Philadelphia

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MD: Liz Kiley

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Houston

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SOUTH



MD: Ed McMann

Atlanta
ATLANTA'S RADIO STATION
PD. John Vound

MD: Dale O'Brien

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18 SECTION OF TH MD: Dale O'Brien

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PD: Scott Shann MD: Pat McKay

MD: Pat McKay

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Houston
PD: Michael Jones

MD: Blake Lawrence

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MD: Jeff McCartney

MD: Jeff McCartney

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KVIL Dallas

STEREO · 103 PD: Larry Dixon MD: Chuck Rhodes

On ELTON JOHN/Chine
ADM OLIVER home Days & + Disweys

MIDWEST Most Added ... Hottest

Rob Reger Kenny Rogers

Ross & Richle **Christopher Cross**

Burton Cummings

DS & HO

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

WEST Most Added ... Hottest

Billy Joel Bob Seger Marty Balin

K96/Provo, UT

GO GO'S

PABLO CRUISE 3-1

GARY WRICHT 7-4

SHFENA EASTON 8-6

CHRIS CROSS 13-10

LULU 16-12

FM103/Selt Lake City, UT

HOCK SPRINGFIELT Hottest: JOURNEY 1-1 MOODY BLUES 4-4 RGLLING STONES 10-5 DON FELDER 12-10

PARALLEL THREE

KBOZ/Bozeman, MT

BILLY JOEL CARPENTERS AIR SUPPLY COMMCDORES RICKIE LEE JONES

ROSS/RICHIE 1-1 JOURNEY 3-3 ELTON JOHN 17-11 CHRIS CROSS 19-14 ART GARFUNKEL 20-16

HOTCHE POST HOTCHE 1-1 POSS/RICHIE 1-1 JOURNEY 3-2 STEVIF NICKS 8-3 SHEENA EASTON 12-6 MOODY BLUES 18-8

JOURNEY 4-2 STEVIE NICKS 9-5 EDDIE RABBITT 16-10 ELO 15-11

KOOK/Billings, MT

STEVIE NICKS 7-2 SHEENA EASTON 8-5 ELO 10-7 CHRIS CROSS 23-18

Dennis Nichols

MIKE POST

KFXD/Boise, ID

Charlie Foxx

KCBN/Reno, NV

Greg Williams

Lorraine Winnegar

BILLY JOEL RICK SPRINGFIELD

Jim Sumpter

GO GO'S

Journey Christopher Cross Ross & Richie

MIDWEST

PARALLEL TWO

92X/Columbus, OH

DAN FOGELBERG KENNY ROUSE HOTTEST: ROSS/RICHIE 1-1 STEVIE NICKS 4-3 SHEFNA EASTON 19-8 ELO 12-9 CHRIS CROSS 20-12

KIOA/Des Moines, IA

AIR SUPPLY BURTON CUMMINGS BILLY JOEL HOTTEETE ROSS/RICHIE 1-1 FOREIGNER 3-2 STEVIE NICKS 10-4 JOURNEY 11-8 ELO 16-13

KRAV/Tulsa. OK Gary Reynolds

Hottest: ROSS/PICHIE 1-1

KZ93/Peoria IL

BOB SFGER Hottest: STEVIE NICKS 2-1 ROLLING STONES 9-5 LRB 12-6 REO SPEFDMACON 14-9 SCUEZZE 16-11

WGRD/Grand Rapids, MI

BCB SEGER Hottest: ROSS/RICHIE 1-1 JOURNFY 2-2 CCMMODORES 7-3 STEVIE NICKS 9-4 EDDIE RABBITT 17-9

WHOT/Youngstown, OH

JOURNFY 1-1 ROSS/PICHIE 7-2 SHEENA FASTON 16-9 MODEY BLUES 15-10 CHRIS CROSS 17-11

WMEE/Fort Wayne, IN John Curry

BILLY JOEL FOUR TOPS BALANCE QUINCY JONES AL JARREAU AIR SUPPLY AIR SUPPLY
HOttest:
JOURNEY 7-1
CHRIS CROSS 12-5
SHEFNA EASTON 11-8
ROLLING STONES 17-12
LRB 26-15

WNAP/Indianapolis, IN Chad Hunt

AL JARREAU Hottest: ROSS/RICHIE 2-1 EDDIE RABBITT 16-8 ROLLING STONES 15-9 CHRIS CROSS 23-15 SHEENA EASTON 29-23

WOHO/Toledo, OH Beeu Elliot

APT GARFUNKEL B EEGER
JARREAU
ttest:
65/RICHIE 1-1 EDDIE RABBITT 4-2 CHRIS CROSS G-4 RAYDIO 9-7 KFNNY ROCERS 26-13

WOW/Omehe. NB J.C. Corcoran

BILLY JOEL QUINCY JONES Kottest: ROSS/RICHIE 1-1 JOURNEY 3-2 RONNIE MILSAP 6-4 STEVIE NICKS 7-5 MOODY BLUES 8-6

WVIC/East Lansing, MI Jim St John

STACY LATTISAW MAPTY BALIN CHILLIWACK MEAT LOAF VAN STEPHENSON BILLY JOEL HOTLOBE! ROSS/PICHIE 1-1 JOURNEY 3-2 JOURNEY 3-2 SHEENA EASTON 4-3 LULU 15-7 CHRIS CROSS 20-14

KSTT/Davenport, IA **Bill Young**

AL JARREAU Hottest: JOURNEY 2-1 EDDIE RABBITT 3-3 ELO 6-5 MOODY BLUES 10-7 GARY WRIGHT 9-8

WISM/Madison, WI Barb Starr

MIRE POST FOREIGNER FOREIGNER
MARTY BALIN
STFUIE WOODS
NICKS & HENLFY (dp)
Hottest:
JOURNEY 1-1
STEVIE NICKS 2-2
CHRIS CROSS 14-10
HALL & (GATES 25-14
KENNY ROGERS 29-20

KEYN-FM/Wichits, KN Terri Springs

CARPENTERS CARPENTERS
DEVO
AIR SUPPLY
HOTTEST:
ROSS/RICHIE 1-1
STEVIE NICKS 6-5
MOODY BLUFS 14-11
CHRIS CROSS 21-14
DAN FOGELBERG 29-22

WYFM/Youngstown, OH Jeff Tobin

ROLLING STONES SHEENA FASTON MOODY BLUES CHRIS CROSS Hottest: RCSS/RICHIE 1-1 FOREIGNER 3-2 JOURNEY 8-4

WAKX/Duluth, MN Jon Armstrong

BURTON CUMMINGS BILLY JOEL Hottest: ROSS/RICHIE 1-1 JOURNEY 2-2 COMMODORES 3-3 POINTER SISTERS 4-4 ECDIE RABBITT 5-5

WNAM/Appleton-Oshkosh, W. Jay Tyler

ARS BURTON CUMMINGS BURTON CUMMINGS
QO CO'S
Hottest:
JOURNEY 2-1
STEVIE NICKS 3-2
CHRIS CROSS 15-7
LULU 20-11
KIM CARNES 22-16

WGBF/Evanaville, IN **Kevin Carpenter**

CAN FOGELBERG BOB SEGER RICK SPRINGFIELD Hottest: ROSS/RICHIE 1-1 JOURNEY 2-2 SHEENA EASTON 11-3 ELO 13-6 CHRIS CROSS 15-7

WRBR/South Bend, IN Joe Lightner

Hottest: JUICF NEWTON 1-1 ROSS/RICHIE 7-2 OAK RIDGE BOYS 3-3 MANHATTAN TRANSFF 4-4 JOURNEY 5-5

WZOK/Rockford, IL Mr. Ed

BOB SEGER JOURNEY 1-1 STEVIE NICKS D-2 MOODY BLUES 8-5 ROLLING STONES 10-6 REO SPEEDWAGON 15-13

Little Hudson

NIESEL
KENNY ROGERS
HALL & CATES
BOC
HOTCEST,
ROSS/RICHIE 1-1
JOURNEY 4-2
HODDY BILUES 6-3
ELO 7-6
ROLLING STONES 10-9

US3/South Bend, IN J.K. Dearing

ROLLING STONES HALL & OATES DAN POGELBERG Hottest: ROSE/RICHIE 1-1 JOURNEY 13-4 BEACH BOYS 15-5 ELO 26-11 CHRIS CROSS 30-23

Butcher/Dawson

BOB SEGER CUINCY JONES SILVER CONDOR BLACKFOOT BLACKFOOT HOttest: ROSS/RICHIE 1-1 JOURNEY 3-2 STEVIE NICKS 4-3 ELO 7-5 SHEENA FASTON 25-17

WLOL-FM/St. Paul. MN

KENNY ROGERS
CUINCY JONES
VAN STEPHENSON
HOTCEST:
ROSS/RICHIE 1-1
JUICE NEWTON 2-2
COMMODORES 10-5
LULU 13-7
CHRIS CROSS 20-13

PARALLEL THREE

KFYR/Bismarck, ND Dan Brannan

BILLY JOEL RCSS/RICHIE 1-1 STEVIE NICKS 3-2 ELO 4-3 BEACH BOYS 6-5 SHEENA EASTON 14-8

KKLS/Rapid City, SD Mick Kjar

BILLY JOEL TIM COODMAN BLACKFOOT BURTON CUMMINGS RICK SPRINGFIELD MARTY BALIN Hottest: GARY WRIGHT 1-1 EDDIE RABBITT 11-3 DAN FOCELBERG 23-21 ARS 27-24 DIESEL 31-28

KKRC/Sloux Falls, SD Dan Kieley

BOB SECER BURTON CUMMINGS AL JARREAU Hottest: ROSS/RICHIE 1-1 COMMODCRES 5-2 STEVIE NICKS 7-4 JOURNEY 9-5 ROLLING STONES 19-12

KKXL/Grand Forks, ND Jeff Parker

BALANCE Hottest: JOURNEY 2-1 PABLO CRUISE 3-2 STEVIE NICKS 6-3 EDDIE RABBITT 4-4 COMMODORES 5-5

Steve Werren

POINT BLANK DAN FOGELBERG DENIECE WILLIAMS BILLY SQUIER POCO DIESFL Hottest: ROSS/RICHIE 1-1 STEVIE NICKS 17-10 RICK JAMES 19-14 GO GO'S 30-27 DEVO D-30

WSPT/Stevens Point WI

Brad Fuhr BILLY JOEL
RICK SPRINGFIELD
HOTTER
ROSS/RICHIE 1-1
ELO 8-8
ROLLING STONES 9-9
EDDIE RABBITT 14-14
BALANCE 18-18

WTRU/Muskegon, MI Mike Stevens

BILLY JOEL BILLY SQUIER BURTON CUMMINGS

BURTON CUMMINGS
HOttest:
STEVIE NICKS 4-1
JOURNEY 2-2
ELO 8-5
SHEFNA EASTON 12-7
CHRIS CROSS 17-10 KDVV/Topeka, KS

Tony Stewar

BOB SEGER
BILLY JOEL
RICK SPRINGFIELD
HOTTEST 1-1
CHRIS CROSS 6-3
MOODY BLUES 10-7
DON FELDER 18-12
DAN FOGELBERG 23-16

KELO/Sloux Falls, SD Scott Maguire

KWLO/Waterloo, IA Drew Bentley

MARTY BALIN DAN FOGELBERG MARTI BALIN HOttest: STEVIE NICKS 1-1 BEACH BOYS 6-2 JOURNEY 8-3 MOODY BLUES 9-5 COMMODORES 16-6

THE FOLLOWING STATIONS DID NOT REPORT THIS WEEK:

Y100/Miami

KQDI/Great Falls

CKLW/Detroit KSRR/Houston WAYS/Charlotte WSEZ/Winston-Salem WTWR/Detroit **KOFM/Oklahoma City** WIKS/Indianapolis Yes 95/Cincinneti WNCI/Columbus KTAC/Tecome KTKT/Tucson WXLK/Rosnoke FM99/Talahassas WEAQ/Eau Claire

WEST

PARALLEL TWO

KCPX/Selt Lake City, UT Gary Waldron

AIR SUPPLY
JIM PHOTOGLO
STARS ON 45
MARTY BALIN
MICK FLEETWOOD
RICK JAMFS ROSS/RICHIE 1-1 ROSS/RICHIE 1-1 KENNY ROGERS 25-16 MIKE POST 29-23 AL JARREAU D-25 BOB SEGER D-26

KERN/Bakersfield, CA

BILLY JOEL DOLLY PARTON DOLLY PARTON COMMODORES CARL CARLTON Hottest: JOURNEY 1-1 ALABAMA 12-7 SHEENA EASTON 22-11 CHRIS CROSS 26-19 DAN FOCELBERG 35-25

KGW/Portland, OR

DAN FOGELBERG Hottest: ROSS/RICHIE 1-1 JOURNEY 6-4 SHEENA EASTON 15-10 MOODY BLUES 19-14 CHRIS CROSS 20-15

KJRB/Spokene, WA Brian Gregory

RICKIE LEE JONES BILLY SCUIER HOLLEST: ROSS/RICHIE 1-1 CHRIS CROSS 10-6 FOREICNER 13-7 HALL & CATES 22-19 ROLLING STONES D-29

KRQ/Tucson, AZ Dave Van Stone

DEVO RICK SPRINGFIELD FOUR TOPS Hottest: JOURNEY 3-1 ELO 2-2 BALANCE R-6 STEVIE NICKS 9-7 SHEENA EASTON 13-10

Y94/Freeno, CA Ray Appleton

KENNY ROGERS
HOTESET:
ROSS/RICHIE 1-1
STEVIE NICKS 8-4
MOODY BLUES 9-5
RONNIE MILBAP 13-9
KIM CARNES 14-11

KLUC/Les Vegas, NV

DIESEL
TARNEY/SPENCER BD
HALL & OATES
HOTCOST
1-1
MODDY BIJJES 12-7
CHRIS CROSS 16-10
LRB 23-18
FOREIGNER 27-21

KIOY/Fresno, CA Tom Saville

BILLY JOEL BURTON CUMMINGS FCREIGNFR Hottest: JOURNFY 2-1 EDDIE RABBITT 7-3 LULU 14-10 LRB 15-11 CHRIS CROSS 22-18

KYNO-FM/Freeno, CA Walker Davis

MARTY BALIN COMMODORES RONNIE LAWS RICK SPRINGFIELD STEVIE NICKS STEVIE NICKS
HOTTER
ROSS/RICHIE 1-1
RICK JAMES D-4
AFTERNOON DELIGHT 9-5
CARL CARLTON 17-10
ALABAMA 26-14

KZZX/Albuquerque, NM Bruce Daniele

BALANCE BOB SECER HOTLEST HOSS/FICHIE 1-1 JOURNEY 2-2 SHEENA EASTON 13-7 CHRIS CROSS 16-8 MOODY BLUES 21-12

FM102/Secremento, CA Mark Preston

ROLLING STONES
Hottest:
ROSS/RICHIE 1-1
JOURNEY 2-2
STEVIE NICKS 4-4
CHRIS CROSS 9-5
AFTERNOON DELIGHT C-20

KSPZ/Colorado Springs, CO

MOODY BLUES JOURNEY 4-1
EDDIF RABBITT 5-2
SHEENA EASTON 0-3
CHRIS CROSS 13-0
HALL 4 GATES 18-10

KYSN/Colorado Springs, CO Dan Jackson

DIESEL
MARTY BALIN
Hottest:
JOURNEY 2-1
STEVIE NICKS 3-2
MOODY BLUES 10-8
GARY WRIGHT 13-10
ROLLING STONES 17-14

KZZP/Phoenix, AZ Dave Anthony

BURTON CUMMINGS
BILLY SOUIER
HOTLEST
HOTELST
H RICK SPRINGFIELD ARS
TIM COOPMAN
Hottest:
JOURNEY 2-1
CHRIS CROSS 9-3
MOODY BLUES 15-10
DAN FOGELBERG 18-14GO CO'S 19-15 KDZA/Pueblo, CO Rip Avina BILLY JOEL AIR SUPPLY AL JARREAU GO GO'S MIKE POST

KHYT/Tucson, AZ Rich Brother Robbin

Rich Brother Robbin

LUTHER VANDROSS
BOB SEGER
RICK JAMES
CLARKE/DUKE
B.B. 6. 0. (RA)
AL JARREAU (RA)
RICKIE LEE JONES
RENE & ANGELA (RA)
HOTLESTI
CARL CARLTON 5-3
CHRIS CPOSS 10-6
DEBRA LAWS 9-7
BRICK 24-13

KIDD/Monterey, CA

ELTON JOHN BILLY JOEL BOB SEGER Hottest: FOREIGNER 2-1 FOREIGNEN 2-1 ROLLING STONES 7-5 SHEFNA EASTON 16-10 RAYDIO 15-13 RICK JAMES 19-17

KGGI/Riverside-San Bernardino, CA Bob West

HOTTEST 1-1
PICK JAMES 1-1
JOURNEY 8-2
STEVIE NICKS 10-5
SHEENA EASTON 20-10
ELO 21-12

KKXX/Bakersfield, CA Squires/DeRoo

RICK SPRINGFIELD BILLY JOEL DIESEL ROLLING STONES (dp) 22 TOP (dp) Hottest: ZZ TOP (dp)
Hottest:
ROSS/RICHIE 1-1
CHRIS CROSS 13-4
ROLLING STONES 14-7
LRB 18-13
HALL 4 OATES 22-16

KNBQ/Tecome, WA Beeu Roberts

FOREIGNER COMMODORES AIR SUPPLY BILLY SQUIER Hottest: ROSS/RICHIE 1-1 JOURNEY 5-2 JOURNEY 5-2 DON FELDER 14-8 ROLLING STONES 17-11 DEVO D-26

Steven Alan MacKelvie

AIR SUPPLY BOB EEGER MARTY BALIN KENNY ROGERS CHILLIWACK COMMODORES
RODNEY CROWELL
Hottest:
ROSS/RICHIE 1-1 STEVIE NICKS 2-2 DON PELCER 6-3 SHEENA EASTON 8-4 CHRIS CROSS 15-7

KSLY/Sen Luis Obiapo, CA Don Potter

AL JARREAU BOB SEGER RICK SPRINGFIFLD DEVO CARL CARLTON FRANKLIN & BENSON Hottest: JOURNEY 2-1 ELO 11-4 CHRIS CROSS 12-9 ROLLING ETONES 15-11 LRB 20-13

KENI/Anchorage, AK Randy Robbins

MIKE POST
ROGER VOLDOURIS
BILLY JOEL
DIESEL
BURTON CUMMINGS
HOTCOST
LO 1-1
JOURNEY 2-2
STEVIE NICKS 3-3
SHEENA EASTON 10-8
CHRIS CROSS 11-9

KYYA/Billings, MT

DIESEL DIESEL
BILLY SOUIER
RICK SPRINGFIELD
TARNEY/SPENCER BD
HOTTER BD
H

KATI/Casper, WY Donna Foxus

ZZ TOP
BILLY JOEL
RICK SPRINGFIELD
DIESEL
HOTTER:
SHEENA FASTON 4-1
BEACH BOYS 12-7
ROLLING STONFS 16-13
SILVER CONDOR 19-16
AFTERNOON DELIGHT 27-19 AIR SUPPLY
MIKE POST
AL JARREAU
BILLY JOEL
RICK SPRINGFIELD (dp)
HOTESET:
ROSS/RICHIE 1-1
JOURNEY 4-2

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

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

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

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



DENOTES FIRST WEEK IN PARALLELS.

206 REPORTS 207 LAST WEEK

JOHN DOE
"Hit Song" (Anylabel)
LP: Hit Song National Regional 100/25 Reach E 33% M 21% S 56% W 19% Summary Up 51 Debuts 20 Same 24 Down 0 Adda 25

EXAMPLE

100/25 — 100 CHR reporting stations on it this week including 28 new adds.

44% — Percentage of this weeks reporters playing it.

Regional Reach — Percentage of reporters playing the song within each region.

National Summary

Up 31 — Number of stations moving if up on the charts,

on the charts.

Debuta 20 — Number of stations debuting the song this week.

Same 25 — Number of stations reporting no movement this week. [On to On, Add to On, 31:31.

etc }

Down 0 — Number of stations moving it down on their charts.

Adds 25 — Total number of stations adding it this week.



AFTERNOON D General Hospi	
59/1	29% National
Reg Lone	Summery
Beech	UP 23
E 419	PABUTS
5 2C4 MA	BANT 25
P 91	
a 37a	ACCE

P1	P2	FM103 d-20
		KMB0 30-23
BART	BART	#598 20-23
		ECP1 17-24
WPTU 22-24	W907 17-23	EHTT 13-32
WIP1 2-3	MALA 5-3	P3
1105 15-15	WTION 21-16	1 2
WICHSITH 8-6	EC101 15-15	
PRO-PH 3-3	MAES 26-20	BAST
J#105 10-10		
MHGC 25-19	BOLTH	MJBC on
CKGM 30-39		MOUY 6-4
	RELP 11-5	MACE 10-9
BOUTH	R1WT 14-10	WLAN 29-26
G105 7-13	RBPH 25-22 WT1# 35-34	W16Y 16-13
MCRX 6-8	SPEL on	WHEB 24-21
no non m-w	60% on	14MK 11-11
MICHIGANIE	SECTION 7-16	
	MECH on	BOUTH
MHB on	V103 23-20	WFLB 15-8
MCCF 18-18	BJ105 14-14	WEEY 10-21
	C#101 18-16	Medi 10-51
WEST	MBRQ on	NUCLEUS
	MR.JS 19-19	
REARTH .	MCBC 33-30	WTAU on
RHEA 22-16	MOWNEY	
RPBC 15-10	-	6/9871
MA on	2104 21-12	1
mar cal	11.00	RELY on
	OFFICE T	KDEA 13-1
		EAT1 27-1
	E3310FH 9-5	#00# on
		1 .

LP: Feels	So Right	
9#qione) Beach E 438 5 551 F 678 N 359	94/0 N&A	48% Nationa Surway UP 3 DIBUTS SAME 3 DOME 2 ACDS

MAT Mem 19-22 MCAC 7-14 SIND 3-1-1 SIND 3-1-1 SIND 3-1-1 SIND 3-1-1 MCAT 19-12 MCAC 7-14 SIND 3-1-1 MCAT 19-12 MCAC 7-14 SIND 3-1-1 MCAT 19-12 MCAT	P1	BOLTH	P3
MAT	-	829+9 7-7	
Mark 19-22 Mark 19-23 Mar	AART .		
Map 19-22			EART
MGAC 7-14	MRRM 19-22		W 100 20-26
PLOS 10-10 SALE 14-12 SAL	MCAC 7-14		
MOD 12-11			
PRO-PR 12-12 NECC 17-14 NECC 17-15 NEGC			
March Marc			
BOUTH THE STATE SOUTH THE STATE SOUTH THE STATE SOUTH THE STATE STAT			
### BOATH #### PTIL 7-7 ##### PTIL 7-7 ###### PTIL 7-7 ##################################	MPGC 17-14		13PEA 16-12
NYIL 3-7 PROD 3-1 PRO			
NOTE 1-7	BOUTH		BOUTH
193 5-2 194 3-1 194 3-1 194 3-1 195 3-2 195 3-	BW11 7-7		MANY Ple And
140 3-1 MEDIUMENT MULTI-15-15 MUNT 17-15 MUNT 17-16 MUNT 17-16 MUNT 17-16 MUNT 17-16 MUNT 17-16 MUNT 17-17 MUNT 17-1			
STATE STAT			
WOOD 19-12 WCO 19-12			
Market M	CONTRACTOR TO		MC00 15-12
MADPR 4-C MADP 4-C MADPR			
MON 1-1-1			
### MINITED 23-23 ### MINITED		-100	
WORD 15-14 WYLC 17-15 WIND 17-16 WIND		MIDWIST	
### ### #### #### ####################			
REGO 0-11 RIGH 10-12 REAL 13-26 REVE 25-25 REAL 10-16-22 REVE 25-25 R	mOstă 12-14		SPUP 6-4
RIGO d=11 RYX 35-29 RAY 10-10 RYX 15-29 RAY 10-10 RYY 15-20 RYY 15-20 RY 15	NAME OF TAXABLE PARTY.		Administrative Total
RAD 10-10			
EYYE 25-25 and TUTPE 25-22 and TUTPE 25-23 and	E100 4-11		BEER 15-21
ART			
MARY 32-31 SELECT 1-23 SELECT 21-23 SELECT 2			FELO 4-10
# MILE 4-5 WIGHT 14-9 WIGHT 13-12 WIGHT 13	IND PA 24-21		
MNOT 23-22 WHEN 1979-9-17 MNOT 23-12 WHEN 1979-9-17 MNOT 23-17 NTOFF 36-14 NTO			
#### #################################	122.1	WCHO 14-9	WTSU on
### 9-17 WWIT R281 79-27 RC81 79-27 RC81 79-27 RC81 79-27 RC81 79-27 RC81		MHOT 23-32	107007
WPDP 9-17 REBM 12-7 REBM 12-7 RDE 10-22 RDE 11-11 RDE	CART		1
MBBR 23-17 MEDIA 10-29 MDIA 10-29 MD			
######################################	WF8: 9-17	REPA 12-7	
EC101 29-29 ESPE 10-17 EFED 25-23 0104 cm ECFW 12-21 ERIC 11-11		#YHOPH 26-14	
0104 cm RCFW 12-21 RRLC 11-11			
WHYN 15-16 KC19 12-21			
			BRIA 11 -11
	140 11-11	FEER 15-14	

Straight	BROTHERS From The (Of The Road	
Regional 88 8each 8 254 8 598 H 768 H 425	/0 43	Mational Businary UP 44 DEBUTS 5 BAST 39 COMM 0 ADDS 0
	BINT On	
PI	RNF1 on	P3
	HBFH 28-27 WT1E 20-14	
LAUT	FEEL G-20	EAST
(BJD) FN 31-30	WPHP 19-14	
171 d-30	EQ94 23+22 ELAZ 35+33	MODA 36-58 M180 3-5
HERE 21-18	KXX106 25-22	WFPG 27-27
107 20-18	WBGN 24-24	1 4MK on
OP STE	MAAY 0-29	MC10 27-26
no MUN	MANA 56-54	95X1L 0-33
IOUTH	9103 31-28 BJ108 on	
	MBBO 25-23	BOUTH
193 21-10	PH100 9-9	2102 17-17
HG 19-17	101A (CPH 21 = 1.9	95807 on
mpw181	MBES 33-30	MACX 50-50
	MUN1 50-18	WEGQ 27-25 WISE 27-24
BEG 25-25	MBC1 20-29	WFLD 31-20
WGCL on	MPVG 18-16	MAMBPH 20-18
		WKKY 19-19
PERM	MINDWEST	RILE 24-23
OF L on	MAIC 33-31	ROTE 19-19 ROTEPH 20-17
138 on	#ATY 4-29	EVOL 24-23
TYY 28-27	#193 on	
EPLE 31-32	W15H 24-23	MIDWEST
KIMA on 0103 on	E104 16-14	
	WGBF 30-28 WOW on	HKBC 23-19
P2	92% on	HSPT 27-27
-	WEST	WEST
LAST	WEG!	
	KERN 32-32	KCBH 38-36
B104 15-19	810D 27-25	ADEA on
93FLY on MPST 21-19	KNBQ on	KAT1 38-36
NREEFH OF	EARM 30-30	KAAV 33-33
MEER 24-10	R96 24-22	SUPED on
	IDEC on	##&C 27-25

68/13		33% Mations
f 199		DENUTS 1
N 76 %	NAA	DOMN 1
		ADD 6
-	" IOUP 1 4-21	-
PI	WPN7 0	P3
	KQ94 a	
BART	KLA1 6-34	
	KXX106 on	BAST
MITTEN a	G100 a-39	MECE 38-30
WIP1 on	MAAY 29-24	WTSH 26-16
CHUM on	MANY ON Y103 a-40	13FFA d-26
	WBBO on	LAWK OR
BOLTH	MHAKEN on	NC 18 on
	WEIGE on	
KRBF on	MOR4 35-31	BOUTH
293 26-23 940 d-29	MRJE on	
A46 0-34	MNO E a	MHRYFH on
MIDWING!	MBC Y on	955GP d-30
	MCSC 27-24	MPOX on
F8F0 18-18	MR VD OR	MC00 4-28
WOCL 4	WVLK 4-28	MISE on
WEUU a		WFLB d-33
	MICHIEST	MANSPM on BILE d-39
WHET	-1-1	BOLZEN d-
	ETOA on EZ93 o	MULLEN U.
KPI a	WZOF on	MARCHITET?
KEER 18-16	WISH 26-25	
FPL2 on	2104 cm	BKLS 27-2-
FPEZ ON	MNAH A	WSPT on
200		MTRU on
P2	97887	
		TREBT
BART	FIOY 21-20	
-	BLUC 26-23	KEM1 9-38
WFEF 18-10	REEP 4-30	KELY d-24
		FCBN d-40
BOUTH		FAT: 34-3 FBOZ d-27
		EYYA 4-29
KPHR a		KFMD on
9	1	EREC 10-2

REGL 27-20

LP: Quinella

ATLANTA RHYTHM... Allen (Columbia)



6 429 M 99 W 359	NSA	DOWN ADDS
PI	80UTH	KYEN a
	RPER A	ECPE a
	RINT a	
BAST	FMF L d=2B	P3
	KBFH 0	
MIPI A	REFL .	
MCAO a	FLAT 4	BAST
	MERC de 27	
BOLTH	MSGN on	MFBC a
	MAAY on #J105 on	MC 14 P
273 a	MBBC 0	801/714
940 on	WCR1 on	
	WFJE on	MPC3 on
THE WORLD	MINO'S B	MCGG +
	MMCY on	MESP A
OFFICE T	WCSC d-30	MTIN a
	WCH on	RVOL a
#100 a	WGPH 6 WARY 22-19	AMEDIWANT
KPPC a	WVLR 4	
RAAN *	WORK "	KKL6 a
Q103 a	###CPW7087	KWLO a
RCPA a		
	RATC .	WEST
P2	W2684 m	1
-		FEMI on
	SPRET	#BDE d-38
BAST	KERN 40-18	F-008 e
	KYBOFH a	TREC a
индин а	E10A 4-35	
MTSY 4		
RC101 on		
WEEF 4-35		

Regional Search 2 939 8 938 8 628 W 725	39/4 6	17% Hatique,) Formery UP 84
31 629	20	DEBUTS 14 BARF 33
	49	DIDNO 8 ADD 9 4
9	VI00 4-29	PSSF 10-0 RFQ 0-6 SMYT J0-17 FSSS A
MIDS 12-15	PEGE 21-19 PTER on	P3
wnemph 17-14 w1F1 6-27	NY 1 21-16 NY 1 24-22	SAST .
PERS 7-12 MERO 10-14 7109 27-27 JP105 33-11	MYMF d=17 HQ96 10+23 BLAS on	WJ8Q 19-33 WGUY 22-37 MAC'S 23-20
90VIH	WJD# a W##C 24-3# MBQH 31-23 G100 25-31	WLAH 4-14
PBST 18-17 193 29-37 940 25-31	Vi01 32-29	WTSH ON 13FFA 30-24 WFRG 30-28
94Q 28-33 Q105 23-23 MC30 on	03105 10-31 CH101 27-25 WBBO 28-20	14MP 16-13 MCID 32-22 95:1L 10-15
MOWORY	FM100 21-21 FE104 24-22 WAARF 21-20	воити
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MIRC LI-12 WIRC LI-12 WIRT S-19 WIRT	MARE 11-13 GIOC 25-25 GOOTH RECL 5-7 RECL 5-7 RECL 5-7 RIFT 13-13 RS7 14-16 RG 47-71 RS2 10-6 RG 47-7 RS2 10-7 RS2 10-	##### 4-5 ###################################
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MART WHILE 19-25 WIFE	GOLD 11-13 GIGG 25-23 GOOTH RECL 5-7 R	######################################
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MART WHILE 18-25 WIFE	GOLD 11-13 GIGG 25-23 GOOTH RECL 5-7 R	######################################

BALANCE Breaking Away (Portrait)



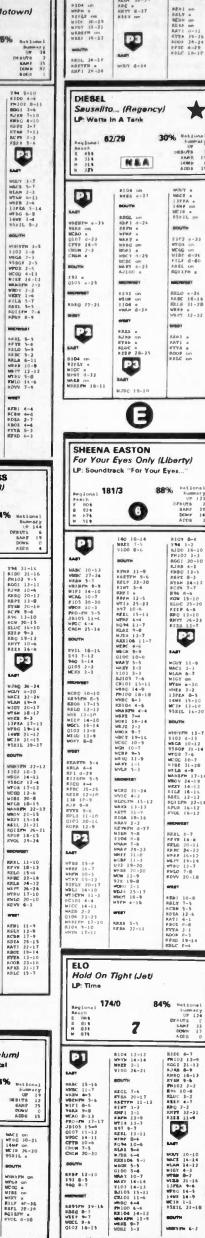
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CHRISTOPHER CROSS Arthur's Theme (WB) LP: Soundtrack Arthur Regional 193/4 Penional 193/4 Fenional 193/	NETTU 13-13 NETTU 13-15 NETU 13-15 NE	NYBEPT 6-8 LOG 6-11 NYPE 7-6 NYPE 7-	# DID 0 6-5 # P107 8-1 # B001 1-6-1 # B001 1-7 # B001 1-8
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MPST 24-16 MAZE 12-6 KREE 12-4 KREC 15-7 Q106 15-15 KREN 26-19	Sheare 7-5 Wife 1 1-14 Wife 1 11-14 Wife 1 1	140 13-12 WIZE 17-6 V100 7-4 V100 7-4 EZCL 29-17 EXPE 21-13 FFER	PRIOZ V-5 KOZI 13-10 FURB 10-10 F

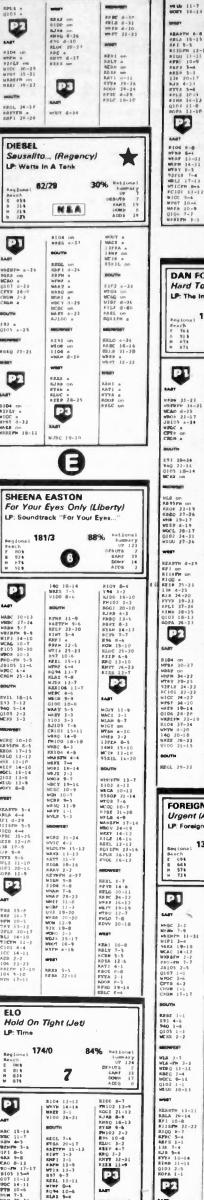
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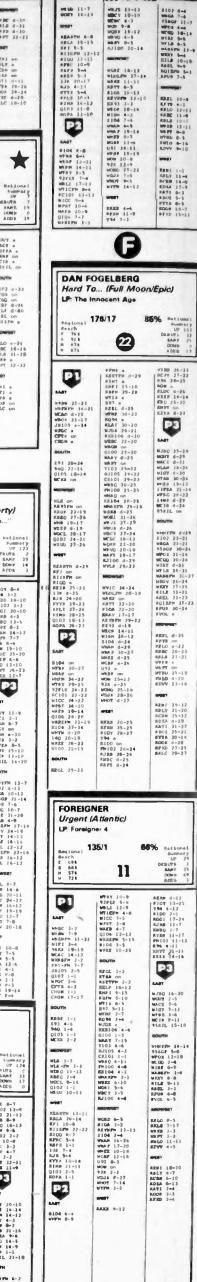
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MRIZ 10-1
MFJE 00
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KRLA on #100 33-32 #YYX on







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RICK JAMES

ELTON JOHN Chioe (Geffen)

PS (Ceseblen:	ca/PG)
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W1CC 27-25	
	KNBC on STSH 4-30 EXIP 27-19 ERC a FRITT on
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EERT 0-23 WFRF 0-29 ELAE 34-22	MJBC 34-31 WOLV d-21 MACE a WLAM d-16
MEMO 15-11 WE CO 15-15 0100 29-25	WEGY on WISE 25-20 WICE a 13FEA 3C-27 WING 6-29 14WF on
MAY 78-31 MAY ON	HCIR 30-29
WBBQ on MBBQ 11-8	2102 32-30 WEGA 27-23 958GF 23-20 WFOX 29-27
WRJS 24-24 WMO3 27-22 WCSC 23-20	WCGQ 26-22 WISE on WFLB 28-20
WVLF 23-19	MICH A BILE 38-37 EQIZEM A
MVIC d=40 RETT d=28 MIGH 19=13 WHAR ON	KPY9 d-30 KKLE on WTRU 30-26
WONG 24-20	FENS d-37
	ECBH 38-36 EDEA on EAT1 26-26 EBOE d-26
RJ80 21-19	RYYA d=20 RYXD on
K104 35-29	DOWN ADDS
BOUTH	EGG I d=20 EJRB 22-16 EUBQ on ESP1 16-10 EYSM 27-29
	EYSH 27-29 ECPX 16-1; E96 26-24 ELAC 4 EXTP 26-2; EBD d-30
WT1X 37-21	EST 9-34
ELAZ 21-21	MJBQ 25-8 MGUY 34-2
ICICT106 20=17 WERC 21-18 WEGN 27-27 G100 21-19 WAAY 27-20 WAXY ON Y103 30-22	MCUY 34-2 MEAM 22-3 WIGY 27-2 MTSH 22-3 WHED 25-2
MAN STATE	13FEA 23-
WARY OR Y103 30-22 BJ105 35-29 CR101 26-22	MCIR on
ESTON 35-29 CECIO1 26-22 WBSC 26-15 PH100 16-16	SOUTH STATE
BJ103 33-29 CK101 26-22 WBSC 76-15 PY100 16-16 WWBC n EX106 19-17 WMA EXPM 4-25 WESE 25-16 WOK1 19-12 WBCW 22-17 WCSC 19-14	MCIF on 95XIL 10- BOLTH WHYPH d- E102 21- WEGA 22-1 95GGF 29- WFOX 22-1 MCGO d-21
BJ105 33-29 CRIO1 74-22 WBSC 74-15 PH100 16-16 WBC 8 EX104 19-17 MMARPH d-25 WESE 25-16 MORI 19-12 MCSC 19-14 MCSC 19-14 MCSC 23-20 MCSR 23-20 MARY 23-21 MARY 21-8-16	MC1E on 9583L 30~ BOUTH WHYPH d- 2102 21-5 MEGA 22-1 9566F 29- MPOX 22-1 MCCO d-27 M16E 30-1 MPLB 34-1 MREPH d- MROV 14-1 MROV 14-1
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WRENEW 33-33 WIFI 13-17 WIESEFF 33-13 PRO-PN 13-13 JB105 23-23 WRDC 28-26

MC NX 10-20

MQCL 27-2

#21A on #118FM 25-2 #2CQ 26-24 #FMC 22-20 #YYH on Q103 4-21

P2

36% Metional Burmary UP 41 DEBUTS 1 SAMY 75 DOWN 6 ADDS 1

P3

WOUY 13-25 WIAM 30-29 WIGT 29-27 WFBG 21-30 14MW 30-26 WCIR 9-3

HINTER 28-23 8102 24-23 958GF on HILL 34-31 FAEL 20-20 RGIZPH on KPUB 17-23

EFLB on WEPT 23-23 EDVV 31-26

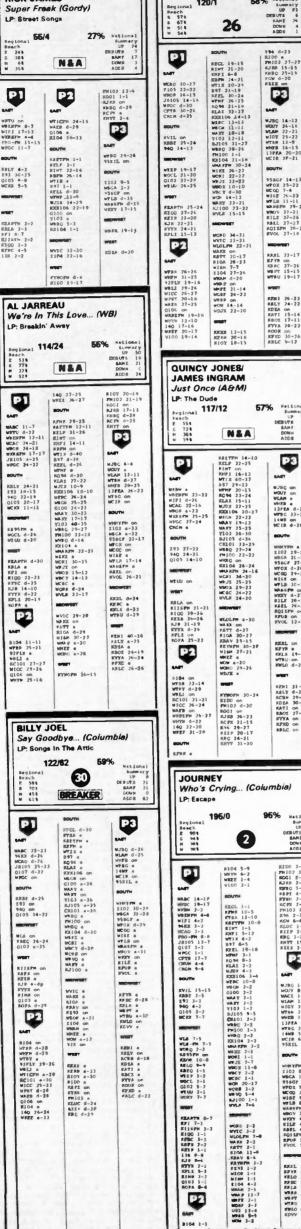
KFM1 11-29 ECBS 31-28 EDEA 28-25 FAY1 14-11 BOOF ov. RFMD on FMLC 20-20

NEA

BEGI 76-27 RISTYM-17-15 FELP 19-15 FELP 19-15 EXPL 19-15 EXPL 19-15 EXPL 19-15 EXPL 19-16 EXPL 19-17 FO 94 29-24 MAY 21-18 YEO 129-25 EXPL 19-18 EXPL

WVIC 19-1E SUTT 26-75 E104 13-13 SMAP 26-24 SVDJZ 29-20

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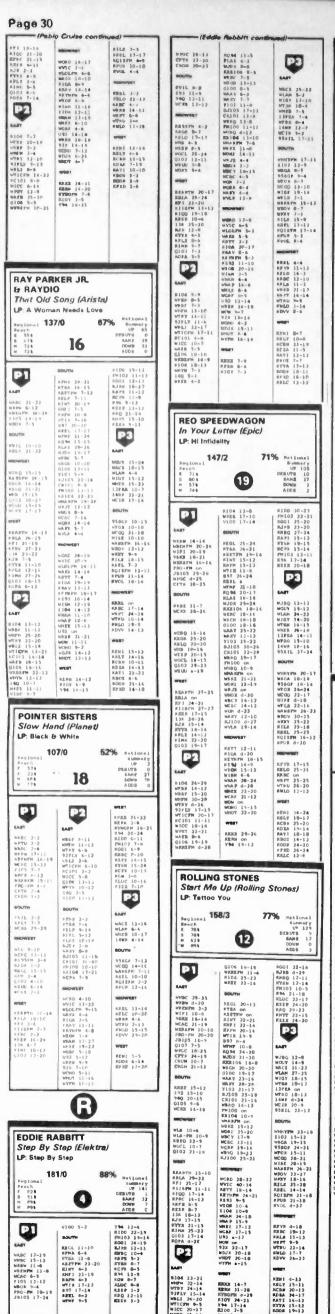


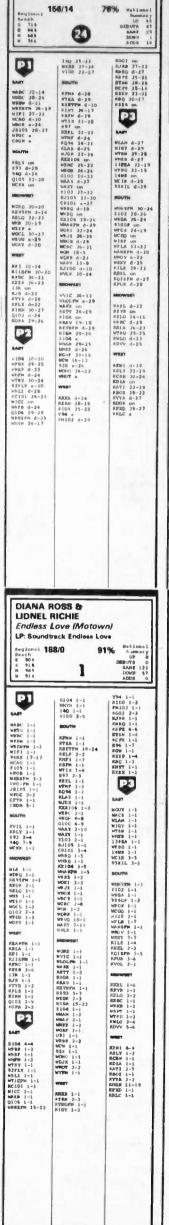
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IGF 14-13 DE 25-22 DO 7-4 EF 26-23 LB 11-11 HBPN 29-26 DV 32-21 LE 37-25 LL 27-27 ISPN 28-25 DL 27-18	MBC 4-5 MBC 4-5 MBC 7-13 MBSFP 27-34 F105 24-24	D2 SAIT WEEF a SHEFF 9-19 WRES 6-12 SOUTH	KYNOPH 5-7 PM102 20-17 ROG/ 6-8 RNYT 37-35	
DWEST KL 22~17 YR on C 27~26 PT 15~15 RU 19~17	RVIL 20-20 KRLY 11-16 MCICH 24-34 MCDWSST KRLO 14-14 MZ2P On	KPMK 12-13 KT6A 6-5 KELP 5-7 KINT 6-6 WTIX 16-16 B97 4-10 KEEL d-28 KLAZ 13-16 M/JUN 20-21 MARY 4-4	MICY ON 13FPA 19-22 95XIL 1=9 BOUTH MCGA 11-26 MCGC ON WICHY ON USLF 31-14	
M3 26-22 LY 24-22 EA on YI 15-14 OZ 17-11 YA 26-22 OK on D 10-26 LC 9-12	GUELA 6-8 EIQQ 9-9 KPRC 9-7 13K 29-19	Y103 10-10 MSRS on MVIC e-35 WIGN 6-26 WIGN 22-29 WMRF 25-22 WMRF 25-22 MCW 19-16 WMCF 10-28	RDVV 13-11 WWWT RDEA 4-11 RDFRD 11-12	
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P3





KENNY ROGERS

Shere Your Love .. (Liberty)

BOB SEGER

PI

ERRP 4-28 193 cm 940 e-30

SILVER CONDOR

84/2

P

KRB2 4-4 Q105 26-25

BEQ 24-23

IIISPN 28-26

13K on KYYR 22~19 EPL2 26~25 Q103 on KOPA 27~24

P2

You Could Teke... (Columbia) LP: Silver Condo

RTEA On

KINT ON

KINT ON

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KINT 12-25

WITE 24-20

KEEL ON

MITH ON

KOP4 32-32

KLAI 14-13

SOE106 ON

WERC 20-13

WERC 20-13

WERC 20-13

WERC 20-13

FOLIO 37-27

FRIOD 17-17

WAKUM ON

WAKUM ON

P3

INCO 19-19 MEON ON MEON ON MISE 23-20 MPIB 9-6 MARBPH ON MEDIT 28-28 RILE 6-8 ROIXPH 15-2

WEST

#EN1 36-31

RCBN 60-39

RCBA 29-26

KAT1 19-16

RTWA 21-16

POOR 27-25

RFEE on

141/36



Others Getting Significant Action

Continued from the Back Page

MICKEY GILLEY "You Don't Know Me" (Epic) 24/1

Movee: Up 11, Debuta 2, Same 9, Down 1, Adde 1, KELO, WROR 13-11, KFMK on, KEEL 97, KQ34 on, WNOX 6-8, WCSC on, WAKY 20-12, KERN 38-30, WTSN d-28, 14WK 22-18, WSQA 34-31, WROV 23-18, KFYR on, KBOZ 22-18.

EVELYN KING "I'm In Love" (RCA) 24/0

Movee: Up 9, Debuta 1, Same 11, Down 3, Adds 0, Q105-21-19, KEARTH 21-18, KRLA 14-12, KIQQ 24-16, WTIC-FM 28-25, KELP 18-16, KEEL on, B-J106-d-38, WBBQ on, WVIC on, KYNO-FM 20-11, KQQI 7-7, KCPX 34-31, KENI on, KSLY on.

COMMDDORES "Oh No" (Motown) 22/2/0

Movee: Up 0, Debuta 1, Same 1, Down 0, Adds 20 including WXKB-FM, Z93, Q106, KRLA, KYYX, WABB, KINT, WBBQ, WMAK-FM, KNBQ, WLAM, WSQA, 86SQF, KBDZ, KRLC.

TIM GOODMAN "New Romeo" (Columbia) 21/6

Movee: Up 2, Debuta 2, Same 12, Down 0, Adds 5, KRBE, KBFM, KZZP, KKLS, KOOK, KEZR 11-9, KYYX on, KXX108 on, Z104 30-27, WNAM on, KYSN on, WCR on, WISE on, KVOL on, KENI on.

KENI on.

MEAT LOAF "I'm Gonna Love Her For Both Of Us" (Epic/Cleveland Inter-

MEAT LOAF "I'm Gonna Love Her For Both Of Us" (Epic/Cleveland International) 18/4. Moves: Up 1. Debuts 2. Sems 11. Down 0, Adds 4. KJ100, WVIC, KYND-FM, WGUY, WIFI on, WGCC on, WPST 33-29. WKRZ-FM on, K104 d-38. WKEE d-40, WFOX on, KENI on, KDOK on, KRLC on.

ART GARFUNKEL "A Heart In New York" (Columbia) 17/1
Moves: Up 9. Debuts 0, Same 7, Down 0, Adds 1, WOHD, 96KX on, WCAO 17-16. KPLZ on. WFBR 24-22, K104 21-19, WNOX 30-20. WVLK 26-21, K10A on, 96XIL 31-27, WFOX on, KBOZ 20-18.

STARS DN 46 "More Stars On 46" (Radio/Atlantic) 16/16
Moves: Up 0. Debuts 0, Same 0, Down 0, Adds 16. WIFI, KFI, KYYX, KC101, WICC, KELP, KINT, KBFM, KEEL BJ106, CK101, WHBO, WMAK-FM, WCSC, KCPX, WFLB.

STEVIE WOODS "Steel The Night Away" (Cotiliion) 16/7
Moves: Up 1, Debuts 3, Same 6, Down 0, Adds 7, KPLZ, WYLK, WISM, WTSN, WHEB, WMHY-FM, WISE, KJR 4-24, WAAY on, WOKI on, WCSC on, KJRB 29-26, 96XIL 4-13, KENI on, KOOK on.

on, KOOK on.

CARPENTERS "(Went You) Back in My Life Agein" (A&M) 16/5

Moves: Up 3. Debuts 1, Seme 8, Down 0, Adds 6, KQ3M, BJ108, KEYN-FM, 14WK, KBOZ,

WCAO on, WFBR on, WHYN 28-19, KINT on, KHFI on, WVLK on, KIOA on, KIDY 30-29.

WJBQ d-32, WFLB 36-30.

WJBQ d-32, WFLB 36-30.

BILLY IDOL "Mony Mony" (Chrysells) 14/9

Moves: Up 1, Debuts 0, Same 4, Down 0, Adds 9, WIFI, KIQQ, WKRZ-FM, KSET-FM,

KXX108, BJ106, KX104, WMAK-FM, WJBQ, WGH on, KCPX 39-37, 13FEA on, KSLY on,

KRIC on.

VAN STEPHENSON "You've Got A Good Love Coming" (Handshake)

14/5. Movee: Up 1, Debuts 1, Same 7, Down 0, Adds 5, KJR, WHYN, KEEL, WVIC, WLOL-FM, WIFL on, WMAK-FM on, WDKI on, WJBQ d-36, WIQY on, WFBQ on, WFLB 27-25, KVOL

FM, WIFI on, WMAK-FM on, WDKI on, WJBQ d-36, WIQY on, WFBQ on, WFLB 27-26, KVOL on, KRLC on
TARNEY/SPENCER BAND "No Time To Lose" (A5FM) 14/4
Moves: Up 0, Debuts 1, Same 9, Down 0, Adde 4, KSFX, K104, KLUC, KYYA, 96KX on, WLS
on, WLS-FM on, KJR on, KHFI on, CK101 on, K283 on, WCIR on, WAKR d-32, WSPT on,
SANTANA "Searchin" "(Columbia) 13/4
Moves: Up 0, Debuts 2, Same 6, Down 1, Adde 4, WIFI, KRBE, WGCL, KSET-FM, WLS-FM
d-39, KEQL on, KQ94 on, BJ105 on, WQH on, KJ100 on, KERN on, KYNO-FM d-28.
FOGHAT "Live Now, Pay Later" (Bearsville/WB) 13/1
Moves: Up 5, Debuts 0, Same 6, Down 1, Adde 1, CHUM, KRBE 29-23, KTSA on, KMFI on,
WJBQ 18-16, WACZ 24-21, KILE 36-34, KSEL on, KQIZ-FM on, WSPT on-dp, KENI on, KRLC
21-18.

Moves: Up 5, Debuts 0, Same 8, Down 1, Adde 1, CHUM, KNBS 28-23, KTDA On. KNIT ON. WJBQ 18-18, WACZ 24-21, KILE 36-34, KSEL on. KQIZ-FM on. WSPT on-dp. KENI on. KRIC 21-18.

POINT BLANK "Nicole" (MCA) 12/1
Moves: Up 4, Debuts 0, Same 4, Down 3, Adde 1, WRKR, WLS 23-16, WLS-FM 23-16, KIQQ 33-36, KSFX on. WRVQ 24-29, WOW on-dp. KKRC on, WSPT 10-10.

RONNIE LAWS "Stay Awaks" (Liberty) 12/1
Moves: Up 1, Debuts 1, Same 9, Down 0, Adde 1, KYND-FM, WIFI on. WXKS-FM on. KRLY on. KIQQ d-39, KSET-FM 29-25, KQ34 on. B3-106 on, WQH on. WVIC on. KCPX on. 13FEA on. TEENA MARIE "Square Biz" (Gordy) 12/0
Moves: Up 8, Debuts 0, Same 2, Down 6, Adde 0, WKTU 3-3, KFRC 18-17, KELP 23-21, FM102 17-14, KQQI 5-4, KCPX 40-38, KHYT 3-2.

MICHAEL STANLEY BAND "Failing in Love" (EMI America) 12/0
Moves: Up 9, Debuts 0, Same 3, Down 0, Adde 0, B6KX 10-7, KBEQ 13-11, W7ZFP on. WQCL 44, B104 on. K104 27-21, WDJX 18-14, 14WK 24-20, 86XIL 13-8, WFLB 25-23, KENI 37-35, KRLC 25-24.

ZZ TOP "Lesia" (WB) 11/5
Moves: Up 0, Debuts 3, Same 3, Down 0, Adde 6, KFI, KTBA, KQ34, KVOL, KATI, WPST d-34, WKRZ-FM on, KXX106 on, WCIR d-27, KQIZ-FM d-29.

DAVID GATES "Take Me Now" (Arieta) 11/5
Moves: Up 0, Debuts 3, Same 8, Down 0, Adde 8, WQM, WVLK, WJBQ, WIQY, WKXY, K104 d-36, KEEL on, WYIC on, WACZ on, WFBG on, KBOZ d-28.

EXILE "Heart & Squil" (WB) 11/3
Moves: Up 3, Debuts 1, Same 8, Down 0, Adde 1, KRBE, KIQQ, KYYX, WVLK on, Z104 d-28, KYNO-FM d-30, KNBQ on, 14WK on, KENI on, KATI 6-34, KYYZ on, TEMPTATIONS" (Almining At Your Heart" (Gordy) 10/1
Moves: Up 3, Debuts 1, Same 8, Down 0, Adde 1, KRBE, KIQQ, KYYX, WVLK on, Z104 d-28, KYNO-FM d-30, KNBQ on, 14WK on, KENI on, KATI 6-34, KYYZ on, WFBR 20-18, KSET-FM d-28, KELP 30-24, KYNO-FM on, KCPX 37-35, KVOL on.

MD: Tim Kelly

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Q102 Cincinnati

PD: Jim Fox

MD: Tony Galluzzo

Corry Galkizzo

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Cleveland

PD: Jack Casey MD: Bob McKay

KXOK St. Louis Am 63
PD & MD: Lee Douglas

J& MID: LORD LITERAGEM

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WCCLOS Cleveland

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PD: John Larrabee

KS95 FM Minneapolis

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WORY Milwaukee

MAIB TI

PD: Jeff Roberts

MD: Tom Land

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Milwaukee AND YOU

PD: John Driscoll MD: Bill Shannon

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TIS FM 95 Chicago PD: Tim Kelly

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WDRQ器

PD: Rick Torcasso MD: Steve Summers

ПРЕЗТЕМ КВЕО

Kansas City PD: Mia Britton Asst. PD: Mike Schmidt

FOREIGNER/Brass IT Up

WEST

Los Angeles
D. Paula Matthews
D. Paula Matthews

MD: Robert Moorhead

Paula Matthews

Robert Moorhead

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Seattle PD: Pat O'Day MD: Elvin Ichiyama

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Seattle

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AGB SDGER/Brying To Live My LIT BALANCE/Brooking Away AFTERNOOD DELIGHTAGEMENT HOSEFFEL TANKEY/SWINCER ND/No Time To Lama

610 # KFRC

San Francisco PD: Gerry Cagle MD: Sandy Louie

TEMPTATIONS/Alaing At four Heart MARTY SALIS/Atlants Lady (Scoots) GREG KINN/GIT1 MOST Litely Not BOX SEEER/Trying To Live My Life BOX/Burnin' For Tou

KOAQ Denver PD: Jack Regan

MD: Alan Sledge

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BICK SPRINGFIELD/I've Gone Everything FOUR TOPS/Pren She Max My Girl ALLMAN BROS, BAN/SP BIGHT From The Hed BOR SEGEN/Trying To Live My LIV SILVER COMDON/You Gould Take My Hea

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The "I hit station. Los Angeles

PD: John Rook MD: Roger Collins

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San Francisco

PD & MD: Pat Evans

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101 FM Los Angeles PD: Bob Hamilton

MD: Guy Zapoleon

D. Guy Zapoleon

1. RDS/TROITE/Enditable. Love

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6. STREET LAMES/SUPER LAMES/SUPER Pre
8. TARRES/SUPER LAMES/SUPER LAMES/S

ADDS CARL CARLTON/She's A Sed Hume James AP TEMMOON DELIGHT/General Hospi-Pols BON SEGER/Trying To blue My (J)

San Jose 1065 FM San Jose

PD & MD: Bob Harlow H 1, 1 JOURNET/Who's Or ying Now H 3 2 STEVIE BICKS/5top Or orgels H 5 3 ELO/Mold On Fight 2 4 HOSS/MICHIEF Flant

ADDS BILLY JUEL/Say Goodsye to Hollye BOB SDSER/Trying to Live My Life

KIISFM Los Angeles 102.7 Los Angeles PD: Don Benson

MD: Danny Lemos

AGDS LRB/Th- might Outs mob septR/frying to live My LF1 ON DAN FORELBERG/Heyre To May BILLY JORL/May Gundaye To Holfys

Phoenix
PD: Steve Rivers
MD: Craig Jackson

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San Diego

PD: Jeff Lucifer MD: Rick Gillette

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101.5 Seattle PD & MD: Jeff King

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PD: Doug Erikson MD: Gloria Avila

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Los Angeles

PD: Jack Roth MD: Rick Stancato

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(H) indicates one of the five "hottest" records on each Parallel One

EAST Most Added ... Hottest

Burton Cummings Ross & Richie Air Supply **Christopher Cross** Journey

DDS & HOTS

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

SOUTH **Most Added** • Hottest

Air Supply Marty Bellin

Christopher Cross Ross & Richie Journey

WANS FM/Anderson SC

Sam Church

EAST

PARALLEL TWO

14Q/Woroester, MA

POUR TOPS Hottest: ROSS/PICHIE 1-1 EDDIF RARBITT 5-3 RAYDIC 10-7 CHPIS CROSS 15-12 RHEENA EASTON 18-14

WBBF/Rochester, NY

STACY LATTISAW HOTTER! POSS/RICHIE I-1 POSS/RICHIE I-1 FDDIE HABBITT 7-3 SHEENA EASTON 16-7 BEACH BCYS 12-8 CHRIS CROSS 20-15

WICC/Bridgeport CT Bob Mitchell

ETARE ON 45 DAP HARTHAY BURTON CUMMINGS GO OC'S DIFFFI. Hottest: JOURNEY 3-2 FTEV1E NICKS 4-3 ELO 9-6 9-6 DY BLUES 17-12

WKEE/Huntington, WV Gary Miller

Gary Miller

BILLY JOEL
MARTY BALIN
AIR SUPPLY
DIREEL
BURTON CUMMINGS
RILLY SCUIER
MIFE POST
GO GO'S PLO 3-1 CHRIS CROSS 17-6 REO SPFFTWAGON 17-10 ROLLIPG STONES 23-14 KENNY ROCFES 37-76

WPST/Trenton, NJ

Tom Taylor CHILLI WACK Hottest: JOURNEY 1-1 STEVIE NICKS 2-2 MCODY BLUES 6-3 ELO 10-6 ROLLING STONES 75-14

WTRY/Albany, NY

AIR SUPPLY BILLY JOEL MARTY BALIN MARTY BALIN Hottent: ROSE/RICHIE 1-1 CHRIS CROSS 20-13 ROLLING STONFS 24-14 RJCK SPRINGFIELD 26-HALL & QATES 78-19

WAFRIAllentown PA Jefferson Ward

RODNEY CROWELL BURTON CUMMINGS COMMODORES BOB EFGER BOB ETGEN HOTTEST: ROSE/PICHIE 1-1 STEVIF NICKS 6-4 CHRIS CPOSS 12-8 MOODY BLUES 17-11 DAN FOCELBFRC 19-14

BURTON CUBMINGS VAN STPPHENSON DENIECF WILLIAMS DAN HARTHAN HOTCERT 1-1 JOURNEY 6-2 EDDIF RABRITT 7-3 LUEU 11-8 CHRIS CROSS 18-9

KC101/New Haven CT

AIR SUPPLY
STARS ON 45
DAN HARTMAN
BILLY JOE!
Hotteat:
ROSE/RICHIE 1-1
JOURNEY 5-5
CHBIS CROSS 10-10
APTERNOON DELICHT 15DAN POGELBERG 22-22

WFBR/Beltimor Andy Szulinski

PICK SPRINGFIELD RICK SPRINCPIELE AIR SUPPLY BOR SFCFR ROYAL PHILHARMONJ HOTCEST? JOURNEY 7-1 HODDY BLUES 7-4 SHEENA FASTON 15-8 CHFIS CROES 21-10 CUINCY JONES 73-14

WBLI/Long Island, NY

BILLY JOPL
AL JARPEAU
HOTLEST
HOSE/FICHTF 1-1
CCMMODERFS 4-2
STEVIE NICKS 7-3
JUICE NEWTON 5-4
SHFENA EASTON 14-10

WTIC-FM/Hertford, CT Rick Donahus

CARL CAPLTON HOLLES TO THE HOLLES TO THE HOLLENG RECORD 11-3 ROLLING RECORD 15-9 EDDIF RABBITT 17-12

Q106/York, PA Dan Stoole

AIR SUPPLY RICK JAMES HOTE OF THE STATE OF T

WHEM/Rochester, NY

DE VO BURTON CUMMINGS DAN HARTMAN MARTY BALIN MARTY RALIN HOttest: JOURNEY 5-1 SHEWNA EASTON 10-5 CHRIS CROSS 28-12 MOODY BLUES 23-15 DAN FOGELBFRG 34-22

K104/Erle, PA

TARNEY/SPENCER BD BILLY JOEL CHRIS CROSS CHRIS CROSS
MINE FOST
SILVFR CONDOR
HOCLEST
ROSS/RICHIE 1-1
BOC 7-4
MODDY BLUES 16-7
RED SPEEDMAOON 13-8
COMMODORES D-11

V100/Charleston, WV

HOTTENT: JOURNEY 3-1 EDDIF RABBITT 5-2 CHRIS CROSS 7-4 SHEENA EASTON 8-6 RAYDIO 9-7

Jen Jeffries

Hottest: Journey 1-1 SCUEEZE 2-2 STEVIE NICKS 3-3 MCODY BLUES 5-5 AL JARREAU 11-11

WKRZ-FM/Wilkes-Berre Jim Rising

OC CO'S
NICOLETTE LARSON
BURTON CUMMINCS
BILLY IDOL
DON PELDER (PA)
Hottest:
JOURNEY 1-1
STEVIE NICKS 2-2
MOODY BLUES 7-4 MOODY BLUES 7 DIESEL 18-11 RAYDIO 22-13

92FLY/Albany, NY

Jack Lawrence KENNY ROGERS AL JARREAU DIESEL DAN HARTMAN HOTLERE: ROSS/RICHIE 1-1 EDDIF RABBITT 11-6 CHRIG CROSS 14-7 MODDY BLUFS 12-9 SHETMA EASTON 70-17

PARALLEL THREE

13FEA/Manchente

Rett Lemire

BURTON CUMMINGS
DISSEL

AIR SUPPLY

MIKE POST
RICK SPRINGFIELD
TEDDY BAKER

ROTLEBER

ROTLEBER

ROTLEBER

ROSS/RICHIE 1-1

FDDIE RABBITT 7-4

SHEENA EASTON P-5

LULU 13-8

REO SPEETWACON 14-11

BILLY JOEL AIR SUPPLY CARPENTERS MANHATTAN TRANSFE

WFBG/Altoons PA Tony Booth

AIR BUPPLY MARTY BALIN BURTON CUMM BILLY JOPL CHILLIWACK HOLLOCK HOLLOCK ROSE/FICHIE 1-1 JOURNEY 2-2 STEVIE NICKS 4-3 EDDIE HARBITT 8-4 ELO 14-5

WGUY/Bangor, ME

Jim Randal BOB SEGER
HIRE POST
DIESEL
AL JAHREAU
BURTON CLEMMINGS
MFAT LOAF
HOttest
ROSS/PICHIE 1-1
ROLLING STONFS 14-9
ELO 20-10
MOODY BUJUES 27-13 ELO 20-10 HOODY BLUES 27-13 RICK SPRINGFIELD 21-15

WHEB/Portsmouth NH

FOUR TOPS
CUINCY JONES
BURTON CUMMINGS
STEVIE WOODS
NOTLEST:
BHEENA ZASTON 3-2
CHRIS CROSS 9-3
MOODY BILES 4-4
PABLO CRUISE 11-8

WJBQ/Portland, ME Dave Colo

TRIUMPH
BURTON CUMMINGS
DAVID CATFS
VOGGUE
ROBNEY CROWELL
BILLY 1POL
TEDDY BAKER
HOTTORY
JOURNEY 1-1 Hottest: JOURNEY 1-1 DIESEL 19-10 BALANCF 39-23 GO GO'S 40-25 TRIUMPH A-34

WTSN/Dover, NH Jim Sebastian

SHEENA EASTON ETEVIE WOODS AIR SUPPLY CANNON & BELMONTS CANNON & BELMONTS Hottest: HOSE/FICHIE 1-1 JOURNEY 2-2 ALABAMA 5-3 PABIO CRUISE 7-5 EDDIE PABBITT 10-6

WIGY/Beth, ME Willie Mitchell

BURTON CUMMINGS DAVID CATES PRANKLIN & BENSON PRANKLIN & BENSON Hottest: ROSS/PICHIE 1-1 STEVIE NICKS 5-2 CHRIS CROSS 20-17 LRB 26-23 HALL & OATES 27-24

WLAM/Lewiston, ME Chris Levne

AIR SUPPLY COMMODORES BURTON CUMMINGS FRANKLIN & BENSON QUINCY JONES BOB SECFR Hottest: ROSS/RICHIE 1~ EDDIE PABBITT 5-2 CHRIE CROSS 19-8 FOUR TOPS D-16 MODEY BLUES 70-17

Terry Lee Collins

COMMODORES
HOTTER:
ROSS/PICHIE 3-1
CCMMODORES 5-2
HICHAEL STANLEY B
STEVIE WOODS D-13
BOB SECER D-31

WACZ/Bangor, ME Michael O'Hera

DIESEL
MOSE/RICHIE 1-1
SHEFNA FASTON 3-3
STEVIE NICKS 12-10
RAYDIO 18-15
EDDIE RABBITT 25-22

FOUR TOPS BOB SECER BILLY SOUIER

DIESEL

BILLY JOEL DEVO MIKE POST COMMODORES

95XIL/Parkersburg, WV

14WK/Wheeling, WV

MANHATTAN TRANSFF Hottest: RGSS/RICHIF 1-1 BEACH BOYS 10-6 ELO 14-9 CHRIS CROSS 21-12 ROLLING STONES D-24

WCIR/Beckley, WV Jim Martin

JIM MARTY
MARTY BALIN
DIESEL
FRANKLIN 6 BFNSON
GO CO'S
HOTCOST
HOTCOST
LO 1-1
EDDIE RABBITT 5-2
DEBBIE HARRY 9-3
ROLLING STONES 20-9
KIM CARNES 18-10

SOUTH

PARALLEL TWO

BJ105/Orlando, FL

HILLY JOEL
CARL CARLTON
CCHMODORES
STARS ON 45
BILLY IDOL
BLACKFLOT
CARPENTERS
MOTEST 1-1
CCHMODORES 2-2
JOUNNEY 9-5
GABY WFIGHT 19-15
MODY BLUES 28-21

KEEL/Shreveport LA Kevin Davis

RICK SPRINGFIELD MARTY BALIN MARTY BALIN
VAN STEPHENSON
REO SPEEDMAGON
STARS ON 45
HOTLEST,
ROSS/PICHIE 1-1
EDDIE RABRITT 8-2
CHRIS CROSS 18-16
HALL 4 OATES 25-21
DAN FOGELBFRG 0-25

KTSA/Sen Antonio, TX J.J. Rodriguez

J.J. Rodrigues

BOB SECER
BILLY JOEL
BICK SPRINGFIELD
22 TOP
HOTCEST
FOSS/RICHIE 1-1
BEACH BOYS 10-7
JOURNEY 13-10
CHRIS CROSS 23-14
REO SPEEDMACON 26-21

KXX106/Birminghem, AL Chris Trans

BILLY 4 THE BFATE BILLY IDOL AIR SUPPLY Hottest; ELO 5-1 EDDIF RABBITT 9-5 SHEFNA FACTON 13-7 ROLLING STONES 16-9 CHRIS CROSE 15-9

WAKY/Louisville, KY Liz Curtie

Lix Curds

BOB SECER

BILLY JOEL

MIKE POST

DIESEL

HOTE SEL

HOTE SEL

HOTE SEL

HOTE SEL

HOTE SEL

LULU 3-3

EDDIE RABBITT 6-4

ELO 6-5

WAXY/Ft Lauderdale, FL

HOTTESTA RCSE/RICHIE 1-1 JOURNEY 7-2 SHEENA EASTON 3-3 STACY LATTISAW 4-4 KENNY ROCERS 5-5

WBBQ/Augusts, GA Bruce Stevens

BILLY JOEL AIR SUPPLY MARTY BALIN BOC COMMODORES MODORES COMMODORES HOTTCS: STEVIE NICKS 2-1 EDDIF RABBITT 13-8 CHRIS CROSE 16-10 ROLLING STONES 18-13 LRB 22-14

WFMF/Beton Rouge, LA Randy Rice

AL JARREAU ROSS/RICHIE ARS DIESEL DEVO DEVO Hottest: JOURNEY 3-1 CHRIS CROSS 14-10 CARL CARLTON 74-14 QUINCY JONES 20-15 HALL 6 CATES 29-21

WGH/Norfolk, VA Bob Cenede

Bob Cenede

CCMMODORFS
DAVID GATES
TECDY BAKER
CENE COTTON
ANNE MURRAY
HOTEGEL:
CHRIS CROSS 3-1
KENNY ROCERS 16-5
LULU 12-6
FOUR TOPS 15-11
REO SPEELWAGON D-22

WH8Q/Memphis,TN Mike Scalzi

HALL & CATEE
STARS ON 45
BILLY JOFL
HOTTER
HOTER 1-1
JOURNEY 2-2
SHEENA EASTON 6-3
CHRIS CROSS 6-4
FOUR TOPS 11-8

WJDX/Jackson, MS

AIR SUPPLY BOB SECER BALANCE DEBBIE HARRY MOODY BLUES FORFIGNER RICK SPRINGFIELD HOSTORY HOTEURE 1-1 ROSS/PICHIE 1-1 DENIECP WILLIAMS 2-2 FLO 6-4 PLO 6-4 AL JAPREAU 10-9 FOUR TOPE 18-12

Tim Edwards Hottast; ROSS/RICHIE 1-1 SHEENA FASTON 2-2 BFACH ROYS 3-3 EDDIE RABBITT 4-4 RONNIE MILSAP 5-5

WRJZ/Knozville, TN

WSGN/Birminghe Sandra Newby Hottest: STEVIE NICKS 1-1 JOURNEY 2-2 PABLO CRUISE 3-3 GARY WRIGHT 4-4 ELO 5-5

WTIX/New Orl Gary Franklin

Gary Franklin

RICK JAMES
JAN POOFLBERC
BOB SECER
AIR SUPPLY
BILLY JOEL
RURTON CUMMINGS
HOTCAS
HOTCAS
CHPIS CROSS 23-6
ELO 13-7
ROLLING STONFS 19-9
BILL WPAY 22-17

Y103/Jacksonville, FL

BILLY JOEL ARS
RICK JAMF6
HOTEWRI
ROSS/RICHIE 7-1
JOURNEY 1-2
SHEENA FASTON 3-3
MCODY BLUES 9-6
ENDIE RABBITT 11-8

WRVQ/Richmond, VA Bill Thomas

BILLY JOEL
Hottest:
ROSS/RICHIF 10-1
JIM STFINMAN 3-2
CHRIS CROES 12-8
SHEENA EASTON 11-9
ROLLING STONFS 19-13

KELP/EI Paso, TX

LARRY CRAHAM STARS ON 45
HOTTERS 3-1
AFTERNOON DELICHT 11-5
CARL CARLTON 15-12
LULU 21-17
6HEENA EASTON 72-20

FM100/Memobia TN

Hottest: ELTON JOHN 1-1 ALABAMA 5-5 ELO 6-6 EDDIE RABBITT 11-11 CHRIS CROSS 17-12

WNOX/Knoxville, TN Bill Evans

MARTY BALIN
ARS
ANNE MURRAY
CANNON & BELMONTS
MFCO
OCHRIS CROSS 14-9
LULU 17-14
ART CARPUNKEL 30-20
QUINCY JONES 29-23

WSKZ/Chattenooge, TN David Carroll

AL JARREAU BILLY JOEL Hottest: STEVIE NICKS 3-1 CHRIS CROSS 10-5 MOODY BLUES 13-9 LRB 19-13 HALL 6 CATES 25-16

KINT/El Paso, TX Jim Zippo

JIM ZIPPO
FOUR TOPS
STARS ON 45
COMMODORES
DAN POGELBERC
CURTIS HAYPIELD
MARTY BALIN
DILLMAN BAND
HOTCEST:
JOURNEY 1-1
EDDIE PABBITT 4-2
RICK JAMES 22-14
DENIECE WILLIAMS 29KENNY ROGERS 26-17

WERC/Bir AJ Cerr

Hottest: ROSS/RICHIE 1-1 BFACH BOYS 3-2 CHRIS CROSS 11-9 FOUR TOPS 15-11 HALL 6 OATES 71-18

KX104/Neehville, TN

AL JARRAU DEVO BILLY IDOL HOTCOST FICK JAMPS 1-1 ROSS/RICHIE 3-5 EDDIE RABBITT 13-10 MOODY BLUES 15-13 ELTON JOHN 21-18

KJ100/Louisville, KY Kevin O'Nesi

IAN HUNTER
BILLY JOEL
DIESEL
MEAT LOAF
HOST-AUGUST 1-1
BOC 3-3
RONNIE MILSAP 8-6
MCODY BLUES 17-8
JEFF. STARSHIP 13-9

KHFI/Austin, TX Ed Volkmen

SHEENA PASTON BILLY SCUIER HOTTES LOUIS ELO 3-1 CHPIS CROSS 4-2 LRB 10-7 HALL 4 QATES 18-9 LAN FOGELBERC 15-10

KBFM/McAllen-Brow

MARTY PALIN TIM GCODMAN DEVO BILLY JOEL DIESEL AIR SUPPLY STARS ON 45 STARS ON 45 Hottest: ROSS/RICHIE 1-1 CHRIS CROSS 9-4 SHEENA FASTON 12-5 ELO 13-9 KIM CARNES 14-11

WORK/Norfolk, VA

Bruce Gerrew AIR SUPPLY MARTY BALIN BEE GEES Hottest: ROSS/PICHIE 1-1 JOURNEY 3-2 EDDIE RABBITT 6-4 SHEEMA EASTON 9-5

KEMK/Houston TY

AIR SUPPLY DAN POGELBERG CUINCY JONES ARS MARTY BALIN MARTY BALIN Hottest: ROSS/RICHIE 1-1 POINTER SISTERS 3-2 JOURNEY 10-5 CHRIS CROSS 71-15 RAYDIO 28-21

KQ94/Little Rock AR

MIKE POST MIKE POST ZZ TOP ARS BILLY JOEL DAN FOGELBERG CARPENTERS HOTCOST 1-1 JOURNEY 8-3 SHEENA EASTON 13-7 CHRIS CROSS 16-11 BALANCE 30-23

G100/Mobile, AL Scott Griffith

BILLY JOEL ARS PRANKLIN & BENSON BOC BOC Hottest: STEVIE NICKS 3-1 EDDIE RABBITT 8-5 CHRIS CROSS 14-6 MODDY BLUES 15-7 KENNY ROGERS 30-22

WAAY/Hunteville, AL Jim Kendricks

JIM Kendricks

BILLY JOEL
RODMEY CROWELL
AIR SUPPLY
CENT COTTON
DIESEL
RICK SPRINCFIELO
HOTCOM
TOTAL
HOTCOM
HOTCOM
TOTAL
HOTCOM
HOTCOM
HOTCOM
HOTCOM
HOTCOM
HOTCO

CK101/Cocoe Beach, FL Steve Ocean

RENNY MOCERS
BILLY JOEL
STARS ON 45
HOTELS:
FOREIGNER 1-1
FOREIGNER 1-1
ROLLING STONFS 21-16
LRB 74-19
DEVO 25-21

KLAZ/Little Rock, AR **Rhonde Curds**

Rhonde Curds

AIR SUPPLY
BOB SECER
MARTY EALIN
BILLY JOEL
ANNE MURRAY
HOTLEST
ROSS/RICHIE 1-1
QUINCY JONES 15-11
ALABAMA 24-17
DAN FOCELBERG 30-20

KSET FM/EI Pago. TX Blake/Ven Dyke

COMMODORES DEVO BILLY JOEL SANTANA BANTANA BILLY IDOL (dp) Hottest: BICK JAMES 1-1 CARL CARITON 3-2 DENIECA WILLIAMS 15-9 QUINCY JONES 14-10 CURTIS MAYFIELD D-27

897/New Orleans. LA Shomby/Volpe

BILLY JOEL
DAN FOOFLBERG
HOTCHET
RICK JAMPS 1-1
ROLLING STONES 8-4
BHERNA EASTON 10-6
ELO 9-7
CHRIS CROSS 12-8

WOKEK noxville, TN Gery Adkins

AIR SUPPLY BILLY JOPL DIESEL DIESEL Hottest: JOURNEY 1-1 STEVIE NICKS 8-4 ALABAMA 10-7 HALL 6 OATES 19-12 KENNY ROGERS 37-24

WCSC/Charleston, SC Chris Belley

AL JARREAU AL JARREAU
COMMODORES
STARS ON 45
TEDDY BARGER
HOTTEST
JOURNEY 1-1
CHRIS CROSS 9-6
DAN FOGELBERG 18-1
HAIL & CATES 19-14
CARL CARLTON 25-15

WVLK/Lexington, KY

AIR SUPPLY MARTY BALIN EAVID GATES BURTON CUMMINGS STFVIE WOODS STFVIE WOODS HOTLOGE; POSS/RICHIE 1-1 RONNIF MILSAP 7-2 SHEENA FASTON 5-3 JOURNEY 7-6 PABLO CRUISE 8-8

KEGL/Fort Worth, TX Heze/Stevens

Hottest: JOURNEY 1-1 STEVIE NICKS 2-2 FOREIGNER 3-3 DON FELDER 13-8 ROLLING STONES 20-13 WBCY/Charlotte, NC

Jeff Wicker

GO GO'S Hottest: ROSS/RICHIE 1-1 CHRIG CROSS 12-6 DON FFLDER 9-7 ROLLING STONES 17-9 HALL 6 OATES 27-17

WMAK-FM/Nashville, TN Scooter Davis

AIR SUPPLY COMMODORES COMMODORES STARE ON 45 BILLY 100L BOB SECER HOTCHEL INLLIAMS 11-7 CHRIS CROSS 15-8 OUINCY JONES 24-16 DAN FOGELERG 79-12 HALL 6 GATES D-25

PARALLEL THREE

Scott Taylor

AIR SUPPLY FOREICNER BILLY JOEL HOttest: JOURNEY 4-1 EDDIE FABRITT 15-9 JEFF. STARSHIP 14-11 DON FFLDER 21-17 RFO SPEEDMAGON 23-16

KSEL/Lubbock, TX Stan Casties

Hottest: STEVIE NICKS 1-1 JOURNEY 4-4 ELO 9-9 MOODY BILUES 11-11 ROLLING STONES 14-14

WCGQ/Columbus, GA Joe McClure

JOE MCCIUTE

MARTY BALIN
BILLY JOEL
BURTON CUMMINGS
DEVO
BOC
HOTCOST
BOSS/PICHIE 1-1
STEVIE NICKS 6-3
SHEENA EASTON 10CHRIS CROSS 13-B
MOODY BLUES 16-11

WFLB/Feyetteville, NC Larry Cannor

John Stevens

STFVIE WOODS
AL JARPERU
MARTY BALIN
BILLY JOEL
AIR SUPPLY
BILLY SOUJEP
DAN HARTMAN
HOTCOST, RICHET
MOODY RIJJES 13-7
CHRIS CHOSS 70-8
LULU D-17
DAN FOCELBERG D-21

WFOX/Galneaville, GA Hank Dole

MANK DOME

RICK SPRINGFIFLD

HIKE POST

FRANKLIN 6 BEMSON

RODMEY CROWELL

NOTES 17-12

CHRIS CROSS 17-12

DAM FOCELBEPG 71-16

HALL 6 GATES 22-17

KENNY ROGERS 24-19

WROV/Rosnoke, VA Matt Eakle

BCB SEGER BILLY JOEL KENNY ROGERS Hottest: ROSS/RICHIZ 1-1

CCMMODORES 2-2 RONNIE MILBAP 5-3 ALABAMA 7-G EDDIE RABBITT R-7

WKXY/Seresote, FL Tony Williams

Sem Church
AL JARREAU
BILLY JOEL
FRANKLIN & BENSON
MIRE POBT
HOTCOBE 1-1
BEACH BOYS 12-7
ROODY BLUES 18-15
CHRIS CROSS 22-17
RICR JAMES D-25 Lery Cannon

AIR SUPPLY
MARTY BALIN
STARE ON 45
JOSE FFELCIANO
CUPTIS MAYFIELD
RODMEY CROMEBLE
DAN HARTHAN
HOTCEST
EDDIE BARRITT 2-1
AFTERNOON DELIGHT 15-8
MIKE POST 21-17
FOUR TOPS 28-20
DAN FOGFIBERG 29-21 WSGA/Savannah, GA

WISE/Asheville, NC

AL JARREAU COMMODORES CCHM-ODORES AIR SUPPLY HOTE-eat; ROBS/RICHIE 1-1 CHRIB CROBS 14-11 MODDY BILUES 17-13 ROLLING STOMES 19-15 QUINCY JONES 21-14

965GF/Savennah, GA J.P. Hunter

COMMODORES
AIR SUPPLY
BILLY JOEL
LUTHER VANDROSE
DARTS
HOTCHET
JOURNEY 6-1
EODIE BARRITT 9-4
CHRIS CROSS 13-6
EMPENA EASTON 71-14
AL JARREAU 22-17

Z102/Sevenneh, GA Ray Williams

AIR SUPPLY DIESEL AL JARREAU HOttest: ROSS/PICHIE 1-1 CHRIS CROSS 10-3 RICK JAMFS 9-5 MODDY BLUFS 14-10 ALABAMA 20-14

KOJZ-FM/Amarillo, TX Tim Butler

DEVO DIESEL FOUR TOPS HOCLESE: JOURNEY 1-1 SHEENA EASTON 22-16 LRB 25-20 CHRIS CROSS 26-21 HALL 4 OATES 29-24

KVOL/Lefeyerte, LA Philip Rankin

BOB SEGER FOUR TOPS DAVID GATES PICK SPRINGFIELD DEVO HOTHERIT NICKS 2-1 LRB 20-17 HALL 4 OATES 26-18 ALABAMA 29-23

HARTY BALIN
JOHN DENVIR
BOC
BILLLY JOEL
DAN FOGELBFRG
22 TOP
HOTERST 12-7
LFB 15-8
KIM CARNES 19-14
HALL & GATES 20-15 KPUR/Amerillo, TX Wilson Williams BILLY JOEL BILLY JOEL
AIR SUPPLY
BEE GEER
HOTEGET
JOURNEY 1-1
RONNIE MILSAP 2-2
ECDIE RABBITT 5-3
STEVIE NICKS 9-7
OAN FOGELBERG 30-24 WHHY-FM/Montpe

QUINCY JONES STEVIE WOODS BILLY JOFL FORFICHEP HOTESET HOSE/RICHIE 1-1 ELO 6-3 STEVIE NICKS 8-4 SHETNA FASTOK 13-7 ROBBIE PATTON 15-10

THE FOLLOWING STATIONS REPORTED A FROZEN PLAYLIST THIS WEEK:

F105/Boston

WXK8-FM/Boeton PRO-FM/Providence KVIL/Dallas WCKX/Temps WDRQ/Detroit KSLQ/St Louis KIIS-FM/Los Angele B104/Baltimore KC101/New Haven Q106/York W8GN/Birmingh WAXY/Ft Lauderdale FM100/Memphis WR.IZ/Knoxville WAKX/Duluth KRAV/Tules WRBR/South Bend K8EL/Lubbock WSPT/Stevens Point



Jeff Gelb- ACOR

PART TWO

AOR Success Stories: The PD's Speak

Here's a heartening piece of factual information; with all of the top fifty Arbitron-rated markets' spring results compiled, AOR is the market-dominant music format in 11 of those top 50 markets, making it by far this book's dominant music format.

This week we continue our series of AOR winners' stories, with the PD's themselves attempting to explain why AOR stations have emerged as the dominant music outlets in so many markets this book. Read on for comments from Larry Moffitt of KGGO/Des Moines (8.8-13.0), Bruce Wheeler from KFMQ/Lincoln (11.8-16.9), and Steve Runner, then PD at WLVQ/Columbus (14.0-15.9).

KGGO/Des Moines PD Larry Moffitt

"Since my arrival in March 1980, the success of KGGO has been a long and rigorous challenge, one I'm sure is far from over.

"I came to a station that was seventh in the market, playing around 1500 songs and not participating in any community activities. It was very far to the left as far as AOR radio goes these days.

"The first things I did when I got here was to tighten the playlist, throwing out about 600 records that no one would really miss, while maintaining an AOR image.

AGE KGGO :	
12-1718.5%	
18-24	59.3%
25-3420 . 4%	
35-44 - 1.9%	
45-54 . 0.0%	
55+ , 0.0%	
12+ TOTAL 5,400	

"The bottom line to radio success is playing the hits; it's that simple."

— Larry Moffitt

"We worked hard to become the official concert station for Des Moines. Now, nine out of every ten concerts in the city are presented by FM

"We began a series of features that deal heavily with albums. One, at midnight, is called 'The Entire Album,' featuring a different artist weekly and their five best LP's. Every Saturday night we have the 'Saturday Night Six-Pack,' where we feature four real good classic albums and two new ones. We have features Monday through Friday called 'Block Parties,' between 6-7 and 9-10, playing three songs by the same artist back-to-back, uninterrupted.

"We became heavily involved with the community. We're in a conservative market, and people 25+ probably equated our image at the time of my arrival with drugs and partying. I got us involved in benefits for Easter Seals, Muscular Dystrophy, Cystic Fibrosis, and so on. We started a campaign to help save the city's zoo. Finally people's attitudes about the station's image, started to change; our community interest paid off well. Promotions also played an important role in the station's success, particularly geared to 25-34's. The music is still pointed toward the 18-24 core, but the promotions are very much aimed 25+. One's an ongoing weekly promotion called 'Night On The Town,' including limousine transportation to one of the city's best restaurants. To gain women, we honor a Des

Moines businesswoman daily in the noon hour. Her name is sent in by a co-worker; we pick one daily, announce her name, and send a bouquet of flowers

"Another thing that helped us is that the air talents have worked at localizing their shows. They'll talk about things going on in the city. As far as raps go, they don't beat their gums. My philosophy is, if they can't say it in under 20 seconds, don't say it. Otherwise, they're bound to back themselves into a corner.

"Being local, talking about the city and things that affect everyone's life; these things are, to me, much more effective than getting on the air with a syndicated show that talks about what the B-52's next album will sound like, or whatever. Who really cares? Let's spend our time talking about something everyone can relate to.

"I started some local music research. I realized, after working with Bob Hattrik at KWK in St. Louis, that this plays a major role in the success of a radio station. The bottom line to radio success is playing the hits; it's that simple. The hits are determined not by high-paid promotion execs in New York or Los Angeles, but by the listeners. The only way we can determine their interests is by researching music locally."

KFMQ/Lincoln PD Bruce Wheeler

"Some of the elements of our success were staffing, positioning, promoting and engineering

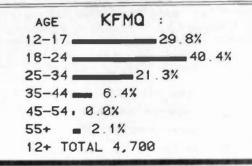
'A lot of programmers pay lip service to their air staffs. I truly believe that to have a first-class radio station you have to have a first class staff. That's where you start. Our programming airstaff is made up of a bunch of real professionals: Bob Rosel is our morning man, Tom Barker is MD and does afternoon drive, Bob Allen does 7-midnight, Dale Richards does overnights, and I do middays. We're also lucky to have such a capable crew of part-timers, including Marty Ryan, Steve Mark, Mike Zangari, and Dave Landis. All of these people have a minimum of two years with the Q, so they have an understanding of what we're doing at the station, and are behind it 100%. They all know Lincoln; most are from here or from somewhere close by. We're also lucky to have an outstanding writer and producer in Dick Terhune. The staff gives their all regardless of whether we're in a ratings period.

"In terms of positioning, in Lincoln, as with more and more markets, many stations are beginning to go after the same demographic We've been doing AOR for ten years; we were the first station in Lincoln (and in Nebraska, for that matter) to do AOR. Our main competition for the 18-34 year-old rock audience is represented by a couple of good stations: KFRX here in Lincoln, and KEZO (Z92) in Omaha, who put a class A signal into the market. Musically, we position ourselves right between the two. It did not take a lot of adjusting when they both started doing AOR; it was pretty much where we were. We managed to keep our core audience and, at the same time, we've attracted people who also spend some time listening to one or the other of our competitors. Further, we have an almost even makeup of men and women. With Tom's help, we've managed to stay in step with what I believe to be a very musically fickle audience. Our slogan is simple: 'Lincoln's Best Rock,' and our consistent ratings and loyal listeners support that.

"We listen to our audience. That may sound cliched, but it's very important to hear both their positive and negative opinions. We do this through our studio lines, at KFMQ promotions, and through ongoing attitude and behavior research (we have our own research department).

"As with most other AOR's, 90% of our programming is music. I believe that other 10% is

also extremely important; it can make or break a station. We carefully surround the music with an announcing presentation both natural and adult; the best feature programming we can get our hands on; promotions that fit our listeners' lifestyle; and good commercials that sound right and work for our clients at the same time.



"We listen to our audience...
it's very important to hear both
their positive and negative opinions."

— Bruce Wheeler

"KFMQ has taken an aggressive promotional stance over the last couple of years; not a big budget blitz of outside advertising or TV, but rather a string of station promotions that involve our listeners and keep our profile high. We've done everything from a homegrown album to an annual run that's become one of the biggest and most successful in Nebraska. We regularly stage KFMQ parties, or rock nights, at local clubs. We publish a monthly 'street sheet,' a listing of station features, concert schedules, and events of interest to our listeners in the eastern Nebraska area. You're bound to see our window stickers from the rear window of a neighboring car. The display of these stickers, along with the visibility of our T-shirts, hats, and other merchandise and materials, are some of the best resources we could hope to have. People see our call letters all over and, in turn, talk about our station

"Another aspect that can't be overlooked is engineering. We have a great engineer in Bob Weidlich, who has kept the station sounding good. We also get a lot of engineering equipment support from our management, Woodward Communications. They know the right equipment is important both to the air sound and to the staff morale."

WLVQ/Columbus Then-PD Steve Runner

(Now With WAPI-FM/Birmingham)

"The question was, 'Is there life after a 14?' Everybody at the station was wondering if it were possible to top the 14 in our fall book. Before the book started, we lost the services of the station's best-known personality, John Fisher, who went to WMET/Chicago, to work with Tom Teuber. Tom had done a fine job of taking WLVQ to the number one position in the market. It was my job as incoming PD to take WLVQ to its next step.

"That started in the fall with an increasing emphasis on jock visibility in the community, and jock personality on the air. The DJ's didn't just play or talk about rock and roll, they lived it. I encouraged the staff to talk about their partying lifestyles on the air, because they reflected the city of Columbus. This idea can only work, however, when the staff is stable and has been in the market a long time. They understood the role of the radio station as a simultaneous leader and follower, leading the listeners but only in the direction they

Continued on Page 32

Jeff Gelb= AOR Success Stories:

Continued from Page 31

really want to go anyway.

"A successful radio station has to be an integral part of its community. We cosponsored a March of Dimes walkathon; we produced our second hometown album and set up a series of live broadcasts at local clubs with the finalists; and all the time kept our finger on the pulse of Columbus. I set up a van schedule and had the staff out almost everyday during the book, just cruising different parts of the metro, giving out albums, T-shirts, bumper stickers, passes, and other things. All the while, we were meeting people face-to-face, getting their feedback. This contact was real important in maintaining our image as the number one station in Columbus.

"We promoted the idea that if you weren't listening to QFM96, you were missing something."

— Steve Runner

"We handed out almost 100,000 bumper stickers. TV spots were well-placed, aiming at our demographic (18-34). We had lots of busboards, though we did not go with billboards or print. The merchandising of QFM96 T-shirts and caps also helped create visibility in the marketplace. This was important, but for a station as well-known as we already were in the marketplace, the real emphasis for an increase had to come from on-air excitement.

"Every weekend during the book was a different and special one, from all-requests to rock wars to all-live. There was always something different going on. There was a promotion in progress of one kind or another every day of the book Some included: magic bus trips that sent listeners to Cleveland and Cincinnati for concerts; a listener party that sent lots of listeners to the grand opening of a new roller coaster at King's Island; a week for two in London plus 96 pounds spending money and tickets to see Bruce Springsteen in Wembley Stadium; we gave away money, either \$96 or \$960 just for listening and then calling to tell us what we'd played. We gave away more than \$5000 in less than three weeks that way. That was followed by a three-week promotion wherein we gave away a \$500 car stereo and a year's supply of gasoline to three people.

"The smaller promotions were exciting as well: a messiest room contest, where the winner got his room cleaned up, won a party thrown to mess it up, and cleaning it up again. We had a chainsaw giveaway in conjunction with a Krokus concert appearance, tied in with our move to new studios. We demolished our old studios live on the air with the help of the group and the chainsaw. We had fun with that.

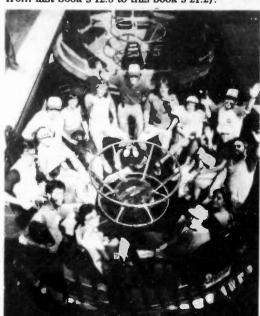
"This excitement that was generated on the air by the jocks and the various promotions we did was really the essential element in taking the number one station and increasing our lead, becoming even more successful. We promoted the idea that if you weren't listening to QFM96, you were missing something.

"It was a real challenge to take over that number one station and increase its share and lead in the market. Now I'm looking forward to an even more exciting challenge down here, putting together WAPI-FM from scratch."

UPDATE

The Sir Douglas Quintet and Tazmanlan Devils played for \$1.01 at a recent KVRE/Santa Rosa listener appreciation party...WLPX/Milwaukee cosponsored a free outdoor concert with three local bands that attracted 5000...WPLR/New Haven, along with Elektra and the Joe Vitale "Plantation Harbour" album, threw a listening party on a boat. Listeners heard while they drank and the album cruised... WDHA/North Jersey's latest listener party, held on a lakefront with local bands and free motorboat rides, drew 2500 and lasted from 2pm to 6am...KILO/Colorado Springs, in conjunction with the latest Rolling Stones release, had a "Tattoo You" party, with a local tattoo artist applying removable tattoos while listeners heard the entire Stones album on the club's sound system...8000 spectators viewed WMJQ/Rochester's seventh annual raft race; two local jazz bands played after the competition... WXUS/Lafavette sponsored a "slide into bed" benefit for MDA utilizing the world's largest waterbed (2000 square feet). Contestants took a running start and slid across a greased waterbed surface, with the longest slides winning a \$500 waterbed system... Y95/Rockford Asst. PD Dick Bascom stood in line with listeners waiting for tickets to go on sale for an area REO Speedwagon concert. He reported back to the station live periodically. After buying two prime seats, the station gave them away, along with dinner, limousine service, and backstage passes...GIRFM/Manchester held a Kinks album/video party, providing free pizzas and soft drinks as well as 25 copies of the album as door prizes.... Congrats to newlyweds Bob and Gail Bittens; Bob is MD at WHCN/Hartford . . . A KOLL/Gillette radiothon for MDA raised over \$10,000 in 12 hours...KFMQ/Lincoln held a free outdoor concert featuring Shooting Star and two local support acts that drew over 10,000 rock fans...KSMB/Lafayette has moved. You'll find them at 202 Gilbert Rd., Lexington, LA 70506. The station's phone number remains the same...WLRS/Louisville still seeks record company rock video for its cable TV station. Contact Steve Barger at (502) 585-5178 for more information...KYTX/Amarillo are scouting city poolsides for people listening to the station, who are instantly awarded gifts including albums, T-shirts, and

coming Next Week: In our concluding segment of AOR Success Stories, the following PD's speak of their victories during the spring Arbitron sweep: Dave Logan of WLAV/Grand Rapids (13.1-14.1), and Gary Dickson of WKQQ/Lexington(AOR's largest ever 12+ figure, from last book's 12.8 to this book's 21.2).



SMILES ALL AROUND: WKDF air personalities Carl P. Mayfield and Mike Beck, along with WKDF account exec Steve Komiser (all wearing caps) chaperoned the winning team from the WKDF/Opryland Great Grizzly River Rampage Raft Race. WKDF and Opryland cosponsored the race promotion to kick off the new theme park attraction. The winning team won \$500 and all rafters received copies of Bruce Springsteen's 'The River' album.

EVOLUTION

KFMQ/Lincoln PD Bruce Wheeler has exited for the Asst. PD post at KAZY/Denver. His PD successor at KFMQ is former MD Tom Barker. Gregg Gillisple has exited as KAZY's MD and has been replaced with former KILO/Colorado Springs Asst. PD Doug Clifton...KSMB/Lafayette PD Jay Walker has resigned and, at month's end, will exit to become station manager for KEUN/Eunice, LA...Russ Bradley has been upped to Asst. PD from MD at WQMF/Louisville. Duke Meyers has been named MD for WOMF. Joe Folger has been upped to MD at KBPI/Denver...Former WCOZ/Boston MD Rob Lipshutz has joined WHJY/Providence as MD...Lisa Richards has exited as MD at WYSP/Philadelphia, and has announced plans to marry competing PD Charlle Kendall from WMMR! Exiting mornings at WMMR for the same at WYSP is Michael Picozzi... Craig Klein has exited the MD post at WBWB/Bloomington for a college teaching position. His MD successor at WBWB is John Hyman...Tom Marshall has been named MD at KFMG/Albuquerque...John Carter has been named MD for WAAL/Binghamton...Greg St. James has been upped to MD at WABX/Detroit...Dave Michaels has joined WRNO/New Orleans as MD from neighboring WEZB. Doctor Dan has joined WRNO as Production Director from neighboring WNOE-FM...Michael Bright has joined WLLZ/Detroit for nights from WJYL/Louisville...Ron Garrett has joined the airstaff of KGB-FM/San Diego from competing 91X...Jim Raldolph has switched from KATT-AM/Oklahoma City to KATT-FM for nights...Mark Caesar has exited KATT-FM for news at KLBJ/Austin... Nick Owens has joined KFMG/Albuquerque for nights from competing KWXL...Susan Austin has joined WLRS/Louisville for middays from neighboring WZZX...Jeff Alpert has joined WAAF/Worcester as Asst. Promotion Director...Don Cohen, former MD for WEEI-FM/Boston, has joined the Directors Company, producers of customized TV spots for radio...Bob Osborne has joined the Capitol AOR promotion team from a similar position at MCA.



BATTLE OF THE AOR STARS: Jefferson Starship guitarist Craig Chaquico (left) wrestled KROY-FM/Sacramento PD Dennis Newhall (right) into playing the group's latest RCA/Grunt album release, "Modern Times."

CONCERTS&CONVERSATIONS

PRESENTATIONS: KFMQ/Lincoln presented Shooting Star for free.

BROADCASTS: Romeo Void on KTIM/San Rafael ... Whitford/St. Holmes on KLOL/Houston ... Pretenders on KPRI/San Diego ... Pretenders, Greg Kihn Band on WTUE/Dayton.

CONVERSATIONS: Little River Band on WDHA/North Jersey...Pat Benatar on WLRS/Louisville...
Go-Go's on WPLR/New Haven...Chriatopher Cross on WKQQ/Lexington...Novo Combo on KEZY/Anahelm...Bill Wyman on WMMR/Philadelphia...
Marahall Tucker on WZZO/Allentown...New England on KOLL/Gillette...Rickie Lee Jones, Mickey Thomas on KTIM/San Rafael...Doug Gray (Marahall Tucker Band), Don Schiltz on WKZL/Winston-Salem...Ozzy Osbourne on WFBQ/Indianapolis.



rock 'n' roll that blows you sky-high

Stations RIOTING:

WLUP WNEW-FM wcoz KOME KMET KLOS **KZEW** KLOL WEBN WYFE WQ-FM WKLS KDWB-FM WLIR **WMJQ KYYS** KSMB

KENO KLPX **KTXQ**

WYSP & MORE!

September RIOTS at:

Son Antonio, Tx. 9/11
Normon, Ok. 9/12
Lubbock, Tx. 9/13
Long Island, NY. 9/15
Odesso, Tx. 9/17
Albuquerque, N.M. 9/18
El Poso, N.M. 9/19
Phoenix, Az., 9/20
Tulso, Ok. 9/22

Wichito Folls, Az. 9/23
Beaumont, Tx. 9/24
Austin, Tx. 9/26
Dollos, Tx. 9/26
Houston, Tx. 9/27
Houston, Tx. 9/28
Dollos, Tx. 9/30

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Summary

Chart

REGIO GREGORD __ ASR. NATIONAL AIRPLAY/40_

152 REPORTERS September 11, 1981 of airplay preference. STEVIE NICKS...... Bella Donna (Modern/Atco)....."Stop" "17" "Leather" "Rain" 3 ROLLING STONES Tattoo You (Rolling Stones) "Start" "Hang" "Slave" "Friend" JOURNEY ... Escape (Columbia) ... "Who's" "Stone" "Belleve" Title
FOREIGNER ... 4 (Atlantic) ... "Hero" "Urgent" "Girl" "Night" 2 PAT BENATAR Precious Time (Chrysalls) "Fire" "Promises" Title "Me" MOODY BLUESLong Distance... (Threshold/PG) "Voice" "Meanwhile" "22,000" 5 6 ALLMAN BROTHERS BAND Brothers Of The Road (Arista) "Straight" Title "Leavin" 12 11 10 9 BLUE OYSTER CULT Fire Of Unknown Origin (Columbia) . "Burnin' " Title "Survivor" 10 16 12 11 "Destroyer" "Dial" "Better" Title KINKS Give The People... (Arista) 21 9 10 12 13 MICHAEL STANLEY BAND North Coast (EMI America) "Heartland" "Love" "Night" BOB SEGER & SILVER.... Nine Tonight (Capitol) "Tryin" "R&R" Title "Strut" 13 13 13 14 DEF LEPPARD High 'N' Dry (Polydor/PolyGram) ... "Go" Title "Lady" "Heartbreak" 21 17 15 16 27 25 19 17 25 18 22 33 "Searchin' " "Fly" "Rattlesnake" 11 BLACKFOOT Marauder (Atco) 16 21 23 22 FOGHAT......Girls To Chat...(Bearsville/WB)..... "Live" "You" "Love" "Boy" 14 DIRT BAND Jealousy (Liberty) Title "Close" "Fire" 36 30 20 24 10 14 17 25 37 32 30 26 DAN FOGELBERG The Innocent Age (Full Moon/Epic) . "Hard" "Sun" "Moments" New BALANCE......Balance (Portrait)....."Breaking" "Dream" 30 34 28 31 POINT BLANK American Excess (MCA) "Nicole" 24 24 27 29 RICKIE LEE JONES Pirates (WB) Title "Woody" "Living" "Together" 28 31 29 30

NICKS zipped past all competitors in total reports to claim the top airplay spot for this week STONES jumped to sec ond place as edds converted. JOURNEY and ZZ held rock steady as ALL MANS inched up. ELO maintained. KINKS climb ed high as adds converted to upper rotations. SEGER dabuted with strong adds. RIDER and LRB had a good week of increased airplay interest, TRIUMPH jumped nicely combining new adds and strong me diums. DIESEL held their own as STAR climbed. FOGELBERG debuted with strong adds. BAL ANCE resurged in me-diums. RICKIE LEE held steady as JON inched up. ARS, RIOT and MEAT de buted. The Significant Action listings came closest to charting this week.

The AOR National Airplay/40 charirepresents add, medium and hot rotation activity in all musical configurations. Artists chart numbers are displayed over a four-week period. The artists in Italics registered the most rapid geins in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity: cuts in bold Italic.

MOST ADDED

		9/11	9/4	8/28	8/21	8/14
1	BOB SEGER & SILVER	98/82	0.10	0.10	0/0	0/0
	Nine Tonight (Capitol)	M 6		1		
	"Tryin' To Live"	H 10				
2	OAN FOGELBERG	91/81	11/10	0/0	0/0	0.10
	The Innocent., (FM/Epic)	M-3	M-1			
	"Hard To Say"	14-7	H-0			
3	ATLANTA RHYTHM	84/47	23/16	9/7	1/1	0.00
	Quinella (Columbia)	M 12	MI6	M-2	M-0	
	"Alien"	H 5	H-1	H-0	H-0	
4	MEAT LOAF	49/42	14/12	12/12	0/0	0/0
Tie	Dead (Epic/Cleve, Int'l.)	M-3	MI2	M-0		
/ 100	Dead (Epic/Cleve, Int'l.) "Peel Out"	H-4	H-0	H-0		
4	DONNIE IRIS	44/42	0/0	0/0	0/0	0.10
	King Cool (MCA)	M-2				
	"Sweet Mariles"	H-0				
6	KINKS	114/39	97/93	0/0	0/0	0.10
	Give The People (Arista)	M-39	M-4			
	"Destroyer"	H-36	H-0			
7	NILS LOFGREN	42/38	5/5	0.10	0/0	0.10
	Night (Backstreet/MCA)	M-3	M-0			
	Title	H-1	H:0			
8	D. HALL & J. OATES	48/37	0/0	0/0	0/0	0.10
	Private Eyes (RCA)	M-8				
	Title	H-3				
9	LITTLE RIVER BAND	78/33	62/48	0/0	0/0	0.10
	Time Exposure (Cepitol)	M 20	M-11			
	"The Night Owls" TRIUMPH	H-25	H3			
10		79/31	71/68	0/0	0/0	0.10
	Allied Forces (RCA) "Fight"	M 40 H 8	M-0			
11	SURVIVOR	22/19	H-3	000	0.10	0.00
	D		M-1	0.10	0/0	0.10
Tie	"Summer's Nights"	H-1	H-0			
11	GRATEFUL DEAD	19/19	0/0	0/0	0/0	0.10
• •	Dead Set (Arista)	M-0	0,0	070	0/0	UNU
	"Samson & Delileh"	H-0				
13	KINGS	15/15	0/0	0/0	0/0	0.10
	Amazon Beach (Elektra)	M-0	0,0	0,0	0/0	0/0
	"All The Way"	H-0				
14	BRIAN JOHNSON	13/12	1/1	0.00	0/0	0.10
	B. Johnson/Geordi (MCA)		M-0		0.0	0.0
	Various Cuts	H-O	11-0			
15	CHILLIWACK	45/11	50/24	40/40	0.10	0/0
-	Wanna Be, (Millennium)	M 25	M-23	MO	141	
Tie	"My Girl"	HI9	H-3.	H-0		
15	MICKEY THOMAS	11/11	0/0	0/0	0/0	0/0
	Alive Alone (Elektra)	M-0				
	Title	H-0				

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

MEDIUM

RICK SPRINGFIELD Working Class Dog (RCA) "Everything" "Jessie's" "Love"

JON & VANGELISFriends Of Mr. Cairo (Polydor/PG) .. Title "Independence"

SQUEEZE East Side Story (A&M) "Tempted"

GREG KIHN BAND Rockihnroll (Beserkley) "Breakup Song"

IAN HUNTER Short Back N' Sides (Chrysalis) "Central""Love"

MEAT LOAF Dead Ringer (Epic/Cleveland Int'l.) ... "Peel" "Love Her" Title

			9/11	9/4	8/28	8/21	6/14
	1	ALLMAN BROTHERS	117/67	127/66	120/65	114/58	108/11
	Tie	Brothers Of The (Arista)	A-1	A-7	A-7	A-18	A-94
	110	"Straight From The Heart"	H-49	H-54	H-48	H-40	H-3
	1	OEF LEPPARD	90/67	83/54	77/55	80/50	67/39
		High 'N' Dry (Polydor/PG)	A-3	A-6 .	A-2	A 18	A-17
		"Let It Go"	H-20	H-24	H-20	H-12	H-11
	3	RED RIDER	88/66	80/53	67/49	63/44	51/30
		As Fer As Siem (Cepitol)	A-B	A-13	A-10	A-14	A-17
		"Lunatic Fringe"	H-14	H-14	H-8	H 5	H-4
	4	MICHAEL STANLEY	94/63	106/64	101/65	107/71	105/68
		North Coast (EMI America)	A-1	A-2	A-0	A-4	A-9
4		"Heartland"	H-30 -	H-40	H:36	H-32	H-28
	5	DIRT BAND	71/56	80/57	64/35	67/3	3/0
		Jeelousy (Liberty)	A-3	A-15	A-25	A-83	A-3
		Title	H-12	H-6	H-4	H-1	H-O
	8	FOGHAT	68/53	89/66	84/63	97/73	100/75
		Girls (Beersville/WB)	A-0	A-0	A-1	A-0	A-0
		"Live Now - Pey Later"	H-15	H-23	H-20	H-24	H-25
	7	BLACKFOOT	68/52	81/59	97/63	106/58	112/55
		Merauder (Atco)	A-2	A-0 -	A-0	A-0	A 1
		"Searchin" "	H-14	H-22	H-34	H-48	H 66
	8	BLUE OYSTER CULT	107/48	125/49	128/50	129/45	132/48
		Fire Of (Columbia)	A-0	A-1	A-0	A-0	A-1
		"Burnin' For You"	H 69	H-75	H-78	H-84	H 83
	9	DIESEL	68/47	68/51	71/53	73/53	70/48
		Watts In A Tank (Regency)		A-2	A-2	A4	A-6
		"Sausalito"	H-20	H-16	H-18	H-16	H-16
	10	BALANCE	53/43	48/30	52/41	54/43	56/43
	Tie	Belance (Portrait)	A-1	A-2	A-2	A-3	A-4
		"Breaking Awey"	14-9	H-16	H 9	H-8	H-9
	10	LITTLE FEAT	59/43	62/36	55/29	85/21	43/0
		Hoy-Hoyl (WB)	A-3	A-9 H-17	A-9 H-17	'A-30	A-43
		"Eesy To Slip" TRIUMPH	H-13 79/40	71/0	0/0	H-14	0/0
	12	Allied Forces (RCA)	A-31	A 68	0/0	0/0	UNU
	Tie	"Fight"	H-B	H-3		N 1	
		SHOOTING STAR	56/40	52/36	48/32	42/20	35/9
	12	Hang On., (Virgin/Epic)	A-4	A-8	A-8	A/18	A-23
		"Flesh & Blood"	H-12	H-10	H-8	H-6	H-3
	12	KINKS	114/39	97/4	0.40	0.00	0/0
		Give The People (Arista)		A 93	0,0	0,0	0.0
		"Destroyer"	H 36	H-0			
		2031/0/0/	11.50				

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 alhum title. The first represents total number of our reporting stations playing the alhum, 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

_		9/11	9/4	8/28	8/21	8/14
1	STEVIE NICKS			154/133		
Tie	Bella (Modern/Atco)	A-0	A-01	A-1	A-0	A 1
	"Stop Draggin My Heart"	M-11	M-16	M 20	M 16	M 20
1		145/139	155/144		0.10	0.0
	Tattoo You (Rolling Stones	A3	A-100	A 36		
	"Start Me Up"	M-3	M-7	M 2		
3	JOURNEY	142/134	162/141	151/131	150/136	150/133
	Escape (Columbia)	A-0	A-0	A-0	A-0	A-0,
	"Who's Crying Now"	M-8	M-11	M-12	M-15	M-17
4	FOREIGNER			149/134		
	4 (Atlentic)	A-0	A-0	A0 5	A-0	A 1
_	"Juke Box Hero"	M-12.	M-9	M-11	M-16	M-14
5	OFIGHT			146/130	1	1
	Precious Time (Chryselia)	A 0	A-0	A-0	A-0	A-1
	"Fire & /ce"	M-14	M-12	M 10	M-11	M-14
6	HEAVY METAL		140/100	141/94	144/90	138/66
	Verious Artists (FM/Asylum)		A-0	A-0	A-4	A-8
_	Title - "Ride"	M-30	M-40	M-47	M-60	M-64
,	MOODY BLUES	115/87	134/107			143/127
	Long (Threshold/PG)	A-0	A-0	A-O	A-0	A-1
_	"The Voice"	M-28	M-27	M-19	NI-12	M 15
8	ZZ TOP	123/83	128/85	130/80	130/77	1.26/71
	El Loco (WB)	A-2	A-0	A-1	A-1	A 6
_	"Tube Snake"	M 38	M-43	M 49	M-62	M 49
9	ELO	108/66	112/70	114/64	99/45	103/6
	Time (Jet)	A4	A4	A-6	A-18	A-91
	"Hold On Tight"	M 38	M 38	M-44	M 36	M-6
10	BLUE OYSTER CULT	107/59	125/75	128/78	129/84	132/83
	Fire Of (Columbia)	A-0	A-1	A-0	A-0	A-1
	"Burnin' For You"	M 48	M 49	M-60	M 46	M-48
11			95/67	106/73	110/80	115/87
	Don't Say No (Capitol) "In The Dark"	A-0	A-0	A-1		A 1
12	ALLMAN BROTHERS		M-28			M 27
14	Brothers Of The (Arista)	117/49	127/54	120/48		108/3
			A.7	A-7		A 94
17	"Straight From The Heart"		M-66	M 66		M-11
-	Give The People (Arista)			0/0	0/0	0/0
Tie	"Destroyer"		A-93			
13	PRETENDERS		M-4			
	Pretenders II (Sira)			76/31		74/0
	"The Adultress"			Top.		A 74
		M-32	M-38	M-40	M-30	M-0
15		mane	-			
15	TOM PETTY Hard (Backstreet/MCA)					121/96 A-0

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.

Never Equalled. Never Greater.

Brothers Of The Road: The Album

R&R: 9 */BB:45*/RW:73*/CB:62*/ Album Network: 11*/Hard/FMBQ:12*

"Straight From The Heart": The Single BB:42*/RW:42*/CB:40*

A new peak for the band that blazed the trail.

Brothers of the Road

Bringing Back The Glory On ARISTA

Produced By John Ryan for Chicago Kid Productions Management: John Scher.

AS BREAKERS

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

BOB SEGER & THE SILVER BULLET BAND Nine Tonight (Capitol)

"Tryin" "ReR" Title "Strut." 84% of our reporters on it. Total album reports: 98. A-82, M-6, H-10. Debuted this week at number 15.

DAN FOGELBERG

The Innocent Age (Full Moon/Epic) "Hard" "Sun" "Moments" Title, 60% of our reporters on It. Total album reports: 91. A-81, M-3, H-7. Debuted this week at number 27.

TRIUMPH

Allied Forces (RCA)

"Fight" "Power" Title, 62% of our reporters on it. Total album reports: 79. A-31, M-40, H-8. Charted this week at

LITTLE RIVER BAND

Time Exposure (Capitol)
"Owle" "Easy" "Say" "Suicide." 51% of our reporters
on It. Total album reports: 78. A-33, M-20, H-25. Charted this week at number 18.

D. HALL & J. OATES	Private Eyes (RCA)
	Total 48. A-37, M-8, H-3
	Wanna Be A Star (Millennium) Total: 45. A-11, M-25, M-9
	Shot Of Love (Columbia)
NILS LOFGREN Nigh	nt Fades Away (Backstreet/MCA)
	tion Backward Principle (Capitol)
POCO	
	Stimulation (Pasha)
	Total: 33. A-9, M-23, H-1
	The Right Place (WB)
	Total: 30. A-1, M-19, M-10

Significant Action listings showcase product in all musical configurations that has received significant sirplay but which has not garnered sufficient reports to chart on the National Airplay/40 listing. These records are listed in order of sirplay. They may be either still-on the rise, or former National Airplay/40 chart acts.

Significant Action JAZZ ON ASR

Last	T W	his fresh
3	1	YELLOWJACKETSYellowjackets (WB)
2	2	SPYRO GYRA
1	3	AL JARREAU Breakin' Awey (WB)"Love" "Closer" "Easy" Title
8	4	PASSPORT
4	6	P. METHENY/L MAYS As Fells Wichita, So (ECM)
8	6	JOHN NEPTUNE Shogun (Inner City) "Windows" "Magic"
10	7	TOM SCOTT Apple Juice (Columbia)
7	8	SADAO WATANABE My Dear Life (Inner City)
5	•	MILES DAVIS The Man With The Horn (Columbia)
9	10	BRIAN AUGER Search Party (Headfirst) "Earth" "Gone"

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This char represents activity based on a combination of add, medium and hot reports as well as special jazz programming. The album's preferred airplay cuts are listed; singles are in bold feeling. Artista' names are in bold feeling. If they listed; singles are in bold failing. Artists' nar registered significant sirplay gains this week.

REGIONAL ASER ACTIVITY



MD RON NEPH

Albany 518-785-9800

Account GRATEFAL DEAD (in ise) "Franklints..." "Doma!" DOMNE ASSIS (MEA) NOB 33 ORM 8 34 WWN (Cop 4 NOS 16 Hantra) "All The way OAN # DOELER If will Moon/Egic) EFUTT Moon/Edich Loor...Sun" ALL & GRES (MEA)

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BOTO CORO (Folydor/PolyGra)
"Up Per Iscope"
NIO (Filterhya)
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"Hough Price"

LINES LIVE LIST

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WZZO

Allentown

POI LIN CURLY NO: BRUCE BOND

Added
LPM (Cepitol)
HALL & GAVES (RCA)
SHOULDER STAM IN POINT (RCA)
ANS (Columnist Date FOOTLAR RCA)
(FULL HAND)(Epitol
PULL HAND)(Epitol

MOTTEST FOREIGNER SATISMISS

Jeill None

MOST ADDED

DAN FOGELBERG

The innocent.. (FM/Epic) 18/17
MEAT LOAF Dead... (Epic/Cleve. Int'L) 20/15 BOB SEGER & THE SILVER

BULLET BAND Nine Tonight (Capitol)
NILS LOFGREN

Night.. (Backstreet/MCA) 15/12 DARYL HALL & JOHN OATES Private Eyes (RCA) 14/12

Two numbers follow each album title. The first represents total number of Eastern stations playing the album this week. The second is the number of those stations that added it this week.

98 Rock

Medium PAT USBSTAR (Chryssils) OISSE (Regency) JON & TMACEES FOLYOWYPOINT O TO LOWER SECA) CLUMBER SECA) LITTLE PAR SECA (ALLOW)

301-889-0098

14/14

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OR: TY FORD
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A

MEDIUM

DEF LEPPARD
High 'N' Dry (Polydor/PG) 20/16
RED RIDER

As Fas As Siam (Capitol) 19 ALLMAN BROTHERS BAND 19/13 Brothers Of The... (Aristo) 25/12 TRIUMPH

Allied Forces (RCA)
BLUE OYSTER CULT

Fire Of... (Columbia)
BILLY SQUIER 25/11 Don't Say No (Capitol) 18/11

Two numbers follow each album title. The first represents total number of Eastern stations plusting the album this week. The section is the number of those stations who reported it in medium rotation this week.

Bridgeport 203-579-9995

1-95fm Added
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Main Section (Art and Section 1)

PROTEST (Columbia)

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ALMAN BROTHER (Modern Art and Art

THE HOTTEST

FOREIGNER 4 (Atlantic)

32/32

31/28

ROLLING STONES Tettoo You (Rolling Stones) 31/30

STEVIE NICKS

31/29

Belle ... (Modern/Atco)

JOURNEY

Escape (Columbia)

Two numbers follow each album title. The first appresents total number of Eastern stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.

9TROCK Buffalo

Medium CEF LEPPARO (Pelyd ELO 1344) HRETENDICKS (51re) HSB (EN1 Aperica) PD: GEORGE HAMRAS MD: PAUL HEIME

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Rock Artists Performing Comedy and Comedy Music...



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rupries? STEVE RICES (Roose R/AP) ROLLING STORES Booking Stones) JOHNEY (Cpt-webs) PAT REMERK (Cpt-yealis) EQUESCRED (APSONTES)



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Harrisburg

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717-238-1402 MAT LON (Epic/Cleve, 101) **Pont Ort** **ALISM EmotieRS... (Artista) **Stralign://www.**

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Hartford

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WCCC AM/FM Hartford
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MD: JOSE DIAZ PD: HIKE BUSHEY

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All poor (Columbia)

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Long Island 516-587-1023

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Introduction

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Jali/ Itme Singles

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WRDH

PD: MIKE HARMIS HD: STEW SCHAMTS

PO! NIKE PERKINS ASST. NO! NIKE MOMECHO

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Montart

BOLLING STORES

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New York 212-887-7777 x6070

12-CO-FFFT

INDITED

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Syracuse 315-472-9797



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(Fig.) Norm/Epic)

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PD: DRLE EDWARDS

Singles

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315-797-0803

Utica-Syracuse

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Washington, D.C. 703-534-0320

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PD: DAVE BROWN

105

PO: GARY CHASE MB: MARTY DESPSEY

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FM105

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Jezz DAYLO SAMBORE (MD) CARLA BLEY (ECH) JACO PASTORIUS P. METHERY/L. HAYS JECH) PLUMBER (MB) AL JAMMERU (MB)

Singles

| "Unartic File" | Unartic Fil WERI-FM 194

.7 SQUIEN (Capitol)

"Londy...Nrg. "Londy...Nrg. "Hold On Tiger" REO RIDER (Coping): "Tele Fing"

(Full Moon/Epic)
"New or To Sup"
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"New or To Sup"
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MEAT (CO) "Spic/Cleve, 1197
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Westerly 401-596-7728

ANY FROMBLE (\$1178/America H165 DR195 (Columnis) JOE PURRY (Columnis) -ALICE COUPER (48) JOHAL (\$10716) (Per valt) -LENE LOYICH (\$118)

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Worcester

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Huttes! HOLLING STORES (Bulling Stores)

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Art 62 Marie Singles

P.P. Don't pass the buckle . . . See Marketplace, page 55 0 0 0

THE HOTTEST

35/34

12/32

33/28

Pensacola

CLO (JOT) HOODY BLUES (THE CONDIGNATION OF

STEVIE NICKS

Belle... (Modern/Atco)
JOURNEY

Tuttoo You (Rolling Stor PAT BENATAR

Precious Time (Chrysells)
FOREIGNER

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Escape (Columbia)
ROLLING STONES

OUTH

Amarillo

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(S.S.Sp)

"tord -- Lon"
"New d 'to May"
"New d 'to May"
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(** ## 154 (**) 1 ** ## (**) Modium OIE LEFFARD (Pullyamin) with 1881 Americal "MOD FIGH 2000 (out) ICEPOURE (CM yearts)

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Will series (Solomoria) 9 - 0.000 (Solomoria) 10 -

Austin 512-474-654

OVC (AIPE) -URB (Capito)) -MHLL & OATES (MCA)

MOLL NG 5 (ONES 1001)
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PAS BENATRE (Chrysells)
PAS BENATRE (Chrysells)
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Birmingham

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"RESULA" SQUEEZE FRANK "Toppied"

Birmingham 208-933-9274

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Hottest BROTHERS... (Ap. 1s Ap. 1s Ap JOER BRIAN AUGUR THREGET STEEL CONCOR.
CONCOR.
JOHN HEFTUME (FRAME CITY!
SPTRO GRIA (MCA)
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SADNO METAMANE (FRAME CITY
VELLOWACKETS 1480) Singles

Ft. Pierce

PO: DRIS HILLER ASSE. PD: MICHELE ROBINSON Added N-B SIGER & SIGNER (Capitol) "Old Time NAM" "Bryin' To LEF" Eltie

DIBT MAND (Linerty: SMDDTIME STAM (Twgle/Epic) DIESE, Hoppmery) MANDGART RUSH (Columbia) -RAIMBOR (Polydor/PolyGrush) PROTTING STORMS: PAT BERNTAM (Car yearle) EXC (Columbia) EX (OP (MB) STEVE NICKS IMper ofArco) PEANY METAL (FUT Non-/Asyte MBA (EX) Non-Fica) TALLET IN TELAS

MOST ADDED

DAN FOGELBERG The Innocent... (FM/Epic) 25/23 BOB SEGER & THE SILVER BULLET BAND

Nine Tonight (Capitol) 31/20 ATLANTA RHYTHM SECTION Quinelle (Columbia) 18/12

Cuinelle (Columbie) 18/12
KINKS
Give The People... (Arists) 25/9
TRIUMPH
Allied Forces (RCA) 22/9

Two numbers follow each album title. The first represents total number of Southern stations playing the album this week. The second is the number of those stations that added it this week.



Jacksonville 904-642-1065 MD FO COMO teniper /Polyte MD HIMIT (Cop)tul; "Lunatio fring"

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Lexington 606-252-6694

PD; GARY DIRCH ASST. PD; DAYS KRUSENILAUS

LES 102

"Nicola"
PAT DENATAR (CDrynol)
"Fire 6 los"
ELO (Jail)
"Noise De Tight"
ALLMAN BIOTHERS... (J.
"Sire Ight/Near"
"Sire Ight/Near"
"Jana Box Mgro"
(CEROUSE (CDrynol)s)
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HULD AMES (Toppon Joe/Col.) Louisville

Hoffest PAT Other Add (Drynelly) FOR (God W (A4 Levic) Zr 10P (40) JOSHMY (Gol Web Xr) STEVIL HOEKS (Movem n/Arc NILT 300 HB (Gog) Pol) BOX (Col Web Is) GLO (A4P) GLACK GOT (A1CO) GLACK GOT (A1CO) ROLLING STORES (GOL HAD)

502-585-5178 508122 | IABH1 "Temptor"

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fozp Mone

Louisville

W FD: C.L. MITHERS MD: RUSS BRACKET

FD: 80 JACKER MD: 00H1M0 E1FF+

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Lubbock 806-747-1224

FOREIGNER SATISMATICS DAMPS JOE BROWN SERICS PAT SESSATAN (Car yearles) BINES (4-14-7a)

2822 Post-o

MEDIUM

HCHAEL STANLEY BAND North Coast (EMI America) 25/19 DIRT BAND

Jealousy (Liberty) 23/19
DEF LEPPARD
Migh 'N' Dry (Pohydor/PQ) 22/19
RED RIDER As For As Siem (Capitol) 22/19-Brothers Of The ... (Arista) 31/14

first represents total number of Southern stations playing the album this week. The second is the number of these stations who reported it in medium rotation this week.

Miami Test Facility (1995)

Miami

305-672-2500

PADLO CRUTSE FAME)
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PD: RICE PITES

Aread Art (Columbia) "Pratty Girl"

"Against...Wind" Titte ARTHUR (51) (48) HDDOT BLUES (Threshote/Pot/G)

-WANO

New Orleans
504-889:2424
IAN HARTER (OPTISHED)
-COLI RAME)T (Electro)
-ROLLING STORES
-ROLLING STORES
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DAN 7 DOR LRB (Cap)
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(Fill) Memon/Epic)
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FYCODB (My 1sto)
-BILLEY (DDL 1CMy yearls)
-BOB SLOER & Silver (Cap)

HOSE MIGHT STATEMENT OF THE PROPERTY OF THE PR

JA E J Ricona

Norfolk 804-461-1194

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Medium Medium (Fall III Medium FOREIGNER (Atlantic)

1 inglas San Antonio 512-223-6211

995 KIEG

D) AIC JOHNSON

Added Drill IBACK (b) () "My Girl" "Dan ADDELESSOR

-RICH SPRING (ED (RCA)

PD: TIM SPENCER HD: TEMPIE LINDSEY "Times Libe...."
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KMOD

ACRE SCOTT & SILVER (Captroll One FOOTLASTIC

Tulsa 918-664-2810

NO SPECIAL LABORS
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99 170 West Palm Beach

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40/38

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THE HOTTEST

Tattoo You (Rolling Stones) 39/36 FOREIGNER

Precious Time (Chrysells) 35/31

Two numbers follow each album title. The

ins represents total number of Bidwest stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week

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Appleton 414-734-9226

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BULLET BAND
Nine Tonight (Capitol) 23/22
ATLANTA RHYTHM SECTION Quinelle (Columbia)
DONNIE IRIS 15/14

King Cool (MCA) Give The People... (Arista) 29/12

Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations that added it this week.

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PO: MARD HOLMES HD: ED HITCH

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Detroit

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MICHAEL STANLEY BAND North Coast (EMI America) 29/18 ALLMAN BROTHERS BAND Brothers Of The... (Arista) 28/17 RED RIDER

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Album Station Evansville 612-422-5268

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KQ92 Minneapolis 612-545-5601

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Singles 930FM Milwaukee 414-276-2040 41.4-276-2040

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Oklahoma City

789 - Omaha 402-592-5300

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St. Louis 314-942-1111

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Albuquerque

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Aspen 303-925-5776

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MOST ADDED BOB SEGER & SILVER BULLET BAND

Nine Tonight (Capital)
DAN FOGELBERG The Innocent... (FM/Epic) 21/16 LITTLE RIVER BAND Time Exposure (Capitol)
DONNIE IRIS King Coal (MCA)

Two numbers follow each album title. The first represents total number of Western stations playing the album the week. The second is the number of those stations that added it this week.



Bakersfield 605-632-1410 TUBES (Gapitos)
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MEDIUM

ALLMAN BROTHERS BAND Brothers Of The... (Artsta) 33/24 DEF LEPPARD High 'N' Dry (Polydor/PG) 26/19
RED RIDER As Fer As Siem (Capitol)
POGHAT Giris... (Beersville/WB) 20/19

BLUE OYSTER CULT Fire Of... (Columbia) 36/18 Two numbers fullow each album title. The first represents torial number of Western stations playing the album this week. The second is the number of those stations who reported it in medium rotation this week.

Colorado Springs

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103 KBPI Denver 303-938-2313

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THE HOTTEST

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PO: NE IL EDNARDS. NO: BRACE REH YOU

Edmonton 403-426-6597

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Fort Collins

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PO: JESSE SUMMERS

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Las Vegas
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PS States (Ov yearla)
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Los Angeles 213-683-3311

PD: TOWN ! MADGES

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PD: BICE CARROLL MD: LARRY GROVES

Pasadana 213-578-0830

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Missoula

PARTY OF (MI)
ALLMAN BROTHERS... 10
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MEATHERSHIP (SIC)

BOB OTLAN (Calumbia)
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ORDA: AMADO UMPS String in)
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"ALTER LOTION (\$1918)
MATTERS ACTION (\$1818)
ACTION

Phoenix 802-833-8888

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PRETENCERS (Sire) BALANCE (Por trait) ZE TOP (MB) MCA (EN) Americal BLACKFOOT (Arco)

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Phoenix

RDLLING STORE'S
(Rociling Stories)
REALY RETAIL (Full)
REALY RETAIL (Full)
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Portland

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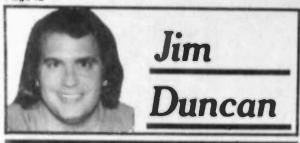
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SO WHAT'S NEWS WITH ME?

Read The Book!!

After eight years of much tongue-incheek reporting in my "News Notes" column, I realized all I had to show for it was pudgy cheeks and a sore tongue.

First, an apology for this semi-humorous column. If I try to write this last column as Country Editor of R&R with much sentimentality, I might begin to cry and the print will run into a blob of wet ink. Please know my tears would be not only from the sadness of leaving you in this spot on a regular basis, but also of happiness for the new venture I am about to pursue.

Now you're probably at this point saying to yourself, "What the hell is he trying to say?" (Don't think I haven't asked myself the same question.) So just in case you didn't see the front page story (which with my luck they probably buried on the 38th page), I am moving up in the Radio & Records organization. I have been asked to head up the R&R Entertainment Video Division.

Let me make it clear right now that I will also be a part of the Radio & Records newspaper. Every now and then I will be doing a feature story or column in R&R. I'll still be listed in the masthead as a "Senlor Editor" and will continue to contribute to the paper as time permits. I will still be here to talk to my many radio, record, and industry friends. But we at R&R decided we could better serve your needs with a person dedicated to 100% of this section every day of every week. After much consideration, we have decided my replacement will be a lady who has as much concern about your continued growth as I have had for all of these years; a person who will be as sensitive to the needs of the little guy as well as the major companies; someone who cares enough to be involved with this fast-growing industry, to contribute as well as listen and learn. In the past year you no doubt read her many fine articles in this and other sections of R&R. Ladies and gentlemen, please welcome the new R&R Country Editor: Carolyn Parks. (Fade up crowd applause. Hit the spotlight.)

Now they tell me Carolyn will do her first column next week. (So shut off that damn light and turn off that crowd noise!)

Just wanted to let you know that besides an occasional guest appearance as a columnist, I will still be very much involved in the industry through participation in the Country Music Association, the Country Radio Seminar, FICAP, etc. As a matter of fact I will be heading a Country Radio discussion group at the NRBA convention in Miami Tuesday, September 15. Also, I would fly around the world to hear Ronnie Milsap play. He's the entertainment guest at the NRBA. I will also be at the Country Music Convention in Nashville the week of October 12-17. As you know, I'll be producing and directing again the third annual CMA Post-Awards Radio Show on the NBC Radio Network. The live 90-minute show is hosted by Bill Anderson and Ralph Emery, and features all of the CMA award winners and many of the talented nominees. I will continue to produce and host the "Live From Gilley's" show for Westwood One. Can't let those 20 million listeners and 400 radio stations down. So as you can see, I will be just as involved in the radio and record industry as I always have been. Only now I will be taking on a new challenge.

Now comes the really hard part - trying to remember all of the names of the people I need to thank for helping to make me the success I am. First, my wife Judy and my two sons, Jason and Casey, for understanding all of the times I couldn't be at home. Then Dick Krizman, R&R's VP of Marketing, for teaching me the guts of the record industry. Our Executive Editors, Ken Barnes and John Leader - Kenny for helping to make my copy read somewhat normally on a week-to-week basis and John for putting up with my madness for the past couple of years. Richard Zumwalt and his staff of professional artists for making this section look so great over the years. My Mom and Dad for their love and encouragement. The Rose and Dr. Gonzo for helping me to remember the words of Waylon: you must stay "crazy to keep from going insane." Of course, you as my many readers. And most important of all, I want to thank the



man who believed in me when no one in the world cared (except for my family and they had to), Bob Wilson, R&R's Publisher. With this change in my career direction, I finally get to realize an eight-year dream. And once again, Bob has made that dream come true.

Last, and certainly not least, I must say there would not be enough space in this publication to list all of the names I need to thank for helping me make it to the top. I have a thousand pictures and memories. So that's why I say: Read the book!!!

NAB WRAP-UP

Country Session Capsulization

This year's NAB Radio Programming Conference, held in Chicago August 16-19, was a well-attended affair. Due to space limitations the past two weeks, we were unable to capsulize the events of the Country session until now. However, some interesting topics were brought up and discussed, making even this late report relevant to those of you unable to attend.

Panelists for the Country session included WHN PD Ed Salamon, WWWW PD Dene Hallam, and Bobby Denton, PD of WIVK-AM & FM/Knoxville. After some brief opening remarks by the panelists, who outlined the current status of their stations in their respective markets, the floor was opened for discussion.

One of the first topics discussed was the difference in programming an AM station as opposed to an FM facility. Although most tend to think of an FM as being more "progressive," while the AM's retain more of that "traditional" flavor, it was noted that the particular market you're programming to has the most to do with the ultimate sound of your station, whether it's on the AM or FM band. For instance, WWWW leans toward a more contemporary sound primarily because of competitor WCXI's long-standing traditional format, a move which gives the country listener in the Detroit market a definite choice. However, had the situation been reversed, Dene stressed that he would have had no qualms about putting a traditional format on the FM, something that Bobby Denton does on a regular basis both during simulcasting and when the stations are separate entities in AM and PM drive times

Rapping On Research

WSUN's Bill Gamble wondered if any stations were following the AOR and Top 40 lead by using focus groups, callout, or other types of research in their markets, and whether they found these methods more effective than relying primarily on the trades.

effective than relying primarily on the trades. The consensus was that research can be a very valuable tool to the Country programmer when used in conjunction with other sources of information, such as requests, sales and, most of all, a "gut" feeling for your own particular market. Some programmers rely too heavily on trade information, which is based on national activity, and should be relied on primarily as a "starting point" in record researching. Once a record is added to your playlist, it shouldn't necessarily be dropped just because it's fallen off nationally...you have to determine airplay by what your market dictates.

It was also mentioned that research can offer a valuable service in detecting the "burnout" factor of particular records in your market. This is particularly helpful to Country stations which go on crossover records early only to find that the other CHR or A/C stations in town are also playing the same tunes, increasing the burnout for your station's core audience.

Jim Tice of WCOS/Columbia, SC offered that even smaller-market stations on limited budgets can start research programs on a smaller scale by utilizing college interns to man it once it has been set up properly.

"How Country Should Country Be?"

In view of the current influx of Country crossover product, the question of "How Country should Country be?" was brought up. Some stations have come up with their own hybrid formats to fit specifically in their markets; for instance, WOW107/Pensacola's "Cross-Country Contemporary," which mixes approximately 2/3 modern country (Kenny Rogers, Crystal Gayle, Razzy Bailey, Rosanne Cash, etc.) with about 1/3 mellow rock (Nell Diamond, Poco, Firefall, Loggins & Messina, et al). The station has found that by not putting a label

on itself (it doesn't say it's Country on the air), it can be a little more flexible and thereby expose more people to country music.

Another station customizes its TM syndication package by including popular local crossover records on a limited basis. In short, depending upon the type of competition you have in your market, a station could program anything from old-line traditional to a pop/country mix and still consider itself a "Country" station.

Ed Salamon mentioned the fine line his station must walk to be a full-service station in a market the size of New York City. By loading up too heavily on services (news, weather, sports, etc.), you could alienate those listeners using the station as a music outlet; conversely, relying exclusively on music will force other listeners to change the dial in search of the information they need to have. Although no solution to this problem was found, it was noted that most Country outlets do try to be as full-service to their listeners as possible and involve themselves deeply in the community.

Balancing Male & Female Listeners

The final, and perhaps most intriguing, topic brought up at the Country session was how to achieve a balanced mix of male and female listeners. It was felt that the two main factors that determine the male vs. female ratio are the type of music you play and the kinds of contests you run. Females traditionally react more favorably to love songs than to drinking songs; by the same token they also tend to be more involved in contests than their male counterparts.



The NAB Radio Programming Conference moderators for the Country Session were (I-r) WHN PD Ed Salamon, WWWW PD Dene Hallam and WIVK PD Bobby Denton.

Bobby Denton explained some of the small promotions his stations use to attract women, including weekend trips to Atlanta, sending out flowers on Secretaries Day and Mother's Day, and having his jocks hand-deliver coffee and biscuits to local offices for the "Biscuit Break" promotion.

While a programmer cannot control the type of music that is currently popular, he can control the overall sound of his station and attract the type of listener he wants. For instance, Ed Salamon pointed out that since most Country stations tend to play a good amount of oldies or non-current music, a lot of the imbalance of males vs. females can be solved by the type of oldies you program. If you're only playing extremely current music, you may find yourself at the mercy of whatever is out currently.

It was also noted that there is a distinct need for a publication that will break out the demographic appeal of country product such as already exists in the pop field.

The session was concluded with the comment that while there are many various elements to any radio station and many different ways to go, a programmer must primarily know his market and cover all his bases, whether it be music, information, promotions, outside advertising or whatever, to be successful.

- Carolyn Parks





New Entry



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

HANK WILLIAMS JR.

All My Rowdy Friends (Have Settled Down) (Elektra/Curb)

On 74% of reporting stations. National Summary: Up 18, Same 25, Down 0, Debuts 21, Adds 19. A Most Added record. R&R Chart: Debut 40.

DEBORAH ALLEN

You (Make Me Wonder Why) (Capitol)

On 70% of reporting stations. National Summary: Up 46, Same 16, Down 0, Debuts 7, Adds 9. R&R Chart 48-41.

JOHN CONLEE

Miss Emily's Picture (MCA)

On 69% of reporting stations. National Summary: Up 30, Same 16, Down 0, Debuts 14, Adds 17. R&R Chart Debut 44.

TAMMY WYNETTE

Crying In The Rain (Epic)

On 68% of reporting stations. National Summary: Up 22, Same 19, Down 0, Debuts 14, Adds 21. A Most Added record. R&R Chart: Debut 45.

ZELLA LEHR

Feedin' The Fire (Columbia)

On 64% of reporting stations. National Summary: Up 37, Same 23, Down 0, Debuts 10, Adds 3. R&R Chart 47-46.

KENNY ROGERS

Share Your Love With Me (EMI/Liberty)

On 63% of reporting stations. National Summary: Up 10, Same 20, Down 0, Debuts 14, Adds 28. A Most Added record. R&R Chart: Debut 47.

Most Added:

MERLE HAGGARD My Favorite Mamory (Epic)
EMMYLOU HARRIS & DON WILLIAMS If I Needed You (WB) KENNY ROGERS Share Your Love With Me (EMI/Liberty) TOMPALL & THE GLASER BROTHERS

Just One Time (Elektra) TAMMY WYNETTE
Crying in The Rain (Epic) GEORGE STRAIT Down And Out (MCA)

SYLVIA Heart On The Mend (RCA)

Hottest:

Step By Step (Elektra)
CONWAY TWITTY
Tight-Fittin' Jeans (MCA) T.G. SHEPPARD Party Time (WB/Curb) RONNIE McDOWELL Older Women (Epic)

You Don't Know Me (Epic)
CHARLEY PRIDE

Never Been So Loved (In All My Life) (RCA)

MOST ACT

Recent releases are listed in order of their activity. The two numbers following the artist/title/label designation lexample: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song Up on their charts, held it the Same (on to on, add, to on, 31-31, etc.), moved it Down on their charts, or Added it this week. (a) indicates one of this week's "most added" new songs.

MEL TILLIS "One-Night Fever" (Elektra) 67/16
Netional Summery: Up 17, Same 25, Down 0, Debuts 9, Adds 16 Including KOKE-FM, WSOC-FM, WBAM, WUBE-FM, WFMS-FM, WGDY, KBMY, KVEG, KLAC, WSEN, KKYX 47-38, KFEQ 47-38, KCKC 27-19, WGNA-FM 43-33, WIXL-FM 36-21, R&R Chart

SYLVIA "Heart On The Mend" (RCA) 58/21

tional Summary: Up 1, Sama 28, Down 0, Debuts 9, Adde 21 including KKAL, KUZZ, KMPS-AM-FM, KCUB, WBGW-FM, NVA, KOKE-FM, WCOS-FM, WDKK, WNRS, WKMF, KWMT, WXCL, KVOO, KCKC 35-21.

WWVA. KOKE-FM, WCOS-FM, WDKK, WNRS, WKMF, KWMT, WXCL, KVOO, KCKC 36-21.

SONNY CURTIS "Married Women" (Elektra) 56/8

National Summary: Up 28, Same 19, Down 1, Debuta 3, Adda 8, WSLR, WIRE, WXCL, WKCQ-FM, KFH, KRSY, KSON-AM-FM, KOKE-FM, WIL-AM-FM 29-22, KUZZ 34-29, WNYR 27-23, WGTO 41-33, KNOE 46-38, KYXX 39-30.

RANDY PARTON "Shot Full Of Love" (RCA) 65/2

National Summary: Up 34, Same 13, Down 2, Debuta 4, Adda 2, KLZ, WMUS-AM-FM, KWJJ 31-28, KSON-AM-FM 38-27, WBGW-FM 41-32, WCAW 21-19, WIXY 27-21, KDKE-FM 25-16, KLVI 12-10, WGTO 47-43, KYXX 27-14, WHK 4-36, WIL-AM-FM 30-24. KYOO 48-38.

SAMMI SMITH "Sometimes I Cry When I'm Alone" (Sound Factory) 53/3
National Summery: Up 30, Seme 18, Down 0, Debuts 4, Adde 3, WCOS-FM, WBAM, KSON-AM-FM, WOKK 35-24, WSIX-FM
10-9, WTQR-FM 22-18, WUBE-FM 32-25, KUZZ 18-14, KLAC 48-41, KMPS-AM-FM 17-12, KGA 23-18, WVAM 20-18.

DIANA "He's The Fire" (Sunbird) 50/2
National Summery: Up 36, Same 8, Down 1, Debuts 4, Adds 2, WXCL, WKCQ-FM, KWMT 36-30, KVOO 46-36, KRDR 40-33, WBGW-FM 46-38, WYDE 40-34, WKSJ-FM 16-11, WLWI-FM 23-17, KYXX 25-19.

CON HUNLEY "She's Stappin" Out" (WB) 49/16
National Summary: Up 12. Same 16, Down 0, Debuts 8, Adds 18 including KKAL, KMAK, WCAW, WWCS-FM, KDKE-FM, WSOC-FM, WBAM, WIRK-FM, WSLR, WCXI, WIXY 22-19, WYDE 34-27, WSIX-FM 18-8, KRMD-AM-FM 41-31, WIRE d-30.
BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 49/8
National Summary: Up 17, Same 16, Down 0, Debuts 9, Adds 8, WCXI, WFMS-FM, WDGY, WHBF, KFH, KWJJ, KMPS-AM-FM, WKLM, WSLR 25-21, WIL-AM-FM d-30, KGA 40-33, KIXZ 48-41, KVET 43-38, WLWI-FM 35-29.

DAVE BOWLAND S. SLIGAR "The Pleasure" A M. Miles" (18 belows 1-27).

DAVE ROWLAND & SUGAR "The Pleasure's All Mine" (Elektra) 47/8
National Summary: Up 17, Same 17, Down 0, Debuts 5, Adds 8, KKAL, KWJJ, KIXZ, KOKE-FM, WCOS-FM, WSM, WMNI, WKCQ-FM, KSOP 39-31, WGBW-FM 39-26, WIXL-FM 28-14, WBAM 39-30, WIRK-FM d-30, KFGO 29-21.

WKC4FM, KSOP 39-31, WGBW-FM 38-28, WIXLFM 29-14, WBAM 39-30, WIRK-FM d-30, KFGO 29-21.

TENNESSEE EXPRESS "Big Like A River" (RCA) 48/8

National Summary: Up 24, Same 13, Down 0, Debuta 4, Adda 6, WDAF, WXCL, KFDI-AM, WKYG, WYDE, WIRK-FM, KVOO 43-34, KSOP 39-30, KGA 34-28, WCAW 34-29, WWVA 38-28, WGTO 30-25, KYXX 37-28.

ANNE MURRAY "It's All I Can Do" (Capitol) 45/16

National Summary: Up 4, Same 20, Down 0, Debuta 5, Adda 16 Including KLAC, KSOP, KGA, KCUB, WYDE, WSM, KYXX, WCXI, KWMT, KFDI-AM, KCKC 30-24, WIXY d-30, WSIX-FM 30-16, KFGO 40-33.

MERLE HAGGARD "My Favorita Memorry" (Epic) 44/44
National Bummary: Up 0, Same 0, Down 0, Debuta 0, Adda 44 including KVET, WYDE, WGTO, WMC-AM, WSIX-FM, WIRK-FM, WMAQ. WFMS-FM, KEBC-FM, WIL-AM-FM, KNIX-FM, KEEN, KMPS-AM-FM, WSEN, WPOC-FM, WNYR.

RICKY SKAGGS "You May See Me Walkin'" (Epic) 44/16
National Bummary: Up 1, Same 24, Down 0, Debuta 3, Adda 16 including WVAM, WSEN, KOKE-FM, KNOE, WNRS, WMAQ.

ing WVAM, WSEN, KOKE-FM, KNOE, WNRS, WMAQ.

WKMF, KICD-FM, WTHI, KKAL, KTIE, KBUP.

EMMYLOU HARRIS & DON WILLIAMS "If I Needed You" (WB) 40/39

National Summery: Up 0, Seme 0, Down 0, Debuts 1, Adds 39 Including WHN, WEEP, WMZQ-FM, WGTO, KIKK-FM, WSIX-FM,

al Summery: Up 0, Seme 0, Down 0, Debuts 1, Adde 39 Including WHN M. WMAQ, WCXI, WDAF, KEBC-FM, KLZ, KMAK, KNIX-FM, KGA,

KIN VASSY "Sneekin' Around" (EMI/Liberty) 38/3
National Summary: Up 14, Sama 14, Down 0, Debuts 7, Adds 3, KWJJ, KIDN, WKXA, KUZZ 33-28, KTOM d-37, WYDE 22-19, WLWI-FM 34-27, KYXX 35-25, K8MR 44-39, KYOO 47-37, KFDI-AM 44-39.

GEORGE STRAIT "Down And Out" (MCA) 37/21

EDDIE RABBITT

MICKEY GILLEY

MEL TILLIS & NANCY SINATRA/Texas Cowboy Night (Elaktre) KENNY ROGERS/I Don't Need You (EMI/Libarty) 26 MEL TILLIS/One-Night Faver (Elektra)

RadioRRecords

NATIONAL AIRPLAY/50

T.G. SHEPPARD/Party Time (WB/Curb)

EDDIE RABBITT/Step By Step (Elaktre)

DON WILLIAMS/Miracles (MCA)

LEON EVERETTE/Hurricane (RCA)

MICKEY GILLEY/You Don't Know Me (Epic)

CONWAY TWITTY/Tight-Fittin' Jeans (MCA)

LACY J. DALTON/Takin' It Easy (Columbia)

RONNIE McDOWELL/Older Women (Epic)

RAZZY BAILEY/Midnight Hauler (RCA)

ED BRUCE/Everthing's A Waltz (MCA)

BILLY SWAN/I'm Into Lovin' You (Epic)

September 11, 1981

MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)

REBA McENTIRE/Today All Over Again (Mercury/PolyGram)

JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)

CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)

MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbie)

DOTTIE WEST/(I'm Gonna) Put You Back On The... (EMI/Liberty)

BILLY "CRASH" CRADDOCK/I Just Need You For Tonight (Capitol)

RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)

RAY PRICE/It Don't Hurt Me Half As Bad (Dimension)

JOHN ANDERSON/I Love You A Thousand Ways (WB)

WILLIE NELSON/I'm Gonna Sit Right Down... (Columbia)

TOM JONES/What In The World's... (Mercury/PolyGram)

BOBBY GOLDSBORO/Love Ain't Never Hurt Nobody (Curb/CBS)

BURRITO BROTHERS/She Belongs To Everyone But Me (Curb)

ROSANNE CASH/My Baby Thinks He's A Train (Columbia)

STATLER BROTHERS/Don't Wait On Me (Mercury/PolyGram)

BOBBY BARE/Take Me As I Am (Or Let Me Go) (Columbia)

HANK WILLIAMS JRJAII My Rowdy Friends... (Elektra/Curb)

DEBORAH ALLEN/You (Make Me Wonder Why) (Capitol)

KENNY ROGERS/Share Your Love With Ma (EMI/Liberty)

CHARLY McCLAIN/Sleapin' With The Radio On (Epic)

JOHN DENVER/Some Days Are Diamonds... (RCA)

GLEN CAMPBELL/I Love My Truck (Mirage)

KIERAN KANE/You're The Best (Elektra)

B.J. THOMAS/I Recall A Gypsy Woman (MCA)

KENDALLS/Teach Me To Cheat (Mercury/PolyGram)

JOHNNY RODRIGUEZ/Trying Not To Love You (Epic)

ANNE MURRAY/We Don't Have To Hold Out (Capitol)

BARBARA MANDRELL/Wish You Were Here (MCA)

DOLLY PARTON/The House Of The Rising Sun (RCA)

GAIL DAVIES/Grandma's Song (WB)

OAK RIDGE BOYS/Fancy Free (MCA)

FRED KNOBLOCK/Memphis (Scotti Bros.)

JOHN CONLEE/Miss Emily's Pictura (MCA)

ZELLA LEHR/Faedin' The Fire (Columbia)

TAMMY WYNETTE/Crying In The Rain (Epic)

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.

Netional Summary: Up 0, Same 13, Down 0, Debuts 3, Adds 21 including KOKE-FM, WQTO, WSM, WTQR-FM, WSAI, WKMF, WTSO, KFDI-AM, KTRB, KEEN, KGA, WWCS-FM, WWVA.

Others Getting Significant Action

SUSIE ALLANSON "Love is Knockin' At My Door" (Capitol) 29/8
National Summery: Up 1, Same 15, Down 0, Debuts 5, Adds 8, WSOC-FM, KHEY, KLRA, WOKK, WKSJ-FM, WBAM, WIRK-FM,
WWVA, KRMD-AM-FM 49-44, KICD-FM d-38.

DAVID FRIZZELL "Lefty" (WB) 29/5

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National Summary: Up 8, Same 12, Down 0, Debuts 4, Adds 6, WWCS-FM, WWVA, KWKH, KYTE, KGA, WKSJ-FM 37-33, KKYX 48-44, KWMT 43-39, KFDI-AM 46-37, KKAL 37-34.

TERRY GREGORY "Cinderelle" (Handsheke) 27/7

National Summery: Up 10, Seme 8, Down 0, Debuts 2, Adds 7, WYDE, WGTO, KHEY, KNOE, KYXX, WGYK-FM, WITL-FM, WBGW-FM 47-39, KKYX 40-36, KSDP 42-38.

WBGW-FM 47:39, KKYX 40:35, KSOP 42:38.

ZTOMPALL & THE GLASER BROTHERS "Just One Time" (Elektra) 26/25

National Summery: Up 0, Seme 0, Down 0, Debuts 1, Adds 25 including KEEN, KMPS-AM-FM, KCUB, WGNA-FM, WIXL-FM, lational Summary: Up 0, Same 0, Down 0, Debuts VET, WIRK-FM, WMAQ, WCXI, WDAF, KEBC-FM

KVET, WIRK-FM, WMAQ, WCXI, WDAF, KEBC-FM.

RANDY BARLOW "Try Me" (Paid) 28/13

National Summary: Up 0, Same 13, Down 0, Debuta 0, Adds 13, KRRV, KOKE-FM, WSOC-FM, WCOS-FM, WGTO, KKYX, KWKH, WSLR, WSAI, WITL-FM, KEBC-FM, KMPS-AM-FM, WIXL-FM.

DON KING "The Closer You Get" (Epic) 28/11

National Summary: Up 1, Same 12, Down 0, Debuta 2, Adds 11, WGTO, WMC-AM, KNOE, WLWI-FM, KYXX, WIRK-FM, WKLM, WSLR, WMAQ, KYTE, KSOP, WIXL-FM 45-32.

CORBIN-HANNER BAND "Livin' The Good Life" (Affa) 28/1
National Summary: Up 15, Same 8, Down 0, Debuts 2, Adds 1, WHOO, KHEY 47-43, KRMD-AM-FM 38-32, WMNI 37-32, KVOO 49-40, KTRB 30-26, WVAM 42-39, WWCS-FM d-29, WEEP 19-14.

DEL REEVES "Slow Hand" (Koala) 18/3
Netonal Summary: Up 8, Same 9, Down 0, Debuts 0, Adds-3, WSAI, KLRA, WBAM, KWMT 49-43, KEBC-FM 34-28, KRRV 31-25.
On: WYDE, WGTO, WIRK-FM.

FREDDIE HART "You Were There" (Sunbird) 16/4
National Summery: Up 2, Same 9, Down 0, Debuta 1, Adda 4, KMPS-AM-FM, KLRA, WKKN, KICD-FM, WIXL-FM 39-28. On:
KGA, WGTO, WGYK-FM, WIRK-FM, WNRS.

CINDY HURT "Dreams Come In Handy" (Churchill) 14/9
Netional Summary: Up 2, Same 3, Down 0, Debuta 0, Adde 9, WYDE, WSOC-FM, WGTO, KHEY, KLRA, KNOE, KKYX, WIRK-FM, WAXX, KFDI-AM 39-31.

FM, WAXX, KFDI-AM 39-31.

SAMMY JOHNS "Common Man" (Elektra) 14/6
National Summary: Up 0, Same 7, Down 0, Debuts 1, Adds 6, KFGO, WXCL, KVOO, WWCS-FM, WGTO, WLWI-FM, On: WNRS, WBAM, KRMD-AM-FM.

DOTTSY "Let The Little Bird Fly" (Tanglewood) 13/9
National Summary: Up 1, Same 3, Down 0, Debuts 0, Adds 9, KRRV, KVET, WKSJ-FM, WIRK-FM, WAXX, KFEQ, KVOO,

National Summary: Up 1, Same CTOM, WIXL-FM, KYXX 33-27,

TERRI GIBBS "I Wenne Be Around" (MCA) 11/11
National Summary: Up 0, Same 0, Down 0, Debuts 0, Adde 11, WMZQ-FM, WLWI-FM, WSIX-FM, KRMD-AM-FM, KEBC-FM, WXCL, WKKN, KRDR, KTOM, KEEN, KMPS-AM-FM,

WXCL WKRN, RHDR. R10M, REEN, RMPS-RMPM.

HELEN CORNELIUS "Where Did Our Love Go" (Elektra) 11/9

National Summary: Up 1, Same 1, Down 0, Debuts 0, Adds 9, KLRA, WBAM, WLWI-FM, WKLM, KFGO, KRDR, KTOM, WVAM.

ANDY BADALE "Nashville Beer Garden" (Sunbird) 11/3
National Summary: Up 2, Same 6, Down 0, Debuts 0, Adde 3, KBMR, WBCS-FM, WWCS-FM, WIXY 32-28, WIXL-FM 42-40. On: WGEE, WSUN.



Pictures



MANK & WILLIE TALK TO D-C - Drake-Chenault's Tom Thacker has been gadding about Nashville lately interviewing various country celebrities for D-C's "History of Country Music" program. Tom (right) is shown with two of the first interviewees, Hank Cochran and Willie



THE OTHER MICKEY VISITS ALBANY - Recently, WOKO/Albany, NY spent nine hours broad casting live from the Altamont Fair for Childrens' Day. In keeping with the spirit of the event, Mickey Mouse joined station PD Bill Cranney and midday personality Sue Snyder at the remote



KKAL FAIRS WELL - The County Feir season is upon us, and KKAL/Arroyo Grande, CA has been doing its fair share of live remotes, first from the Santa Barbara County Fair and, most recently, from the San Luis Obispo County Mid-State Fair in Paso Robles. During the latter, Handshake artist Terry Gregory joined station PD Bill Penney (right) and staffer Doug Vincent





MAMAS, DON'T LET YOUR DJ'S GROW UP TO BE COWBOYS - WKSW/Cleveland Jocks found out that not everyone grew up to be a cowboy at the recent WKSW night at the Northern Ohio Championship Rodao. Photo at laft shows morning personality Kavin Coan ing the ropes" prior to the start of the calf-roping competition; right photo has PD Jon Oison demonstrating the technique that serned him the championship in the two-man competition.



Inside Nashville

Biff Collie

NITTY GRITTY DIRT: Jerry Lee Lewis is home from Methodist Hospital in Memphis after his 61-day brush with death . . . Johnny Cash out of the Mayo Clinic (he was an outpatient) and home to Hendersonville to rest his ulcers . . . Crystal Gayle closed at the MGM Grand in Las Vegas . . . The Oak Ridge Boys and Ronnie Milsap guested on the

30th anniversary of Dick Clark's "American Bandstand" to air Saturday, September 12... Harold "Spook" Stream filed suit for divorce from Lynn Anderson and asked custody of their two children? Two of my predictions are coming true: they're moving Fan Fair '82 to the Tennessee State Fairgrounds and will have a Midway, like I envisioned when we first discussed it in 1971; and Dick Clark Productions will tape a Fan Fair TV special next June . . . Associated Press's Jim Hood (from New York City) spent the week here scouting people and places for a new network daily radio feed from here . . . Both Don Williams and Merle Haggard have a "Biff" in their bands (Biff Adam with Hag, Biff Watson with Don) ... "He Stopped Loving Her Today," for the second year in a row, a final nominee as CMA "Song Of The Year." If Curly and Bobby's song wins again, it'll be the second time it's happened. The first time was Freddie Hart's "Easy Lovin' " in 1971-72 . . . Roy Clark Celebrity Golf Classic this weekend (September 11-12) in Tulsa reads like a "What's What" in American entertainment: Bob Hope, Jimmy Dean, Doc Severinsen, Norm Crosby, Woody Herman (he ain't "Country") Hank Williams Jr. came to do the Opry for a very special reason; so they could tape his segment for use on the Roy Acuff "50-Year" TV special (Acuff discovered his dad) . . . Loretta Lynn's first TV special, to be taped in Nashville and Hurricane Mills, TN October 19-22 and airing November 16, will include guest Sissy Spacek.

CLOSEUP: Waylon Jennings booked to guest on the "new" "Maverick" TV series, with James Garner and Ed Bruce. Rachel Parton (Dolly's little sister) will play Dora Lee Rhodes in the "9 to 5" TV series when it debuts this fall . . . Juice Newton was on Tom Snyder's "Tomorrow" show the other night . . . 72-year-old Grand Ole Opry fiddler Hubert Gregory sued the Nashville Police Department for shooting him in the leg last year while pursuing a couple of neighborhood hoods ... Willie Nelson's management just signed a Caesars Palace two-year, multi-million dollar deal. (First time Willie was in Vegas, at the Circus Maxmimus, in 1979, was the first time they ever sold out of beer!)
... Ray Griff, off record too long, just signed with Canadian-based Vision Records. He's one of our best stage performers Charlie Daniels, performing at the Saratoga Performing Arts Center in Saratoga Springs, NY, donated his earnings from his Friday concert there to the Vietnam Veterans of America.

SCRATCH PAD: Get a release date on the Willie Nelson-Webb Pierce album; get a release date on the Webb Pierce-Mel Tillis . Verify that the Ernest duet album. Tubb Record Shop is No. 8 among the nation's Top 20 record shops, as rated by Oul magazine ... Go by the new Charlie Walker Magic Mill Center in Hendersonville to pick up some fresh-baked breads, sandwiches and health foods (his wife

Virginia is operating it. She's an authority on baking) . . . Is the Oak Ridge Boys's 'Fancy Free' album their first platinum . Tell Sears the check's in the . Check on the "Gatlin Rags," the new line of threads created and approved by Larry, Steve and Rudy Gatlin . . . Was Dolly really forced to cancel shows again at the Riviera Hotel in Vegas because of her recurring throat problems? ... Willie Nelson sure looks "funny" with his hair cut above his ears and a clean shave, all at once! (They did it in the hospital, before

they knew who he was!)

"AND THE WINNER IS . . . ": George Jones, Alabama, and the Oak Ridge Boys are the most-nominated names in the run for the roses in CMA's 15th annual awards on TV October 12. Each act is involved in five categories. Each year we take our shot at the nominees and see how close we come to being right. Here we go: Nominees for "Entertainer Of The Year": Alabama, George Jones, Barbara Mandrell, Oak Ridge Boys, Kenny Rogers. (Barbara Mandrell-again); "Single Of The Year": "Elvira," "I Believe In You," "I Was Country (When Country Wasn't Cool)," "Old Flame," "Somebody's Knockin'" ("Elvira" has got to win this one); "Album Of The Year": "Feels So Right." "I Am Of The Year": "Feels So Right," "I Am What I Am," "Out Where The Bright Lights Are Glowing," "I Believe In You," and "9 To 5" ("9 To 5"); "Song Of The Year": "Elvira," "He Stopped Loving Her Today,"
"I Believe In You," "I Was Country (When Country Wasn't Cool)," "I'm Just An Old Chunk Of Coal" ("Elvira" is a walkaway with this one); "Female Vocalist": Terri Gibbs, Emmylou Harris, Loretta Lynn, Barbara Mandrell, Anne Murray (Barbara Mandrell should win this one, with Terri Gibbs a dark horse); "Male Vocalist": George Jones, Ronnie Milsap, Willie Nelson, Don Williams, Kenny Rogers (tossup between Willie & George); "Vocal Group": Alabama, Bellamy Bros., Gatlin Bros., Oak Ridge Boys, Statler Bros. (Alabama's hot, but watch the Oaks and the Statlers); "Vocal Duo": Moe & Joe, David & Shelly, Waylon & Jessi, George & Tammy, Conway & Loretta (David & Shelly have gotten more attention; this should be theirs); "Instrumental Group": Charlie Daniels Band, Larry Gatlin & the Gatlin Bros., Oak Ridge Band, Don Williams Band (I don't see how Alabama can keep from winning this one); "Instrumentalist": Chet, Floyd, Gimble, McCoy, "Pig" Robbins. (Take your "pick." Who's time is it? They've all won it but Floyd Cramer. Maybe it's his); "Horizon Award": This new award honors a young act who's never won a CMA award before; Rosanne Cash, David Frizzell and Shelly West, Terri Gibbs, T.G. Sheppard, Box Car Wille (T.G.'s the most prolific hitmaker to date, but Terri's hit crossed over strongly, and Box Car Willie's confused everybody already, so don't be surprised on this one . . . Terri Gibbs).



Coors Country News

THIS WEEK'S GUESTS
THE BELLAMY BROTHERS BOBBY GOLDSBORO

Call Pete Howard (213) 399-4949 131 Ocean Park Blvd. Santa Monica, CA. 90405



Regional Adds & Hots

EAST

MOST ADDED

MIDWEST

HOTTEST

Merie Haggard (Epic) E. Harris & D. William

WDAF Kenses City, MO

SOUTH HOTTEST

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HOTTEST

Berbere Mendrell (MC/ Oak Ridge Boys (MCA) Merie Huggerd (Epic) ndrall (MCA)

Merte Haggerd (Epic) E. Hervis & D. Williams (Wi Kenny Rogers (EMI/Liberty Tompell & Gleser Bros. (E)

MOST ADDED

Eddle Rabbitt (Elektra) Corway Twitty (MCA) T.G. Sheppard (Wil/Curb)

SOUTH

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ANNE MILITARY
DAYS HOSLAND/SIS
ROSANNE CASH
HANN WILLIAMS J
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WPOC-FM Beffirmore, MD

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RENNY RCCERS
MERLE HAGGRED
HOFFERS
ROWNIE MC DOWEL
ROWNIE MILSAP
CONNAY TRITTY
EDDIE RABBITT
T.G. SHEMPARD

STEVEA MERIE HAGGARD TOMPALL & GLAS BIDGEN HILLER JOSHOY LEE ALABAMA NOTHEST EDDIE HARBITY MAZZY BAILEY HAY PRICE ED MALES COMPALE PRICE CHARLEY PRICE

WCAW Charleston WV

HARBARA HAHDRELL DAR RIDGE BOYS & COM HUNLEY HARE WILLIAMS JO. HOTPEST: COMMAY TESTTY MONNIE MC DOWELL ANNE HURRAS LACY J. DALTON "CRASH" CRADDOR

HANK WILLIAMS JR BOSANNE CASH BAMBARA MANDPELL

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HALL FARTOR
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MEL MC DANIEL
GLEN CAMPRELL
HARRISS & MILLIAMS
CERCRAN ALLEN
HOTEMATE
MILLIAMS
MICREY GILLEY
DON MILLIAMS
OCHORSON HOUSE
REMOT HOGERS

RANDY BARLOW MERIE HANGGARD GOODER STRAIT ROY CLAMB. TOPMALL & GLASER B DOTTSY RICHY SALOGS SANDY MILLER HOTY-WE'T HELT TILLIS OWN RILDE BOYS MACK JACKSON HANGE BOYS MACK JACKSON CEL REEVES.

Parkersburg, WV

JOHN CORLECT

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BARBARA HAMDRELL

OAR RIDGE BOTS

JUHHAY RUDRIGUEZ

TENNESSEE EUPRESS

HANN WILLIAMS JR.

TANNET BUTTETTE

HOUSIE MILSAP

EDUE AABBITT

T.G. SHEPPARD

WEEP Philaburgh, PA

WMZQ-FM Washington, DC

HARRIS & WILLIAMS POTTOST: RONNIE MC COMELL RONNIE HILSAP COMMAT THITTY STATLER BROTHERS T.G. SMEPPARD

NUMBER OF REPORTING **STATIONS** THIS WEEK: 112

FRED ANDBLOCK SUSTE ALLANSON ABOUT MOCERS HELEN CORNEL OF SYLVIA DAVID FREITEL GRUNGE STWATT POTFORT!

BURRITO BROTHERS JOHNNY HOURIGUEY OAN RILICE BOYS BANBARA MANURELL HOTHWATE ROWNIE BILLEY ROWNIE OF DOWELL T.G. SHEMPARD EDUTE RANDITT

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HARRIS & WILLEAMS
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ROCES MILLER
HOTWEST
EDDIE RABBITT
T.G. SHEPPARD
MEL MC DANIEL
DOTTE MEST
RAZZY BASLEY

ROSANNE CASH BOBHY BARE RAY PRICE MEL TILLIS HOTPAST: DON WILLIAMS EDDIE RABBITT RAZZY BAILEY TCRASH" GRADDOCA LEGN EVERETTE

KVOC Ceoper, WV

KLZ Denver, CO

KMAK Freeno, CA

FRENCE HAGGARD
HARRIS & WILLIAM
CON HURLEY
DESCRAM ALLEN
HOTTOST
ROMNES MC JOWELL
COMMAY THEFTY
DON MILLIAMS
MICKEY GILLEY
JOHN DENVER

HARRIS & WILLIAMS
KENDALLS
RANDT PARTON
DEODRAM ALLEN
TAMBUS WYNETTE
JUMN CORREE
ZELLA LEMB

DON RING
CON HUNGET
JOHN CONLECT
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JOHN CONLECT
HUNGER
RANDY HARLOW
HOTTOWN!
LONGAY
TOUTT
LACY J. OALTO
JAMEE FRICKE
JOHN ANDERSON

RENNY HOGERS
ROT CLARK
HARSHA DEE
LARRY LEE AULIN
BICHY SEAGGS
SYLVIA
ART ESSERY
HOTFORY:

Ormaniam, OBI
MARRIS & WILLIAMS
MR WILE MAGGARD
MR LEN CORNELIUS
TENNI GIBUS
ANDE WILENES
TOWNALL & GLASEN
MOTEST
ROMNIE MILST
ROMNIE MILST
RAZZY GAILEY
REA MIC ENTER
LACY J. DALTON

LAN Yague, MY

QOSANHE CASH
REMDALLS
JOHNNY ROOP IGUE 2
BARBARA MANAGEL
JUHN CYNLE
HANN WILLIAMS JR.
HOTTONT
COMMAN TRIFTT
T.G. SHEPPAND
JOHN DE NYOP
LACY J. DALTON

LOS ANGODOS, CA

ATIE MERRAY

BANEY WINE T1)

MEL TILLIS

BARBARA MANIMELL

GRORAH ALLEN

MOTORS

CORALDOC

COTTEL WEST

RAZZY MATET

RAZZY MATET

CAST

MOTORS

COTTEL

RAZZY MATET

CONTRACT

CONT

MICHORES TRAFT
LERGE STAFT
LERGE STAFT
LERGE STAFT
LERGE MANUAL
LERGE

KNEW Oakland-S.F. CA

LECON EVERETTE CHARLET PRACE

KMX-FM Phoenix, AZ

PROBERT, AZ

MERLE HAGGARD
RENNY ROCERS
JOHNNY CASH
HARRIS & WILLIAMS
HOTTOST:
DON WILLIAMS
HICKEY GILLEY
EUDIE HARBITT
T.G. SHEPPARD
CMARLEY PRIDE

ANDT INDIALE
MARIES & WILLIAMS
ANDT BENEFIT
TOMPALL & CLASEM B
MERRE HANGER
LYNDA R, LANGE
AMBRY CASH
STEVENSORS
CALAMITY JAME
HOTTON STETTY
COMMAN STELLEY
MILERAN KAME
CARAMY CRADDOCK
EDDIE RAMBITT

HOTTOST!
HICKEY GILLEY
ROMNIE MC DDWE
ROMNIE MILSAP
ODN HILLIAMS
HARBARA MANDRE

DAYE PONLAND/SUGAR RENNY ROCERS BORBY'S SWITH RIN YASSY DAYED ALLAN COE MERLE HAGGARD NOTYDE'S

MERLE MOTTOST: EDDIE RABBITT CHARLEY PRIDE GLEN CAMPRELL HANK BILLIAMS

KYTE Portland, Off

KIDN Pueblo, CO

KONE Reno, NV

OAR REDGE BOTS TAMMY MYNETTE HOTTOST: HONNIE MILSAP JOHN DENVER MICREY GELLEY (ION MILLEAMS EDDIE RABBITT

KRSY Roswell, NM

HANDY BARLOW
HANDY BARLOW
LEE MEEVES
LEE CREENHOOD
GEORGE STHAIT
HOTERST DILLEY
COMMAY THEFTY
COMMAY PRIDE
FRED KHURLOCK

WUME-FM Cincinnati, OH

JOHN CONLES MEL TILLIS TAMES WINETTE RENNY HOGERS RIPPI BRANKON MOTTAST: MEL ME DANTEL EUGHE RAMBITT JOHN ANDERSON REBA ME ENTIRE LACY J. DALTON

HANR WILLIAMS IR.
CHARLY ME CLAIM
MENDALLS
GAIL DAVIES
DEBORAM ALLEN
PROTENTS

HARLE HA LLAND HOSANNE CASH DAYE HOULAND/SUGA DOLLT PAR HOULAND/SUGA COULT FROM TOWN TOWN TOWN THE TOWN TOWN THE TOWN TH

WHIX Cleveland, OH

WCILI Detroit, MI HARRIS & WILLIAMS
CON HUMLEY
TOWNALL & GLASER H
BORBY SMITH
MERLE HAGGARD
AMML MERRAY
HOTOSY:
T.O. SHEMPARD
EDDIE RAMBITY
RAZZY BAILEY
JAMIE FRICKE
HAY MRICE

AUT BAILEY
MERKE HAGGAPO
TOMPAL & CLASEP B
HARRIS & BILLIAMS
DOTTSY
COMMY TWITTY
HOTTOWN TWITTY
ROWNER THE COMMER
TOWNER

HAMRIS & WILLIAMS TOMPALL & GLASER & SAMMY JUHNS MERLE HAGGARD ROLER MILLER FRED JANGBLOCK HOTYONY

KMPS-AM/FM Seettle, WA

BOBBY BARE MERLE HAGGARD JOHNNY CASH SONNI CURTIS HOTHER! HOTHER! HAZZY BBILEY LACY J. DALTO IEON EVERETTE KTOM Salinas, CA MERIE HALLARID TOMPALL & GLASER (H TEMP: WIGHDS DOTIST MELEN COPALISO DICKET LES MOTIFIEST ROWNIE MLSAM COMMITTE MLSAM CHARLEST LES HARR WILLIAMS JR.

KSOP Self Lake City, UT ANNE MURRAY KENNY ROCERS RICEY SALAGS IANCY WOLL UGN RING ROTE-9: UON WILLPAMS CONMAY TWITTE LACY J. UALTO TRASHT CRADO T.G. SHEPPARD

MERLE HAGGARD HARRIS & WILLIAMS JUDY BAILEY TAMMY WYN! TTE JOHN SCHOLIDER

KSON-AM/FM Sen Diego, CA DEGORAN ALLEN SAMMI SMITH SONNY CURTIS ROSANNE CASH FRED HANDELOCK HOTTEST EDDIE FARBITT LACY J. DALTON RAY PRICE CHARLEY PRIDE GAIL DAYLES

KEEN Sen Jose, CA

KGA Spokene, WA

KCUB Tucson, AZ

TOMPALL & GLASER
MERLE HAGGARD
STAVIA
GEORGE STRAIT
MEL TILLIS
ANDE MARRHAY
TAMAY WITHETTE
MOTEST!
COMMAY TWITTY
T.G. SHEPPARD
EDDIE RREGHTY
AZZY BA 1LEY
LACY J. DALTON

WGEE Green Bay, WI

HODBEY SHITM

BOBBY SHITM

MEL TILLIS

RENAY ROCKES

DOTTIE WEST

MENE MACCARD

HOSTIMET

ENDINEE MC DOWELL

LACY J. DALYON

JOHN ANDER SON

QAIL PEDCE BOYS

HARRE MLLIAMS JR

MEL TILLIS
TAMPY WYNETE
JOHN COM EE
BOBBT SMITH
CON HURLEY
HANK WILLIAMS JR.
STLVIA
HOTPEST:
EDUIE RABBITT
LACT J. DALTON
GLEN CAMPBELL

WITL-FM Lansing, Mil

HARRIS & WILLIAMS
HARR WILLIAMS, P.
GEORGE STRAIT
MERLE HACGADD
HOTTOAT!
MICREY GILLEY
EDDIE RABBITT
CHARLEY PRIDE
CHARLEY ROGERS

WBCS-FM Milwaukee, Wi

GENDALLS

GAN FOGELBERG

HANN WILLIAMS JR.

ANDY BADALE

ANS

MOTPONT IT.

T.G. SHEPPARD

ROUNIE MC DOMELL

COMMA TWITTS

LACY J. DALTON

WOGY Minnespolls, MN

CHARLY MC CLAIN
RENDALLS
MEL TILLIS
BARBARA MANDRELL
BURBS SMITH
DOLLY PAR YON
HOTPESTI

KEBC#M Oklahome City, OK

ROSANNE CASH YENNESSEE EXPRESS DIANA JOHN CONLEE SAMMY JOHNS SAMET JOHNS
DICREY LEE
RICHY SHAGES
BOBET BARR
KINNY BOCERS
SYLVIA
GEORGE STRAIT
TERM GIBBS
TAMEN WHETTE
BOTERS!
HOTERS!
HOLEY LILLEY
COMMAT TWITTY
BODJE RABBITT
RAY PRICE

CHARLE Y FOR THE WINCO_FIRE SECONDARY IN THE SECONDARY IN

ROMHE MILLIAMS
BERNOW, IA
HING WILLIAMS
JOHN CONEE
HICH STEGAL
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SIL LOUIS, MICH
MERLE THACKARD
MERNEY MOCKERS
JOHN CONLECT
HARM WILLIAMS JP.
DOLLY PRATON
MUTTERS:
ROMRIE MC DOWELL
EDUIS PARRITT
LIEN CAMPBELL
JANIE FRICKE
SAMRY CURTIS

Yuden, OK

CHARLY MC CLAIN

ROY CLARK
LINCOLN COUNTY

GIBS/PRINCIPAL
RENNY EAPL

STLVIA

BOBBY SPICHER

DICREY LEE

DOTTSY

GEORGE STRAIT

RENNY ROCKRS

ANNE MURRAT

STEVE MANTELL

SAMRY JOHNS

ANGELA RAYE

KFDI-AM Wichite, KS

KFH Wichha, KS

RICHY SKAGGS OAR RIDGE BOYS GAIL DAVIES ROGER TYTE/SILYER GEORGE STRAIT ROSANNE CASH TENNESSEE EMPRESS ANNE MERRAT.

AUSTIN THE CONTROL OF THE CONTROL OF THE CARDY PARMIS & WILLIAMS HERE HACCARD TOWNALL & CLASER B HOTTERS HE MODELE MICHAEL BURNIE HILSAP EDDIE AMBBITT ED BRUCE MINORLIS

KFEO

SA JONNEY, MO

KI NIY HOUSES

TENAS PRAYBOYS

STIVIA

HANNIS & BILL LAMS

TOWPALL & CAASER O

MRICE MAGGEO

OATIO ALLAN COI

INHOUSE & BAUGH

HOYEASE

EDDIE RABEIT

EDDIE RABEIT

EDDIE RABEIT

COMMET PET DE

ED GRUCE

CHARLY PET D KOKE-FM Austin, TX

ALMENT, TA

RENNY ROCERS
NEL TILLIS
CE CRCC STRAIL
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SE CRC STRAIL
SE CRC DANIEL
SE CO DANIEL
SE CRCC STRAIL
SA CRCC

KLVI Besumont, TX

JOHN DENYER OAK RIGGE ROTS ELARBARA MANDRE ROSANNE CASH TAMMY MITHETTE HEL TILLIS CURTIS POTTER

MEL TILLIS
HANG MILEIAMS
CON HUNEET
CINDY HURE
RANDY BARLOW
SUSTE ALLANSON HOTTEST: ROBELE MC DOWE CONMAY THITTY T.G. SHEPPARD EDDIE RABBITT LACY J. DALTON

WCOS-FM Columbia, SC

WOTO Cyprusa Od CYPTIONS CONTINUES OF THE PARTY OF COURT TARRY OF C

MONTON LA CINDY HURT BICRY SKADOS DON RING GLORG STRAIT TEMPY GREGORY HOTTON'T SHIPPAND JOHN ANDERSON RUSANNE CASH CHARLEY HID REDOLE RESON RUSANNE CASH CHARLEY HID REDOLLS CHARLEY HID KHEY El Paso, TX

HERLE MAGGARD JOHN COMEE HARRIS & WILLIAMS JUDT BAILE? HOTTGES! CHARLEY PRIDE CHARLEY PRIDE CHARLEY PRIDE SAIL CAMPBELL GAIL DAVIES

KBCK-FM Houston, TX

KLRA Little Rock, AR

SYLVIA
MERLÉ HACCARD
HARRIS & WILLIAMS
JOHNNY CASH
HOPPOST:
COMMAY TWITTY
I.G. SHEPPARD
HONNIE MC DOWELL
RAZZY BAILEY
EDDIE HARBITY

Mercian, MS
MERLE HAGGARD
SYLVIA
SUSIE ALLANSON
BARBARA, MANDRE
OAR RIDGE BOYS
KENNY ROGERS
MOTPOST:
T.G. SHEPPARD
EDDIE RABBITT
B.J. THOMAS
JANIE FRICKE
CHARLEY PRICE
CHARLEY PRICE

WQAM Memi, FL

WMC-AM Memphis, TN

KYXX Odesse, TX

Odeces, TX

KENNY POCERS
51, V1A

ANNE MURRAY
HEL Y16L15
FREO RINGBLOCK
JOHN COMEE
TEMPY GRECORY
CON HUNG COME
CON HUNG CON
HONGEY
HOTTOST
TORRAY
TORRAY
TORRAY
TORRAY
RAZZY
BAILEY
RAZZY BAILEY

MANET HAGGARD CORBIN-MANNER BAND

KKYX Sen Antonio, TX

DICHEY LEE
RIPPI INFANORN
MERKE MAGGAPD
JOHNNY CALLE
FAMILY SA WILLIAMS
TERRI CHIEF
MOTARY
T.O. SHEPPAD
LEON EVERETTE
MOT SA JOH
JANIE FRICKE
TOM JOHES

KWKH Shravap

RANDY BARLOW DAVID FRIZZELL GEORGE STRAIT SYLVIA RENNY ROCERS HOTTEST COMMIN THITTY DOWN WILLYAMS T.G. SHEPPARD RAZZY BAILEY EDDIE MANDITY

TAMOUT WINETTE DAVID ALLAN COE JOE HATERS SUSIE ALLANSON HEL TILLIS CON HAMEY DEL REEYES SAMOUT SHITTH HELEN CORNELLUS HOTTEN'T COMMAN THITTY ANZEY BELEY ED HELEY ED

WLWIFM Montgomery, AL

DON RING HELEN CORNEL, LUS BORDY SHITH CON HUNLEY TAMPY WYHETE RENNY ROGERS HOTYSAY! ROMHE MILSAP EDDIE ANABETT T.G. SHEPPAND RAY PRICE BURRIYO BROYHERS

WTQ#-FM Winston-Sale

CLEN CAMPBELL
COBBY BARE
TAMBY WINETTE
GEORGE STRAIT
MARRIS & WILLLIAMS
MOTRANT GRADDOCK
ROMHE ME

Hottest Tracks:

"Blaze of Glory" KENNY ROGERS (EMI/Liberty)

COUNTRY ALBUMS Cuts in bold type are receiving the heaviest airplay.

DAVID ALLAN COE - Tennessee Whiskey - (Columbia)

MICKEY GILLEY - You Don't Know Me - (Epic) "Ledler

RENNY ROGERS
B. J. THOMAS
CHARLEY PRIDE
BILLY SWAN
SONNY CURTIS
HOTTOST
RONNIE MILSAP

RONNIE MILSAP — There's No Gettin' Over Me — (RCA)
"Everywhere I Turn (There's Your Memory)" "I Wouldn't Here Missed It For
The World" "It's All I Cen Do" "Jesus Is Your Ticket To Heaven" "I Live My
Whole Life At Night" "Two Heerts Don't Always Make A Pair"

EDDIE RABBITT — Step By Step — (Elektra) "Early in The Mornin" "Someone Could Lase A Meart Tonight" "Dim Dim The Lights" "Nobody Loves Me Like My Beby"

KENNY ROGERS — Share Your Love — (EMI/Liberty) "Blaze OV Glory" "So In Love With You" "Grey Beerd" "Through The Years"
RICKY SKAGGS — Waltin' For The Sun To Shine — (Epic)
"Your Old Love Letters" "So Bound So Fire So faith O Shine —

CONWAY TWITTY - Mr. T. - (MCA) "Slow Lovemekin" "Red

Neckin' Love Makin' Night'

DOTTIE WEST — Once You Were Mine — (RCA) "Once You World Mine! | Desemil" "Desperado" "Six

DON WILLIAMS - Especially For You - (MCA) "Especially HANK WILLIAMS JR. - The Pressure is On - (Elektra/

CONWAY TWITTY "Tight-Fittin' Jeans" (MCA)
RONNIE McDOWELL "Older Women" (Epic) T.G. SHEPPARD "Party Time" (WB/Curb)
RONNIE MILSAP "(There's) No Gettin"..." (RCA)
MICKEY GILLEY "You Don't Know Me" (Epic)

JOHNNY CASH - The Baron - (Columbia) "Hey, Hey Train"

"D-R-U-R-K"
CRYSTAL GAYLE — Hollywood, Tennessee — (Columbia)
"You Never Gave Up On Ne" "Livin' in These Troubled Times" "Ain't No Sun"Nina" "Keenin' Power" "Hollywood" "Tennessee"

Might" "Lonely Nights"

RONNIE McDOWELL — Good Time Lovin' Man — (Epic)
"Good Time Lovin' Man" "I Hate To Leeve (Wanting More!" "It's Only Make

BARBARA MANDRELL - Berbera Mandrell "Live" -

WILLIE NELSON — Wilfle Nelson's Greatest Hits (And) Some That Will Be) — (Columbia) "Stey A Little Longer" "Reliroed Leby" "Heertsches Of A Fool"

"Your Old Love Letters" "So Round, So Firm, So Fully Packed"
STATLER BROTHERS — Years Ago — (Mercury/PG) "Years
Ago" "Memories Are Mede Of This"

TANYA TUCKER - Should | Do It - (MCA) "Rodeo Girls" "

Most Requested: EDDIE RABBITT "Step By Step" (Elektra)

JOHN ANDERSON ED BRUCE HOTTON'I COMMAY TWITTY ROMNIE MC DOVEL LACY J. DALTON REBA MC ENTIRE HANK WILLIAMS WSM Neetwille, TN WQYK-FM Tempe/St. Pete. FL

WRK-FM West Palm Beach, FL

West Pain Boach, PL

505/E ALLAMSON
DAYIO ALLAM COL

505/E ALLAMSON
DOTTS

FOR PLANCE
COM PLANC
HARPIS & HILLIAMS
RIS RAFSTRESON
TOMPALL & CLASEP B
CHID HARPI
TEMPISSEE ENPISS
CON HARPISSEE
CON HARPISSEE
FORM I MILITAR

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FO

WKLM Wilmington, NC



Jeff Green

Adult/Contemporary

POSITIONING FOR THE 80'S

The Evolution Of A/C Music On AM

While studying the Spring Arbitron results, you will find significant fragmentation of AM A/C ratings by all-music FM stations in many markets. Cume loss is not the serious problem in most cases - it's quarter-hour erosion. What can an A/C station on AM do to preserve long listening patterns? Can AM A/C stations compete musically with FM counterparts?

To find answers to these questions, I talked with Greg Picciano from WLW/Cincinnati and Mary Catherine Sneed from WSB/Atlanta. Both recentlyappointed Music Directors at highly successful major market full service AM outlets, Greg and Mary Catherine shared many thoughts about this critical programming trend that confronts their own stations.

Improvement Variable #1: Oldies

Mary Catherine started by discussing some of the adjustments she's made to modernize WSB and to battle

FM penetration. "The biggest changes I've made since coming to WSB have been in the area of oldies," she said. "We're fine-tuning them right now. We're not just concentrating on Kenny Rogers, Barbra Streisand, and Neil Diamond more, but also on some great oldies that you don't ever hear anymore, at least not from the traditional MOR mold. We've added songs by Gor-



Mary Catherine Sneed

don Lightfoot, Seals & Crofts, and England Dan & John Ford Coley, to name a few. You never hear the great records by artists such as these very much, even though they were big hits. So we're playing them.

We play some of the older artists like Frank Sinatra and Johnny Mathis some of the time, but not often. They really aren't as viable as they used to be because they don't carry the popularity they once did. Still, we keep the best of them in our oldies rotation.

Mary Catherine pointed out that the presentation of the older standards is vital to their success as modern programming elements. Because the dated sound doesn't fit with the usual flow and balance of today's music, she recommended, "The important thing when you play one of these classics is to isolate the song and talk about it. Don't just throw it in the middle of a set with Kenny Rogers and Anne Murray. Say something to highlight the record. Get the listeners interested and excited about hearing a great song they haven't enjoyed for a long time. At least make them think they're excited. You can do it.'

Suggesting another angle to vintage oldie placement, Greg remarked, "Trying to simply sprinkle in 50's records between the Commodores and Moody Blues is a mistake. You've got to blend your technical music sound mix to provide a smoother flow between currents and oldies. Block-programming those special oldies at special times works for us. Otherwise, we're changing with the times by keeping a more current-sounding

Emphasizing that oldies changes should be qualitative, not quantitative, Mary Catherine continued, "We aren't adding or deleting a certain number of oldies. We're just changing the ones we do play. It's a constant updating process. You can't revamp the oldies and then leave them like that for five years just because you spent a long time doing it! It requires attention on a regular basis, continuously improving the product.

Greg added some coinciding thoughts about oldies maintenance in today's more competitive environment. "We don't play certain 'dated' artists and oldies just because they're of the same age as our listeners. Many don't deserve it. We program the music that has transcended time, audience and style, and was recorded technically so that it would last for years and years. That's the kind of oldie that stays on this station

"In general terms, we've updated our oldies to bring a more contemporary feel to our sound. We don't go back as far except in the block programming shows. Our oldest oldies have moved up from 1954 to 1961. Also, the mainstay of our oldies group is now from the last ten

Improvement Variable #2: Variety

Greg finds that variety is a key factor to fresh, competitive AM A/C music programming. "The evolution of A/C on AM is away from the MOR presentation of a limited group of adult artists to a wider variety of music. The evolutionary A/C station is positioning itself on a

"The evolution of A/C on AM is away from the MOR presentation of a limited group of adult artists to a wider variety of music."

mass level - to program its music aggressively to a mass 25-49 audience, which really covers an 18-54 spread. That's what mass appeal for A/C means today.

"Regarding new music, we try to grab the best of all worlds by spreading the wide demographics through a

variety of formats. We daypart harder image material, add country crossovers by established crossover artists, and also look seriously for strong black crossovers - about 40 currents in all, many more than the conventional MOR, which averages around 20. Most A/C stations also program 50-60% oldies - we play a 2-1 currents-to-oldies ratio.



Greg Picciano

Summarizing his points, Greg stated, "I feel the road AM A/C radio has to take to remain identifiable with the younger adult

demographics is to play a wider variety of music and neither be labeled as an old-line station by the listeners nor be confused with one that is."

Fighting Quarter-Hour Erosion From FM Competition

Both Mary Catherine and Greg argue that too many AM A/C stations are needlessly intimidated by their FM competitors. Mary Catherine said, "A lot of AM A/C stations overreact to what the FM's are doing, especially in the vulnerable middays, where quarter-hour erosion is a common experience. They overreact by going all music in that daypart. You can't fight quarter-hour decay just with music. Constant community involvement and promotion is essential. During middays we still keep the features and information — not just as an alternative, but as a better alternative."

Greg agreed. "We're trying to define ourselves from our FM competition even more than we have in the past - that's the key. We don't try to compete against them musically alone.

"This total-entertainment format has a proven, consistent ratings performance as it is. I believe a lot of stations have switched to Country or News/Talk purely out of panic. There's been this snow job for several years from FM stations that AM radio is dead! Many AM managers have convinced themselves, 'God, they're right. I think we'd better do something to react to this trend.' So, they've been changing formats, often without success. It's unfortunate that they've fallen for it hook, line and sinker. The successful stations in this format on AM are consistent leaders, not followers of trends that may or may not be real."

Concluding his views about A/C's musical position on AM, Greg observed, "Since CHR is exiting the AM dial, A/C is becoming the only variety format available on the band. In Cincinnati, there is no CHR station on AM left - they've all switched to other formats. What is happening around the country is that the A/C stations are carrying on the tradition of offering a nice blend of oldies mixed in with current music on AM."

Mary Catherine maintains that the music and service combined keeps AM A/C stations competitive. "We can't compete on a musical level only. The way we stay even with the FM's is by offering the full services they don't, and by doing them right. Now we see FM stations

reacting to our strong position by trying to offer the best of what we have. Whoever presents it best will win.

Progress

Chuck Finney, former PD at WCII/Louisville, is the new Program Director at WTRX/Flint...Jim King has returned to KOB/Albuquerque as Program Director, replacing Larry Ahrens, who is now free to concentrate on his airshift. Jim spent the 21/2 years between PD stints in and out of area radio ... Walter Fritz is the new Music Director at WGY/Schenectady. He steps up from an inhouse producer position...Susle Barbour, overnight talent at WTAE/Pittsburgh, is returning across the street to 96KX to handle the 10pm-2am shift...Ken Bringenberg and Sara G. Bancroft have joined the WSB/Atlanta news staff. Most recently, Ken was News Director at WCFR/Springfield, VT and Sara worked at WROM/Rome, GA...Craig Wheeler is the new Music Director at KXIC/lowa City, IA. He continues as after-. Al Lerner has joined noon drive personality...Al Lerner has joined WCFL/Chicago's daily news team lineup. He is the current sports anchor/reporter on WLS-TV...WEEL/Fairfax, VA has signed Washington Redskin Dave Butz as a regular reporter for this year's NFL season...Wynn Bradley takes morning drive at KIIQ/Colorado Springs; he was formerly PD at KIDD/Monterey, CA...Charlie Greer is the new morning personality at WHAM/Rochester; he's most recently from WAKR/Akron...Joe Zanger joins WASH-FM/Washington, DC as sports reporter, from morning news anchor/Sports Director at WFMD/Frederick, MD...Gina Tuttle has been named reporter/anchor for KOMO/Seattle, from a KKSN-AM/Portland, OR coanchor post... Steve Cochran has left his afternoon drive slot at WTKO/Ithaca, NY for the same shift at WENY/Elmira, NY ... Sean O'Brien is the new afternoon drive personality at KMED/Medford, OR, moving across the street from his morning show at KHUG/Medford...Denise LaTulippe is the new overnight personality at WCOU/Lewiston, ME. She comes from college ... Jessica Ann Berman and Bob Gotkin join WEEL/Fairfax, VA as news anchors/reporters.

Previously, Jessica was a reporter with WLEE/Richmond and Bob held assignments at Mutual, AP and several area stations... WMOB/Mobile, AL announces its new lineup: Gordon Hull (PD) 6-10, Alice Scott 10-2, Wells Farnell 2-Signoff...Current lineup at KVAA/Volga, SD: Scott Jeffrey 5:30-10, Randy McDanfel 10-3, Adam North (MD) 3-8, Jeff Buchannon 8-2, Lyn Weiseman, Elaine, and Keith Nelson on weekends. This station just signed on in May and needs service. (605)

New

Entry



BREAKERS

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

JOURNEY

Who's Crying Now (Columbia)

61% of our reporters on it. Rotations: Heavy 29/0, Medium 32/3, Light 7/3, Extra Adds 1, Total Adds 7, WTAE, WASH, WLTA, WHBY, KOB, KLO, KLMS. Heavy: WBEN, WIP, KDKA, WFYR, WLW, WGAR, KHOW, KPPL, KNBR, and 20 more. Moves 21-17 on A/C chart.

QUINCY JONES featuring JAMES INGRAM Just Once (A&M)

59% of our reporters on it. Rotations: Heavy 6/0, Medium 44/4, Light 17/4, Extra Adds 0, Total Adds 8, WCBM, WFYR, WTMJ, KNBR, KLOK, KING, WNEU, KLMS. Heavy: WLTA, WMAZ, KOB, KSL, KXIC, KMED. Medium: WBEN, WASH, WSB 97AIA, WLW, WISN, KEX, KFMB, and 32 more.

Moves 28-25 on A/C chart

W & AC1

listed in order of their activity. The two numbers immediately following each song title indicate how many of our reporters are on the record this week and of those, how many added it this week. The rotational breakdowns which follow indicate how many stations have the song in the respective rotation and of those, how many added it into that particular rotation this week. Indicates one of this week's Most Added new

MOODY BLUES "The Voice" (Threshold/PolyGram) 58/4
Rotations: Heavy 18/0, Medium 34/2, Light 8/2, Extra Adds 0, Total Adds 4, WASH, KHOW, KOGO, WLVA, Heavy: WFYR, WLW, WGAR, KNBR, WNAB, WHEN, WRVR, WSM-FM, WOWO, KAKZ, KRKO, WLNH, WABZ, WCHV, WYMC, KBAI. Holds at

DAVID GATES "Take Me Now" (Artsta) 56/13
Rotations: Heevy 0/0, Medium 29/7, Light 27/6, Extra-Adds 0, Total Adds 13, WISN, WHAM, WDEF, WPTF, WHBC, WFDF, KAKZ, KRKO, KLO, WHAG, WGIR, WLVA, KOLO. Debuts at number 29 on A/C chart.

KAKZ, KRKO, KLO, WHAG, WGIR, WLVA, KOLO. Debuts at number 29 on A/C chart.

ANDY GIBB & VICTORIA PRINCIPAL "All I Have To Do Is Dream" (RSO) 43/3

Rotations: Heavy 2/0, Medium 28/1, Light 14/1, Extra Adda 1, Total Adda 3, WTMJ, WACI, KRKK. Heavy: WRVA, WJON. Medium: WBEN, WLW, KMBZ, WCCO-AM, KEX, WNAB, WGY, WDEF, WIS, WNDB, WFTL, WMAZ, WTAR, WAKR, WHBY, WHIO, KLTE, KSL, WEIM, WFIR, WDIF, KMRJ, WHIZ, KFQD, KMED.

GARY WRIGHT "Really Wanne Know You" (WB) 42/2

Rotations: Heavy 19/0, Medium 21/1, Light 2/1, Extra Adda 0, Total Adda 2, WHEN, WLVA. Heavy: WIP, WLW, WGAR, WCCO-FM, WGY, WBT, WSLI, WSM-FM, WOWO, KMJJ, WEIM, WHAG, WLNH, WCFR, WORG, WFIR, KWOS, WBOW, WHIZ. Debuts at number 28 on A/C chart. 28 on A/C chart

HERB ALPERT "Magic Man" (A&M) 42/1
Rotations: Heavy 40, Medium 280, Light 12/1, Extra Adds 0, Total Adds 1, WRVR. Heavy; WBT, WDEF, WRVA, WSTV. Medium: WLW, WTMJ, KOY, KEX, WNAB, WEIJ, WSBA, WNDB, WFTL, KAAY, WDBO, WHBY, WFDF, KLTE, KOB, KUGN, KLO, KSL, WEIM, WATR, WLVA, WKIQ, KGGF, WDIF, KMED, KRKK.

FOUR TOPS "When She Was My Girl" (Casablanca/PolyGram) 39/7
Rotations: Heevy 2/0, Medium 23/6, Light 14/1, Extra Adds 0, Total Adds 7, WCBM, WASH, WGAR, WTMJ, WHEN, KSL, WGIR.
Heavy: WBEN, WRVA. Medium: WIP, WTAE, WLW, KEX, WELI, WBT, WSLI, WRVR, WHBY, WHBC, KAKZ, KRKO, WABZ,
WORG, WJON, WHIZ, KFQD.

WORG, WJUN, WHIZ, RPUD.

MICHAEL JOHNSON "You're Not Easy To Forget" (EMI America) 39/5

Rotations: Heevy 1/0, Medium 17/0, Light 20/4, Extra Adda 1, Total Adda 5, WRVR, WHBY, WLVA, KWOS, WHIZ, Heevy: WCCO-AM, Medium: WLTA, WSB, 97AIA, WTMJ, WDEF, WIS, WHBC, WEIM, WATR, WORG, KXIC, WKHM, KLMS, WDIF, REO 8PEEDWAGON "In Your Letter" (Epic) 33/2

Rotations: Heavy &0, Medium 2010, Light &2, Extra Adds 0, Total Adds 2, KDKA, WLVA. Heavy: WLW, WHEN, WBT, WHAG, WCFR, WABZ, WCHV, WKHM. Medium: WCBM, WBEN, WIP, WASH, WGAR, WSLI, WMAZ, WHBC, WOWO, KRKO, WEIM, WLNH, WNEU, WORG, WFIR, KWOS, WBOW, WHIZ, KFQD, KRKK.

RELECTRIC LIGHT ORCHESTRA "Hold On Tight" (Jet) 31/0
Rotations: Heavy 90, Medium 180, Light 30, Extra Adds 0, Total Adds 0, Heavy: WIP, WTAE, WLW, WHEN, WOWO, WLNH, WABZ, WCHV, WHIZ, Medium: WCBM, 3WS, KDKA, WGAR, WJBO, WBT, WSLI, WMAZ, KRKO, KMJJ, WEIM, WHAG, WNEU, WORG, KLMS, WBOW, KFQD, KBAI, KRKK.

MIKE POST featuring LARRY CARLTON "Theme From 'Hill Street Blues'" (Elektra) 30/6

Rotations: Heavy 1/0, Medium 12/2, Light 16/3, Extra Adds 1, Total Adds 6, WCBM, 97AIA, KOGO, WGY, WQUA, KRKO, Heavy: WLTA. Medium: WSB, KHOW, WBT, WDEF, WFTL, WMAZ, WSM-FM, WDIF, WSTV, KBAI.

ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 29/3

Rotations: Heavy 0/0, Medium 9/0, Light 16/1, Extra Adds 2, Total Adds 3, WIP, WPRO, KMED. Medium: WLW, WNAB, WHEN, WDEF, WMAZ, WHAG, WATR, WORG, KLMS.

WDEF, WMAZ, WHAG, WATR, WORG, KLMS.

LITTLE RIVER BAND "The Night Owis" (Capitol) 28/3
Rotations: Heavy 1/0, Medium 17/1, Light 10/2, Extra Adds 0, Total Adds 3, WTMJ, WHAG, WLVA. Medium: WLW. KEX, KNBR.
WHEN, WBLI, WSM-FM, WHBC, WEIM, WLNH, WCHV, WFIR, WBOW, WHIZ, KBAI, KOLO, KRKK.

NIELSEN/PEARSON "The Sun Ain't Gonna Shine Anymore" (Capitol) 27/3
Rotations: Heavy 2/0, Medium 13/2, Light 12/1, Extra Adds 0, Total Adds 3, WRVR, WHBY, KSL. Heavy WRVA, WKHM.

Medium: WASH, WLW, WGY, WBT, WIS, WSM-FM, WDBO, WSJS, WGIR, WATR, KLMS.

ANNE MURRAY "It's All I Can Do" (Capitol) 28/4
Rotations: Heavy 1/0, Medium 11/0, Light 13/3, Extra Adds 1, Total Adds 4, WHBC, KUGN, WKIQ, WSGW. Heavy: KLOK.
Medium KOY, WDEF, WFTL, WSLI, WMAZ, WOAI-FM, WHBY, KSL, KXIC, WKHM, WJON.

Medium KOY, WDEF, WFTL, WSLI, WMAZ, WOAI-FM, WHBY, KSL, KXIC, WKHM, WJON.

GEORGE FISCHOFF "Foxy" (Heritage) 28/2

Rotations: Heavy 1/0, Medium 14/1, Light 11/1. Extra Adda 0, Total Adda 2, KHOW, WFTL. Heavy: WDEF. Medium: WELI, WSBA, WHBC, KRNT, KLO, KSL, WFIR, WKIQ, WKHM, KLMS, KMRJ, WSTV, KMED.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 28/0

Rotations: Heavy 2/0, Medium 12/0, Light 12/0, Extra Adda 0, Total Adda 0, Heavy: KLO, WCFR. Medium: WIP, 97AIA, WLW, WGY, WSLI, WMAZ, WABZ, WFIR, WACI, KWOS, WHIZ, KFQD.

ATLANTA RHYTHM SECTION "Alian" (Columbia) 24/5

Rotations: Heavy 0/0, Medium 9/0, Light 13/3, Extra Adda 2, Total Adda 5, WIP, WGAR, WHAG, WHIZ, KOLO. Medium: WLW, WSLI, WMAZ, WHBY, WHBC, KRKO, WORG, WJON, KRKK.

ARI O GLITHRIF "M I Could Only Totach Your Life" (WB) 24/3

ARLO GUTHRIE "H I Could Only Touch Your Life" (WB) 24/3
Rotations: Heavy 1/0, Medium 10/0, Light 13/3, Extra Adds 0, Total Adds 3, WABZ, KOLO, KRKK, Heavy: WLTA, Medium: KOY, WNAB, WDEF, WRVA, WHBC, WLNH, WGIR, WACI, KLMS, WDIF.

DON WILLIAMS "Miracles" (MCA) 22/1
Rotations: Heavy 40, Medium 140, Light 3/0, Extra Adda 1, Total Adda 1, WJON, Heavy; WLTA, KMBZ, WRVA, KSL. Medium CCC-AM, WNDB, WRVR, WOAJ-FM WSJB, KRNT, KLTE, KRMG, KLO, WHAG, KGGF, KLMS, WSTV, KMED.

CHARLY McCLAIN "Sleepin' With The Radio On" (Epic) 22/0
Rotations: Heavy 2/0, Medium 10/0, Light 10/0, Extra Adda 0, Total Adda 0, Heavy; WDEF, KOB, Medium: WCCO-AM, WN, WFTL, WMAZ, WHBC, WHIO, KLO, KGGF, KXIC, WDIF.

NY: WDEF, KOB. Medium: WCCO-AM, WNAB,

JIM PHOTOGLO "More To Love" (20th) 22/0
Rotations: Heavy 20. Medium 140, Light 60, Extra Adds 0, Total Adds 0, Heavy: WDEF, KLO. Medium: WLTA, WSB, 97AIA, KMBZ, KEX, WIS, WFTL, WHBY, WHIO, WATR, WKIQ, KFQD, KMED, KRKK.

CARPENTERS "(Want You) Back in My Life Again" (A&M) 21/10
Rotations: Heevy 0/0, Medium 12/3, Light 6/4, Extra Adda 3, Total Adda 10, WIP, WBT, KOB, KUGN, KLO, KSL, WORG, KXIC, WJON, KBAI. Medium: WBEN, WLTA, WSB, WLW, WDEF, WFTL, WDBO, WRVA, WDIF.

Radio@Records

NATIONAL AIRPLAY/30

	September 11, 1981
1	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown
	EDDIE DARRITTISten By Sten (Flektra)

RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)

23 12 4 CHRISTOPHER CROSS/Arthur's Theme (Best That You Can Do) (WB) 10 7 6 RAY PARKER JR. & RAYDIO/That Old Song (Arista)

12 10 6 SHEENA EASTON/For Your Eyes Only (Liberty)

22 16 7 LULU/I Could Never Miss You (More Than I Do) (Alfa) 19

17 11 ART GARFUNKEL/A Heart In New York (Columbia) 9 9 ALABAMA/Feels So Right (RCA)

DAN FOGELBERG/Hard To Say (Full Moon/Epic) 27 18

14 MICKEY GILLEY/You Don't Know Me (Epic) 14 14 POINTER SISTERS/Slow Hand (Planet) 6 8

JUICE NEWTON/Queen Of Hearts (Capitol) 12 8 13 15 13 13 COMMODORES/Lady (You Bring Me Up) (Motown) 14

CARPENTERS/Touch Me When We're Dancing (A&M) 10 15 30 26 23 AL JARREAU/We're In This Love Together (WB) 0 JOURNEY/Who's Crying Now (Columbia)

4 KENNY ROGERS/I Don't Need You (Liberty) 13 19

15 16 JOHN DENVER/Some Days Are Diamonds... (RCA) 19 19 20 PABLO CRUISE/Cool Love (A&M)

25 KENNY ROGERS/Share Your Love With Me (Liberty)

25 22 22 **ELTON JOHN/Chloe (Geffen)** 21 20 20 **BEACH BOYS**/The Beach Boys Medley (Capitol)

18 18 17 DON McLEAN/It's Just The Sun (Millennium) 28 QUINCY JONES featuring JAMES INGRAM/Just Once (A&M)

30 25 MOODY BLUES/The Voice (Threshold/PolyGram) 7 11 24 JOEY SCARBURY/Theme From "Greatest American Hero" (Elektra)

GARY WRIGHT/Really Wanna Know You (WB) DAVID GATES/Take Me Now (Arista)

11 21 27 MARTY BALIN/Hearts (EMI America) 30 This chart is based solely on airplay rotations compiled weekly from our A/C reporting stations. Black circled numbers indicate significant progress from at

MOST ADDED ®

least 60% of our reporters.

3 3 2

AIR SUPPLY "Here I Am" (Arista)
CARPENTERS "(Want You) Back In My Life..." (A&M) KENNY ROGERS "Share Your Love With Me" (Liberty

HOTTEST

D. ROSS & L. RICHIE "Endless Love" (Motown) CHRISTOPHER CROSS "Arthur's Theme..." (WB)
EDDIE RABBITT "Step By Step" (Elektra)
RONNIE MILBAP "(There's) No Gettin'..." (RCA)

Others Getting Significant Action

FRED KNOBLOCK "Memphis" (Scottl Bros.) 19/3

Rotations: Heavy 2/0, Medium 6/0, Light 9/1, Extra Adds 2, Total Adds 3, KLO, WKHM, WJON, Heavy: WDEF, WQUA, Med KOY, WBT, WNDB, WHBY, WHBC, WDIF.

DARYL HALL & JOHN OATES "Private Eyes" (RCA) 17/2
Rotations: Heavy 1/0, Medium 11/0, Light 5/2, Extra Adds 0, Total Adds 2, W/
WHEN, WSIL, WSM-FM, WHAG, WLNH, WASZ, WCHV, WORG, WHIZ, KBAI. WWWE, KRKK, Heevy: WRVR. Medium: WLW TEMPTATIONS "Airning At Your Heart" (Gordy) 17/2
Rotations: Heavy 0/0, Medium 5/0, Light 11/1, Extra Adds 1, Total Adds 2, WHAG, KMED. Medium: WQUA, WLVA, WKHM.

ROBBIE DUPREE "Are You Ready For Love" (Elektra) 17/1
Rutations: Heevy 1/0, Medium 8/0, Light 7/0, Extra Adda 1, Total Adda 1, KOB. Heevy: WLTA. Medium: WSB, WIS. WSM-FM.
KLO, WKHM, KLMS, WJON, KRKK.

OAK RIDGE BOYS "Fancy Free" (MCA) 16/3
Rotations: Heavy 3/0, Medium 2/0, Light 10/2, Extra Adds 1, Total Adds 3, KLO, WKIQ, KFQD. Heavy: WLTA, KOB, KSL Medium: WDEF, KXIC.

Medium: Wiler, RAID.

RITA COOLIDGE "The Closer You Get" (A&M) 15/3

Rotations: Heavy 0/0, Medium 7/1, Light 8/2, Extra Adds 0, Total Adds 3, KEX, WHBC, KXIC. Medium: WSB, WLW, WMAZ,

KSL, WKHM, WJON.

DOLLY PARTON "House Of The Rising Sun" (RCA) 15/2

Rotations: Heavy 10, Medium 70, Ught &1, Extra Adda 1, Total Adda 2, KLOK, WKHM. Heavy: WLTA. Medium: KM8Z.

WCCO-AM, WST, WIS, WRVA, WHBC, WDIF.

AIR SUPPLY "Here I Am" (Arista) 13/10

Rotations: Heavy 00, Medium 85, Ught 3/3, Extra Adda 2, Total Adda 10, WBEN, WSB, WISN, WRVR, KLO, KSL, WHAG, WKIQ, WACI, WSGW. Medium: WLW, WJBO, WSU.

STEVIE WOODS "Steel The Night Away" (Cotillion) 13/5

Rotations: Heavy 00, Medium 3/0, Ught 8/4, Extra Adda 1, Total Adda 5, WHBY, WHBC, KLO, WKIQ, WKHM. Medium: WSB, WIDE.

VIC ASHER "What Am I Gonna Do" (Velsi) 13/4
Rotations: Heavy 0/0, Medium 2/0, Light 9/2, Extra Adda 2, Total Adda 4, KOB, WACI, KXIC, KWOS. Medium: V/DEF, WKIQ.
DAN HARTMAN "All I Need" (Blue Sky) 12/8
Rotations: Heavy 0/0, Medium 1/1, Light 6/2, Extra Adda 5, Total Adda 8, WDEF, WHBC, WKIQ, KGGF, WACI, WJON, WHIZ.

MARTY BALIN "Atlanta Lady (Something About Your Love)" (EMI America) 12/8
Rotations: Heavy 0/0, Medium 5/3, Light 6/2, Extra Adds 1, Total Adds 6, 97AIA, KMBZ, KEX, KUGN, KXIC, KWOS. Medium 17A WMAA?

CAROLE BAYER SAGER "Easy To Love Again" (Boardwalk) 12/3
Rotations: Heavy 1/0, Medium 3/1; Light 7/1, Extra Adds 1, Total Adds 3, WFTL WHAG, KFQD, Heavy: WLTA. Medium: WCCO-

KIM CARNES "Draw Of The Cards" (EMI America) 11/0
Rotations: Heavy 1/0, Medium 6/0, Light 4/0, Extra Adds 0, Total Adds 0, Heavy: WSM-FM. Medium: KNBR, WLNH, WABZ, WFIR. KOLO, KRKK,

BILLY JOEL "Say Goodbye To Hollywood" (Columbia) 10/6
Rotations: Heevy 1/0, Medium 2/2, Light 7/4, Extra Adds 0, Total Adds 8, WWWE, WBT, WRVR, WSM-FM, WABZ, WORG. Heevy: WDIF.

MANHATTAN TRANSFER "Smile Again" (Atlantic) 10/4

Rotations: Heevy 0/0, Medium 1/0, Light 8/3, Extra Adda 1, Total Adda 4, WQUA, WKIQ, WDIF, KMED, Medium: WBEN.

DENIECE WILLIAMS "Silly" (ARC/Columbia) 9/0
Rotations: Heevy 1/0, Medium 6/0, Light 2/0, Extra Adds 0, Total Adds 0, Heevy: WDEF, Medium: WLTA, 97AIA, WLW, WNDB,

WRYR, WORG.

ROGER VOUDOURIS "First Love" (Boardwalk) 8/0
Rotations: Heavy 0/0, Medium 1/0, Ught 7/0. Extra Adds 0, Total Adds 0. Medium: KOLO.

BURTON CUMMINGS "You Saved My Soul" (Afra) 7/6
Rotations: Heavy 0/0, Medium 2/2, Ught 3/2, Extra Adds 2, Total Adds 6, WBEN, WSB, KMBZ, WQUA, WCFR, KGGF.

BALANCE "Breaking Away" (Portrait) 7/3
Rotations: Heavy 00, Medium 41, Light 30, Extra Adds 0, Total Adds 3, WCBM, WABZ, KRKK. Medium: WHEN, WLNH, WHIZ.
WILLIE NELSON "I'm Gonne Sit Right Down..." (Columbia) 7/0
Rotations: Heavy 1/0, Medium 6/0, Light 0/0, Extra Adds 0, Total Adds 0, Heavy: KSL. Medium: KMBZ; WTMJ, WNDB, WHBC, KRNT, KXIC.



Regionalized Adds & Hots

EAST

PCUB TOPS
FAN FCCELEFRC
QUINCY JONES
PIRF POST
RALANCE
HOTEGST
HORSE
HOR

WNAS/Bridge Russ Gerrett

NOTE BEING WILSAP RAYTIO COMMOPORES POSE/RICHIE BEACH BOYS

WBEN/Buffelo Roger Christier

TIGHT PIT BURTON CUMMINGS AIR SUPPLY PCSE/RICHIE JOURNEY CHRIS CROSS AL JAPPEAU EDCIF RABBITT

HOTE OF THE PROPERTY OF THE PARTY LATTISAN JUICE NEWTON

HONE HOTEST: BOSS/RICHIE COMMODORES EDDIE RABBITT RAYDIC PABLO CRUISP

HAQHegersto

DAVID CATES TEMPTATIONS APS

ROLE B. SACEP PABLO CRUISE ROSS/PICHIE

none Hottest: BCSS/PICHIF PONNIE MILEAP ALABAMA EDDIF RABBITT JOHN DFFVER

none Hottest: BDS6/PICHIE BONNIE MILSAP POINTER SISTERF BAYDIO ALABAMA

WLNH/Laconia Greg Stevens

none Mottest:

Karen Anderser

FOUR TYPS DAVID GATER Hottest: CHPIS CROSS RAYDIO BOEE/PICHIF FYTIF PABBITT PCINTER FISTEPF

none Hottest: CARPENTERS ECCIE RABBITT POSS/PICHIE BCHHIE MILSAP SHEENA EASTON

CARPENTERS FRANKLIK & PENSON

WTAE/PHO

JOURNEY BOB SEGER SHEENA EASTON HOTTORY ROSE/FICHIE COMMICDORES CHRIS CROSS

REO SPEFIMACON ELTON JOHN Hottest: STEVIE NICKS JOURNEY PABLO CRUISF SHEFNA FASTON JOHN DENVYP

3-W-S/Pittsburgh Herb Crowe

KEMNY ROCFPS DAN FOGELBERG Hottest: KEMNY ROCFPS JUICE MENTON POSS/FICHIE COMMODORFS ELO

FRANKLIM & BENSON HOTECOT! RONNIE MILSAP SHEMM FASTON CHRIS CROSS LULU EDDIF RABBITT

WHAM/Roch Dave Leird

DAVID GATES HOTLEST: SHEENA EASTON RAYCIO ROMNIE HILSAP ECDIE RABBITT CHRIS CROSS

WGY/Schenectedy Watter Fritz

KENNY ROGEPS MIKE POST LARRY GRAHAM HOTEBET BOSS/PICHIE FEDIF RABBITT KENNY ROGERF MCCPY BLUFS

BURTON CUMMINGS CHARLIE DORE ARLAW DAY HOTTEST: BOSS/RICHIE DAN FOGELBEPC CHRIS CPOEF ALABAMA LULU

FOUR TOPS CARY WEIGHT
HOTLOST:
HOTLOST:
JUICE NEWTON
RONNIF MILSAP
ROSS/PICHIF
PABLO CRUISF

WASHWashing

FOUR TOPS AL JARREAU MOCRY BLUES JOURNEY HOLLEST: JUICE NEWTON FEDIE KABBITT SHEFMA EASTON PABLO CRUISP CHRIS CPOSS

WATR/Waterbury, CT O'ConnerfO'Relity

KENNY ROCFPE OUINCY JONES AL JAPPPAU ART CAPPUNKEL HOTEMET: BOSE/PICHJE BONNIE MILGAP EDDIE RABBITT CHRIS CROSS BEACH BCYS

WHBY/Appleton Jeff Clark

MICHAFL JOHNSON NIELGEN/PEARSON STEVIE WCODS JOURNEY Hottest: RCSS/RICHIF

AIR SUPPLY
ANNE MUPRAY
PAN HARTMAP:
PANHATTAN TRINSFF
STEVIF MOODS
OAK RIDGE BOYS
HOTCEST:

WHEC/Centon

MIDWEST

HOTE HOTE STEPS
POINTE FISTEPS
ROMNIE MILSAF
ROSS/RICHIE
CARPENTERS
SHEENA EASTON

HOTCEST: ROSS/PICHIF ECTIE RABBITT RONNIE MILSAP RAYCIO CHRIS CROSS

CAVID GATES
EAN HARTMAN
ANNE HUBRAY
BITA COCLICGE
STEVIE WCODS
HOCCEST
RONNIE MILSAP
PCSS/PICHIE
EHEENA EASTON
FODLE RABBITT
ART CARFUNKEL

CUINCY JONES Hottest: POSS/PICEIE JOURNEY MOODY BLUES CHRIE CROSS DAN FCGELRERG

POUP TOPS DAN FOGELBERO HOTTEST: BOSS/PICHIE BEACH BOYS

MECCOTO
METON
PETON
DAN HARTMAN
PURTON CUMPINGS
LULU
HOStest:
ALABAMA
AIR SUPPLY
CARPENTERS
ROMBIE MILSAP
ALAN PARSONS

WTVN/Colum Denny Nuge

none Kottest: COMMODORFS SHEENA EASTON JOURNEY

none Hottest: POSS/RICHIE SHEFNA FASTON RONNIE MILSAP RAYDIO MICKEY GILLFY

Hottest

WFDF/Flint Paul Landin

KENNY ROCERS DAVIC GATES
HOTTEST
HOTTEST
ROSS/RICHIE
RONNIF MILSAP
RAYTIO
FUCIF RARBITT
ALARAMA

WACUFreepor

VIC AGHER AIR SUPPLY CIRE & PRINCIPAL DAN HARTHAN HOTEVEST FOSS/RICHIE SHENA FASTON PAYDIC FODIF RABBITT LULU

WOWO/Ft. Wayne Sem DeVincent

none Hottest: POSE/FICHIE JOURNEY FDCIE RAEPITT GPEC KIHN POINTER SISTERS

none Hottest: RCNNIE MILSAP POINTEP EISTERS RCBBIE PATTCN

MARTY BALIN VIC ASHEP CARPENTERS RITA COOLINGE HOTTEST CONTINUE HOTTEST CONTINUE JONES CONTINUE RABBITT PABLO CRUISE

WKHM/Jeckson Lou Lambert

FRED KNOBLOCY DOLLY PARTON STEVIE MODES EAN FEGELBIPC HOTESTIPE RED SPEEUMAGEN CHRIS CROSS NIFLGEN/PEARSON NEDWY BOORPS

MARTY BALIN
MICHAFL JOHNSON
CRUSA DEPE/JOE CCC
JOHN O'BANION
VIC ASHER
HOTTER
ROSE/RICHIF
ROSE/RICHIF
ROMODORFS
TOURNEY JOURNEY RAYTIO

JOHN SCHNEIDER MARTY RALIN CHARLIE POPE BURTON CUMMINC RANCY PARTON HOTCERL CHRIS CROSS / RICHIE CHRIS CROSS / RICHIE CHRIS CROSS PONNIE MILSAP ETDIE RABBITT HICKEY GILLEY

KLMS/Lincoln Gary Collins

JOURNEY KENNY ROCERS DAN FOCELBERG OUINCY JONES HOTTEST ALABAMA COMMODORES

KFOR/Lincoln, NE Pattl Moran

none Hottest: ROSE/RICHIE RONNIE MILSAP EEDIE RABBITT SHEENA EASTON ALABAMA

JET
HOLEGEL:
APT GARPUNKEL
PCSS/PICHIE
CHRIS CPOSE
DAN FCCFIBERG
BILLY JOPL

WTMJ/Milwaukee

CAR FOCELBERG OUINCY JONES GIBB +6 PRINCIPAL FCUR TCPS Hottest: ANNE MURRAY RCHNIE MILSAP ECCIE RABBITT FON MCLEAN ALABAMA

TAVIT GATES
AIR EUPPLY
Hottest:
RAYTIO
CHRIS CPCSS
ART GARFINKEL MENNY ROCFRE

WCCO-FM/MI

none Hottest: STACY LATTISAW FPDIE RABBITT ROSS/RICHIE

WCCO-AM/Mi

none Hotteel: CAPPENTERE JOHN DERVER KENNY ROCER! POES/RICHIE

KMPLI/Pittsbu Lannie Swon

NONE HOTTER FISTERS FEDIE RAPPITI JOHN DENVER ART GARPUNKEL PABLO CPUISE

KENNY ROCERS DAVID GATES Hottest: COMMCDORES CHEEN EASTON CHEIS CROSE LULU MOCDY BIUES WOULA Quad Cities

WHIZ/Zand Dave Crist MIKE POST RONNIE LAME BURTON CUMMINGS MAKHATTAN TRANSFF HOTTGET HUMPERC AL JARPEAU POES/FICHIE POES/FICHIE HICHAEL JOHNSON FICHAEL JOHNSO ARE CAN HARTMAN Hottest: ROSS/FICHIE POWNIE MILGAP BLACH BCYS ELO CHRIS CROSS EDDIE PABRITT CHRIS CROSE

SOUTH

REALBACT
RENNY POCTRS
ARLO GUTHBIE
POENEY CROWPLL
BILLY JOPE
HOTLESE:
CHRIS CPOSS
EDTIE PABBITT
MOODY BLUES
SHEENA FASTON
JOURNEY

AIR SUPPLY BURTON CUMMINGS RODNEY CROMELL Hottest: RONNIE MILSAP MARTY BALIN LULU AL JARREAU CHRIS CROSS

WLTA/Atlanta Allen Saunders

TAPFY MCELROY RICKIE LEF JONES COMMOCORES

COMMODORFS
KEITH STECALL
EDDIE RABBITT

Hottest: ARLO GUTHRIE BOBBIE PUPREF

MIKE POST QUINCY JONES

WJBO/Baton Rouge Laurie Hardison

AIR SUPPLY ANNY MURRAY Hottest: ROSS/RICHIF RONNIE MILSAP EDDIE RABBITT EHEENA EASTON CHRIS CROSS

WJONSt. Cloud Tom Scott

PRED KNOBLOCK DAN HARTMAN DON WILLIAMS CARPENTERS HOTERES: JUICE NEWTON ROSS/RICHIE SHEENA EASTON BEPIE RABBITT BEACH BOYS

Hottest: ROSS/PICHIE LULU CHRIS CROSS ART CARFUNKEL MICKEY GILLEY

WIBW/Topeka Lee O'Day

nome Hottest: ROSS/FICHIE ALABAMA COMMODORES PABLO CRUISE WBT/Charlotte Bickel/Rose ALABAMA MICKEY GILLEY FICIE PABBITT

KAKZ/Wichite Bob Clarke

CARPYNTERS
MICKEY GILLEY
BILLY JOEL
JOSE PFLICIANO
MECC KRMQ/Tules Don Bishop none
Hottest:
CHRIS CROSS
RPYDIC
SHEENA EASTON
ART CARFUNICEL
ROSS/FICHIE ttest: HOTTES: LULU CHRIS CROSS REO SPEEDNACON FOUR TOPS HIKE POST

WCHV/Charlottee Thomas H. Twine

SS/RICHIL RAYDIO PABLO CRUISE

ARIAP DAY
ALBERT HAMMOND
TERRI CIBBE
DAN HARTHAN
DAVID CATEE
HARRIS & WILLIAME
HOTCHER
FED IT RABBITT
FREE KNOBLOCK
CHARLY MCCIAIN
JIM PHOTOCLO
BEPNADETTF PETERS

none Hottest; ROSS/PICHIE PAYDIO EDDIE RABBITT SHEENA FASTON CHRIS CROSS

WFTUFL Lauderdal

CEORGE FISCHOFF CAROLF B. SACEP BENNY HESTEP HOTTER HOTSE/RICPIE JOHNNY MATHIS DON MCLEAN BHEENA EASTON PAUL ANKA

none Hottest: none

KAAY/Little Rock Steve Kelly

WHAS/Louisville Jerry Melloy

none Hottest: RAYDIO CAN FOGELBERG CHRIS CROSS

WLVA/Lynchburg Lynn Cricun

RAYDIO FLTON JOHN COMMODORFS JOURNEY

WMAZ/Mecor Steve Murphy

none Hottest: CCMMODORES BEACH BOYS CHRIS CROSS GUINCY JONES ELTON JOHN

BILLY JOEL

97AIA/Miami Yolanda Parapa MIKE POST
CHARLIF PORF
MARTY BALIN
Hottest:
CHBIS CROSS
DAN FOCELEFPG
LARRY J. MCNALLY
KENNY ROCFRS
POSE/PICHIE

BILLY JOEL Hottest: DAP PCGELBERC JOURNEY CHPIS CPOSS FLTON JOHN STEVIE NICKS

WTAR/Norfolit Tom Looney

none
Hottest:
CARPINTERS
POIETEP EISTERS
POSE/RICHIE
COMMODORES
SHEENA EASTON

CARPENTERS BILLY JOFL RODNEY CROWELL JOEE FELICIANO HOTTORY ROSS/RICHIE COMMODORFS BEACH BOYS CHRIS CROSS FOUR TCPE

HOTE HOTE NEWTON CARPENTIRE RONNIE MILSAP ROSS/PICHIE JOHN DENVER

WPTF/Raieigh Tommy Walker

AL JARREAU DAVIC GATES HOTTEST RONNIE MILSAP ROSE/RICHIE

none Hottest: RONNIE MILSAP BEACH RCYS KENNY ROGEPS ALABAMA CARPENTERS

WFIR/Rosnoke Bill Bratton

none Hottest: FDDIE RABBITT ROSS/PICHIF ALABAMA SHEENA EASTON FLTON JOHN

WEST

VIC ASHEP
Hottest:
ROSS/RICHIE
ETDIE RABPITT
RAYDIO
LULU
RENNY ROCERS

WBBAYork

KFQD/Anchorage Mark Lewis

DEWKIS YOST
OAK RIDGE BOYE
CAROLF B. SACFR
DAN HARTMAN
HOTLEST
ROSS/FICHE
ALABAMA
COMPODORFF
RAYEIO
RONNIE MILBAF

FENNY ROCERS AL JAPREAU HOTE-SE: JOURNEY RONNIE MILSAP PABLO CRUISE EDDIF RABBITT

KPPL/Denver Mike Shanno

CARPTHTERS
MARTY BALIN
ANNY MURRAY
PICKIE LIFF JOHFS
HOTES CROSE
ALABAMA
APT CARFUNFEL
SHEEMA EASTON
ROSS/RICHIF

KMED/Medford Charile Kirk

MODDY BILES CPOPCE FISCHOPP HOTTER! ALAN PAPEONS RONNIE MILGAP JOURNEY ART CAPPINKEL

KUGN/Euger Brien Jemes

KRKO/Everett Bruce Butterfi

DAVID CATES COMMODORES HIKE POST AFTERMOON DELIGHT HOTCHES! BOSS/FICHIE RAYDIO. ALABAMA ECDIE RABBITT JOURNEY

NONE HOTTERT SHEENA EAFTON CHP16 CPOSS PCSS/PICHIE

KMJJ/Les Vegss Kevin O'Brien

TIM WFISEFRC
MANHATTAN TRANSFF
FRANKLIN & ETHECH
TEM THATIONS
HOTLOST
HOTELST
BYTIO
EAN FOCTIBERG
OUINCY JONES
CHRIF CROSS

KBAI/Morro Bey Donna St. John

CARTENTEPS CHARLIZ DORF HOTTEST CHRIS CROSS SHPENA FASTON MODEY BLUZS MIKE POST FLO

KLO/Ogden Berbere M. Ric

Refera M. Richardson
AIR FUPPLY
CARPINITERS
DAVIE GATEF
AL JAMPFAU
JOURNEY
PREF ENOSLCCK
OAK RITGE RCVS
STEVIE WOOLE
HOTLERIT
OHEN A FASTON
ART GARFUNKEI
CUMMODORPS
PURCHELLEY
PURE PRAIRIE LFAC

HOTE HOTE HOTE HICKEY GILLEY CHRIS CROSE DON MCLPAN KEX/Portland Bob Swenson

KOY/Phoenix Armstrong/Steve

PATA COOLINGP MARTY BALIN TIM WISHPRC OAP RIDGE BOYS HOLLEGE! CAPPENTERS ALABANA JOHN DENVEP SHEENA ZASTON RAYEIO

ARE
DAVID GATES
ARLO GUTHRIE
HOTE-est:
FEDIE RABBITT
SHEFNA FASTON
COMMCDOPES
CHRIS CPOSS
ART GARRUNKEL KRKK/Rock Springs Chuck Martin

BALANCE Hottest: RAYDIO JOURNEY PABLO CPUISE FECIE RABBITI GHEENA EASTON

KSL/Sell Lake City George Lemich

HALL & CATES ARLO GUTHPIP CIBB & PRINCIPAL BALANCE

NIELEEN/PEARGON HARRIS & WILLIAMS FOUR TOPS CARPENTERS AIR SUPPLY TIM WEISHERG GLEEP TIM WEISHERG GULLIA

MICKEY GILLEY MODEY BLUFS SHEKNA EASTON AL JARREAU MIRE POST Hottest: HOTEGET ROSS/RICHIE POINTER FIRTERS RONNIF MILSAP JUICE NEWTON FDDIE RABBITT

none Hottest: PCES/PICHIF PCNHIF MILSAP PABLO CPUISF RAYTIO REACH RCYS

DAN POCELBERC OUTNCY JONES

OUTNCY JONES HOTEWSTE RONFIE MILSAP ROSE/PICHIE EDCIZ RABBITT SHEENA FACTOR CHRIS CROSE KLOK/Sen Jose

SHFENA EASTON COLLY PAPTON CUINCY JONES HOTEOST ILSAP JOEY SCARBURY POSS / PICHIE CHPIS CPOSF ANNE MURRAY

QUINCY JONES Hottest: ROSE/RICHIP ROWNIE MILEAP FDDIE RABBITT PCINTER SISTEPF COMMODORFS

RPO SPEEDWAGON MICHAEL JOHNSON Hottest: RC56/RICHIE

none
Hottest:
RC56/PICHIF
PLABAMA
SMITH/SWEET
ELTON JOHN
AFTERNOOP DELICHT

Steve Butle

AIR SUPPLY NIELSEN/PEARSON ZZ TOP MICHAEL JOHNSON MICHAEL JOHNSO
TEDDY BAKER
HEPB ALPERT
HOTTEST:
ETCIE RABBITT
SHEENA EASTON
CHRIS CROSS
LULU
HALL & CATES

ALL STATIONS REPORTED THIS WEEK

114 REPORTERS 114 LAST WEEK

ting, about 40% of our reporters froze their lists for the week. WOAI-FM/San Antonio is switching formats and will discontinue reporting.

Editor's Note: Due to Labor Day repor-

DA. SPA. HCF. TUFARS A 83%



Walt Love

Black Radio

Pittsburgh's WAMO "Crosses Over"

If you grew up in Pittsburgh, PA, as I did, you'd know that Center Ave., Wiley Ave., and 5th Ave. are well-known streets located in the infamous "Hill District," translated in universal language as "The Ghetto." In the middle of this unforgiving section of town is, and always has been, WAMO — "The Black Radio Station." With the latest Arbitron results (3.7 to 5.8), WAMO has become not only the Black Radio Station but a station to be reckoned with in Pittsburgh. Familiar with the history of WAMO, I realized that this is truly a success story.

Collectively, the driving force behind the total modernization of WAMO includes J.C. Floyd, Program Director, and Ray R. Gusky, National Sales Manager for Sheridan Broadcasting.

Before programming WAMO, Dr. J.C. Floyd (as he likes to be called) programmed WIGO/Atlanta. He

spent some time with WPEZ/ Pittsburgh (a general market station), in addition to working for the Charter Corporation in Miami and Detroit. I asked J.C. what he did to turn WAMO around.

"First I realized that some stations here in Pittsburgh were not taking advantage of all the angles; there seemed to be an opening that's been here for quite a long time. Since I've had a



J.C. Floyd

lot of CHR experience, I've always felt the only difference between a Black station and a CHR or an Adult Contemporary should be the music. We all know the reasons why people listen to the radio, and the things they're looking for are universal. Sure, my public affairs must have emphasis on the black community, but all the other professional things that apply to other formats should be the same for Black stations."

Mellowing The Music

"When I got here, I found that the station was not really playing that much music. They were running about ten albums, forty singles, plus ten hitbounds and some extras. My first move with the music was to daypart; I also did not allow any rap records to be played before 5pm. Right away I tried to take the 'Bump-de-debump' off the air - I didn't want the disco or the socalled dancemusic to be played so often. We curtailed that type of music for the most part and put it into specific hours. My logic for this: (1) people don't want to hear the same music in the mornings that they heard last night when they were going to bed; (2) living in Pitts-burgh you find that over half the population is over 45. Your most prosperous demographic here in Pittsburgh is 25-34; next is 35-49, and then in third place 18-34. So I felt to be successful here we had to slow the music down. What we had to do was to play more things like Deniece Williams's 'Silly,' mellow Ray Parker Jr. & Raydio, and bring some George Benson, who happens to be from Pittsburgh, back. We also brought in a format where we used some light jazz in the mornings and middays.

With so many well-known jazz artists born and raised in the city, did that have anything to do with your decision to add jazz to WAMO's approach? "The thing about it is (and this is truth), no Jazz station has ever succeeded in Pittsburgh, so basically you need that light flavoring but you can't be too extensive. But this knowledge of the city did play a part in my decision. A classic example is the song called 'Valdez In The Country' by Donnie Hathaway. You don't hear that very often, but here at WAMO we get requests for it all the time; we play it once

or twice every two months or so. When people hear it they're caught by surprise, and that's a positive. We try to incorporate songs like that into our format every now and then."

What else did you do musically? "We went to an album list of 25, then I also had ten or eleven singles that were our powers that you could count on hearing; they were our focal point of the whole format, the base. I also firmly believe you cannot wait for songs to become No. 1 or hits in the top ten before you put them in your heaviest rotation because if you do, they've been heard so much that the record is almost played-out. I believe that if you expose some new music and it's good and people like it, it gets familiar right away and you can continue to play it, and it doesn't wear too heavy by the time the song makes it to the top of the national charts. This way, you capitalize at the beginning, in the middle, and at the end."

My final question to J.C. was, do you think you really have the white listenership WAMO has always needed to be a continuous factor in Pittsburgh? "Yes, because Arbitron says 47% of our audience is white, that's a big thing to us. I really tried to make the station appealing to whites as well as blacks so we could have a book that would reflect the type of numbers I knew we could obtain with the proper things happening on and off the air. I'm really looking for a good fall book."

Selling The Station

Sheridan National Sales Manager Ray Gusky is a veteran of radio sales in the Western Pennsylvania area. Ray, previously an air personality, was also an account executive at WTAE/Pittsburgh under Ted Atkins. Talking with Ray Gusky was quite enlightening.

I asked Ray to tell me some of the important reasons why WAMO earned good ratings during this ARB. "Because we're one of the best-sounding radio stations in the country right now, and that includes some of the biggies like WBLS. I seriously think that J.C. has captured something that may be the format of the 80's.

"With any good format the important thing for us to realize is if people don't know about it, you might as well pull the plug. Along with an excellent format you must have the proper advertising and promotion. You must have two goals when you think about promotion and advertising: (1) whatever audience you have listening, you want to keep them listening; you want to give them reasons to continue listening. (2) equally as important,

"We've known for four years that WAMO has had a 'closet' white audience. What we've done is to advertise and promote the fact. We have finally told blacks and whites we're your radio station."

- Ray Gusky, National Sales Manager

you want to draw as many new people to the station as you can. Being the only Black station in Pittsburgh we have a natural base. But, you want to keep the class of the music and the style at an absolute maximum, so that you're not losing a single black listener. Realistically, we don't have to worry about losing to another Black station, but we do have to be concerned with an A/C station who may play 20-30 % Black music on its survey. We've known for four years that WAMO has had a 'closet' white audience. What we've done is to advertise and promote the fact: 'Folks, now you can listen to us, we are the station that entertains you, gives you concerts featuring acts like Kool & the Gang, Earth, Wind & Fire, etc.' We have finally told blacks and whites we're your radio station. Every listener we have can now be proud to identify with WAMO."

How much money did you spend on TV and on the whole advertising campaign? "Let me say this first: we

created a TV spot here in Pittsburgh. The jingle was created to be partially R&B and partially crossover. The jingle is a very excellent meld and we've been running it on the air since New Year's Day '81. We spent about \$50,000 on television, plus we used every major network (NBC, CBS, and ABC affiliates); we even used the two UHF stations, which meant that our commercial was on five TV sta-



Ray R. Gusky

tions locally with staggered schedules. Our target audience was 18-49, so we bought shows like 'Solid Gold,' 'Midnight Special,' 'Fridays,' 'The Muppet Show,' and 'Sha Na Na.' We also bought a lot of movies and sports agency things.

"The spot was very interesting and unique; we wanted a concept that would be entertaining and sell the radio station so our job was to find an R&B group that would satisfy a number of things for us: (1) a group that was easily recognizable; (2) a group appealing to an older demographic, 25-49; (3) a group with tremendous crossover appeal and universal acceptance. There might be several groups who could fit the bill, but I think we made the right choice in the Temptations. A contract was put together, the Tempts came to Pittsburgh, and we

"I've always felt the only difference between a Black station and a CHR or an Adult Contemporary should be the music."

- J.C. Floyd, Program Director

created a recording session in a real studio, with each of the Tempts wearing a WAMO T-shirt complete with mikes and earphones — exactly as if they were recording a record. They sang our jingle, and for the hook, three-quarters of the way through the jingle, Melvin Franklin (with his marvelous bass voice) looks at the camera and says, 'The sound of WAMO is the ultimate temptation.' We then took the words 'Our music is the ultimate temptation' and backed up the TV stations with 85 billboards, and out of 1000 buses in Pittsburgh we had 250. The total advertising expenditure to cover everything was in the neighborhood of \$125,000."

Finally, I asked, why have you, J.C. Floyd, and all of your other co-workers just now reached a goal in '81 that WAMO could have reached 10 years ago with the right combination of innovations and financial support? Ray replied, "Well, I think you hit on an interesting point - I think some of our Black stations who have the power to compete in the marketplace with the 'Big Boys' didn't; instead they held back. There are only a few Black stations in major markets that have stuck their necks out and said, 'We're a radio station and we're going to try and get any listeners we can.' That's the essence of the whole thing. If you have a good product to offer the public, you've got to believe in yourself. It's like love - you've got to love yourself before you can love somebody else. I think it's a sense of self-pride and selfdetermination. When you know your own station is in order, functioning properly, thinking the right way, you can sell yourself and be as good as anyone else!

WAMO hopes its 5.8 share will get larger with time. To see and hear the improvement first hand makes me proud and happy to know that the people of Pittsburgh are getting another positive contribution from the "Hill District"

Black Radio

HOTTES'

"When She Was My Girl" (Casablanca/PolyGram) **DIANA ROSS & LIONEL RICHIE**

"Endless Love" (Motown)

AL JARREAU "We're In This Love Together" (WB)

LUTHER VANDROSS

'Never Too Much" (Epic)

"Before I Let You Go" (Capitol)

CARL CARLTON "She's A Bad Mama Jama" (20th)

B.B. & Q. BAND

"On The Beat" (Capitol)

BRICK

"Sweat ('Til You Get Wet') (Bang)

RICK JAMES

"Super Freak" (Gordy)

ARETHA FRANKLIN & GEORGE BENSON

"Love All The Hurt Away" (Arista)

TEDDY PENDERGRASS

"I Can't Live Without Your Love" (Philadelphia International)

DENIECE WILLIAMS

"Silly" (ARC/Columbia)

DENROY MORGAN

"I'll Do Anything For You" (Becket)

TEENA MARIE

"Square Biz" (Gordy)

IMBE

▼ TEMPTATIONS "Airming At Your Heart" (Gordy) 62% (+13) reporting. Added

ETEMPTATIONS "Aiming At Your Heart" (Gordy) 62% (+13) reporting. Added at WYLD-FM, WDMT, WGCI, WWRL, WANT, WENN, KACE. Medium at WDAS, WWIN, WILD, WHUR, WDIA, WHRK, WAIL, WCIN, WJMO, KSOL, KDKO, WKND, WJJS, WKXI, WJMI, KOKY, WLOU, WTOY, WDAO, WTLC, KAEZ, KJLH, KDIA. Hot at WXYV, WAOK.

RONNIE LAWS "Stay Awake" (Liberty) 62% (+5) reporting. Added at WDIA, WAIL, KSOL, Medium at WAMO, WDAS, WXYV, WWIN, WILD, WHRK, WYLD-FM, WCIN, WJMO, WDMT, WJLB, WBMX, KDKO, WKND, WWRL, WPDQ, WTMP, WGIV, WJJS, WATV, WENN, WKXI, KOKY, WLOU, WDAO, WTLC, WKWM, WWWS. Hot at KJLH.

S.O.S. BAND "DO It Now" (Tabu) 60% (+2) reporting. Added at WJMO. Medium at WAMO, WDAS, WXYV, WAOK, WVEE, WDIA, WHRK, WCIN, WDMT, WJLB, WVON, WGCI, KDKO, WWRL, WTMP, WGIV, WVOL, WJJS, WOWI, WATV, WENN, KOKY, WLOU, WKWM, KACE Hot at WBMX, KDAY, KSOL, WKND, KDIA.

KACE, Hot at WBMX, KDAY, KSOL, WKND, KDIA.

RENE & ANGELA "I Love You More" (Capitol) 56% reporting. Medium at WDAS, WHUR, KMJQ, WVEE, WAIL, WEDR, WDMT, WGCI, KMJM, KDAY, KDKO, WPDQ, WTMP, WANT, WATV, WKXI, KACE, KLIP. Hot at WAMO, WYLD-FM, WCIN, WBMX, KSOL, WENN,

KOKY, WLOU, WTOY, WWWS, KAEZ, KJLH.

LARRY GRAHAM "Just Be My Lady" (WB) 56% reporting. Hot at WAMO, WDAS, WILD, KMJQ, WAOK, WHRK, WYLD-FM, KDAY, WKND, WJJS, WANT, WOWI, WATV, KOKY, WLOU, WBLX, KAEZ, KLIP, Medium at WHUR, WVEE, WDIA, WAIL, WBMX, KMJM, KDKO, WPDQ, WKXI, WKWM, WWWS.

EVELYN KING "I'm In Love" (RCA) 56% reporting. Hot et KMJQ, WVEE, WAIL, WEDR, WVON, WGCI, KMJM, WPDQ, WTMP, WVOL, WJJS, WANT, WOWI, WATV, WKXI, KOKY, WBLX, WKWM, WWWS, KAEZ. KACE, KLIP, KDIA. Medium at WILD, WDIA, WYLD-FM. WBMX. KDAY, KDKO.

COMMODORES "Lady (You Bring Me Up)" (Motown) 56% reporting. Medium at WAMO, WDAS, KMJQ, WAOK, WVEE, WDIA, WHRK, WYLD-FM, WCIN, KDAY, KDKO, WPDQ, WTMP, WANT, WOIC, WKWM, WWWS, KACE, KDIA. Hot at WDMT, KMJM, WJJS, WOWI, WATV, KOKY, WBLX, KAEZ, KJLH, KLIP.

▼ROGER "Heard It Through The Grapevine" (WB) 54% (+11) reporting. Added at WJMI, WKWM, KDIA. Medium at WXYV, WHUR, WYEE, WHRK, WAIL, WEDR. WCIN. WDMT, WJLB, WVON, WBMX, KMJM, KSOL, WVOL, WATV, WENN, WLOU, WWWS. Hot at WAOK, WDIA, WGCI, KDKO, WGIV, WDAO, WTLC.

■ NICK STRAKER BAND "A Little Bit Of Jazz" (Prelude) 54% (+9) reporting Added at KSOL, WANT. Medium at WAMO, WDAS, WXYV, WILD, WAOK, WHRK, WAIL, WCIN, WJLB, WVON, WGCI, WTMP, WENN, WJMI, WOIC, WTOY, WTLC, WKWM, KACE, KDIA. Hot at WWIN, WHUR, WJMO, WBMX, KDAY, WDAO.

☑ WEST STREET MOB "Let's Dance (Make Your Body Move)" (Sugar Hill) 54% (+9) reporting. Added at WDMT, KOKY, WOWI. Medium at WXYV, WILD, WVEE, WJMO, WBMX, WGCI, WKND, WTMP, WANT, WENN, WKXI, WOIC, WBLX, WTLC, WKWM, KACE. Hot at WDAS, WWIN, WAOK, WAIL, WPDQ, WGIV, WVOL, WLOU, WDAO.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 54% (+7) reporting, Added at WBLX, KDKO. Medium at WDAS, WILD, WVEE, WHRK, WYLD-FM, WAIL, WCIN, WDMT, WJLB, KSOL, WKND, WWRL, WPDQ, WTMP, WGIV, WENN, WKXI, WJMI, WOIC, WLOU, WTOY, WDAO, WKWM, KAEZ, KDIA. Hot at KOKY.

STEPHANIE MILLS "Night Games" (20th) 54% (+3) raporting. Added at WXYV, WJMO. Medium at WAMO, WDAS, WILD, WAOK, WHRK, WEDR, WDMT, WVON, KDAY, KSOL, KDKO, WKND, WPDQ, WGIV, WVOL, WKXI, WJMI, KOKY, WLOU, WDAO, WKWM, KAEZ, KJLH, KLIP. Hot at WYLD-FM, KACE, WWRL.

TIME "Get It Up" (WB) 52% (+3) reporting. Added at WCIN. Medium at WAMO, WXYV, WILD, WAOK, WVEE, WDIA, WHRK, WAIL, WJMO, WDMT, WJLB, WVON, WBMX, WGCI, KDAY, KSOL, KDKO, WPDQ, WGIV, WVOL, WATV, WJMI, WBLX. Hot at WENN,

DONALD BYRD & 125TH STREET N.Y.C. "Love Has Come Around" (Elektra) 52% (+3) reporting. Added at WAIL, KDAY, WVOL, WKXI, WBLX. Medium at WDAS, WWIN, WILD, WDIA, WHRK, WCIN, WDMT, WJLB, WBMX, KSOL, WKND, WVOL, WKWM, KDIA, WTOY. Hot at WAMO, WXYV, WHUR, WAOK, WWRL, WGIV, WDAO.

POINTER SISTERS "Slow Hand" (Planet) 52% reporting. Hot at WDAS, KMJQ, WHRK, WYLD-FM, WDMT, WGCI, KMJM, KDKO, WOWI, WATV, WKXI, WOIC, WLOU, KLIP. Medium at WAMO WVEE, WDIA, WAIL, WVON, WBMX, KDAY, WGIV, WANT, WENN, WBLX, KJLH, KDIA

PHYLLIS HYMAN & MICHAEL HENDERSON "Can't We Fall In Love Again" (Arista)) 52% reporting. Medium at WWIN, KMJQ, WVEE, WAIL, WDMT, WBMX, KMJM, KDAY, KDKO, WJJS, WANT, WENN, WWWS, KAEZ, KJLH, KACE, KLIP. Hot at WXYV, WILD. WYLD-FM, WCIN, WJMO, WJLB, WKND, WATV, WTOY, WKWM.

CAMEO "I Like It" (Chocolate City/PolyGram) 50% (+5) reporting. Added at WDIA. WANT, Medium at WAMO, WDAS, WWIN, WHRK, WCIN, WJMO, WDMT, WVON, WBMX, KSOL, KDKO, WGIV, WJJS, WENN, WKXI, WLOU, WBLX, WDAO, WKWM, WWWS. Hot at WAOK, WJMI, WOIC, KACE.

PATTI AUSTIN "Do You Love Me?" (Qwest/WB) 50% (+5) reporting. Added at WBMX, WVOL, WOIC. Medium at WAMO, WDAS, WXYV, WILD, WDIA, WHRK, WYLD-FM, WCIN, WGCI, KSOL, WGIV, WJJS, WLOU, WBLX, WTOY, WDAO, WTLC, WKWM, KDIA. Hot at WWIN, WAOK, WWRL. KJLH.

EVASIONS "Wikka Wrap" (SAM) 48% reporting. Added at WAIL. Medium at WAMO, WYON, WBMX, KSOL WPDQ, WTMP, WANT, WOWI, WATV, WENN, WJMI, WBLX, WTOY, WWWS. Hot at WHUR, WAOK, WDIA, WEDR, WDMT, WJLB, WVOL, WKXI, WOIC, WTLC, WKWM

☑ ROCKIE ROBBINS "Time To Think" (A&M) 46% (+12) reporting. Added at WCIN, WGCI, WWRL, WGIV, WVOL, WATV, WKXI, KACE. Medium at WWIN, WHUR, WYLD FM, WAIL, WJMO, WVON, WBMX, KDKO, WKND, WJJS, KOKY, WBLX, WDAO, WTLC, WKWM KILH

WHISPERS "This Kind of Lovin" (Solar) 46% reporting. Debuts this week. Added at WILD, WAOK, WVEE, WCIN, WBMX, WBLX, KLIP. Medium at KMJQ, WHRK, WAIL, KSOL, KDKO, WKND, WPDQ, WGIV, WVOL, WJJS, WATV, WTOY, WDAO, WTLC, WKWM. Hot at WHUR. WOIC

ONE WAY "Pull Fancy Dancer/Pull" (MCA) 44% reporting. Debuts this week. Added at WAOK, WAIL, WDAO, WKND. Medium at WWIN, WILD, WJLB, WVON, WBMX, WGCI, KSOL, KDKO, WKND, WPDQ, WATV, WENN, WKXI, WJMI, WLOU, WBLX, WTOY, WKWM, KAEZ, Hot et WTLC.

HERB ALPERT "Magic Man" (A&M) 42% (+4) reporting. Added at WANT. Me at WAMO, WDAS, WXYV, WWIN, WILD, WAOK, WHRK, WYLD-FM, WAIL, WCIN, WDMT, WJLB, WBMX, KDAY, KDKO, WGIV, WKXI, WWWS, KAEZ, KACE. Hot at KOKY.

GLADYS KNIGHT & THE PIPS "If That'll Make You Happy" (Columbia) 42% (+2) reporting. Added at WDIA, WCIN. Medium at WDAS, WXYV, WAOK, WDIA, WHRK, WYLD-FM, WCIN, WJMO, WVON, WGCI, KDKO, WTOY, KOKY, WKXI, WENN, WJJS, WVOL WKND, KDIA. Hot et WWRL WGIV, WDAO.

GRAINGERS "Shine Your Light" (BC) 38% (+4) reporting. Medium at WAMO, WDAS, WXYV, WILD, WAOK, WDIA, WEDR, WCIN, WJMO, WDMT, WJLB, WBMX, WKND, WGIV, WOWI, WENN, WLOU, KAEZ. Hot at WTOY, WKWM.

BITS & PIECES "Don't Stop The Music" (Mango) 38% (+2) reporting. Added at WDMT, WBMX, WKXI. Medium at WAMO, WDAS, WWIN, WILD, WAOK, WVEE, WJMO, KMJM, KSOL, WKND, WTMP, WENN, WLOU, WDAO, WTLC, WWWS. Hot at WKWM.

RAY PARKER JR. & RAYDIO "That Old Song" (Arista) 38% reporting. Added at WANT. Medium at KMJQ, WAOK, WVEE, WHRK, WYLD-FM, WBMX, KDAY, KSOL, WPDQ, WGIV, WJJS, WOWI, WENN, WTOY, KACE, KLIP. Hot at WCIN, KDKO, KOKY.

SLAVE "Snap Shot" (Cotillion) 38% reporting. Debuts this waek. Added at WDAS, WWIN, WILD, WAOK, WCIN, WBMX, WGCI, KDKO, WJJS, WDAO, WWWS, KACE. Medium at WAMO, WAIL WEDR, KSOL WKND, WGIV, WTLC, WKWM.

AFTERNOON DELIGHTS "General Hospi-tale" (MCA) 35% reporting. Added at

WAMO. Medium at WWIN, WAOK, WVEE, WDIA, WHRK, WAIL, WKND, WTMP, WATV, WENN, KOKY, WWWS, KAEZ, KDIA. Hot at WVON, WGCI, WVOL.

NEW & ACTIVE

BARBARA MASON "You Got The Papers (But I Got The Man)" (WMOT) 33% (+3) reporting. Added at WOWI, WOIC. Medium at WDAS, WILD, KMJQ, WDIA, WYLD-FM, WJMO, WVON, WGCI, KDAY, WGIV, WVOL, WATV, WENN, WTLC, KDIA.

AFTERBACH "It's You" (ARC/Columbia) 33% reporting. Medium at WAMO, WXYV, WDIA, WHRK, WAIL, WEDR, WCIN, WJMO, KDAY, KSOL, WKND, WGIV, WJJS, KOKY, WTOY. Hot at WENN, WDAO.

PEACHES & HERB "Freeway" (Polydor/PolyGram) 33% reporting. Medium at WXYV, WILD, WHUR, WAOK, WAIL, WCIN, WJMO, KDAY, KDKO, WKND, WGIV, WKXI, KOKY, WLOU, WBLX, WTOY, WTLC.

BROTHERS JOHNSON "Dancin' Free" (A&M) 33% reporting, Debuts this week. Added at WXYV, WHRK, KDAY, WKND, WWRL, WKXI, WTOY, WDAO, WKWM. Medium at WYLD-FM, WAIL WJLB, KSOL KOKY, WJMI, KJLH, KACE.

JEAN CARN "Love Don't Love Nobody" (TSOP) 33% reporting. Debuts this week. Added at WILD, WCIN, WBMX, KDKO, WKWM, WBLX, WENN, WGIV. Medium at WXYV, WWIN, WHUR, WKND, WWRL, WPDQ, WKXI, WWWS, KACE.

ASHFORD & SIMPSON "It Shows In The Eyes" (WB) 33% reporting. Debuts this week. Added at WWIN, WILD, WYEE, WDIA, KDKO, WEDR, WKND, WWRL WGIV, WJJS, WOIC, WTOY, WWWS, KAEZ. Medium at WHRK, KSOL, KJLH, KDIA.

CURTIS MAYFIELD "She Don't Let Nobody (But Me)" (Boardwalk) 31% reporting. Debuts this week. Added at WILD, WAOK, KSOL, WENN, WWWS, KJLH, KACE. Medium at WDAS, WYLD-FM, WBMX, WWRL, WPDQ, WGIV, WKXI, KOKY, WLOU.

Black Radio

Hattest

September 11, 1981

SOUTH EAST MIDWEST WEST Ross/Richie **Carl Carlton** B.B. & Q. Band **Carl Carlton** Brick Ross/Richie **Carl Carlton Carl Carlton** Al Jarreau Luther Vandroes **Denroy Morgan** Al Jarreau Ross/Richie **Evelyn King** Rick James "Super"

Regionalized Adds & Hots

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

EAST

Pittsburgh, PA J.C. Floyd

ADDED Dynasty Roger "Ruft" Luther Vandrose Afternoun Deligh Vaughn Mason Hot Culsine Metha Moore

HOTTEST HOTTEST
Desirey Morgan
Larry Graham
Al Jarreau
Rena & Angels
Cerl Cariton
Rosal/Bichle
Donald Byrd
Cheryl Lynn
Frank liryBenson
Maze

WXYV ore. MD Tim Watte

OTTEST Hyman/Henders: Frank lin/Benson Donald Byrd Temptstone Denlecs Williams Al Jerresu First Class B. 8, 5 D. BAnd Luther Vandross Clark of Duke

HOTTEST
Al Jerreeu
Rick Jerree
Bobby Broom
Artente Sterr
Evasione
Donald Syrd
Teddy Pendergrae
Nick Straker Band
Whilepare
Brick

WWIN Baltimore, MD Curtis Anderson

HOTTEST
Carl Carlton
Ross/Richie
Ebones Webb
Luther Vendross
Nick Straker Bend
Denroy Morgen
West Street Mob
Petti Auetin
B.B. & Q. Bend
Four Tope

WKND Hartford, CT Eddle Jorden

Eddle Jorden

ADDED
One Wey
Richard Fleids "I've"
Melite Moore
Brothers Johnson "Dancin'
Slave
Robert Winters & Fall
Ashford & Simpson
HOTTEST
Rose/Richle
Carl Cartton
Teens Marte
Points Slaters
8,8,9 0, Band
Hymari Menderson
Rick James "Super"
5,0,5 Band
Lerry Graham
Franklin's enson
WILD
Boeton, MA
Stave Crumbley

ADDED

ADDED
Tom Grant
Whispere
Ashford & Simpso
Jean Carn
Slave
Slave
Slanche Carter
Shock
Curtle Mayfield
Bobby Womack
HOTTEST
Rosel Richia
Rick Jemes "Super
Veughn Mason
Lerry Grahm
Teeru Marte
Carl Cartton
B.S. & Q. Band
Denroy Morgen
Al Jarreau
Hymen'Henderson

WWRL New York, NY Wanda Ramos

ADDED
Ashford & Simpson
Rockie Robbins
Temptatione
Debra Laws "Meent"
Brothers Johnson "(
B.B. & O. Bend
Wrecking Craw

HOTTET Franklin/Benson Teddy Pendergri Doneld Byrd Four Tops Dynasty Gledye Knight Stephanie Mills Hot Culsine Parti Austin Luther Vandross

WDAS Philadelphia, PA Joe Tamburro

HOTTEST
ROSAFRICHIS
COST CARTON
LATRY GRONEM
B.B. & C. Band
Denroy Morgan
Rick James "Sk
West Street Mr
Pointer Sisters
Al Jerreeu
Four Tops

MIDWEST .

WDAO Dayton, OH Turk Logan

ADDED Brothers John Debre Lawe " Riave Tyrone Davis High Inergy Hot Culsine One Way

MOTTEST
West Street Mob
Four Tops
Afterbach
Cladys Knight
Donald Syrd
Shadow
Nich Streker Bend
Sleter Sledge
Luther Vandross
Roger

ADDED Fathach "Kool" 8.0,8, Band Bobby Broom Stephanie Mills Denieus William

HOTTEST
Ross/Richie
Denroy Morgan
Carl Carlton
Hyman/Henders on
Shalemar
Vin-Zee
Tavares
Four Tops
Nick Streker Band
Al Jerreau

WANT

Richmond, VA Ben Miles

ADDED
Mare
Luther Vandrose
Temptstions
Teddy Pendergrase
Raydio
Herb Alpert
Nick Straker Band
8.8.5 Q. Band
Deniece Williams
Cameo
Sequence

HOTTEST
Rosa/Richie
Carl Carlton
Teene Marie
Larry Graham
Rick Jamee "S
Evelyn King
Brick
Stacy Lattleaw
Four Tope
Commodores

None
HOTTEST
Ross/Richie
Carl Cartton
Rick James "Super"
Teens Marie
Commodores
Larry Graham
Evelyn King
Al Jarreau
Deniece Williams
Quincy Jones

HOTTEST

ROBARICHIE
RICH James "Super"
Cerl Carlton
Commodores
Larry Graham
Evelyn King
Pointer Sisters
Brick
Deniece Williams
Denroy Morgan

WEDR Miemi, FL Leo Jackson

ADDED
Wild Sugar
Klique
Frankle Smith "
Eether Williams
Shock
K.I.D.
Spunk
Bob Marley
Ashford & Simr

HOTTEST
Evelyn King
Denroy Morgan
Dayton
Brick
Carl Cartton
B.B. & Q. Band
Vin Zee
Eddie Kandricke
Brothers Johnson
Evesione

Cleveland, OH Freddie Jemes

ADDED Maze Yemptations West Street Mol Bits & Pieces

HOTTEST
Four Tops
Evasions
Brick
Denlece Williams
Al Jarresu
Denroy Morgan
Rick James "Bus
Carl Carlton
Commodores
Pointer Sisters

WGCI Chicago, IL Steve Harris

ADDED Superior Mov Slave Rockle Robbi Yemptstions Clarks/Duke

HOTTEST
Carl Carlton
Rosa/Richle
Luther Vendror
Roger
Evelyn King
Rick James "S
Afternoon Dell
Pointer Sisters
Four Tops
Alicle Myers

WJLB Detroit, MI J. Michael McKay

ADDED Spunk Stacy Lattleaw "If" K.I.D. Richard "Dimplee" Fields "I've" Kreftwark "Computer"

HOTTEST
HOTTEST
Denroy Morgan
Ross/Richie
8.6.6 G. Band
Hyman/Henderson
Al Jarresu
Manhattans
LaToys Jackson
Cerl Carrton
Jerry Carr
Evesions

ADDED Lenny Williams Crusaders Della Aurra "Keep" Ashford & Simpson Debra Laws "Meant" Quick Jose Feliciano

HOTTEST Evelyn King Commodores Stecy Lettleew Rene & Angele Shelamer Teens Marie Ross/Richie Richard "Dimpil Larry Graham Carl Cariton

WTLC Indienepolie, IN Jay Johnson

ADDED None

ADDED Brick Franklin/Benson

HOTTEST
Rosa/Richie
Pointer Sisters
Commodores
Carl Cartton
Rick James "5x
Teens Merie
Frankie Smith
Evelyn King
Four Tops
Shalamar

WBMX Chicago, IL Pam Wells

AODED
Whispers
Staples Singers
Superior Movement
Jean Carn
Betty Wright "Goodbye"
Slave
Pattl Austin
Bite & Pieces

HOTTEST
Rick James "Su
Teens Marie
Evelyn King
Stephenie Mille
Richard "Dimple
"I've"
Atlantic Starr
Aurra "Nesty"
Carl Carlton
Cheryl Lynn
Cameo

ADDED Curtis Meyfield Bob Merley Richard "Dimples" "I've" Dreem Machine Emotione Gli Scott-Heron

wwws Seginew, MI Kernit Crockett

HOTTEST
Time
Evelyn King
Carl Certon
Evasions
Teens Marie
Teens Gardner
Denices Williams
Deyton
Richard Dimples
Rene & Angela

WVON Chicago, IL Ron King

HOTTEST
Richard Fleids
Cart Cartton
Attennoon Delights
Debre Laws
Rick James "Fire"
Denroy Morgan
Evelyn King
Four Tope
Rick James "Super
Rose/Richie

WCIN Cincinneti, OH Evrett Cork

ADDED None

HOTTEST
Carl Carlton
Brick
Dynasty
Rene & Angela
Raydio
Shelamer
Rosa/Richie
B.B. & Q. Band
Hyman/Henders
Menhattane

WKWM Grand Rapide, MI Frank Grant

ADDED
Roper Heard" 5 *
Brothers Johnson
Dazz Bend
LJ. Reynolds
Bobby Womeck
Jean Carn
Bobby Demo
Butkers "Inch"

HOTTEST
Teene Marie
Carl Cariton
Bits & Pieces
Brick
Graingers
Denroy Morga
Shalamar
Evasions
Hyman/Hende
Evelyn King

WEST -

KACE Los Angeles, CA Alonzo Miller

ADDED
Parti Labelle
Rockie Robbins
Michael Henderson
Whispers
Temptstione
Curtis Mayfield
Slave
Pleces Of A Dream
Dynesty
Stanley Turrentins

HOTTEST Rose/Richie Rick Jemes "Su Carl Cartton S.O.S. Bend B.B. & Q. Band Brick Rene & Angels Al Jerresu Dynasty Luther Vendross

ADDED Ronnie Laws Crusaders Curtis Mayfield Bobby Broom Nick Straker Band Jermeine Jeckson

HOTTEST
Teens Merie
Rose/Richie
Carl Certron
Rick James "Super Cheryl Lynn
Time
Fribhklin/Benson
Al Jamesu
Brick

Brick S.O.S. Band KLIP

Freeno, CA Kevin Lynn ADDED Whispers Stevie Wo

HOTTEST
Evelyn King
Teene Marie
Carl Cariton
Stacy Lettleav
Lerry Grahem
Rose/Richile
Commodores
Frankle Smith
Pointer Sieters
Oebra Lawe

KDAY Los Angeles, CA J.J. Johnson

ADDED B.B. & Q. Band Franklin/Benson Brothers Johnso Doneld Byrd

HOTTEST
Al Jarresu
Rick Jarnes
Carl Carlton
Luther Vandi
Denlece Will
Larry Grahan
Rose/Richle
Nick Straker
S.D.8 Bend
Brich

SOUTH

WATV Birmingham, AL Stan Granger

ADDED Stanley Turrentine Debrs Laws "Mean Rick James "Qot" Quincy Jones Recktle Robbins Sheree Brown L.J. Reynolds B.B., & Q. Band Frankle Britth "Auc Gloris Gaynor Rahmies

OTTEST Rosa/Richie
Cerl Certton
Teens Marie
Larry Grahem
Commodorse
Rick James "Supe
Pointer Sisters
Evelyn King
Hyman/Henderson
Stocy Lettleaw

WAOK Atlanta, GA Larry Tiroloy

ADDED lease Hayes One Way Sleve Vaughn Mason Whispers Curds Mayfield Billy Ocean

HOTTEST
Larry Graham
Teena Marta
Brick
Luther Vandro
Al Jarreau
Pattl Austin
Four Tops
Temptstons
Ronnie Laws
8.B. & Q. Ban

HOTTEST
Rick James Super
Ross/Richle
Carl Carlton
Smokey Robinson "
Richard Fields
Evelyn King
Shelamer
Sugarhill Gang "She
Al Jamesu
Teene Marte

Jacksonville, Fl. Maxx St. Clair

ADDED L.J., Reynolds "Key" Maze Sedao Watsnebe "Orange"

HOTTEST
Rick James "Super Evelyn King
Carl Cartton
Denroy Morgan
Richard Fleids
Rose/Richle
Luther Vandross
West Street Mob
Cheryl Lynn
Oebre Laws

WJMI Jackson, MS Carl Haynes

ADDED Preston/Syreets Roger Hot Culsine

HOTTEST
Luther Vandross
B.B. & Q. Band
Cameo
Al Jerresu
Strikers
Smokey Robinson
Ssary Q
Denlece Williams
Maze

WVOL Nashville, TN Fred Hervey

HOTTEST
RICK James "Super Deniece Williams Cart Cartton West Street Mob Rose/Richie Attendon Delights Teens Marie Brick Evelyn King Evelyn King Evelyn King Evelyn King

HOTTEST
Rosa/Richie
Rick James "St
Carl Carton
Teens Marie
Pointer Sisters
Larry Grahem
Evelyn King
Frankle Smith"
Debra Lews
Cheryl Lynn

ADDED Lonnie Love Quincy Jones Jean Carm Luther Vandross Whispers Richard Fielda "Tve" Mass Klisuchi Miles Davis Devid Banborn Donald Byrd Roger "Ruff"

HOTTEST Evelyn King Debra Laws Brick Rick James "Sul Larry Graham Commodores Stacy Lattiasw Strikers "Body" Carl Carison Refael Cameron

ADDED
One Way
Donald Byrd
Brothers John
Bits & Pieces
Roger "Ruff"
Billy Ocean
Rockie Robbin

HOSTEST
Four Tops
Evasions
8.8. & Q. Band
Rose/Richie
Brick

ADDED Brothers Joh Hall & Oates Billy Dosen Quick HOTTEST Pointer Sisters Pointer Sisters Carl Cartton B.B. & Q. Band Franklin/Benson Brick Four Tops Larry Graham Rose/Richie Al Jarresu Rick James "Super

WVEE Atlanta, GA Scotty Andrews

ADDED
Ashford & Simpson
Tyrone Davis
Whispers
Ebones Webb "Someth
Roger "Ruff"
Natalie Cole "Nothing"
Eather Williams

HOTTEST
Deniece Williams
Ross/Richie
Ebonse Webb "Anyl
Brick
Carl Cartton
Evelyn King
Denroy Morgan
Luther Vandross
Four Tope
Debra Laws

ADDED
Ronnie Laws
Al Jarreeu
Bob Seger
Doneld Byrd
Evesione
Harbie Hancock
Dne Way
Luku

HOTTEST
Rick James "Supe Rose/Richie
Carl Carlton
Evelyn King
Deniece Williams
Four Tops
West Street Mob
Debra Lawe
Teena Marle
Teddy Pendergras

Charlotte, NC Jo Ann Grehem

ADDED
Pieces Of A Dreem
Bohannon
Fetheck
Cloris Bagwell
Ashford & Bimpson
Jean Cam
Rockie Robbins
Billy Ocean
Strikers
Wrecking Crew

HOTTEST Four Tops Brick Roger Meze West Street Mob Gladys Knight Luther Vandross Ross/Richle Donald Byrd Tavares

WOIC Columbia, SC Mickey Arnold

ADDED
Barbara Mason
Pattl Auetin
Ebones Webb "Anyt
Dionne Warwick
Jos Simon
Ashford & Simpson
8.8, & Q. Band
Mighty Fire

Milghry Pire

HOTTEST
Rick James "Super
Deniece Williams
Pointer Staters
Cameo
Maze
Denroy Morgen
Four Tops
Brick
Evestions
Carl Weathers
Manual

WDIA Memphis, TN Carl Connors

ADDED Ashford & Simpson Cameo Gledys Knight & The Pips Ronnie Laws

HOTTEST
Denroy Morgan
Four Tope
Mate
Carmeo "Don't Be
Franklin/Benson
Evasione
Al Jarreau
Brick
Rosa/Richie
Rick James Super

WJJ8 Lynchburg, VA Art Young Ashford o Sleve West Street Mob Lenny Williams

WYLD-FM New Orleans, LA James Alexander ADDED Temptations

HOTTEST

Ross/Richie Teens Marie Pointer Sisters Hyman/Henderson Al Jarresu Stacy Lettisew Deniece Williams Larry Graham Rene fr Angele Frankfin/Benson

WENN Birmingham, AL Gene Wise

ADDED Sheree Brown Chake Khan "Any Jean Carn Curtla Mayfield Temptations

ADDED
ADAMA
Ross/Richie
Deniece Williams
Fine
Shalamar
Richard Fleids
Denroy Morgan
Carl Cartton
Herbis Mancock
Atterbach
Rene & Angele

WTOY Rosnoke, VA Donnie Desne

ADDED
AUTS "Keep
Ashford & Simpson
Keith Diemond Band
Chake Khan "Any"
Denisce Williams
Hestvave
Cruseders
Hot Culsins
Wild Sugar
Richard Fields "I've"
Smokey Robinson
Linda Jones
Brothers Johnson "De

HOTTEST
Rosa/Richie
Teens Marie
Carl Ceriton
Dynax'y
Graingers
Rene & Angela
Rick James "Sur Hyman/Henders:
Refael Cameron
Denroy Morgan

WLOU Louisville, KY Neal O'Ros

HOTTEST
Natalis Cole
Rene & Angala
Larry Graham
Rick James "Supi Brick
West Street Mob
Nosi Pointer
Pointer Sisters
Rose/Richie
Atlantic Starr

JAZZRADIO

MILES DAVIS The Men With The Horn (Columbia) FREDDIE HUBBARD Minstral (Liberty) AL JARREAU Breakin' Away (WB) **JOE BONNER** Impressions Of Copenhagen (Theresa) SPYRO GYRA Freetime (MCA) JACO PASTORIUS

Word Of Mouth (WB)

DAVID SANBORN

Voyeur (WB)

BOB JAMES

Sign Of The Times (Tappen Zee/Columbia) **BOBBY BROOM** Clean Sweep (Arista/GRP) MANHATTAN TRANSFER Mecca For Moderns (Atco) **DAVE VALENTIN** Pied Piper (Arista/GRP) TOM SCOTT

Apple Juice (Columbie)

EAST: WYBC/New Haven, CT, Tom Streissguth. SOUTH: WTJZ/Newport News, VA, Lerry Hollowell. MIDWEST: WBBY/Columbus, OH, Terry Wison; WJZZ/Detrok, MI, John Hill. WEST: KADX/Deriver, CO, John Rezebeck.

KDKO Denver, CO Byron Pitts

HOTTEST
Pointer Sisters
Raydlo
Debble Harry
Maze
Roger
Carl Carlton
Four Tope
Bohannon
Luther Vandrose
Gwen McRee

HOTTENT
Denroy Morgen
Ronnie Lews
Patti Austin
Miles Devis
Commodores
Luther Vendross
Rens & Angela
Evelyn King "Lo
Bobby Womack
Al Jarresu

Opportunities

Openings

EAST

WHFM-99/Rochester's only live CHR-FM, seeks ex-perienced evening personality. T&R/photo to Kelly Mc-Cann, 344 East Ave., Rochester, NY 14604. EOE M/F (9-11)

WRCN/Long Island needs top notch morning person. Good money, resort living, Call Barry Grant, (518) 727-1570 or send TE/R to Box 668, Riverhead, NY 11901. EOE M/F (9-11)

WSPR/Springfield, MA looking for AM drive personality. Warm communicator for A/C station. T&R & salary requirements: Tom Kelly, Box 68, Springfield, MA 01101. EOE M/F (9-11)

Experienced newsperson wanted to gather, write & deliver. T&R & writing samples to Greg Lance WRTA, Box 272, Altoona, PA 16803. EOE M/F (9-11)

WNNJ, searching for small/medium markst DJ/MD ready to move to PD slot. T&R & salary requirements: GM, WNNJ, Box 40, Newton, NJ 07860. EOE M/F (9.41)

Production pro to manage new facilities in merket's #1 station. Experience, enthusiasm & talent necessary. T&R Gary Bruce, PD, WLAM/WWAV, Lewiston, ME 04240. EOE M/F (9-11)

Mein amail market AM going Country, needs 2 ennouncers. Must do creative production. Call Dean Williams, (207) 324-7271 early afternoons. (9-11)

WKZX (95AM)/Presque Isle, ME has Immediate opening. Small market, serves 100,000. We're promotionally-minded & need CREATIVE talent. Call Fred Martin, (207) 784-1950. EOE M/F (9-11)

Z103 accepting tapes for midday, evening & overnight shifts. T&R to Randell Bliss, WIEZ, Oneonts, NY 13820. No cella. EOE M/F (9-11)

Company seeking announcers to appear on nationally distributed air-check album. Tapes to Talent Bank, Box 19263, Baltimore, MD 21213. (9-11)

Progressive Radio Network looking for New York based producer for comedy program. T&R to Tom Powell, Box 172, Bronx, NY 10451. (9-11)

Consultant looking for on-eir PD for Country station in the east. T&R to Ron White, Box 1425, Grand Repide, MI 49501. (9-11)

Music Of Your Life announcer wanted for WAVZ/New Haven, moming drive slot with production. Curtis Hensen, Operations Manager, 59 Quinnities Ave., New Haven, CT 06473. EOE M/F (9-4)



read further. 50KW A/C FM in N.E. is looking for quality air talent for drivetime. Must have great voice reat production, and be committed to two things do great production, and be committed to two things: QUALITY & WINNING. Tape, including production samples, to Radio & Records, 1930 Century Park West, #260, Los Angeles, CA 90067.

WGNT-AM seeking newsperson/talk show host. Two years experience a must. Salary DOE. TER to News Director, Box 1539, Huntington, WV 25718. EOE M/F (9-4)

Rochester's AOR leader seeks top-notch street-wise News Director. Send T&R ASAP to News c/o Trip Reeb, 128 Leighton Ave., Rochester, NY 14809. (9-4)

"Morning Man For Major Market"

You've paid your dues, worked up a great morning abow "act" and you've got a proven track record in a medium alzed market. Now you're ready to tackle the job in a top ten market with a fast-moving promotioninded Country station. Rush tape to Radio & ecords, 1930 Century Park West, #266, Los

WRCN looking for top-notch AOR morning personality. Good money, resort living. Call Barry Grant, (518) 727-1570. TER to Box 866, Riverhead, NY 11901.

WHCN seeks nighttime ennouncer. T&R to Daniel Hayden, WHCN, 1039 Asylum Ave., Hartford, CT 06105. No calls please. EOE M/F (9-4)

WAMQ needs tight, creative CHR jocks and "lifestyle" nevecester. T&R to Ed Sherlock, Box 103, Loretto, PA 15940. Local people preferred. EQE M/F (9-4)

SOUTH

Florida personelity A/C looking for future tale Growing station in exciting university town. Tell McKey, WKGR, 5408 Southwest 13th St., Geins FL 42808. EOE M/F (9-11)

Full-time opening at 5 KW modern Country KKYN. T&R: Scott Wilson, Box 147, Plainview, TX 79072. EOE

The Lund Consultants has immediate opening for Country and A/C programmers. Rush TER to Brien Scott, 4000 N.E. 189th St. #107, N. Mismi Beach, FL 33162. (9-11)

Openings

WZKX-FM/Gulf Port-Blloxl is looking for experienced 7-12mld jock. Must have strong production skills. T&R to Relph Fish, Box 2639, Gulf Port, MS 39503. EOE M/F (9-11)

Opening for WKXY air talent: Send T&R to Tony Williams, WKXY, Box 2500, Seresote, FL 33578. No celle please. EOE M/F (9-11)

wing 100KW-FM 1KW-AM needs dedicated staff engineering ennouncers, news, copy, good producti Rush T&R to R.L. Bums, Box 938, N. Wilkesboro, No Carolina 28659. Call (919) 667-2221. EOE M/F (9-11)

KPLE-FM Immediate opening In Country AM drive. Top production skills a must. Rush T&R: Lynn Woolley, Box 1230, Temple, TX 76503. EOE M/F (9-11)

We want a hard-working, creetive Production Direc tor for growing A/C station in Southeast TX. Includes alrahift. Call Dave Graichen and Gary Teeney at (713) 769-2475. (9-11)

METROPLEX COMMUNICATIONS

Y-100/Miami and 96-KX/Tampa would like to have your tape on file for possi-ble future openings. Tape and resume to Bill Tanner, Y-100, Miami, FL 33138.

KBOX/Dellas must have excellent sound and writing skills to match. Be street wise. Send TER to Deve O'Brien, KBOX 9900 McCree, Dellas, TX 75238. EOE M/F (9-11)

Z16/Weco, TX has opening for talented Production Director/jock. Good bucks for right person. T&R: Cley Steele, Box 8093, Waco, TX 76714. EOE M/F (9-11)

News Director wented, 2 years experience. Good pay, company car for the right person. T&R to Steve Weslin, Box 2078, Hattiesburg, MS 39401. EOE M/F (9-11)

Wented: 10-2 and Music Director. Good bucks for the right person. T&R to Bob Stout, KKAM, Box 12030, Lubbock, TX 79452. EOE M/F (9-11)

\$1,100 cash bonus. Best PD morning personality to move 100,000 watt WZLQ. Send T&R to Gerry Brophy, Box 410, Tupelo, MS 38801. EOE M/F (9-11)

QV103 North Texas, #1 CHR looking for entertaining 7pm-Mid personality. Excellent production skills. T&R to Mike Edwards, KKQV-FM, Box 4327, Wichite Falls, TX 76308. EOE M/F (9-11)

#1 Country in Virginie Beech, VA looking for personality jock with good production. Experienced pro preferred. Send aircheck and resume to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. Affirmative Action EOE (9-11) •

News enchor/News Director in Virginie Beach, VA. Top-rated combo. UPI's best news operation in VA last two years. Conversational, one-to-one style T&R to Russ Cassidy, WCMS, 900 Commonwealth Place, Virginia Beach, VA 23464. Affirmative Action, EOE (9-11) •

MIDWEST

Station of the Year '79-'80, PD leaving due to family li-lness. Send confidential T&R: G. Scantland, WDIF, Box 10,000, Marion, OH 43302-1330. EOE (9-11)

Need live morning drive person for automated Country station. Call Orv Koch, Stuart Stations, (402) 475-4204. EOE (9-11)

Reporter/anchor with minimum 2 years experience. Good salary/benefits. TER, samples, references to Lee Kelso, WQHK/WMEE, Box 6000, Ft. Wayne, IN 46896. EOE M/F (9-11)

Wented now! Motivated midday person who can produce resulta-for very aggressive A/C station. T&R to Tom Evans, KRSS, 224 S. Main, Sloux Fells, SD 57102. EOE M/F (9-11)

WPTH/Ft. Wayne seeking CHR tapes for possible future openings. T&R to Mark Elliott, WPTH, 2260 Lake Ave., Suite 230, Ft. Wayne, IN 48805. EOE M/F (9-11)

KKRC/Bloux Falls needs full and part time people for a good learning situation, T&R to Dan Kieley, KKRC, 1704 S. Cleveland, Sloux Falls, SD 57103. EOE M/F (9-11)

KFOR/Lincoln, NB needs experienced A/C middey announcer. Call Rick Alloway st (402) 475-8606. EOE (9-11)

WRBR/Bouth Bend, IN looking for 10pm-2am jock for A/C format, Minimum 4 years, T&R to R.C. Rogers, 100 Center, Box 644, Mishawske, IN 48544, EOE M/F (9-11)

Music correspondence needed from major markets in U.S. for national radio program. AOR experience helpful. Bachelder Lane Productions, (313) 439-8376. M/F (9-11)

Openings

WWTC/Minnespolle Oldles station has part time weekend openings. Send TER to WWTC, Mike Ryen, 123 Grand St. E., Minnespolis, MN 55403 or cell (612) 871-0380. (9-11)

WVAL-WHMH/St. Cloud, MN needs competitive, professional, experienced personalities now! Great opportunity. TER to Joe Benson, Box 255, Sauk Rapids, MN 56379. EOE M/F (9-11)

KMMJ looking for air talent. Mature voice and good production. TER to Dan Arrasmith, Box 1847, Grand Island, NB 68802. EOE M/F (9-11)

KFMQ/Lincoln #1 rated AOR in country to date. Seeks T&R for possible future opening. T&R to KFMQ, Terminal Building, Lincoln, NB 68508. EOE M/F (9-11)

WXYZ/Detroit looking for talent. Send resume, one hour unedited tepe: Michael Packer, OM, Box 789, 20777 W. Ten Mile Road, Southfield, MI 48037. (9-11)

WOHO/Toledo is searching for News Director who can write, deliver and motivate. Great bucks for great talent. T&R: Broedcast House, Toledo, OH 43618. EOE

KKLS-KKHJ/Rapid City is looking for outstanding PD to work in great facility. Approved track record a must. Contact Al Malmberg, Corporate PD, (507) 286-1010.

Dynamic Growth Opportunity

for right people. A growing group has room for a News Director that is aggressive on air and street. A Program Director that can excite a staff and build sudience. A morning personality who can relate to the community and be entertaining. Send T&R to Radio & Records, 1930 Century Park West, #265, Los Angeles, CA 90067.

Chicago's leading A/C has immediate opening for polished air personality. Multi-track production helpful. TE/R to Jack Kelly, WCLR, 116 East Superior, Chicago, IL 60611. EOE M/F (9-4)

KKXL-AM/Grand Forks needs maturs experienced communicator, Needed now for afternoons, T&R to Don Nordine, P.O. Box 997, Grand Forks, ND 58201. EOE M/F (9-4)

WEBC now accepting T&R for newsperson open-ing. Send to Jim Casey, PD, 1001 E. 9th St., Duluth, MN 56805. EOE M/F (9-4)

Ohlo Country music leader seeks an "Up" after-noon drive Jock. T&R to Jerry Lee, WHMQ-FM, 101½ W. Sendusky St., Findley, OH 45840. EOE M/F (9-4)

Needed: afternoon drive for Burkhart/Abrams Con-temporary Country, Rush T&R to Paul Sebastian, FM 94, Box 1165, Kanasa City, KS 66117. EOE M/F (9-4)

WEST

KIOQ le looking for a good greedy selesperson to make good money. Call Jon Levin, (714) 873-5861 or Box 1388, Bishop, CA 93514. (9-11)

Need morning drive newsperson yesterdey. T&R KBND, Box 5037, Bend, OR 97708. EOE M/F (9-11)

KGEN/Tulers has opening for experienced Big Band oldies personslity. Strong production. TER to Carl Soeres, Box 444, Tulere, CA 83275. EOE M/F (9-11)

Openings

North 8an Diego A/C looking for edult middey com-municator. Minorities encouraged. No cells. T&R: Rick Roome, KKOS, Box 949, Carlabed, CA 92008. (9-11)

FM100/Colorado Springs-Pueblo accepting tapes for pro air talent. T&R to Scott Hutchinson, KYNR-FM, 5th & Main, Pueblo, CO 81003. EOE M/F (9-11)

Expending news staff, needed one newspe 2-5 years experience. T&R to J. David Slone, K 717 N. Mooney Blvd., Tulere, CA 93274. (9-11)

Wyoming's Country KUUY/Cheyenne has Immediate opening for morning drive. TER to Richard Lee, Box 926, Cheyenne, WY 82001 or (307) 632-0551.

News anchor/reporter Immediate opening. Journalism degree end/or radio experience required. Patrice Bingham, KOLO, Box 821, Reno, NV 89504. No calls. EOE M/F (9-11)

KZEL/Eugene is looking for experienced AOR announcers. T&R to Brad Moffman, Box 70128, Eugene, OR 97401. (503) 484-4304. EOE M/F (9-11)

KWEST/Los Angeles, accepting T&R's for future news openings. Contact Rick Jager, 6430 Sunset Blvd., Hollywood, CA 90028, No cells. EOE M/F (9-4)

Looking for news anchor/reporter to work both AM and FM. TER to Box 228, Yuma, AZ 85364. (602) 782-4321, 8am-2pm. EOE (9-4)

KYNO-FM is searching for hot young adult personalities and weekenders. Good money, great company. T&R to John Lee Walker, Box 6029, Fresno, CA 93703. (9-4)

Positions Sought

11 years in radiol 1st phone. Looking for situation in Rocky Mountains or Southwest. Prefer spo Sports Director. Call (208) 524-3676. (9-11)

DONOVAN BLUE formerly PD/Production Director at K93-FM. 12 years experience all formats. Live and eutomated. All offers considered. (707) 433-8617. (9-11)

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HelpI I'm spending half of enything I sem on anti-perspirants here in the desert. CHARLIE MORRISS, AOR, too cool for small markets. (602) 296-2385. (9-11)

Offbeat, Dirty Two-Man

morning show. Nice numbers in Top 30 market. AOR, harder leaning CHR stations looking to stun market and competition, send for aircheck. New ratings: In the 7's; men in the 10 range. Reply to Radio & Records, 1930 Century Park West, #264. Los Angeles, CA 90067.

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8 years of major experience on your weekends. Communicator in Country. MOR, A/C. Call (617) 782-2057. (9-11)

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Osaka FM Broadcasting Co. is seeking skilled American female applicants for a position in Japan starting March 1, 1982 for one year. West Coast applicants preferred.

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Working hours: M-F. 40 hrs per week.

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Qualifications: Minimum of 5 years broadcasting experience. Knowledge of modern and pop music of U.S. and Europe.

Knowledge of Japanese not necessary.

Applicants requested to send demo tape of on-air performance with resume and picture. (Tapes cannot be returned). Successful candidates will be informed of personal interviews to be held in Los Angeles. For more information call

> Ms. Johnson (213) 659-7020

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292 S. La Cienega Blvd., Suite 322 Beverly Hills, CA 90211

Opportunities

Positions Sought

at young personality seeking new full-time posi-in the N.W. (503) 579-4548 or P.O. Box 1015, ston, OR 97495. (9-11)

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Experienced communicator, versatile personality and AOR soft rock jock. Looking for small market position. Will relocate. TSR available. BRUCE, (216) 824-4830, efter 7:30pm. (9-11)

Funny A/C personality who talks to, not at the listener. Relatable, one-to-one delivery. Community-minded, promotion conscious and experienced. (315) 478-5329. (9-11)

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mence middays and PM drive for McLendon, Bartell & Southerni Nationally respected! Presently employed! Let's talk! Reply to Radio & Records, 1930 Century Park West, #262, Los Angeles, CA

MIKE McKAY, 3 years CHR experience, looking for Midweit or West medium market, Call (612) 459-5323.

CC McCartney formerly of 8100-KFMB/8en Diego, KTLK and 96KX/Denver, KUPD/Phoenix, and KLIF/Delea seeking programming position. Cell (303) 384-4917.

Positions Sought

WBT, WHAM, WNDE. Pop personality, professional and gentleman. T&R — TOM McMURRAY, (319) 372-8169. (9-11)

7 year pro with PD, MD and sports experience. At home in any production room. Seeks medium market Country gig immediately. Call BART, (601) 862-5089. (9-11)

Experienced announcer looking to re-enter career minded. Available immediately. Call JJ, (415) 798-8364.

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Positions Sought

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Announcer, 16 years experience, 1st ticket. Have worked CEW and other formats, Prefer Florida or another state in Southeast. Georgia or Alabama. BILL SMITHSON, (306) 448-1280, (9-11)

CHRIB BARRY seeking air personality/MD position. Formerly Public Affairs Director, radio and TV host, MD. Call (804) 239-6781 or write 711 Mill Stream Lane, Lynchburg, VA 24502. (9-11)

News: 2 years experience, college degree, excellent references, conversational, understandable writing, will relocate. JEFF HERTRICK, 6 Terrace Dr., Pittaburgh, PA 15205. (412) 921-9872. (9-11)

Major market experience looking for work in Michigan only. Programming and jock work, great combo for mid-market. From 9am to 9pm, (313) 388-2615. (9-11)

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Positions Sought

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Radio & Records provides free listings (maximum 24 words or 3 lines) in Openings, Positions Sought, and Changes. You may place your free listing by mail or phone.

Rate for Opportunities ads exceeding 3-line maximum is \$12 for up to one inch (12 lines; 96 words).

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must be typewritten or printed and must be accompanied by check.

Blind Box ads or Classified Display ads are \$20 per inch (recommended 50 words) per plus \$15 per week for postage/handling. \$35 minimum for Blind Boxes.

Deadline for all Opportunities ads is noon (PST) Thursday

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Will include logo or other line art on ads of two inches or more If camera-ready art provided. Deadline for Marketplace ads is Friday noon, two weeks in advance of publication date. Marketplace ads are non-commissionable

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Opportunities

Positions Sought

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Newsman looking for position in West or Southwest. Will consider all offers. Experienced, ag-gressive, dependable. Good personality. Cell ROGER, (304) 925-8890. (9-11)

Country announcer with PD and MD experience. Interested in working for C&W station, Size and location unimportant. Potential is. ROBB JOSEPHSON, (414) 645-1850. (9-11)

6 year pro personality/entertainer seeks medium or major market. A/C midday, PM drive. Two man or solo morning show. Leave message for JR, (217) 356-7511. (9-11)

Positions Sought

I'm working but looking for bigger and better things. 3 years experience in news, sports, P-B-P, plus college degree. (301) 949-0722. (9-1)

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Positions Sought

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Positions Sought

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JIM WALSH OC 104 experienced, WAMS, WPST. Seeking medium market elr position, A/C or CHR. (302) 539-7209, before 2pm EST. (9-11)

Miscellaneous

KUFO 100,000 watt AOR, serving Odessa/Midlent TX needs album service. All labels. Steve Driscoll, MI Box 6350, Odessa, TX 79762. (915) 368-2901. (9-11)

WGLI/Long laland is in need of 60's and 70's oldles. All labels. Call BOB, (516) 669-1290. (9-11)

Huber Dixon Groadcasting's FM facility in Kene, PA needs record service from all labels. CHR and Country. Send to Clarence Huber, Box 207, Gibsonia, PA 15044. (9-11)

WKUE, 92-FM has unveiled its mess appeal A/C. Need service from all labels. Jonathan Edwards, or P.J. Shapiro, WKUE, Box 998, Orange Park, FL 32073. (9-4)

Marketplace

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Classic Issue IC-10 features the 1974 KWST BM to AOR change over, KWST through the AOR years, and the 1981 AOR to CHR change with a composite of the new jock staff. Also, KFWB/ Elliot Field 1960. KFRC/Dr. Don Rose 1978, KI00/Robert W. Morgan-1974, and 10Q/Machine Gun Kelly-1978. Cassetes \$10.

Our 2-part KHJ History is still available @ \$10 per cassette. C-2 covers 1965-1970 and C-3 features 1971-1980 KHJ

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BREAKER

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

RICK SPRINGFIELD

I've Done Everything For You (RCA) 62% of our reporters on it. National Summary: Up 49, Debuts 21, Same 34, Down 0, Adds 24 including CKGM, 94Q, WFBR, KTSA, WJDX, WAAY, WGBF, KKXX, KYNO-FM, KZZP, KRQ, 13FEA, WFOX, WSPT, KATI. See Parallels, charts at number 29.

BILLY JOEL

Say Goodbye To Hollywood (Columbia) 59% of our reporters on it. National Summary: Up 8, Debuts 21, Same 31, Down 0, Adds 62 including Q102, KEZR, KJR, Q103, WTRY, K104, B97, WBBQ, KIOA, WMEE, KIDD, FM103, 14WK, KILE, KFYR. See Parallels, charts at number

NEW & ACTIV

Recent releases reported by at least 50 of our CHR stations are In order of their activity. The two numbers following the song designation indicate the total number of stations reporting airplay and, of those, the total number of new adds. "Moves" Indicate how many stations moved the record up on their charts, the number of new chart Debuts, how many stations held it the same (on to on, add to on, 31-31), moved it Down on their charts or Added it this week. Complete airplay activity for all songs in New & Active is listed in the Parallels. Indicates one of this week's "most added" new songs.

QUINCY JONES featuring JAMES INGRAM "Just Once" (A&M) 117/12. Moves: Up 59, Debuts 13, Same 33, Down 0, Adds 12, WKBW, WROR, CKGM, KFMK, WLOL-FM, WMEE, WOW, WDJX, WLAM, WHEB, WHHY-FM, KFRY, Q105 14-10, WFBR 23-14, KYNO-FM 30-24.

AL JARREAU "We're In This Love Together" (WB) 114/24 Moves: Up 50, Debuts 19, Same 21, Down 0, Adds 24 including JB105, KS95-FM, KRLA, KOPA, 92FLY, WBLI, WFMF, KX104, WSKZ, KSTT, WMEE, WGUY, WISE, KKRC, KDZA.

FOUR TOPS "When She Was My Girl" (Casablanca/Poly-Gram) 114/11. Moves: Up 52, Debuts 19, Same 32, Down 0, Adds 1 CFTR, CKGM, KRLY, 14Q, KINT, WMEE, KRQ, WACZ, WHEB, WKXY, KQIZ.FM, 94Q 30-26, KJR 16-12, WERC 15-11, WISM 19-13.

ALABAMA "Feels So Right" (RCA) 94/0

Moves: Up 39, Debuts 3, Same 30, Down 22, Adds 0, F105 10-10, Z93 5-2, 94Q 3-3, FM100 6-5, WOKI 10-7, KRAV 10-10, KIOY 4-4, WTSN 5-3, WSGA 9-8, KYYZ 27-20.

ALLMAN BROTHERS BAND "Straight From The Heart" (Arista) 88/0. Moves: Up 44, Debuts 5, Same 39, Down 0, Adds 0, 96KX 21-18, Q107 20-18, Z93 21-18, KFI on, WPST 21-19, WKEE 24-18, FM100 9-9, WOKI 20-18, Z104 16-14, K96 24-22, WJBQ 2-2, WISE 27-24, KQIZ-FM 20-17, KKRC 23-19, KATI 28-26.

SILVER CONDOR "You Could Take My Heart Away" (Columbia) 84/2. Moves: Up 36, Debuts 6, Same 35, Down 5, Adds 2, K104, WDJX, Q107 21-19, KRBE 4-4, KYYX 22-19, Q103 on, WPST 19-17, KEGL 6-4, WSGN 6-6, KJ100 22-20, KSTT 25-23, KLUC 13-11, WISE 23-20, WFLB 9-6,

DEBBIE HARRY "Backfired" (Chrysalis) 75/1

Moves: Up 41, Debuts 1, Same 28, Down 4, Adds 1, WJDX, KRLA on, KIQQ 26-24, KFRC 22-20, WKEE 21-16, KINT 9-8, BJ105 29-25, WMAK-FM 27-23,

WNAP 26-24, KNBQ 26-17, WCIR 9-3, KDVV 31-26, KATI 14-11.

DEVO "Working In The Coal Mine" (Full Moon/Asylum) 71/15. Moves: Up 19, Debuts 12, Same 25, Down 0, Adds 15, KBEQ, KPLZ, Q103, WHFM, KSET-FM, KBFM; WFMF, KX104, KEYN-FM, KRQ, 95XIL, WCGQ, WKXY, KQIZ-FM, KSLY.

ATLANTA RHYTHM SECTION "Alien" (Columbia) 68/13 Moves: Up 15, Debuts 15, Same 25, Down 0, Adds 13, WKBW, WGCL, WZUU, KFI, KFMK, WFMF, KQ94, G100, Y103, WNOX, KZ93, WNAM, KZZP, Z93 26-23, WKEE 38-30.

☑ DIESEL "Sausalito Summer Nights" (Regency) 62/29 Moves: Up 7, Debuts 7, Same 19, Down 0, Adds 29 including WBEN-FM, WCAO, CKGM, Z93, Q105, WICC, WKEE, WAAY, WAKY, KJ100, Z104, KKXX, KLUC, WRKR, KENI.

AFTERNOON DELIGHTS "General Hospi-tale" (MCA) 59/1 Moves: Up 23, Debuts 1, Same 25, Down 9, Adds 1, KEARTH, WXKS-FM 8-8, PRO FM 3-3, WCKX 8-8, KRLA 22-16, KFRC 15-10, WTRY 2-2, WTIC-FM 23-16, KINT 14-10, Y103 23-20, Z104 21-16, WGUY 6-45, WIGY 16-13, WFLB 15-8, KDZA 13-10.

MARTY BALIN "Atlanta Lady (Something About Your Love" (EMI America) 56/36. Moves: Up 3, Debuts 5, Same 12, Down 0, Adds 36 including WIFI, 96KX, WCAO, Z93, KIQQ, KFRC, KYYX, Q103, KOPA, WHFM, KLAZ, KYSN, KWLO.

RICK JAMES "Super Freak" (Gordy) 55/4

Moves: Up 24, Debuts 7, Same 17, Down 3, Adds 4, Q106, WTIX, Y103, KCPX, WBEN-FM 8-7, WIFI 17-13, KRLY 4-2, Z93 30-25, WCKX 5-5, KIIS-FM 2-2, 13K 2-2, KSET-FM 1-1, B97 1-1, KX104 1-1, FM102 12-6.

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NATIONAL AIRPLAY/30

THREE WEEKS AGO	TWO WEEK!	S LAST		September 11, 1981
1	1	1	1	DIANA ROSS & LIONEL RICHIE/Endless Love (Motown)
2	2	2	2	JOURNEY/Who's Crying Now (Columbia)
8	4	3	Ø	S. NICKS w/T. PETTY/Stop Draggin' (Modern/Atco)
13	8	5	0	EDDIE RABBITT/Step By Step (Elektra)
24	17	9	6	CHRISTOPHER CROSS/Arthur's Theme (Best That) (WB
17	13	8	Ò	SHEENA EASTON/For Your Eyes Only (Liberty)
12	9	6	7	ELECTRIC LIGHT ORCHESTRA/Hold On Tight (Jet)
18	14	10	0	MOODY BLUES/The Voice (Threshold/PolyGram)
4	3	4	9	COMMODORES/Lady (You Bring Me Up) (Motown)
5	5	7	10	PABLO CRUISE/Cool Love (A&M)
9	10	11	11	FOREIGNER/Urgent (Atlantic)
28	22	19	B	ROLLING STONES/Start Me Up (Rolling Stones)
11	11	12	13	GARY WRIGHT/Really Wanna Know You (WB)
6	7	13	14	RONNIE MILSAP/(There's) No Gettin' Over Me (RCA)
23	21	18	0	LULU/I Could Never Miss You (More Than I Do) (Alfa)
16	15	15	16	RAY PARKER JR. & RAYDIO/That Old Song (Arista)
29	26	22	Ø	LITTLE RIVER BAND/The Night Owls (Capitol)
3	6	14	18	POINTER SISTERS/Slow Hand (Planet)
27	23	21	0	REO SPEEDWAGON/In Your Letter (Epic)
-	28	24	20	DARYL HALL & JOHN OATES/Private Eyes (RCA)
7	12	16	21	JUICE NEWTON/Queen Of Hearts (Capitol)
_	29	27	2	DAN FOGELBERG/Hard To Say (Full Moon/Epic)
26	25	23	23	KIM CARNES/Draw Of The Cards (EMI America)
		30	2	KENNY ROGERS/Share Your Love With Me (Liberty)
_	30	26	23	BALANCE/Breaking Away (Portrait)
30	27	25	26	ELTON JOHN/Chloe (Geffen)
14	16	17	27	PAT BENATAR/Fire And Ice (Chrysalis)
	-		0	BOB SEGER/Trying To Live My Life Without (Capitol)
-	_	-	0	RICK SPRINGFIELD/I've Done Everything For You (RCA)
— his cha lack ci	art is	based numbe	solely	BILLY JOEL/Say Goodbye To Hollywood (Columbia) on airplay statistics compiled weekly from our CHR reporting stations dicate significant upward movement from at least 60% of our reporters

MOST ADDED

BILLY JOEL "Say Goodbye To..." (Columbia) AIR SUPPLY "Here I Am" (Arista) MARTY BALIN "Atlants Lady..." (EMI America)
BOB SEGER "Trying To Live..." (Capitol) DIESEL "Sausalito Summer Nights" (Regency)

Complete Regionalized Listings on Pages 26 and 27

HOTTEST

ROSS & RICHIE "Endless Love" (Motown) CHRISTOPHER CROSS "Arthur's Theme... JOURNEY "Who's Crying Now" (Columbia) SHEENA EASTON "For Your Eyes Only" (Liberty) S. NICKS w/T. PETTY... "Stop..." (Modern/Atco)

Parallel Listings Begin on Page 28

STACY LATTISAW "Love On A Two-Way Street" (Cotillion) 50/2

Moves: Up 8, Debuts 2, Same 15, Down 23, Adds 2, WBBF, WVIC, WZZP on, KIQQ 9-9, KFRC 9-7, KTSA 6-5, KINT 6-6, WAXY 4-4, WSKZ on, KIQA d-28, WNAP 25-22, WHOT 30-28, WIGY on, WKXY on, KDVV 13-11.

Others Getting Significant Action

MIKE POST featuring LARRY CARLTON "Theme From 'Hill Street Blues' " (Elektra) 49/14 Moves: Up 14, Debuts 8, Same 13, Down 0, Adds 14, K104, WKEE, KQ94, WAKY, WISM, WGUY, 13FEA, 95XIL, WFOX, WANS-FM, KENI, KDZA, KOOK, KFXD.

AIR SUPPLY "Here I Am" (Arista) 48/43

Moves: Up 0, Debuts 3, Same 2, Down 0, Adds 43 including WCAO, Z93, 94Q, KJR, KYYX, WFBR, Q106, KFMK, WAAY, WORK, KIOA, KNBQ, WTSN, WISE, KFXD.

BURTON CUMMINGS "You Saved My Soul" (Alfa) 48/28

Moves: Up 1, Debuts 4, Same 15, Down 0, Adds 28 including KFI, KIQQ, KOPA, WICC, WKRZ-FM, WHYN, WVLK, KIOA, WNAM, KIOY, WJBQ, WIGY, WCGQ, KKLS, KCBN.

BLUE OYSTER CULT "Burnin' For You" (Columbia) 46/7

Moves: Up 17, Debuts 4, Same 18, Down 0, Adds 7, WBEN-FM, G100, WBBQ, WSKZ, Z104, WCGQ, KVOL, 96KX 24-20, KRBE 19-15, KBEQ 9-8, KIQQ 38-23, K104 7-4, FM103 7-6, WJBQ 33-28, KRLC 26-21.

CARL CARLTON "She's A Bad Mama Jama" (20th) 41/9

Moves: Up 16, Debuts 4, Same 12, Down 0, Adds 9, WPGC, Q105, WGCL, KEARTH, KYYX, WTIC-FM, BJ105, KERN, KSLY, WKTU 10-4, KRLY 6-3, KIQQ 13-8, KFRC 20-16, KSET-FM 3-2, WFMF 24-14.

GO GO'S "Our Lips Are Sealed" (IRS) 40/9

Moves: Up 8, Debuts 7, Same 16, Down 0, Adds 9, WIFI, WICC, WKRZ-FM, WKEE, WBCY, WNAM, K96, WCIR, KDZA, WXKS-FM 7-7, Q105 28-26, KEARTH 4-3, KIIS-FM 6-6, KKXX 10-10, WJBQ 40-25.

ARETHA FRANKLIN & GEORGE BENSON "Love All The Hurt Away" (Arista) 38/7
Moves: Up 5, Debuts 10, Same 16, Down 0, Adds 7, G100, WLAM, WIGY, WCIR, WFOX, WANS-FM, KSLY, WROR d-22, KRLY 18-15, KFI on, WKEE 40-34, KSET-FM 21-18, KQ94 on, WMAK-FM on, 95SGF d-28.

BILLY SQUIER "In The Dark" (Capitol) 33/13 Moves: Up 6, Debuts 3, Same 11, Down 0, Adds 13, WIFI, WLS, WGCL, WKEE, KHFI, KJRB, KNBQ, WACZ, WISE, WRKR, WTRU, KCBN, KYYA, CHUM 19-13, KRBE 30-25, KJ100 21-15.

FOREIGNER "Waiting For A Girl Like You" (Atlantic) 28/7

Moves: Up 10, Debuts 0, Same 11, Down 0, Adds 7, KZ93, WZOK, WISM, KIOY, KNBQ, WHHY-FM, KILE, Q107 on, KRBE 21-19, B104 on, KEGL on, CK101 39-35, WBCY 30-26, FM102 25-22.

DENIECE WILLIAMS "Silly" (ARC/Columbia) 28/2

Moves: Up 10, Debuts 1, Same 13, Down 2, Adds 2, WHYN, WRKR, WKTU on, WIFI on, 94Q on, KIQQ 29-22, KSET-FM 15-9, KINT 29-15, KLAZ d-24, WJDX 2-2, WMAK-FM 11-7, WCSC 28-25, KCPX 38-32, WFBG on, WFLB 23-19.

SQUEEZE "Tempted" (A&M) 27/0

Moves: Up 7, Debuts 0, Same 14, Down 6, Adds 0, Q107 10-10, B104 2-2, K104 29-25, KHFI 26-22, G100 on, WMAK-FM on-dp, WRJZ on, KZ93 16-11, KJRB 16-14, WGUY 29-19, WIGY on, 95XIL 36-29, 95SGF on, WCGQ on, KKLS

Continued on Page 30