

# Radio & Records

ISSUE NUMBER 403

THE INDUSTRY'S NEWSPAPER

OCTOBER 9, 1981

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With this issue, R&R begins its 9th year of service to the industry.

## BALSBAUGH, MCDANIEL INCREASE DUTIES

### Hoyt Departs As Heftel President

Heftel Broadcasting President Tom Hoyt has exited that position over practical and philosophical disagreements with chain owner Cecil Heftel. Hoyt commented to R&R, "It's going to work out fine for Cecil and superfine for me. It's not a negative parting of the ways at all."

Hoyt continued, "My three years as the President of Heftel have been the most exciting and educational of my 19 years in the radio business. It's better that we part now. The timing is good, as people and stations are positioned properly for ratings and business success. I'm very proud of the organization I have helped to build. We started with about \$14 million worth of acquisitions now worth about \$55 million." He added that he will soon go into station owner-

ship, with further details forthcoming. He will continue as Chairman of the Arbitron Radio Advisory Council and as a director on NRBA's board.

Hoyt will not be replaced at Heftel. Instead, KSSK & KULA/Honolulu Exec. VP/GM Earl McDaniels, who has held that position for 16 years, will assume additional responsibility for WLUP/Chicago and WIKS/Indianapolis. At the same time, Richard Balsbaugh, VP/GM of WXKS-AM & FM/Boston for the past three years, will become President of those stations and of WYYS/Cincinnati.

### Walt Williams To Program WSB



Walt Williams

Walt Williams, Program Manager at WRVA/Richmond for the last decade, has been named Director of Program Operations for WSB/Atlanta. Before joining WRVA, he was Program Manager at WSGN/Birmingham, a station he was with for seven years.

Williams told R&R, "I'm quite honored to be selected by Cox Broadcasting and WSB to help establish some new directions for the station. WSB is steeped in tradition and history. Their national reputation is unsurpassed."

"I leave WRVA and Harte-Hanks with a great deal of reluctance and sadness. I can honestly say I love this station. It's a super company - they've been absolutely marvelous to me."

Commenting on his new position, Williams said, "The new title has been created to centralize things a bit. It offers a position of positive leadership that is well-channeled and well-organized, which I believe is absolutely necessary."

Williams takes over at WSB November 2. No replacement has been named at WRVA.



STATLER BROTHERS SET PRESIDENT FOR VOCAL SPOT - When the Statler Brothers entertained at a Congressional barbeque hosted by President and Mrs. Reagan, the Chief Executive joined the group onstage and complimented them on their performance: "Not only have we been royally entertained tonight, but we have been royally inspired." He also promised to attend the next local concert by the Mercury/Polygram quartet. Pictured at the White House (l-r) are Statlers Harold Reid and Phil Balsley, President Reagan, and Statlers Don Reid and Lew Dewitt.

## SEATTLE, ST. LOUIS STATIONS GAIN NEW MANAGERS

### King Names Hilliard, Hansen As GM's

King Broadcasting has named new General Managers for KING/Seattle and WRTH/Wood River, IL (St. Louis). Edith Hilliard comes to KING from the General Sales Manager position at KJR/Seattle, while Merrell Hansen has been promoted from GSM at WRTH.

Commenting on the appointments, King VP/Radio Jim Kime told R&R, "They're both top-flight individuals and we're very fortunate to have them in our company at this time. Merrell's done

an outstanding job, and Edith is a lady I've watched develop in the marketplace over the past ten years, starting as a salesperson. She's moved her way up the ladder successfully, and has an outstanding reputation in this market."

Hilliard replaces Larry Campbell, who resigned to join the Research Group, which consults KING. Hansen replaces Jim Tazarek, now VP/GM at KTAR & KBBC/Phoenix (see separate story Page 3).

### Bass New Motown Pop Promotion VP



Billy Bass

Billy Bass has joined Motown Records as the company's Vice President/Pop Promotion. Bass, who had been a Senior VP at Chrysler previously and most recently headed Pop Promotion at WMOT, told R&R, "I have always felt like I should be at Motown. To join a company with the great product that Motown has is very exciting to me. I know that I will be able to utilize the experience I have gained in the past to its full potential here just as I know that this job will help me to become a more well-rounded record man. I'm already working hard to insure that Motown stays hot."

Motown Vice President/Promotion Skip Miller commented on the appointment: "We are very happy to have Billy because of his vast experience in the industry both in the fields of promotion and artist development. He will add to the strength and depth that Motown has in those important areas. Having Billy join Motown is like getting a very high draft choice. I'm really glad we could finally get together after all these years. His personality fits perfectly with what my plans are for the company."

Bass officially started at Motown on Monday (10-5).

## The Arbitron Summer Scoreboard

### NEW YORK

WKTU Dethrones WBSL; WOR In Second

### LOS ANGELES

KABC Down As KBIG, KMET Gain; KRTH Leads CHR's

### CHICAGO

WGCI Vaults Into Second Behind WGN

### PHILADELPHIA

WMGK Up Again, Almost Topples KYW

### SAN FRANCISCO

KGO, KSOL Stay On Top

### BOSTON

WCOZ Up To 12.6, Increases Edge

### DETROIT

WJR Holds On To Top Spot; WLLZ Steady

### WASHINGTON, DC

WMAL Improves; WKYS, WGAY-FM Narrow Gap

### CLEVELAND

WDOK Jumps Into First As WMMS Slips

### HOUSTON

KMJQ Drops But Retains Strong Lead; KILT-FM Up Again

### SAN DIEGO

KJQY Slides But Still Ahead; KSDO Moves Up

Full results on Pages 12, 16.

YOU'VE COME TO THE RIGHT PAGE FOR



# “TROUBLE”

“Trouble” the first single from the forthcoming debut album from

**LINDSEY BUCKINGHAM**

**LAW AND ORDER**

5E-561

Produced by  
Lindsey Buckingham  
& Richard Dashut



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# R&R's New Look

As Radio & Records enters its ninth year of publication, an old friend has taken on a new look — the Back Page. For the past eight years the Back Page has been the exclusive domain of Top 40/Contemporary Hit Radio. Now it contains information from both CHR and A/C reporting stations.

Why? The answers are both simple and complex. Simply put, CHR and A/C playlists have more in common than any other formats. CHR and A/C listeners also generally belong to the same lifestyle group. (While it can be said that CHR and AOR have playlist elements in common, those two formats have many more musical selections which are mutually exclusive, and the two formats are targeted to different lifestyles.)

The more complex answer is that as certain CHR stations have attempted to elevate their demographic profiles beyond the 25-year-old, many CHR's have become 25-49 targeted music stations more properly paralleled with A/C music facilities.

Adult Contemporary has been changing too. Some of our A/C reporting stations were concentrating on current music as their primary programming element, while others were shifting their focus away from current music toward news, information, sports, and talk features.

R&R does not make judgments on individual station format adjustments, but we do reserve the right to select and classify our reporting stations based upon giving all of our readers the most accurate reflection of current music information.

Toward that end we have redefined both CHR and A/C based upon demographics and musical emphasis. Reflecting what a majority of the successful music stations in both formats are currently doing, CHR will now be defined by dominance in the 12-34 demographic cell and A/C will be defined by dominance in the 25-49 cell.

As we refocused our definitions of CHR and A/C, several former CHR reporters "crossed over" and became A/C reporters. Some past A/C reporters have been deleted, not because they are no longer successful stations, but because they have moved away from current music in their format emphases. Certain A/C reporters were also deleted because their audience profiles were primarily 55+ in nature.

There are many differences between our new definition of Adult Contemporary music radio and full-service MOR, the most obvious one being the amount of current music played in the total format mix. And when it comes to compiling a weekly National Airplay/30 of current hit music, successful music-oriented stations must be the first line of input.

In making the most extensive reporter revisions in the history of R&R, we have tried to specifically reflect the current state of contemporary music radio. CHR and A/C share a great deal of music in common. The key differences between the formats continue to be how that music is presented, demographic targets, and the emphasis placed on nonmusical elements. Those differences will continue to be covered weekly in the separate editorial sections headed by CHR Editor Joel Denver and A/C Editor Jeff Green.

We have brought the music of the two formats together because as CHR and A/C continue to evolve, it is essential that all our readers be able to easily identify which songs appeal to which demographic cells, as well as the songs appealing broadly to several age groups.

And for easier reference, the remaining songs in New & Active and Significant Action for both formats will now be clearly printed side-by-side just one page away from the Back Page on the Inside Back Page.

As radio changes, so does R&R. This latest change, although appearing a bit more radical on the surface than most, is nothing more than a continuation of that policy. Please remember that your comments are always welcome.

## Taszarek Named VP/GM At KTAR & KBBC

Jim Taszarek has been appointed Vice President/General Manager of Pulitzer's KTAR & KBBC/Phoenix, replacing Steve Glueck. Taszarek, a longtime St. Louis broadcaster, was most recently GM at WRTH in that city.



Jim Taszarek

Pulitzer Broadcast Stations CEO Ray Karpowicz told R&R, "Jim has been with the Pulitzer organization in the St. Louis area and is an outstanding general manager. We're pleased that he could accept the position in Phoenix."

Taszarek, commenting on the market, told R&R, "When you come to Phoenix radio, you had better be TASZAREK/See Page 16

### STATION EVOLVES TO MOR

## Williams Promoted To KEZX Operations Manager

As part of KEZX/Seattle's gradual transition from Beautiful Music to a "Beautiful Contemporary" MOR format, Tim Williams has been promoted to Operations Manager. Williams had been serving that function on an interim basis for four months, having earlier been Production Manager. A three-year KEZX veteran, he came to the station from the MD position at KUDL/Kansas City.



Tim Williams

Commenting on the format evolution, Williams stated, "We're blending the best elements of soft WILLIAMS/See Page 16

### KELP GOES BLACK, WRJZ COUNTRY

## KELP, WRJZ Drop CHR Formats

KELP/El Paso has shifted to a Black format after 25 years as a CHR outlet, while WRJZ/Knoxville concluded five years with a CHR format by switching to Country.

KELP's conversion was more of an evolution, according to GM Bob Peyton; after gradually adding more black music, the station debuted TM's Alpha One format Tuesday (10-6). Peyton cited "the need for KELP to target in on the population's musical tastes a bit more. This town is mostly Hispanic, and research shows they really enjoy black music." He added that early reaction is "favorable; the advertising community seems to be embracing the evolution in a positive fashion. Internally, everyone is very happy about the changes." Peyton said that Raymond Mesa will continue as PD/MD, and the station will retain all its personalities.

### A Less Fragmented Pie

WRJZ also officially changed over October 6, labelling itself "Your Kind Of Country, 62 WRJZ." GM Ron Hamilton explained, "It's the same old thing

KELP/See Page 16

## Marcus Takes WNOE-FM PD Position

Charlie Marcus has been appointed PD at WNOE-FM/New Orleans, coming to the Country station from the PD position at WVOJ/Jacksonville. Marcus replaces Russ Mitchell.

WNOE GM Eric Anderson told R&R, "We're very happy to have Charlie take over. In our target demographics, 25-54, we're very strong, so all I can say is that we're looking for Charlie to continue to build on that. We don't anticipate any on-the-air changes at the station."

Marcus commented, "I'm excited about the move, but I've been here in Jacksonville for 12 years, and you make a lot of friends, so the emotions are sort of mixed." Marcus, who starts at WNOE-FM October 12, added that WVOJ midday man Tom Allen will be acting PD.

### FCC FACES FINANCIAL CRISIS

President's proposed 12% agency budget cut could cause staff trimming.

Page 4

### JIM KEATING NAMED DIRECTOR OF ABC-FM

Moves to network after lengthy stint as VP/GM at CBS's WCAU-FM.

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### BLACK AUDIENCE LISTENING PATTERNS

Discovering when the peak listening for Black radio occurs in New York and Chicago, along with the puzzle of the missing black audience.

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### THE FIRST RATINGS & RESEARCH QUIZ ANSWERS

Everything you need to know about the questions posed in the informative quiz two weeks ago.

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### AOR CELEBRATES ROCKTOBER

Stations around the country tie in with the "Rocktober" idea for maximum promotion benefits.

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### THE COUNTRY PROMOTION LIST

All the names, addresses, and phone numbers for all the country labels from Album Globe to Western Pride.

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# Washington Report

## D.C. Current

**FCC Facing Huge Cut-back** with an expected immediate \$9 million worth of quick unregulating in the next few weeks, if Congress goes along with President Reagan's plea for a new 12% cut in agency budgets for 1982. Options are being assembled for Commission action next week.

Chairman Fowler has tried to soothe nervous employees with memos promising that any firings will be done "in the most fair and equitable manner possible." The FCC has also been told by the White House to expect another \$6 million in cuts by 1984. Although a diehard Reaganite and a champion of budget-cutting, Chairman Fowler has said twice in recent weeks that he will, if necessary, ask for more money.

**ABC's Erlick Challenged Broadcasters** to become active participants in new technologies, in remarks to the Texas Association of Broadcasters in Dallas last week. Everett Erlick, Senior VP and General Counsel for the net, said broadcasters "should do more than just seek elimination of regulatory restraints." Erlick advised, "Broadcasters should be prepared to experiment and invest in the new technologies."

**Public Radio Cool To Ad Idea**, as the Commission hasn't been able to find 10 radio stations willing to participate despite a vote Friday (10-2) from special Congressional commission to proceed with a test of advertising on 10 public radio and 10 public television stations. Interest among TV outlets is brisk.

"Quite frankly, that doesn't surprise any of us," says NPR Senior VP Walda Roseman, who explained to R&R that "public radio defines its programming according to what a very highly saturated commercial marketplace is not able to do."

### Transactions

Bloomington Broadcasting has purchased WJCW & WQUT/Johnson City, TN from Tri-Cities Broadcasting for \$3.4 million, subject to FCC approval. WJCW is a 5000-watt (day), 1000-watt (night) AM'er at 910kc. WQUT has 100,000 watts at 101.5. Bloomington currently owns WGOW & WSKZ/Chattanooga and WJBC & WBHQ/Bloomington, IL. Consultant for the purchaser was Cecil L. Richards Inc.

WMAD/Madison's sale to Erin Broadcasting from Paten Broadcasting for \$1.275 million has been approved.

**EEO Sanctions Imposed** on KXKS and KKJY/Albuquerque for employing only one Hispanic on its 23-member staff, despite a local Hispanic workforce of 26%. The stations must improve their recruitment process and submit periodic reports on their progress to the Commission.

Meanwhile, in El Paso, where 56% of the workforce is Hispanic, KTSM has satisfied the Commission with a new EEO plan promising to have a 36% Hispanic staff within two years.

**Rivera Backs KOB** by casting the only FCC vote in favor of KOB/Albuquerque's attempt to have WABC/New York's Class I-A clear channel frequency reassigned to New Mexico. New Commissioner Henry Rivera is from Albuquerque. As forecast in R&R, the majority's action upheld an earlier staff decision rebuffing KOB's latest ploy in the 40-year-old fight over the 770 kHz slot.

**Lottery Fine Reduced** from \$500 to \$200 for WIXK-AM & FM/New Richmond, WI, with the Commission split 4-3. The station, noting that the lottery was a charity benefit, wanted the fine thrown out entirely; but the Commission sustained a Broadcast Bureau contention excepting only state-sponsored games and nonprofit fishing contests.

**Letters File And Modulation Readings Added To Hit List** at last week's FCC meeting. The Commission voted to free stations from the 1973 rule requiring that all letters from the public be kept in an inspection file for three years. Yet another rulemaking proposal voted out last week would end the FCC's strict technical standards for modulation monitors. Although station operators would still have to check the modulation level frequently, the Commission is asking for comments on whether that's really necessary with today's technology.

**Wunder & Ferris Support Elimination Of Fairness** and equal time rules for radio only. New NTIA head Burnie Wunder stated the White House's position in House testimony. Last week, former FCC Chairman Charles Ferris also admitted radio is "truly more diverse and competitive than television" and could, therefore, safely be freed from requirements that all stations cover controversial issues. The remarks were more an aside, however, with both men wanting the law retained for TV. Ferris feels his former colleagues erred in recommending that Congress abolish the rules.

**Suburban EEO Push** by National Black Media Coalition (NBMC) loses momentum due mostly to either real or prospective minority hiring progress. NBMC has withdrawn petitions against five of the dozens of radio stations recently charged with EEO violations: WNAB/Bridgeport, CT; WXTR/La Plata, MD; WDON/Wheaton, MD; WLMD/Laurel, MD; and WPHM/Port Huron, MI. "I was livid," said WNAB GM Tom Kennedy, who learned of NBMC's action through R&R. WNAB was bought by a minority operator last year and employs numerous minority staffers. "I told them to get their act together," he told R&R.

Meanwhile, NBMC has lodged a petition to deny the license of WPGC/Washington based on discrimination complaints filed with the EEOC by two female employees and alleged evidence that WPGC never contacted minority sources it told the FCC it relies on for recruitment. Finally, NBMC's request for EEO sanctions against United's WINX/Rockville, MD has been upgraded to a petition to deny renewal. The NBMC has learned that a group competing for the station's license includes a black, former Army Secretary Clifford Alexander.

**Form 324 Will Get Extra Test** with the FCC's proposal either to abolish the annual financial report or cut it back to "bare bones." Last week's R&R account prompted RAB President Miles David to clarify NAB's role at joint association/broadcast executives meeting with the Broadcast Bureau, wherein NAB participated merely "as observers." Both RAB and NAB agree that elimination is desirable, with RAB "trying to explore whether a compromise can be developed where the figures are government-collected but the industry hires a private enterprise accounting firm to tabulate."

### LICENSE CHARACTER POLICY COMMENTS

## Outside Conduct None Of FCC's Business, Broadcasters Contend

The Feds should stick to regulating broadcasting, but not activities unrelated to radio and TV, with the possible exception being new broadcasters. These conclusions stem from a study of broadcasters' comments filed last week in the FCC's proceeding to clarify its policy of judging licensee character.

Broadcasters were:

- Unanimous in their opposition to pulling all of a group owner's licenses due to misconduct at a single station.

- Against the FCC delving into non-broadcast areas they consider irrelevant, such as violations of securities, labor, antitrust, postal, FDA, and FTC laws.

Most agreed the underlying goals behind examination of licensee character should be to:

- Assure broadcasters' candor and honesty in their dealings with the FCC.

- Make sure broadcasters obey the law and FCC rules.

### Newcomers Should Pay Dues

In a typical comment, ABC wrote, "An applicant who has a past record as a licensee-broadcaster should normally have its character judged on the basis of that record alone."

However, most broadcasters felt that, since not all applicants have broadcast track records, some form of scaled-down character examination process must be retained. In this case, "non-broadcast conduct and misconduct can and should be considered by the Commission," CBS said.

Several parties submitting comments have a direct stake in the character issue, such as RKO, which faces losing valuable radio and television licenses because of nonbroadcast misconduct by its parent corporation. RKO advocated "reasonable standards, clearly articulated in advance and consistently followed," but declined further comment "to avoid

even the appearance of trying to relitigate" its case at the Commission while a court appeal is pending.

### "Whip 'Em Good" Say Challengers

A joint statement was offered by six groups, all of which are challenging licenses owned by United Broadcasting, which previously lost radio stations in Miami and Washington due to lottery and fraudulent billing violations. "Where an applicant has in the past abused broadcast facilities granted to him," wrote the challengers, "there is no reason why the Commission should even chance the possibility that he may do so again in the future."

Not surprisingly, media watchdog groups generally opposed a wholesale abandonment of the FCC's character policies. National Citizens' Committee for Broadcasting (NCCB) called character judgment "essential to the fulfillment of the Commission's statutory duty to insure that broadcasters operate in the public interest."

Perhaps the harshest comment came from the Citizens' Communications Center, which accused the Fowler FCC of timing the character proceeding in a deliberate attempt to help RKO win its court appeal of the license denials handed down by the Ferris Commission.

### Association Reaction

NRBA accused the FCC of using an approach based "on a simplistic good vs. evil concept reminiscent of early Western movies."



**NYMRAD NUDGES NEW YORK TO INCLUDE RADIO** — Thanks to a campaign by the New York Market Radio Broadcasters Association (NYMRAD), the Mayor's Office of Motion Pictures & Television was expanded to the Mayor's Office of Motion Pictures, TV & Radio by Mayor Ed Koch. Pictured at NYMRAD's recent Radio Festival celebrating the decision are (l-r) NYMRAD Exec. Director Maurie Webster, WNEW-FM GSM and Festival Chairman Mike Kakoyiannis, WNEW VP/GM Jack Thayer, Mayor Koch, and United Stations' Nick Verbitsky.

INTRODUCING THE BRILLIANT SOLO ALBUM  
FROM THE BASSIST EXTRAORDINAIRE,

# JOHN ENTWISTLE

## "TOO LATE THE HERO"

SD 38-142


JOHN ENTWISTLE  
TOO LATE THE HERO



FEATURING THE SINGLE  
"TOO LATE THE HERO"

PRODUCED BY JOHN ENTWISTLE AND CY LANGSTON

ON ATCO RECORDS AND TAPES 

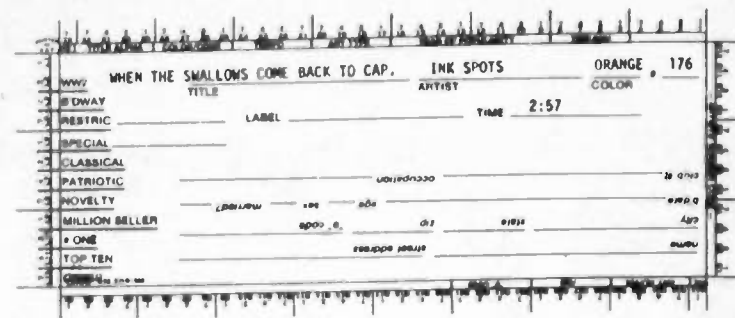
A DIVISION OF ATLANTIC RECORDING CORP. 



## "Hand Computer" Card System Saves Programming Time

Longtime programming consultant **Grahame Richards** has designed an inexpensive system for categorizing and cross-referencing a station's record library, aimed at stations not presently using computerized systems. The "Hand Computer" system's equipment consists of a set of perforated cards (see photo), a notching device and sorting needle, and an optional sorting tray. With those tools, Richards maintains you can organize your entire record library according to any category you desire.

A few examples of how the cards work: The top left section, labelled Title Alpha in the example (from a Big Band station) pictured, organizes the records by title. If it starts with a letter from N-Z, you'd punch out the NZ hole; otherwise you'd leave it be. The



tom right is the equivalent of the Title Alpha section, denoting first letter of artist's name. In addition, you can build in your own modifications.

### How To Categorize

Once you've punched out your system, to isolate all records falling into a particular category, just stack up the cards on the tray and place the needle in the hole that pertains to your desired category. All the cards prepunched in that category will fall out. If you

want an uptempo record from 1958 by a group, start by inserting the needle in the uptempo hole, gather the cards that fall out and place the needle in the 1958 hole, gather up those cards and go for groups, and so forth.

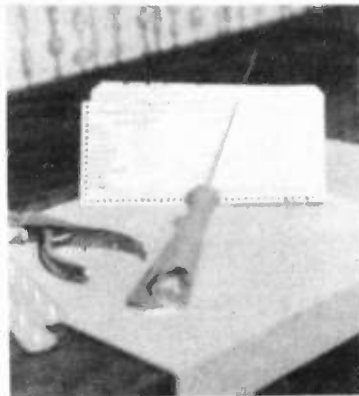
Inventor Richards was National PD for **Storz and Intermountain** before entering the consulting field.

For further information on this system, you can contact him at 3354 Post Rd. #132, Lexington, KY 40503; phone (606) 278-7364.



## Reagan Record Revived On Picture Disc

A 1967 patriotic narrative album by **Ronald Reagan** on Decca (now MCA) has been rescued from the archives and fashioned into a picture disc by **Hartley-Fitzgerald**, who were chiefly responsible for popularizing the recent picture disc trend. The album consists of Reagan's recounting the story of the American Revolution, and one side of the disc is given over to a flag-musket-drum-and-cannonballs drawing while the other is a portrait of the narrator. The LP is being test-marketed through **Reader's Digest** and if all goes well will be sold via national TV ads.



next set of numbers is keyed to the beginning letter of the title's place in the alphabet; "S" for instance would be 6 in the N-Z section, while in the example above, for "When The Swallows Come Back To Capistrano," 10 is punched out (7, 2, and 1).

You can devise your own systems in the Color/Code and Tempo sections, such as 1 for slow, 2 for midtempo, etc. Artist Type lets you separate male and female (1 and 2), and you could also distinguish groups, duos, etc. Year of Popularity is self-explanatory; "40" is punched out on this example. The Artists Number Code on the righthand edge allows you to code each artist by an assigned number; while the Art Alpha section on the bot-

## "Jerry Lee Lewis Rocks" In Print

Music journalist/musician **Robert Palmer's** book "Jerry Lee Lewis Rocks" attempts to capture the spirit of the legendary rocker/country artist rather than set down the definitive biography. Starting with a junior high school confidential about how the author stole his first Jerry Lee single, it covers the Killer's first records in depth, hits the highlights (and a few lowlights) of his career, and intersperses a few recent interviews. In 128 pages, a large proportion of them photos, there's not a whole lot of writing going on, but the pictures are superb, and for distilling the essence of one of popular music's most fascinating characters, this book (published by **Delliah Books** through **G.P. Putnam's Sons** in New York) is hard to beat. Think about it.

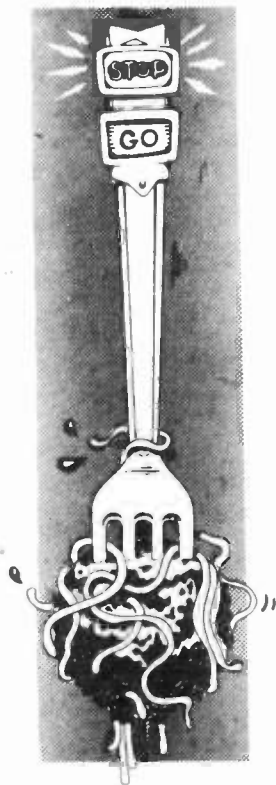


### JERRY LEE LEWIS ROCKS!

by Robert Palmer

## Red-Light Fork Halts Plate-To-Mouth Traffic

People are conditioned to stop when a red light flashes, and that elementary traffic principle has now been adapted to dieting. An inventor named **Joe Caruso** has devised a fork with battery-powered flashing lights. The green light flashes for six seconds, during which time you're allowed to take a bite of food, and then the red light flashes for 25 seconds, during which period all ingestion comes to a halt. The "Slenderfork" apparently helped Caruso lose 130 pounds. Pending expansion of production facilities, the Slenderfork is available at New York novelty store **Hammacher Schlemmer**, if you fork out \$14.95, that is. Contact **Paul Petruzzl**, (212) 421-9000.



## Computer Company Recruits By Radio

Attempting to attract already-employed skilled personnel, **Boeing Computer Services** in Huntsville, AL ran a one-month series of radio ads in New York, Detroit, and Minneapolis advertising for engineers and computer programmers. The company's **Patrick McGuire** told the **Wall Street Journal**, "People reading newspaper help-wanted ads are usually unemployed. But an engineer listening to the radio may just be disenchanted with his boss. You catch him when he's not expecting it." The ads stressed the lifestyle advantages of Huntsville (climate, taxes), and generated about 10 inquiries a day.

5 YEARS AGO TODAY

## Radio & Records

- ★ RICK DEES NAMED MORNING MAN AT WHBQ / MEMPHIS
- ★ JIM DAVIS APPOINTED KLIF / DALLAS PD
- ★ MURPHY IN THE MORNING MOVES TO WAYS / CHARLOTTE FROM WOKY / MILWAUKEE
- ★ NUMBER ONE FIVE YEARS AGO: "If You Leave Me Now" — Chicago (Columbia)
- ★ NUMBER ONE COUNTRY: "The Games That Daddles Play" — Conway Twitty (MCA)
- ★ NUMBER ONE LP: "Long May You Run" — Stillis / Young Band (WB / Reprise)

# WESTWOOD ONE

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

LOS ANGELES

NEW YORK



# GREG LAKE

GREG LAKE

**Presenting Greg Lake.**

The voice behind  
Emerson Lake & Palmer  
and King Crimson steps  
forward with his first  
solo album.



**The legend continues...**

Greg Lake begins an  
extensive nationwide  
tour on November 23rd.



**Chrysalis**  
Records and Tapes  
CHR 1357  
Produced by Greg Lake

# Networks/Program Suppliers

## WOLD COMMUNICATIONS

Wold Entertainment, Warner Bros. Records, and Billy Gaff Management have combined forces to set up a two-hour live satellite radio/TV simulcast of a Rod Stewart performance at the L.A. Forum. The concert will air December 18 at 8:30pm PST over a worldwide network of radio and TV stations, with noted TV director Steve Binder handling those duties for the production. Wold President Wayne Baruch commented with pride on the achievement of arranging such a satellite simulcast for a "performer of Rod Stewart's stature," while Stewart's manager Billy Gaff added, "I'm delighted to be producing the first international live-by-satellite music show since the Elvis special of many years ago."

## RADIO

The Rolling Stones are the subject of a two-hour "SuperGroups" special hosted by journalist Lisa Robinson, set to air October 31 to coincide with the group's current tour. DIR Broadcasting produced the special.

## O'CONNOR

Tying in with the Rolling Stones tour, O'Connor is offering eight specials covering the group's history: "Early Days," "1967 And On," "Rolling Stones Part III, IV, V, VI," "The Rhythm & Blues Side," and "Best Of The Rolling Stones." CKNW & CFMI/Vancouver air personality Dave McCormick hosts the 46-minute shows, which can be segmented or combined at stations' discretion. Contact Kristi Goodwin for more information at (213) 769-3500.



## Bonneville

Gary Donohue joins Bonneville as Marketing Manager, supervising marketing and advertising plans for the division, as well as client conversion to satellite delivery. He had been with Arbitron since 1979, most recently as Southwestern Manager based in Dallas.

## TRANSTAR

The newly-formed network will use UPI to supply its audio services, with Transtar President Dwight Case terming UPI the only service "wholly compatible with the unique demands of Transtar." The net, with 52 stations signed as charter subscribers, is set to start up in mid-November.

## SYNDICATE IT, INC.

The 1981 Monterey Jazz Festival, featuring such stars as Sarah Vaughn, Billy Eckstine, and Tito Puente, is available on tape in its entirety (18 hours) or in segments from the company, according to President Bob Dockery. Syndicate It also produces "Jazz Chronicles." O'Connor Creative Services distributes the program internationally from its Sydney-based headquarters; inquiries about both offerings from outside the U.S. or Canada should be directed there, while domestic calls should go to Syndicate It at (213) 463-7198.

## CBS RADIO



**CBS FM PD'S MEET** — Gathering in New York for two days of seminars early this month were the Program Directors from the seven CBS owned FM stations. Pictured (l-r) are WCBS-FM/New York's Joe McCoy, WCAU-FM/Philadelphia's Roy Laurence, WEEI-FM/Boston's Rick Peters, CBS FM Director/Program Services Bob VanDerheyden, KCBS-FM/San Francisco's Dave Roberts, WBBM-FM/Chicago's Jim Smith, KNX-FM/Los Angeles's Mike Sheehy, and KMOX-FM/St. Louis's Ed Scarborough.

## FROM STUDIO B

"The Rock Bottom Comedy Special," an hour-long show which allows rock stars to take a shot at performing in comedy skits, is shooting for a target date of Halloween, with another run scheduled for New Year's Eve. Indulging in sketches with hosts/creators Ron Stevens and Joy Grdnic are Carmine Appice, Billy Burnette, Ted Nugent, Ozzy Osbourne, Duane Roland (of Molly Hatchet), Al Stewart, and Bob Welch. Contact Merrill Barr at 1-800-421-4498.



Longtime programmer Thom O'Hair has been named Director of Professional Development and Training for the company, which assists independent radio producers in providing programming. O'Hair was most recently PD at KQFM/Portland, having also programmed WQIV/New York and KSAN and KMEU/San Francisco.

## The Creative Factor, INC.

Tom Shovan and Randy West have been appointed Radio Marketing Directors at the company, with both promoted from account executive positions. Shovan was previously VP/Programming for Starr Broadcasting and worked on-air at WINS/New York and WMEX/Boston. Both Shovan and West worked at Aries II Records, Shovan as President and West as National Promotion Director following a ten-year career as an air personality.

## CROSS-COUNTRY COMMUNICATIONS, INC.

"An American Country Christmas" returns for the second year, with over 36 country stars singing their seasonal favorites and reminiscing about past holidays. For further information, contact Jill Furstman at Cross-Country, PO Box 28, Demarest, NJ 07627, (201) 262-0020.



**NEW NEWSROOM UNVEILED** — RKO One and Two are now using a brand-new newsroom with extensive new equipment and capabilities in the monitoring, internal communications, and editing areas, among others. Correspondent/anchor Dean Shepherd is pictured at one of ten c/a desks.

**FOR THE RECORD:** R&R wishes to make clear that in last week's RKO story on this page, any implication that RKO One's John Lennon special rebroadcast plans were part of the nets' birthday celebration was strictly unintentional. The Lennon rebroadcast is a separate project.

## Reps



MAJOR MARKET RADIO SALES

Hefel's WLUP/Chicago and Beautiful Music-formatted WXYR/Columbia, SC make the switch to join.



McGAVREN GUILD RADIO

The Communications Properties were signed as new clients, comprising KFGO/Fargo; KATE & KCPI-FM/Albert Lea, MN; and WDBQ & KIWI/Dubuque.

## Sales

### 80's Tops In Spot, Network Radio Advertisers

The Chrysler Corp., U.S. spot radio's second largest advertiser in 1979, increased its spot radio expenditures by a whopping \$28.1 million to become America's leading spot radio advertiser, spending \$49.3 million on spot radio in 1980.

According to recent statistics compiled from the Radio Advertising Bureau and Radio Expenditure Reports by Advertising Age magazine, all but three of the nation's 25 largest spot radio advertisers increased their spot radio outlays during the past year, with the top 15 firms all upping their totals by at least \$2 million.

The remainder of the top 10 spot radio advertisers were: 2) General Motors, up \$7.3 million to \$32.1 million, 3) Anheuser-Busch, up \$7.8 million to \$27.3 million, 4) Ford Motor Co., up \$7.3 million to \$19.5 million, 5) American Telephone & Telegraph, up \$2.7 million to \$11.9 million, 6) Coca-Cola Co., up \$3.8 million to \$9.9 million, 7) PepsiCo, up \$3.8 million to \$8.6 million, 8) K mart, up \$2.6 million to \$8.5 million, 9) UAL

Inc. (United Airlines), up \$2.8 million to \$8.1 million, and 10) the Southland Corp. (7-11 stores) up \$4.2 million to \$8.1 million.

### Who's Hot On Spots?

Joining Chrysler (1), Anheuser-Busch (2), GM and Ford (tied for 3rd), Southland (6), Coca-Cola and Pepsi (tied for 7th) in the ranks of the 10 firms which most increased their spot radio expenditures during 1980 were: American Airlines (5), up \$4.4 million to \$7.9 million and 12th place overall, and the Miller Brewing Co. and Dart & Kraft (tied for 8th), both up \$3.5 million to \$6.8 million (13th overall) and \$5.4 million (23rd overall), respectively.

Even Eastern Airlines, the nation's 25th largest spot radio advertisers, spent \$5.3 million last year, an increase of \$1.4 million. Fotomat, Continental Airlines, and the General Foods Corp., the three firms that decreased their spot radio advertising, ranked 19th, 20th, and 24th, respectively, during 1980, with General Foods registering the largest cutback (\$1 million).

### Fewer Firms Increase Net Spending

Interestingly enough, 10 of the 25 largest network radio advertisers, including three of the top 10 firms, spent less money on network radio in 1980 than they did the year previous, according to figures from Broadcast Advertisers Reports, which were

also reported by Advertising Age.

Jeffrey Martin Inc. was the largest network radio advertiser in 1980, increasing spending \$4.1 million to \$7.4 million. Trailing Jeffrey Martin was 2) Sterling Drug Inc., up \$2.6 million to \$6.6 million, 3) the Squibb Corp., up \$2.7 million to \$6.6 million, 4) American Telephone & Telegraph, down \$1.1 million to \$5.9 million, 5) Cotter & Co., down \$9 million to \$5.6 million, 6) Ford Motor Co., up \$3.7 million to \$5.5 million, 7) Sears, Roebuck & Co., down \$.1 million to \$5.3 million, 8) Warner-Lambert, up \$6 million to \$4.8 million, 9) General Foods Corp., down \$9 million to \$4.1 million, and 10) Schering-Plough, down \$1.5 million to \$3.9 million.

### Five Spend More Than \$2 Million

The top five firms in terms of increased network radio advertising outlays were, in descending order: Jeffrey Martin, Ford, Squibb, Sterling Drug, and Dow Jones & Co., the latter of which upped spending \$2.1 million to \$3.4 million (15th overall).

In addition to the three aforementioned top 10 firms, General Motors (11th), American Home Products (13th), CBS (14th), Hartz Mountain Industries (18th), Anheuser-Busch (21st), the SmithKline Corp. (22nd) and the Greyhound Corp. (23rd) all decreased their network radio expenditures for 1980. The American Broadcasting Co., which spent \$2 million, an increase of \$1.3 million, ranked 25th.

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Ask how ours can be so much better at such a terrific price!

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**ROD STEWART**  
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**PRODUCED BY ROD STEWART**  
ENGINEERED BY GEORGE TUTKO CO-PRODUCED BY AM CREAM



**ON WARNER BROS. RECORDS**

**SEE BACK PAGE  
BREAKERS**

**DON'T OVERLOOK  
THE OBVIOUS**

THE BAND:

# BLUE OYSTER CULT

THE SONG:

## "BURNIN' FOR YOU"

THE SALES:

THE SINGLE: 20,000 + / 5 DAY (200,000+ / TOTAL)  
THE ALBUM: 60,000 + / 5 DAY (510,000+ / TOTAL)

**59 CHR STATIONS ARE  
GENERATING OVER  
80,000 UNITS A WEEK!**

Y100 add 34

I95 add

WCKX add

KRQ add

96KX 9-6

JB105 23-22

Q107 7-6

CKLW 18-16

KBEQ 2-2

KIQQ 17-12

KFRC 33-31

KEZR deb 26

KIMN 15-12

WRCK 25-23

WPST 15-12

K104 2-6

WKEE 33-32

KHFI 15-10

WRVQ 23-21

KJ100 6-9

WJXQ 7-8

KIHK 30-27

KZ93 7-6

Z104 22-18

WNAP 28-25

WNCI 19-17

KKXX 23-20

KSFX 11-9

KSKD 14-13

KLUC 12-9



WJBQ 19-7

WGUY 18-13

95XIL 21-15

WQEN 19-17

WXLK 12-11

WRKR 20-16

KRNA 25-21

KFMZ 20-17

KOZE 14-12

WXKS-FM on

WLAN-FM on

WSKZ on

WOKI on

KJRB on

WCGQ on

KKQV on

KILE on

KQIZ-FM on

Q101 on

WTRU on

KSKG on



**A HIT RECORD IS ONE THAT SELLS WHEN IT'S PLAYED, AND  
BLUE OYSTER CULT IS THE OBVIOUS CHOICE OF CONSUMERS.**

*"Quarterly Measurement does not mean that major markets are surveyed 48 weeks per year."*

## Research Quiz Answers

Three weeks ago I concocted and printed in this space my first annual Research Quiz. Judging by the phone call and mail reaction, many of you have had fun challenging yourself with the devilish test. As promised, I'm sharing with you the name and station of the person who did best on the quiz. Winning a free consultation session from yours truly was Jay Meyers, Operations Manager for Greater Media's WCTC/New Brunswick, NJ. Congratulations, Jay!

As for the rest of you, here are the answers to the 20 questions posed on the quiz...

1. Arbitron determines the high density ethnic areas based on several criteria — does the ethnic population (Hispanic or black) reach 15% of the 12+ metro total; is there an ethnic station in the metro; and what zip codes have 35% or more ethnic population, based on the census. Most of you did well on this.

2. Too high an exclusive audience can be a sales problem if your station begins to show poorly on reach and frequency runs. An advertiser may run fewer spots to reach a target on a station with a high exclusives level. Usually a ceiling of 10% is desirable.

3. It's important to sample those with phones not listed in the directory because in many metros this constitutes a significant portion of the population. In L.A. and Chicago, for example, more than 40% of the populace resides in homes with unlisted numbers.

4. The biggest difference between Birch and Mediatrend is that Birch samples unlisted while Mediatrend does not. Most readers scored well on this question.

5. The correct formula for gross impressions is to multiply the number of commercials times the average persons estimate for the relevant station, demo and daypart. More of you missed this than should have.

6. DST is Arbitron's proposed new technique for black radio listening measurement, starting in the upcoming winter sweep. I will not reveal the names of those who thought that DST was a spray used on the Medfly in California.

7. Tom Hoyt, while an important figure in the Arbitron universe, does not work for Arbitron. He is the head of Heftel Broadcasting and Chairman of the Arbitron Radio Advisory Council.

8. This one caught many of you. Answers "B" and "D" were correct. Focus

groups should never be done by your station personnel, due to the biases that invariably result. The population of each session should be no more than 10, certainly not in the 15-20 range.

9. In order to calculate Time Spent Listening, answer "A" was the correct formula. 99% got this one correct.

10. Gotcha here. Most everybody thought that Arbitron's Programmer's Package allowed you to break out adults 25-34 but that is not true. Only broad demos like 12-34 can be derived from Arbitron's package.

11. 100 GRP's do not deliver 100% of the available audience. What 100 GRP's do deliver are gross impressions equal to 100% of the metro population.

12. How long are Arbitron diaries allowed to be in the field before they are considered unusable when they finally arrive at Beltsville? Not one week, but in most cases almost three weeks. A lot of you missed this item.

13. Slogan conflicts are resolved with production callbacks? Not any more. There may be post-production callbacks done in some key cases but in most instances ascription (see tiebreaker) is used to credit these situations. More than half of you were unaware that ascription was used for this type of entry. Tsk, tsk.

14. Entries to slogans or personalities generally total about 4%, not 12%, of the diary entries. More than 90% of the entries are to legal call letters.

15. Another sneaky one. Mediatrend uses 24-hour recall, not a seven-day recall (a la Burke or Trac 7). The majority of you got caught by this query.

16. Either true or false is correct here, depending on how you interpreted the wording. What I meant was for the correct answer to be True, in that you can multiply the unweighted in-tab for each demo by the total metro in-tab and determine how many diaries came back from each cell. However, some of you noted that the data was not shown per se on page three and that computations were involved, so everybody gets a correct answer to this question.

17. Turnover is not computed by watching the "positions sought" columns in the trades. No, turnover, or the number of audiences that flow through your station, is computed by dividing the cume by the average quarter hour audience. True is the correct reply here and most of you got this answer right.

18. Cost-per-thousand (CPM) is com-

## Week In Review

### Birch Seeks Accreditation, Revises Methods

The Birch Report monthly ratings service has begun the process to seek accreditation by the Broadcast Ratings Council. Accreditation by the BRC certifies that a ratings service has undergone an independent audit of its methods and procedures to see that estimates are generated according to plan. To date only Arbitron and RADAR have their radio ratings services accredited by the BRC.

In a related announcement, Tom Birch tells R&R that his firm will soon begin to use a new sample placement method. Currently Birch measures all persons 12+ in their survey homes. Birch will, before the end of the year, go to a technique that will mean a broader sample — just one person per household — will be surveyed. Currently, Mediatrend uses the one-person-per-household technique in its sweeps.

puted by dividing the total commercial schedule cost by the gross impressions delivered. Since we know that gross impressions involve average, not cume, estimates, the answer to this brainteaser is False.

19. No, Quarterly Measurement does not mean that major markets are surveyed 48 weeks per year. Since the winter and summer sweeps are 10 weeks each, combined with the 12-week spring and fall efforts, a market can be subject to a maximum of 44 weeks of QM surveys yearly. Virtually everybody was off base on this one.

20. Finally, the implementation of ESF has generally not been helpful to the shares of Beautiful Music stations. Since ESF, especially when first used, may cause more young males and ethnics to be involved in the usable diary base, and since these are not the prime target for BM stations, older-skewing formats such as Beautiful Music may tend to suffer proportionately when ESF hits a market. I recall one case where a leading BM station lost 10 shares 12+ when ESF was introduced to the relevant metro.

As for the tiebreaker (describe in 250,000 words or less what ascription is and how it works) I thought Jay Meyers might have put it best when he wrote "see Webster's dictionary under chaos."

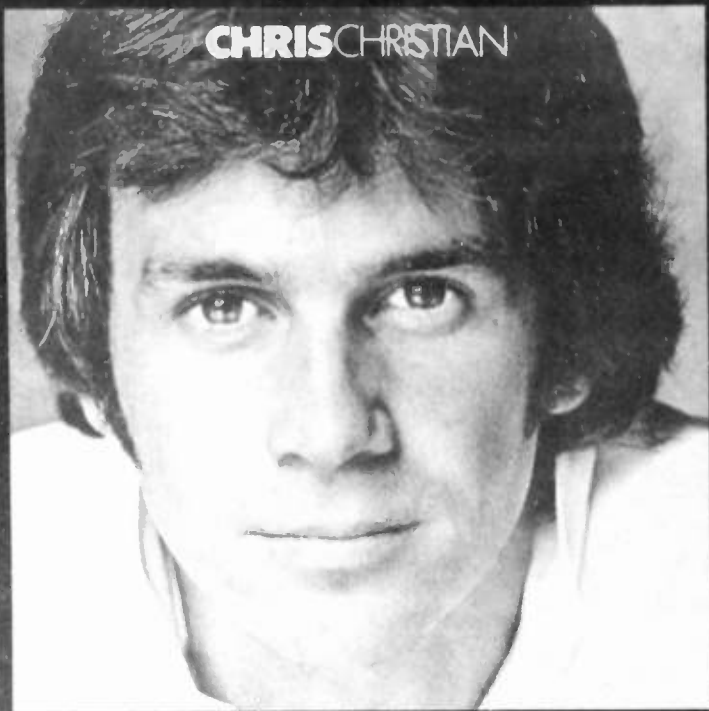
How did you do? Most of the responses had a score in the 70% range (14 out of 20), so you can use that as a guideline to see if you are above average.

Hope you enjoyed this mental exercise. Let me hear from those of you who would like to suggest questions for the next Research Quiz.

**Jhan  
Hiber**



# CHRIS CHRISTIAN IS A MAJOR NEW ARRIVAL



## "I WANT YOU, I NEED YOU"

NB7-11-126

THE BOARDWALK DEBUT FROM

# CHRIS CHRISTIAN

NB1-33240

IS MAKING BELIEVERS OUT OF EVERYONE

## BREAKING IN TWO FORMATS!

**CHR**

### NEW & ACTIVE

CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 52/13  
Moves Up 7, Debuts 4, Same 27, Down 1, Adds 12, KINT, KEEL, WSGN, WBSQ, KX104, WZZR, KOFM, WHAM, KNOB, KSKD, KXKL, KFVR, KELO.

**A/C**

### NEW & ACTIVE

CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 54/19  
Ratings: Heavy 18, Medium 27.5, Light 22.19, Extra Adds 4, Total Adds 19, WCBM, WOMC, KOY, KIXI, KPLZ, WHAM, WHYM, WRVR, WTAR, WHRY, WIBA, KLTE, WQUA, KAFY, KKUA, KCEE, WHAQ, WDAY, WSGW, Heavy, WSKY, Medium, WSEN, WJMD, WASH, WLTA, WSB, KULF, WCCO, KKOK, KEX, KFMB, WRIE, WELI, WERC, WDFE, WSLI, WOKV, WORQ, WWSA, WJON, KFQD, KMED, KSL, Debuts at number 25 on A/C chart.

DEBUTS **25** A/C CHART

PRODUCED BY BOB GAUDIO



# Summer '81 Arbitron Advance Shares

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

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

## Chicago

### WGN Still Dominant; WGCI Jumps To Second; WMET & WLUP Both Increase

WGN (T/AC) remained the market's top station, moving 9.6-9.4. The big story in Chicago was WGCI (B) moving into second place, gaining more than two share 4.1-6.3. WBBM (N) dropped a point 7.2-6.1, slipping to third. WIND (N/T) increased a full share 3.8-4.8.

In the Beautiful Music competition WLOO was off slightly 6.7-6.1, WLAK improved 3.3-4.0, while WAIT was down 3.2-2.1.

WLS (R) held firm at 5.0 and WLS-FM (R) was steady 4.3-4.4. The AOR battle showed WMET up 3.5-4.0, WLUP increasing 3.1-3.5, and WXRT gaining 1.3-2.1.

Country leader WMAQ wobbled a bit 5.1-4.8, but held the lead over competitors WJEZ (3.1-3.1) and WJJD (9-1.6).

Other Chicago area stations with a one share or better were WBBM-FM (R) 2.4-2.2, WBMX (B) 2.6-2.7, WCFL (AC) 1.8-1.3, WCLR (AC) 3.3-2.9, WEFM (E) 2.0-1.6, WFMT (CL) 2.1-1.4, WFYR (AC) 2.8-2.6, WJPC (B) 2.9-2.7, WKQX (AC) 3.7-3.8, and WVON (B) 1.4-1.4.

## Detroit

### WJR Slips, But Holds Lead; WLLZ Still Rolling; WNIC-FM Increases A/C Lead

WJR (M) lost more than two shares 11.0-8.8, but retained the market lead over WLLZ (A), which moved 8.0-7.7. Both of WLLZ's AOR competitors gained: WRIF up 4.8-5.2, and WABX 3.9-4.1. WWJ (N) retained third position in Detroit's metro, moving up 5.0-5.4.

The gap between WNIC-FM (AC) and its format counterparts widened as WNIC-FM increased 4.7-5.1 while WMJC slipped 4.4-3.7 and WOMC decreased 4.0-3.2. CKLW (R) was up 3.5-3.8, but WDRQ (R) was off, 3.5-2.5, and WTWR (R/O) lost half a share 2.9-2.4.

WWWW(C) moved up 4.4-4.6, as did WCXI (C) 3.4-3.9. WLBS (B) became the market's new Black leader, gaining 2.5-3.3. Both WJLB (B) (2.6-2.1) and WCHB (B) (1.6-1.3) were off slightly, but WGPR (B) gained 2.3-3.0. WJR-FM (BM) moved 4.6-3.6; WWJ-FM (BM) increased 2.7-3.0; while WCZY (E), in its final Schulke II book, slid 3.8-3.0.

The remaining Detroit area stations with a one share or better were WJZZ (J) 1.8-2.4, WQRS (CL) 1.4-1.7, and CKLW-FM (C) .6-1.1.

## San Francisco

### KGO Holds Lead; KSOL Up A Point; KCBS, KFRC Gain

KGO (T) continued its semi-eternal domination of the market, dropping slightly 9.4-9.0 as KSOL (B) narrowed the gap a bit by gaining a point 5.6-6.5. KCBS (N) held third with a 5.1-5.5 gain, with KFRC (R) right on its heels after moving up 4.8-5.4.

In the competitive Beautiful Music field, KFQG became the new leader with a 2.2-3.7 move, while KABL also gained 2.2-3.0. Suffering setbacks were the spring leader, KABL-FM (3.6-2.2), and San Jose's KBAY (1.8-1.2).

All five A/C stations slipped this book, with KSFO down 5.0-3.2, KYUU 4.0-2.6, and KNBR 4.1-3.0. KIOI and KLOK dropped fractionally, 3.3-3.1 and 1.6-1.4 respectively. KMEL perpetuated its AOR dominance with a 4.0-4.2 gain. KYA (R) gained impressively 1.0-2.6.

Other stations scoring above a one share were KBLX (M) 2.6-3.0, KCBS-FM (R) 1.2-1.4, KDIA (B) 1.6-2.2, KEEN (C) 1.0-1.2, KIBE & KDFC (CL) 2.2-2.0, KKHI-AM & FM (CL) 1.6-1.3, KLHT (R) (formerly KYA-FM) 1.3-1.5, KMPX (BB) 1.3-1.1, KNEW (C) 3.1-3.0, KOIT (BM) 2.3-2.5, KOME (A) 2.6-1.9, KSAN (C) 2.1-1.9, KSFY (R) 2.1-1.8, and KSJO (A) .8-1.2.

## New York

### WKTU Back On Top; WOR Second, WBSL Third; WCBS-FM And WRKS Increase

WKTU (R) moved back into New York's top spot, gaining 6.4-7.5 and dethroning WBSL (B), which went 7.4-6.1 and slipped to third behind WOR (T/AC) 5.9-6.2.

The other contemporary stations in the market were generally down: WPLJ (A) 4.5-4.1, WNBC (R) 4.6-3.9, WABC (R) 4.6-3.7, and WNEW-FM (A) 2.8-2.5.

All three Beautiful Music outlets slipped as well: WRFM 4.9-4.5, WPAT-FM 3.6-2.7, and WPAT 2.8-1.8. The News battle remained tight, with WCBS moving 4.8-4.5 and WINS stable 4.3-4.4.

A notable increase was registered by WCBS-FM (O) 2.2-3.7. Other gainers included WMCA (T) 2.2-3.0, WNEW (E) 3.7-4.0, and WYNY (AC) 3.6-4.1. WRKS (R), in its first measurement since changing calls from WXLO, doubled 1.6-3.3.

Country-formatted WHN increased 2.4-2.8 and WKHK (C) was up 1.0-1.5.

Other New York area stations showing a one share or better were WADO (S) 2.0-1.9, WJIT (S) 1.6-1.9, WQXR-AM & FM (CL) 1.3-1.2, and WTFM (AC) 1.6-1.5.

## Los Angeles

### KABC Still Number One; KBIG Second; KMET In Third Straight Increase

KABC (T) slipped 8.5-6.6, but held on to the market lead over KBIG (BM), which gained 5.5-6.0. KMET (A) registered its third straight up book, moving 4.6-5.7.

KLOS (A) gained nearly a point 3.6-4.5, and KNX-FM (A) was up slightly 2.8-3.0. KHTZ (AC) was stable 3.0-3.1.

In the CHR wars KRTH retook the lead 3.1-3.5. KIQQ gained 2.6-2.9, KFI was up 2.5-2.9, KRLA fell 3.7-2.6, KIIS dropped a share 3.0-2.0, KUTE held 2.0-1.9, and KWST, in its first full book since switching from AOR, was off 2.3-1.2.

KFWB (N) broke the News format tie from spring, holding 3.8-3.7, while KNX (N) slipped 3.8-3.2. KJOI (BM) moved ahead 3.8-4.5 while KOST (BM) was off fractionally 2.5-2.1. KMPC (T) moved 2.5-2.3.

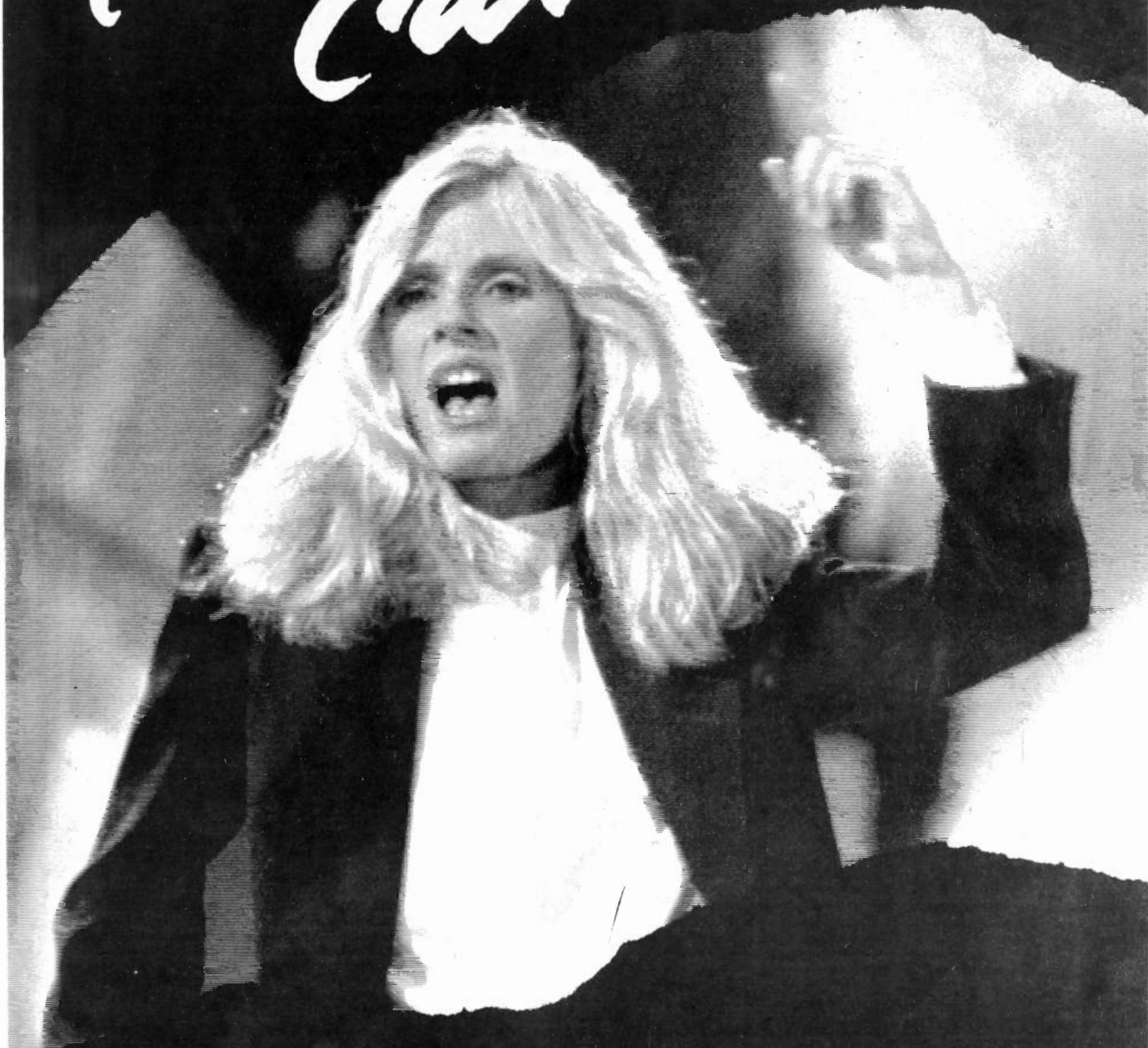
Country leader KLAC held firm at 2.9 with KZLA-FM (C) up 1.7-2.0. KHJ (C) slipped 1.9-1.3. KGFJ (B) took over the Black music lead, moving 1.4-2.1. KDAY (B) and KACE (B) dropped identically 1.4-1.1, and KJLH (B) fell 1.6-1.3.

KTNQ (S) increased 1.9-2.7 and KALI (S) was up 1.1-1.7.

Other Los Angeles area stations with a one share or more were KFAC-FM (CL) 9-1.0, KKGO (J) 1.5-1.0, KNOB (BM) 1.0-1.0, KROQ-FM (A) 1.7-1.8, KWKW 1.5-1.5, and XTRA (R) 1.6-1.8.

*A-AOR, AC-Adult Contemporary, BB-Big Band, BM-Beautiful Music, C-Country, CL-Classical, D-Dance/Disco, E-Easy Listening, J-Jazz, M-Miscellaneous, N-News, O-Oldies, R-Contemporary Hit Radio, RL-Religious, S-Spanish, T-Talk.*

# Kim Carnes



## "MISTAKEN IDENTITY"

The latest single from the double platinum album.  
On EMI America Records.



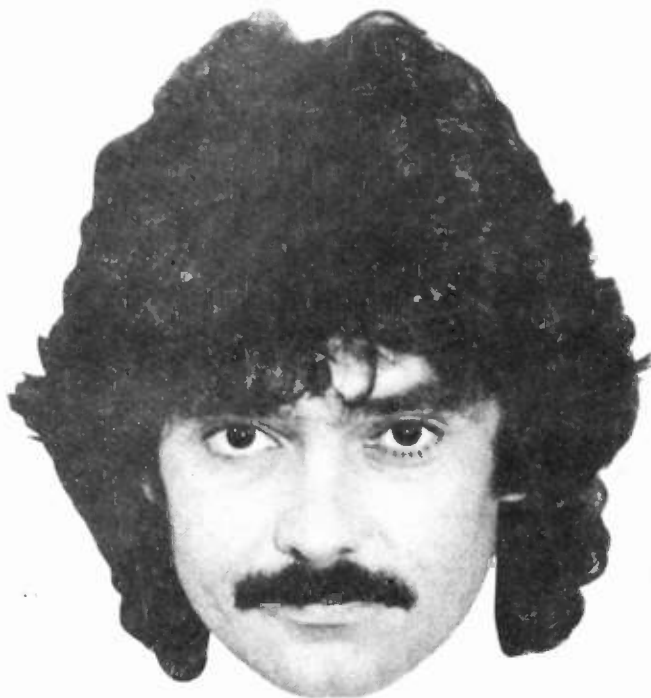
Produced and Recorded by Val Garay  
Direction: Michael Brokaw/Kragen & Co.

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# — MICKEY — THOMAS

"I DON'T  
WANNA  
TALK  
ABOUT IT"

E-47224



The first single  
from his debut album

## ALIVE ALONE

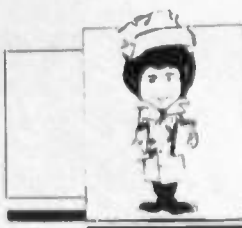
SE-530



Produced by Bill Szymczyk  
& Allan Blazek for Pandora Productions, Ltd.



© 1981 Elektra/Asylum Records • A Warner Communications Co



## STREET TALK

It came as a real surprise to Houston and apparently to most of the KRBE staff too when the station switched from a "rock" CHR format to a much softer approach last Sunday (10-4). The whole switchover happened as the station moved into its new studio location. And as if to underscore just how quickly the format shift happened, the "rock" TV commercials and billboards were still visible in the market as late as Monday (10-5). The current programming team of PD Roger W.W.W. Garrett and MD Dayna Steele are staying.

### More Wind From Chicago

One of the more interesting rumors floating around this week was that new WLUP/Chicago PD Tim Kelly had signed a personal services contract *not* with the station but with WLUP consultant John Sebastian. If that sounds a bit unorthodox to you, it should, because it's totally untrue.

Bobby Rich has parted company with Drake-Chenault after heading its specialized consulting division for 12 months. It appears that the syndication/consultation firm and Bobby mutually agreed not to renew the arrangement. Bobby has not yet made public his future plans.

Speaking of Drake-Chenault... D-C's Bill Watson had a heart attack two weekends ago, but thankfully it was a mild one. Bill, whose current project is the "History Of Country Music," should be back on the job in a few weeks. Get-well wishes should go to Bill at Drake-Chenault.

### Another New Network?

Yes! But this time it's the name of Al Coury's new record label — Network Records. Al's connection to Robert Stigwood ends in December of this year and Network Records will be born under the distribution of Elektra-Asylum.

As predicted, James Golden has been named Director Of Music and Music Research for WABC/New York.

Eric Clapton, who has recorded for RSO Records for the past 14 years, will release his next album on Warner Brothers Records. Or, to be more precise, Eric's future releases will be on his own Great Record Company label through Warner Brothers. Warners signed the artist to a longterm worldwide contract.

Bill Anthony has become the new PD at WBBF/Rochester, replacing Dave Mason. Also, air personality Jay Stevens has been upped to MD and Assistant PD, with Holly Levis remaining as Programming Assistant.

### You've Got The Book

Notice anything strange about this week's R&R? We mean besides the Back Page... Well, the book that mailed along with this week's edition, "Fast Times At Ridgemont High," is soon to be a major motion picture produced by Irving Azoff. If you think maybe there's a soundtrack album in all of this, you're right. Does Cameron Crowe sing too?

### Catch Them If You Can

John Travolta, who had been widely rumored to be "just perfect" for the role of the late Jim Morrison when "No One Gets Out Of Here Alive" is made into a movie, has linked himself with another former rock star, this one very much alive.

Dave Clark of the one and only Dave Clark Five, who is now 40, has written a sci-fi musical called "Time." Apparently Clark and Travolta met in London recently and John was so impressed by Dave's script that the pair have teamed up to produce it together.

Rumors are that Travolta brought Clark back to L.A. where they are now working on polishing up the plot.

Bob Hamilton has hired David Grossman as KEARTH/Los Angeles's new Music Director. David, who replaces Guy Zapoleon, has worked in the RKO music department and at KIQQ and KDAY/Los Angeles.

### Staying Put

Columbia Records made an offer to EMI's Dick Williams, but Dick is going to stay in L.A. Apparently the offer to head Columbia's promotion team got Dick a better offer to remain on the Left Coast. Is Columbia's next move to the "inside" of its own company?

Larry Green is out as Midwest Regional Promotion rep for Handshake Records. Larry can be reached at (312) 649-9697.

Former Casablanca VP Danny Davis is about to announce his new venture, which we can tell you will be in an allied field of the record business.

Ron White, who programmed WGRD/Grand Rapids for several years along with consulting several other stations, has relocated to Little Rock to take over the programming of KKYK. Ron will continue his limited consultancy from his new base.

Charley Lake has entered into a management career with Tentmakers Corporation as Director of Artist Development. Tentmakers handles Larry Graham, producer Wayne Henderson, and operates a publishing company and studio run by Ron Nadel.

Congratulations to Handshake's Joel Newman and his wife Nancy on the birth of their second child, first son, Burton. All family members were reported doing well following the October 6 birth.

Janice Blair has exited as Elektra-Asylum's Assistant Director/Advertising and can be reached at (213) 399-6432.

Queen shares composition credits with David Bowie on their new single, "Under Pressure," which should be out within two weeks. Bowie also performs with the group on the cut.

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that turns on more

passive  
listeners  
than any  
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artists?

**DAVID  
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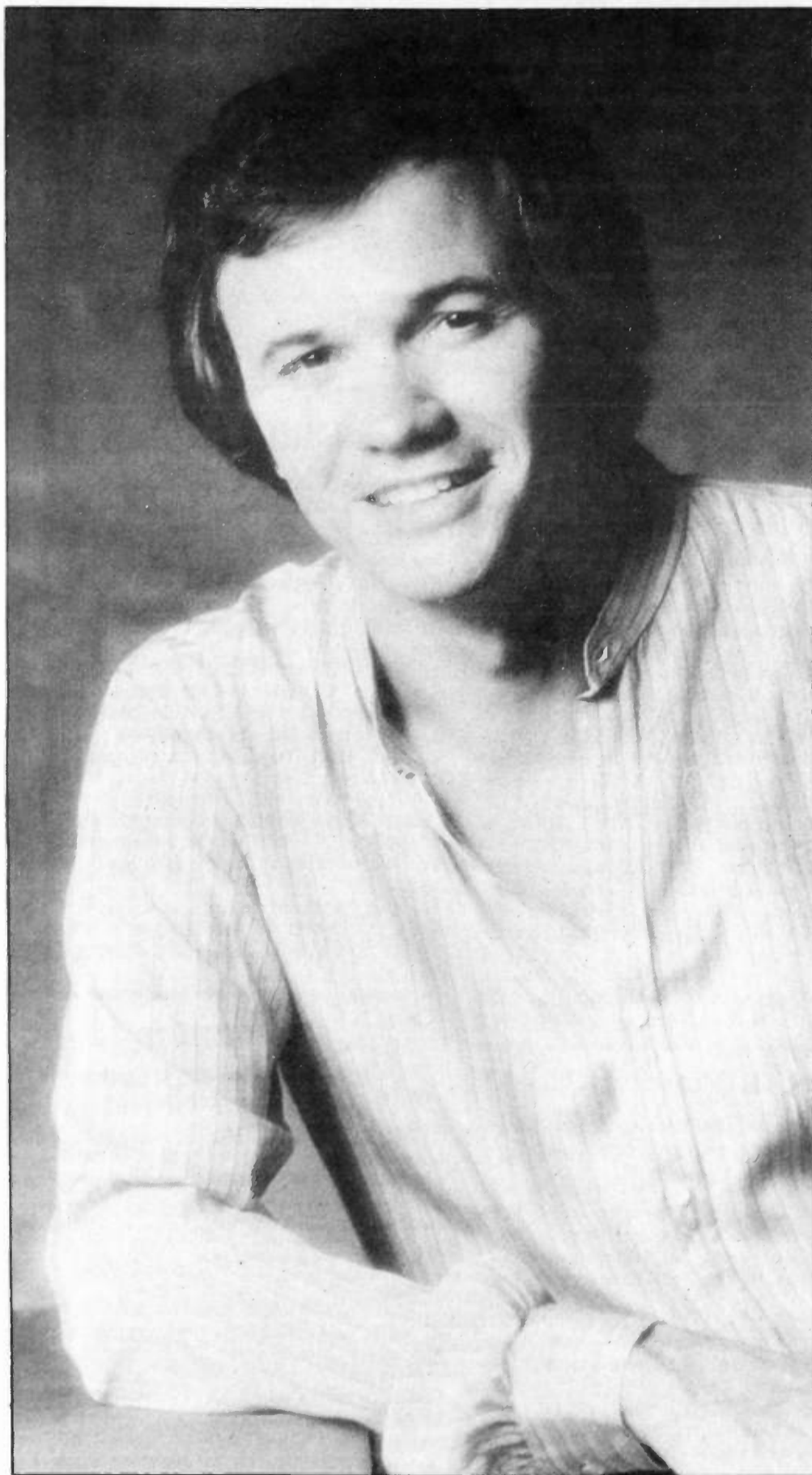
All through the '70s, from "Make It With You" to "Goodbye Girl," he was the man behind the most embraceable songs on radio. And all call-out research shows that David Gates still has unparalleled impact on the passive listener.

His new single, "Take Me Now," has that instantly identifiable Gates sound, and is a hit! Telephone response is immediate! Sales are there! *Billboard* bullets the record to 64.\* David Gates is back on the radio. In a big way.

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**AMERICA KNOWS  
HIS MUSIC BY HEART.**

**ARISTA**

Produced by David Gates  
© 1981 Arista Records, Inc.



## Keating Becomes ABC FM Director

Jim Keating has been appointed Director of the ABC FM Network. He was most recently VP/GM for CBS's WCAU-FM/Philadelphia, a position he had held for nine years. Keating's new responsibilities include acquiring new affiliates for the network and managing services for current affiliates.

ABC FM VP Tom Plant commented, "The addition of a broadcast professional with Jim's extensive background is a tremendous coup for the FM Network. His years as General Manager of WCAU-FM have made him extremely sensitive to the needs of our affiliate stations. He complements the other members of the FM Network staff very nicely."

## WOR, UN Radio Pioneer Jeff Sparks Dies

Jeff Sparks, the founder of United Nations Radio and a WOR/New York announcer in the thirties, died in his sleep at the age of 76 last week (9-27). Sparks had been involved in recording historical reminiscences of WOR's early days as part of the station's projected 60th anniversary celebration set for next year, and had just completed his last tape four days before his death.

He joined WOR in 1934 and was the announcer on-air when the station boosted power from 5000 to 50,000 watts, becoming one of the country's most powerful superstations at the time. After leaving WOR in 1940, he broadcast overseas for the Red Cross and then became Special Projects Officer for the U.N., founding its radio division in 1948 and supervising it for 17 years. Services for Sparks were held Wednesday (10-4).

## Taszarek

Continued from Page 3

prepared to roll up your sleeves and work really hard. This is a boomtown market, a fiercely competitive radio market. There's just excellent group and management talent here." Discussing his new assignment, he said, "This is one of the best-looking radio stations I've ever seen. There are some incredibly competent people here." KTAR is a News/Talk station; KBBC is AOR.

Discussing his background, Taszarek said, "I've worked every format in radio, I think. I've held every position you can have at a radio station except Chief Engineer." Among those positions were GSM at WIL-AM & FM/St. Louis, Local Sales Manager at KSD in the same city, and air personality at KMOX, also in St. Louis.

## KELP

Continued from Page 3

so many AM stations are going through, just in a smaller version here. We're going for a bigger piece of a pie that isn't as fragmented as that CHR pie."

PD Tim Edwards, who will stay on, amplified: "There are five CHR stations here and there are huge Country shares that go unchallenged. With our signal, we plan to capture a good chunk of it. It was either us or another competitor to make the move." Edwards added that the present air staff will remain. Sherwood/Hennes will consult WRJZ.

## Williams

Continued from Page 3

rock, MOR, and Beautiful Music to aim ourselves more directly at the 35-49 demographic than we were able to do with our old format, which delivered a mainly over-50 audience... with our first-ever TV campaign just starting up, things can only get better." Williams will continue his afternoon airshift in addition to his managerial duties.

## For The Record

In last week's Page 3 story entitled "Linden LOVE 94's PD," the call letters KEZO were inadvertently located in Kansas City instead of their proper locale, Omaha; and GM Jim Eddens was misidentified as Jim Carter. R&R regrets the errors.

# Summer '81 Arbitron Advance Shares

## Cleveland

### WDOK New Number One; WMMS Drops Two As Runner-up; WDMT Takes Black Lead

The top two stations reversed positions in the Summer sweep as Beautiful Music WDOK picked up two full points 8.4-10.4, while WMMS (A) lost more than two 10.5-8.3. WQAL (BM) retained third, off slightly 8.0-7.3. Black-formatted WDMT showed impressive gains 2.8-5.3.

WGCL (R) was virtually unchanged 6.3-6.2, widening its lead over WZZP (R) (6.2-5.6). WLYT (R) increased 3.6-4.2. In Country, WHK moved 7.6-6.2 and WKSX gained slightly 3.4-3.7.

WGAR (AC) held steady at 5.1, but was tied by WJW (AC), increasing 3.6-5.1. WWWE (AC) lost the A/C lead, moving 5.7-4.2.

News station WERE was down just over a half share 6.1-5.4, WJMO (B) picked up 2.4-3.0.

Other Cleveland area outlets with more than a one share were WABQ (B) 1.5-1.8, WBBG (O) 4-1.0, WCLV (CL) 2.2-2.1, WDBN (BM) 1.1-1.3, WWWM (A) 3.1-3.4, and WZAK (B) 2.9-2.3.

## San Diego

### KJQY Holds First; KGB-FM And KSDO Inch Closer; KYXY Doubles

KJQY (BM) slid 9.0-7.6 but held to its lead in San Diego. KGB-FM (A) was stable 6.7-6.6 and KSDO (N) picked up a share 5.4-6.4 as both stations gained on the leader.

KPRI (A) increased slightly 4.8-5.1. KYXY (AC) doubled its market share 2.2-4.4, passing KFMB (AC), which lost two shares 5.9-3.9. Also moving up was XHRM (AC) 3.4-4.1. KBZT (AC) climbed 2.2-3.8.

In the Country battle, KSON increased 2.7-3.4 with KSON-FM steady 2.6-2.7. KCBQ (C) was off fractionally 3.4-3.2, but KCBQ-FM (C) gained 8-1.4.

On the contemporary scene, XTRA (R) moved 3.8-4.2 as KGB (R) lost a share 3.7-2.7. KFMB-FM (A) slipped 3.9-3.1, and KIFM (A) was off 3.2-2.3. XTRA-FM (A) moved 4.3-4.1.

KMLO (E) was up 3.3-3.9 and KOGO (AC) held at 2.2. KEZL (BM) lost just over half a share 3.3-2.7, and KFSD (CL) moved 3.9-2.6.

Los Angeles market stations scoring a point or more in San Diego were KNX (N) 2.0-2.3, KFI (R) 1.5-1.2, and KMET (A) 4-1.1.

## Washington, D.C.

### WMAL Still Champ; WKYS And WGAY-FM Tie For Second; WPGC Drops 2+

WMAL (AC) moved up 8.6-8.8 and retained its market lead, but two stations closed the gap during the Summer sweep. WKYS (B) picked up almost two shares 6.0-7.9 and WGAY-FM (BM) moved closer 7.1-7.9.

AOR leader WWDC-FM held at 6.0 with WAVA (A) off 4.5-3.7. A/C stations increased: WASH up 5.0-5.4, WJMD 3.6-4.4. CHR's suffered as WRQX slipped 6.6-5.2 and WPGC-AM & FM dropped 7.3-4.9.

The Country lead changed hands, as WVKX picked up a full point 2.6-3.6 to pass WMZQ (4.1-3.1). WRC (N/T) moved 4.4-3.2 and all-News WTOP slid 3.1-2.3. The two other Black-formatted stations moved up, WHUR 4.6-5.7 and WOOK 3.7-4.2.

Classical stations WGMS-AM & FM gained a half share 3.0-3.5 and WEZR (BM) increased 2.4-3.1.

Remaining stations in the DC area scoring a one share or better were WEAM (BB) .9-1.1, and WYCB (RL) 1.3-1.7.

## Boston

### WCOZ Increases Lead; WHDH Climbs; WXKS-FM Slides

AOR WCOZ increased its marketplace lead to just under three points with an 11.1-12.6 jump. Second place WHDH (AC) also gained over a point, 8.5-9.7, while its main competitor WBZ was up a tenth 6.7-6.8.

WXKS-FM (R) dropped two points 7.1-5.0, as WROR (AC) slipped a bit 5.8-5.4 and WVBF (R) was up slightly 3.7-3.9. WBCN (A) rebounded 3.9-4.6, and soft AOR WEEI-FM was down two-tenths 3.7-3.5.

Both News station WEEI (7.0-6.0) and Talk outlet WITS (2.6-2.0) were down, and the dominant BM station, WJIB, dropped 6.3-4.9 while competitors WSSH (1.7-3.0) and WHUE (2.2-2.5) gained. WXKS (E) improved 3.7-4.0, and WRKO (AC, now T) fell 3.2-2.5.

Other stations clearing the one-share mark were WBOS (AC) 1.0-1.1, WCRB (CL) 1.4-1.0, WILD (B) 1.5-1.2, WJDA (AC) 1.3-1.3, WROL (RL) 1.1-1.1, and Worcester's WAAF (A) 1.4-1.5.

## Philadelphia

### WMGK Nearly Catches KYW; WDAS-FM Up

KYW's longtime lead was severely threatened this week, as the News station dropped 12.3-9.3 and WMGK (AC) climbed 7.7-8.8. WDAS-FM (B) improved 6.8-7.1 to retain third, while former competitor WCAU-FM, evolving toward CHR during the week, went up 2.9-3.5.

WWDB (T) was up 4.2-4.7, while N/T WCAU was also up 2.9-3.5. WEAZ (BM) and its competitor WWSH were both down, 6.5-5.7 and 5.3-4.8 respectively. WPEN (AC) had a good week 4.0-4.7, while WIP (AC) held at 5.5. WUSL, in its last AC book before going Country, climbed a point 1.9-2.8; WFIL's last CHR book before making the same switch showed 2.6-2.3. CHR leader WIFJ was steady at 4.4.

WMMR (A) moved up 5.2-5.7, with a similar gain for WYSP (A) 3.2-3.7. WIOQ (A) dropped slightly 3.6-3.4.

Other stations at a share or over were WDAS (B) 1.3-1.3, WFLN-AM & FM (CL) 1.7-1.8, WHAT (B) 1.2-1.3, WSNI (AC) 2.9-2.7, and WPST in Trenton (R) .9-1.0.

## Houston

### KMJQ Drops 2, Retains Lead; KILT-FM No Fluke

KMJQ (B), coming off a big spring gain, dropped back 13.2-11.2, but retained a healthy market lead over KILT-FM (C), which consolidated its six-point winter-to-spring gain with an 8.6-8.8 result for the summer. Sole AOR contender KLQL held third, climbing 6.2-6.6, while News/Talk KPRC (5.2-6.5) and Talk outlet KTRH (5.7-6.4) were fourth and fifth overall.

Country KIKK-FM slipped a bit 6.2-5.9, while KENR (C) also fell 3.3-2.8. Urban-formatted KRLY jumped 4.3-5.8 to lead the CHR contingent, as competitors KRBE dropped 5.5-4.8 and KFMK improved 3.7-4.0. In the Beautiful Music battle, KODA's flat 5.3-5.2 book was enough to edge KYND, which went 6.2-4.9.

Other stations over the one-share mark were KEYH (S) 1.8-1.5, KGOL (RL) 1.1-1.0, KILT (C) 2.5-2.3, KLAT (S) 1.3-1.9, KLEF (CL) 1.4-1.9, KLVL (S) 1.3-1.5, KNUZ (C) 1.1-1.1, KQUE (AC) 3.0-2.9, KSRR (R) 1.9-2.0, and KULF (AC) 1.9-2.1.

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# THE WEAKNESS IN ME

I'm not the sort of person  
Who falls  
In  
And quickly  
Out  
Of love  
But to you I gave my affection  
Right from the start

I have a lover  
Who loves me  
How could I break such a heart  
Yet still you get my attention

Why do you come here  
When you know I've got troubles  
Enough  
Why do you call me  
When you know  
I can't answer the phone  
Make me lie  
When I don't want to  
And make someone else  
Some kind of an unknowing fool  
You make me stay  
When I should not  
Are you so strong  
Or is all the weakness in me  
Why do you come here  
And pretend  
To be just passing by  
But I mean to see you  
And I mean to hold you  
Tightly

Feeling guilty  
Worried  
Waking from tormented sleep  
This old love has me bound  
But the new love  
Cuts deep

If I choose now  
I'll lose out  
One of you has to fall  
And I need you  
And you

## JOAN ARMATRADING'S "THE WEAKNESS IN ME," IS THE STRONGEST SONG ON THE RADIO TODAY.

All it takes is one listening and it will prove to you that this ballad of extraordinary strength and beauty is the strongest song on the radio today... and one of the best love songs you'll ever hear!



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THE SINGLE FROM THE ALBUM  
WALK UNDER LADDERS <sup>SP 4876</sup>  
FROM JOAN ARMATRADING  
ON A&M RECORDS & TAPES



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**BACKSTAGE WITH BURT & CAROLE** — After a recent concert appearance, recording artists Burt Bacharach and Carole Bayer Sager invited KILE/Galveston PD Scott Taylor and his date backstage for a visit. Shown (l-r) are Debbie Nelson, Scott, Carole, Burt, and Pickwick rep John Sullivan.



**CHILI COWBOY** — Howdy partners. This here is one of the contestants in KPRI/San Diego's recent third annual chili cook-off. 12,000 iron-stomached fans attended the event, competing for several prizes.



**WHAT WILL HIS WIFE SAY?** WMMS/Cleveland MD and man-about-town Kid Leo engages in some smooching with a representative of Capitol's Iron Maiden after the group's Cleveland concert appearance. Pictured (l-r) are Leo, group's mascot "Eddie," Dave Murray and Paul D'anno.

Where does talent  
meet opportunity?



Check our Marketplace, page 61

# BRAD MESSER



## Radio's Land Of Opportunity: Out In The Country?

It is hard to keep up. Once I get a fact memorized, some new bit of information reveals itself and outdates what I know. The simplest example of this is my own age. Get it memorized, it changes.

A more complex level of fact burnout is radio. At one time the way to get ahead was to get to a big city and work for the station with the hot call letters. For some people that's still true, but the facts are in flux. I don't know if this is true, but I hear that demographers now say the American population is shifting from the Northeast to the Sunbelt, from the huge cities to the big ones, from the middle-sized towns out into the villages. The overall population shift, for the first time since the nation's earliest years, is away from cities and back to the hinterlands. So is Opportunity in radio moving away from the giant cities also?

Maybe so. Recently I saw something in the want ads about a satellite operation getting organized to serve the whole country from some remote scenic area of, I think, Colorado. They're looking for big market talent to live in a little town in the middle of nowhere, where I presume there are plenty of parking spaces, low rents and plenty of your basic majestic grandeur.

(Don't call and ask me where these people are. I just barely remember the ad. Sometimes I look at the back-pages Opportunities to make myself feel lucky to be where I am, and thankful I don't have to desperately mail off audition tapes. I don't remember the details.)

But what sticks in my mind is this. For the first time, the big talent and big bucks may begin meeting at locations other than the Apple and Windy City and Smogtown . . . if not in this first setup, surely in another not far down the line. Heck, pick up any magazine these days and there's an article about people making a living doing word processing in a mountaintop cabin, doing Big City work in the boondocks, so it sounds reasonable that radio program suppliers — given the new state of communications — will soon be able to operate nationally from just about any little dot on the map.

So I wonder whether the old wisdom will hold much longer. How many years will pass before Opportunity spreads itself equally across the country, rather than concentrating in the metropolitan areas where the biggest product markets exist? Ted Turner's operation in Atlanta has attracted some excellent talent away from much larger cities. Perhaps the demographers may soon include radio in the list of occupations shifting power bases away from overcrowded cities. (Of course, if a lot of people move away, the cities won't be overcrowded, will they? See, the facts keep evolving, and it's hard to keep up.)

## CALENDAR

### Columbus Day

**MONDAY, OCTOBER 12:** It was 489 years ago this morning that sailor Roderigo DeTriana, high in the crew's nest of the ship "Pinta," looked toward the horizon and saw the faint outline of the first land after more than two months of sailing the Atlantic. The Christopher Columbus expedition of 1492 had been at sea so long that the crew was getting fearful, and Columbus had promised them three days earlier that he would turn around and sail home if the New World didn't appear in three days.

Dick Gregory is 49. Sam Moore of "Sam and Dave" is 46. Opera star Luciano Pavarotti is 46. Sportscaster Tony Kubek is 45.

### Washington Starts The White House

**TUESDAY, OCTOBER 13:** George Washington laid the cornerstone for the President's Palace on this date in 1792, but it took so long to build that the first President never got to live in it. It wasn't called the White House until much later: during the war of 1812 the British burned the government buildings in Washington, and in restoring the mansion a coat of white paint was applied to cover fire damage.

Tonight's full moon (the Hunters' Moon) follows the same path across the sky as does the sun in spring. Marie Osmond is 22. Craig McGregor of Foghat is 32. Paul Simon is 40.

### XS-1 Breaks Sound Barrier

**WEDNESDAY, OCTOBER 14:** Test pilot Charles Elwood "Chuck" Yeager flew the XS-1 rocket plane faster than the speed of sound 34 years ago today, over the desert of Southern California. Back then, says Yeager, "half the engineers around believed it was impossible" to exceed the speed of sound, which is approximately 650mph.

While campaigning for the presidency 69 years ago today, Theodore Roosevelt was shot by a man in Milwaukee. He refused treatment until he made his speech, saying, "It may be the last speech I deliver, but I am going to deliver this one!" He did, then had the bullet removed from his chest. He lost the election to Woodrow Wilson.

James Bond in the movies, Roger Moore, is 54. John Dean III is 43. Justin Hayward of the Moody Blues is 35.

### The First Beeper

**THURSDAY, OCTOBER 15:** A five-pound device called a beeper first went on the market on this date in 1950, so expensive that only wealthy doctors had them at first. Last year over a million radio pagers were in use, and projections for 1985 point to four million.

On this date in 1917 all private boats and ships capable of ocean travel were commandeered by the U.S. Government, for use in World War I.

Richard Carpenter is 36. Penny Marshall of "Laverne & Shirley" is 38. Linda Lavin of "Alice" is 44.

### The First 1st Class Hotel

**FRIDAY, OCTOBER 16:** The first American hotel to have inside bathrooms was the Tremont House of Boston, which opened 152 years ago today in 1829. It had gas lighting, sinks in each room, and for \$2 a day the management included four meals.

As the nights get longer and the days shorter, the first of the 13-hour nights arrives this weekend. Christmas week has the shortest days, and nights with nearly fifteen hours' darkness.

Suzanne Somers is 35. Bob Weir is 34. Pope John Paul II was elected four years ago today.

Tomorrow Chuck Berry is 55.

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Entertainment News For Radio

# News/Talk Charts The Hits

"What's hot these days in News/Talk?" someone once sarcastically asked me. Well, never one to back away from a challenge, I decided to find out.

About a month and a half ago, I conducted a mail survey asking News/Talk and Talk stations to list those 10 topics and 10 guests which attracted the most enthusiastic listener response within the past three months. After reviewing the questionnaires, I discovered a strong correlation between station topics. As a result, I compiled the National Talk Topics/25, which represents the 25 most popular subject groups for News/Talk formatted stations across the country. At a glance, these topics are basically today's major problems. Taking a closer look at the chart, you'll notice the top three entries were and are of chief concern to the public: the Air Traffic Controllers strike, health and fitness, and President Reagan's tax cut. To save time and space I put similar topics under one general heading. For example, "Health And Fitness" includes heart disease, stress, arthritis, and anorexia nervosa; "Money/Finance" includes economy and inflation. Though not part of the Top 25, several interesting topics caught my eye and no doubt listeners' ears: trivia, casino gambling and, my personal favorite, male and female nude dancing.

Guests varied far more than topics. Many of them were of a local nature or part of the celebrity/author talk show contingent. Among those mentioned most often were authors Irene Kassoria and Herb Cohen, ABC Nightline host Ted Koppel and Curtis Sliwa of the Guardian Angels, a crime prevention organization. The most popular type of guest, however, falls into the psychic/astrologer category.

The "Regional Hot Topics/Hot Guests" feature, a

## Radio & Records

### NATIONAL TALK TOPICS / 25

September 1981

1. Air Traffic Controllers Strike
2. Health & Fitness
3. Reagan Tax Cut/Congressional Power Shift
4. Money/Finance
5. Baseball Strike
6. Male/Female Relationships
7. Crime
8. Gun Control
9. Social Security Cuts
10. Inefficiency & Waste In Local Schools
11. Taxes/Utilities
12. Abortion
13. Arab/Israeli Conflict
14. Defense Spending
15. Drugs
16. Creation vs. Evolutionism
17. Entertainment
18. ERA
19. Local Politics/Elections
20. Gardening
21. Family Relationships
22. Medfly Invasion
23. Moral Majority
24. Veterans Hunger Strike
25. Guardian Angels

derivative of the music sections' "Regional Adds And Hots" pages, provides an in-depth profile of each station's popular guests and topics. In answer to several requests, I've included a station contact person and

# News/Talk



Gail Mitchell

telephone number. Eventually, I hope to also give you contacts and numbers for individual guests.

One programmer expressed concern that it wouldn't "be easy (or fair) to rank topics and guests like the 'Top 40.'" He's right, but that isn't what I'm trying to do. This is primarily a popularity poll, so to speak, which shows what's happening. And it doubles as a link between stations across the country, suggesting programming possibilities stations can use to their advantage. Although this is a competitive business, it's also a learning and sharing business. I welcome any comments and/or ideas you might have for developing this subsection into a more viable station tool.

So now, the joke's on my sarcastic friend. News/Talk is very aware of what will and won't work. Like music radio, it programs to its audience and veers away from those topics that don't spark the public's attention. So it seems the hits just keep on comin' - even in News/Talk radio.

## Regional Hot Topics/Hot Guests

### EAST

**WQIB**  
Albany, NY  
Nancy O'Donnell  
(518) 482-6565

**TOPICS**  
Stress  
Elect/Appoint Judges  
Female attraction to men  
TV/Newspaper news coverage  
Divorce

**GUESTS**  
Lt. Gov. Mario Cuomo  
Dr. Alfred Zamm  
Frank Zindler - Amer. Athlete Assoc.  
Dr. Grace Jorgensen - Gynecologist  
Tomiko West - Hiroshima Survivor

**WITS**  
Boston, MA  
Bill McCarthy  
(617) 267-1610

**TOPICS**  
Money/Finance  
Crime  
Labor Dispute  
Arab/Israeli Str.  
Rape  
Sex in Advertising  
Abortion  
Creation/Evolution  
Drugs  
Health & Fitness

**GUESTS**  
Richard Simmons  
TV News Directors  
Susan Simpson - Drugs  
Shahb Shabtai "5 Min. To Midnight"  
Samuel Blumenfeld - Educator  
Bob Swasz - PATCO  
Dr. Mildred Jefferson  
Atty. Rico Shalhoub  
Jerry Weinstein - Divorce

**WBSM**  
New Bedford, MA  
Dave Derocser  
(617) 983-1767

**TOPICS**  
Social Security  
Air Traffic Strike  
Crime  
Gov't Corruption  
Local Schools  
Occult/Superstition  
Local History  
Local Industry  
Sex  
Handwriting Analysis

**GUESTS**  
Bob Petro - Psychic  
George Eastman, PhD  
Charles Rose - Vietnam Vet  
Rev. Donald Wildmon  
Carla Oala - Parapsych  
Alex Teneas - Astral Proj.  
Lorraine Bloomquist  
Ed Holleran - Divorce  
Phil Johnston - Repras  
David Heft - Harris Poll

**WOR**  
New York, NY  
Bob Bruno  
(212) 784-7000

**TOPICS**  
Psychic  
Economy  
Leisure activity  
Current Events  
Sex  
Sports  
Entertainment  
Consumers  
Psychotherapy

**GUESTS**  
Frank Sinatra  
Ed Koch - Mayor  
Princess Grace  
Sophia Loren  
Governor Brendan Byrne  
Senator Bill Bradley

**WCAU-AM**  
Philadelphia, PA  
Mike McGee  
(215) 638-7000

**TOPICS**  
Air Controllers  
Phila. Bulletin closing  
Baseball strike  
Abortions  
Family Relations  
Movies  
Utility Bills  
Drug Abuse  
Phila. School District  
Crime

**GUESTS**  
Doc Livingston - PATCO  
Valerie Morrison - Psychic  
Sen. Frank Church  
Gorilla Monsoon - Wrestler  
Herb Cohen  
Buddy Hackett  
Floyd Patterson  
Dr. Howard Posner  
Dan Travanti - Actor  
Terry Dolan - Conservative  
Political Action

**WOL-AM**  
Washington, DC  
Dewey Hughes  
(202) 338-6800

**TOPICS**  
British Riots  
Voters Rights Act  
KKK  
Reagan Budget Cuts  
Gay Rights  
Music Industry  
Janet Cooke  
Male/Female  
Crime

**GUESTS**  
Sugar Ray Leonard  
Tommy Hearns  
Bob Gibson  
Ethiopian Ambassador  
Isaac Hayes  
Jesse Jackson  
Frank Perdue  
Alex Haley  
Max Robinson  
Ted Koppel

**WOMP**  
Wheeling, WV  
Howard K. Monroe  
(614) 878-6881

**TOPICS**  
PATCO Strike  
How To Spend A Million  
Federal Budget Cuts  
Trivia

**GUESTS**  
M.B. Dykesahorn - Psychic  
Irene Hughes - Psychic  
Rod McKuen  
Local Guests - Child  
Molestation/Pornography  
Dr. Les Salk  
Jo Cochran - Astrologer

### SOUTH

**KTRH**  
Houston, TX  
Kathryn O'Brien  
(713) 528-4591

**TOPICS**  
PATCO Strike  
Social Security  
Baseball Strike  
Investments/Finance/  
Real Estate  
Tax Cuts  
Local Politics/Elections  
Arab/Israeli Str.  
Preventive Medicine  
& Health Care  
Gun Control  
ERA

**GUESTS**  
Richard Viguere - Conservative  
Curtis Sliwa  
Ben Gordon - Jewelry/  
Artique  
Dr. Niels Luersson - Gyn.  
Dr. Mildred Jefferson - Right To Life  
Joyce Jilson - Astrologer  
Dr. Robert Mendelsohn  
Howard Ruff - Finance  
Cong. Bill Archer  
Louise/Moorehead Kennedy - Ex-hostages

**WNWS**  
Miami-Ft. Lauderdale  
Lewis Krone  
(305) 985-4833

**TOPICS**  
Illegal Aliens  
PATCO Strike  
Casino Gambling  
Crime  
Gun Control  
Money  
Sex  
Nutrition & Diet  
Taxes/Utilities

**GUESTS**  
Pat Cooper - Comedian  
Jack Anderson  
Herb Cohen  
Ralph Nader

**WWEE-AM**  
Memphis, TN  
Dan Vaccaro  
(901) 385-2032

**TOPICS**  
City Services  
Reagan Tax Plan  
City Tax Plans  
Moo Island Project  
PATCO Strike  
Social Security  
Male/Female Nude Dancing  
City School System  
IRA Hunger Strikes  
Baseball Strike

**GUESTS**  
Madge West - Actress  
Ex-Mayor Henry Loeb  
Jerry Ray - Brother of James Earl Ray  
Female Nude Dancer  
Sheriff Gene Barkdale  
Charlie Lee - Baseball player  
Willie Herentan - City School Superintendent

### MIDWEST

**WGN**  
Chicago, IL  
Dan Fablar/  
Kenton Morris  
(312) 528-2311

**TOPICS**  
Gun Control  
ERA  
Surrogate Mothers  
Regional Transp.  
Authority Bankruptcy

**GUESTS**  
Dr. Dan Kiley  
Mortimer Adler  
Jerry Baker

**WIND**  
Chicago, IL  
Susan Eggleston  
(312) 761-6560

**TOPICS**  
PATCO Strike  
Baseball Strike/Cube  
Sale  
Israel/Iraq Bombing  
Chicago CTA Shutdown  
Reagan Tax Cut  
Gun Control  
Guardian Angels - Chicago Chapter  
Local Priest Adopts  
Poland Situation  
Chicago Public Schools

**GUESTS**  
Bill Murray  
Mel Brooks  
Eddie Elmhorn - Sex Owner  
Ted Koppel/Pierre  
Sallinger  
Bill Ouchl  
Alan Alda  
Cong. Dan Rostenkowski  
Sen. Charles Percy  
Curtis Sliwa  
Ruth Love - Chicago School Superintendent

**WAVI**  
Dayton, OH  
Steve Hall  
(513) 224-1137

**TOPICS**  
PATCO Strike  
Postal Workers' Strike  
Prisons  
Death Penalty  
Gun Control  
Economy/Inflation  
Baseball Strike  
Reagan Budget/Tax Cuts  
Defense Spending  
Jap-American Intermarriage  
WWII

**GUESTS**  
Roger Finn - Comm. Action  
Benson Wolman - ACLU  
John Galbraith, Represent.  
Richard Aurdin - NAACP  
Ray Ratchford - Public Utilities  
Mayor David Mann - Cincinnati  
Wayne Bartram - Amer. Postal Union  
Gary Tovey - local PATCO  
Anthony Celebrezze - Ohio Sec. of State  
Joan Rourke - Ohio Chapter of NOW

**KSTP**  
St. Paul, MN  
Kellie Nolan  
(612) 846-5555

**TOPICS**  
PATCO Strike  
Health Care Costs  
Military/Defense Spending  
Anorexia Nervosa  
Legal Topics  
Over Counter Drugs  
Doctor Misdiagnosis  
Female Patients  
Entrepreneurship  
Regional Weather Service  
Astrology

**GUESTS**  
Robert McNeil - PBS  
Clair Starling - Terrorism  
Alexandra Penny - "How To Make Love To A Man"  
John Agullione - NRA  
Mike Farrell - M\*A\*S\*H  
Ambassador Donald McHenry  
William Webster - FBI  
Dr. Helen Caldwell - Physicians Social Response.  
Craig Olson - Plants  
Susan Ford - Astrologer

**WSDR**  
Sterling, IL  
Jan Schumann  
(815) 625-3400

**TOPICS**  
Nursing Homes  
Alcoholism  
Plant Medicinal Use  
Arthritis  
Marital/Sex Counseling  
Heart Problems  
High Cost Of Dying  
Vietnam Veteran  
Moral Majority  
Gardening

**GUESTS**  
Phyllis Campbell - Astrologer  
Incredible Elizabeth - Psychic  
Doctors Counselors

### WEST

**KOA**  
Denver, CO  
Bob K  
(303) 861-4444

**TOPICS**  
PATCO Strike  
Reagan Budget Cuts  
Social Security  
Human Life Amendment  
Bonds O'Connor  
Congress District  
Reapportionment  
U.S. Defense  
Media Censorship  
Gun Control  
Baseball Strike

**GUESTS**  
Shere Hite  
Dr. David Burns - Depression Therapist  
Irene Kassoria  
Eldridge Cleaver  
George Mamedov - Soviet Embassy  
Gordon Jump - "WKRP"  
George Goodman - Investment author  
John Phillips - Ex-rock star under drug rehab  
Dr. Robert Mendelsohn - Medical industry critic/author  
Joe Graedon - author of "People's Pharmacy"

**KMPC**  
Los Angeles, CA  
Thomas Straw  
(213) 460-6672

**TOPICS**  
PATCO Strike  
Medfly  
Baseball Strike  
Reagan Tax Cut/  
Congr. Power Shift  
Cancer Care LA Infant  
Local Police Ballot Prop.  
Veterans' Hunger Strike

**GUESTS**  
Dan Rather  
Gov. Jerry Brown  
S.I. Hayakawa  
Marvin Miller  
Herb Cohen

**KXL**  
Portland, OR  
Larry Roberts  
(503) 231-0760

**TOPICS**  
Law/Garden Care  
Tax Fighters/Revolters  
Creation/Evolution  
Investment - Money, Gold, etc.  
Survivalism  
Social Security  
Classic Cars  
Nutrition/Vitamin Therapy

**GUESTS**  
Philip Storer - Taxes  
Dr. Dan Kiley - Children  
Earl Mindell - "Vitamin Bible"  
David Eastman - Skin Makeup  
Bill Neville - Classic cars  
Bert Andrews - TV trivia  
Michael Blate - Acupuncture  
Irwin Schiff - Tax Revolt

**KGSR**  
Sacramento, CA  
Dave Darin  
(916) 441-5272

**TOPICS**  
Real Estate Investment  
Crime  
PATCO Strike  
Medfly  
Sex

**GUESTS**  
Van Johnson - Actor  
Curtis Sliwa  
Irene Kassoria  
Stuart Kornbluth - Financial Advisor

**KVI**  
Seattle, WA  
Jack London  
(206) 223-6700

**TOPICS**  
Mainly problems of the Great Northwest

**GUESTS**  
Herb Cohen  
Homer Formby - Wood Refinishing  
Isaac Asimov  
Frank Herbert - God Emperor of Dune  
Neville DeMille - "Cathedral"  
Gerard/Myra Silver - "Weekend Fathers"  
Clive Cussler - "Night Probe"  
Frank Van Der Linden - Reel Reagan  
Liz Kendall - Phantom  
Prince Ted Bundy  
Morris West - Clowns Of God



Joel  
Denver

# Contemporary Hit Radio

## TIPS TO IMPROVE YOUR STATION PROFILE

# Welcome To The New CHR Reporters

After many long hours of poring through the Arbitron's, listening to station airchecks, tracking playlists, and talking to potential reporters, I've finally gotten all of the changes completed. Welcome to the new CHR reporters:

**P-1 South** 195(WINZ-FM)/Miami, FL

**P-1 Midwest** WKTI/Milwaukee, WI

**P-2 East** WRCK/Utica, NY  
3WT(WWWT-FM)/  
Binghamton, NY  
WDRC-FM/Hartford, CT  
WPHD/Bufalo, NY  
WLAN-FM/Lancaster, PA

**P-2 South** KZFM/Corpus Christi, TX  
KROK/Shreveport, LA  
WZYP/Huntsville, AL  
WDOQ/Daytona Beach, FL  
WSSX/Charleston, SC

**P-2 Midwest** WJXQ/Lansing-Jackson, MI  
K11K/Davenport, IA  
WKDQ/Evansville, IN  
KQKQ/Omaha, NB  
WZZR/Grand Rapids, MI

**P-2 West** KBBK/Boise, ID  
KSKD/Salem, OR

**P-3 East** WZYQ/Frederick, MD  
WOMP-FM/Bellaire, OH

**P-3 South** WQEN/Gadsden, AL  
WGLF/Tallahassee, FL  
KKQV/Wichita Falls, TX  
Q101(WJDQ)/Meridian, MS

**P-3 Midwest** KQWB/Fargo, ND  
WAZY-FM/Lafayette, IN  
WCIL-FM/Carbondale, IL  
KRNA/Iowa City, IA  
KSKG/Salina, KS  
KFMZ/Columbia, MO

**P-3 West** KOZE/Lewiston, ID

**TOTAL CHR REPORTERS: 219**

There are also some changes within the Parallels that concern existing reporters:

P-1 East	B104(WBSB)/Baltimore, MD	From P-2
P-1 South	KEGL/Dallas-Ft. Worth, TX	From P-2
P-1 West	KZZP/Phoenix	From P-2

P-2 East	WCAO/Baltimore, MD	From P-1
	WVBF/Boston, MA	From P-1
P-2 South	WANS-FM/Greenville, SC	From P-3
	WHHY-FM/Montgomery, AL	From P-3
P-2 West	KSFY/San Francisco, CA	From P-1

There are also two markets, Montgomery, AL, and Boise, ID, which have gone through significant population growth and now qualify as P-2 markets.

Some other changes that may not be quite as evident are those CHR stations that have become Adult/Contemporary reporters. These reporters were moved over to the A/C section because of their musical profiles, and their main demographic targets being 25+ versus 12-34. The following stations are now A/C reporters:

WROR/Boston, MA  
KVIL/Dallas, TX  
WHB/Kansas City, MO  
KXOK/St. Louis, MO  
KPLZ/Seattle  
WOHO/Toledo  
14Q(WFTQ)/  
Worcester, MA  
WHYN/Springfield, MA  
WERC/Birmingham, AL  
WVLK/Lexington, KY  
KBOZ/Bozeman, MT

I'm often asked about why we have to limit the number of reporters. It's basically due to our one-day turnaround of information. Generally, most of the reports come in on Tuesday, the paper is typeset on Tuesday evening, and is printed and on the streets by noon on Wednesday.

At the present time, it's just not possible to carry more reporters than our current approximate number, but I'm constantly keeping a careful eye on market changes and stations' 12-34 ratings situations.

### A New Back Page

A quick glance at the Back Page will show that indeed, a few changes have taken place. Now, instead of the familiar "one chart" format, there are now two charts, CHR and A/C side by side. For a more detailed explanation of the reasons behind this new format, make sure you read "R&R's New Look," which can be found on Page 3.

### Improving Your Station Profile

Many of the new reporters selected this time around have taken the time to make themselves quite visible to increase their national awareness. One of the easiest ways to improve your station profile is to fully utilize the CHR pages of R&R. I may write this column, but it's your information that goes into it.

When your station is doing a promotion that involves an outdoor event, or listeners' physical participation, take along that camera. Your photos don't have to be done by a professional photographer, just someone on your staff with decent photographic skills. Pictures are an inexpensive way to promote your station, and the photos can become a permanent reminder of your successes. The sales department will make good use of them too!

Here are a couple of tips to keep in mind when sending in your photos:

- They can be any size; black & white is preferred but not necessary.
- Include full identification of everyone, named from left to right, and any title if applicable.
- Select photos that have station personalities in them or station logos.
- Include a brief explanation of the event.

Remember, every photo should have a "hook" to it. It's just like a record: the more hooks, the better chance it will see print. As always, I try to get an equal representation of all stations and geographic regions each week.

Please make me aware of any contests you are doing, both on and off the air. These find their way into Bits and can become a good source of an exchange of ideas. You should make a brief explanation of how the promotion works and any personalities involved.

Got someone leaving or joining your station? Let me know about it, and you'll read about it in Motion. Include the correct spelling of the name, where the person came from, what the new assignment is and if someone is departing, where he or she is going, and new duties, if known.

Remember, you don't have to be a reporter to participate in these areas! They are open to everyone. At anytime I'm ready to talk with you about your station, changes within your market, and to assist you in any other areas I can. When something newsworthy happens at your station, don't assume someone else will call. Pick up the phone and let me know about it. This helps keep the whole industry abreast of important changes. Spending just a few minutes each week on your station's national image is time well invested.

In the coming weeks, I will be taking short looks at some of the newer reporters, to help familiarize you with their faces and philosophies. This should become a valuable aid in helping you determine similarities in music between your station and others. Again, welcome to all of the new CHR reporters. I look forward to working very closely with you.

## Bits

Q107/Washington personality Gary Murphy was a recent entry in the 10th annual "Silver Hills Lions Club Demolition Derby." The two-day event raised over \$30,000. Gary drove a '69 Ford station wagon, but didn't finish the race, as his junker suffered an electrical problem.

KBBK/Boise is running its second annual contest to find "Boise's Best Breakfast." Contestants submit their breakfast menu's, and the two finalists are judged by morning show team Larry "Emperor" Lomax, and John O'Brien, while broadcasting live during the meal. Grand prize winner will receive a trip for two to Mazatlan, Mexico, and the runner-up gets a weekend vacation for two plus cash. The next 92 entrants in the contest each get Egg McMuffins.

KRQ/Tucson is doing the "Mystery Shopper" game. The mystery shopper hits different supermarkets, and if he walks up and asks "How are you feeling?" and you respond, "I'm feeling 7-Up," then you get \$1000.

Y103/Jacksonville is holding a Ramblin' Raft Race (10-17) on Jacksonville's Cedar River. There is a registration fee, and 25% of the proceeds will go towards a local community project sponsored by Mayor Jake Godbold.

## Motion

Joe Montione has left his PD slot at WBQW/Scranton to program WILK/Wilkes-Barre . . . Q101(WJDQ)/Meridian welcomes Reed Cameron to do nights from WQMV/Vicksburg, MS. Reed will call himself Coyote Cooper . . . Wendy Green is the new Operations Director at KFXD-AM & FM/Boise after being PD at KGW/Portland . . . Dick Stevens leaves WMYX/Milwaukee to do mornings and sales at WFNY/Racine.

Bobby Irwin exits KIMN/Denver to go across town to do nights at KPPL-FM . . . KJ100 new lineup: Operations Director Bobby Hatfield is doing mornings, 10-noon is Rip Rhinehart, Chris Kelley from noon-4pm, Dave McCann holds down early evenings, Brian Castle from 8-midnight, and Jill Lawrence is doing overnights. Weekends are held together by Kevin O'Neil, and Brent Black.

KQIZ-FM/Amarillo has a new lineup: 6-10am is Rick Walker and Barry King, MD Tim Butler middays, PD Steve Stucker afternoons, Joe Garret early evening, Oscar Sharp is the late night rocker, and Craig Davidson does overnights . . . And a final social note: KEEL/shreveport MD Kevin Davis and wife Debbie had their first child (9-25), Lisa Ann; congratulations!

# This Week's "Lucky" Winners:

WIFI add	94Q
WXKS-FM 29-28	WGCL
KBEQ 21-18	WLAN-FM
KIQQ 36-30	WAEB
WPHD 24-21	KINT
WKRZ-FM 28-26	KHFI
WKEE deb 40	KROK
WTIX 38-34	KLAZ
KQ94 33-31	KXX106
WSGN deb 32	WAAY
G100 28-26	WDOQ
WZYP deb 32	WBBQ
BJ105 add	WOKI
WNAP deb 26	WBCY
KYNO-FM 35-34	KJ100
KJRB 23-21	WMEE
KBBK add	WFOX
KSKD 35-34	WCGQ
KHYT 18-14	KSEL-FM
WJBQ 23-16	WTRU
WIGY add	WAZY-FM
WTSN deb 25	KRNA
WHEB add	KCBN
WQEN 16-14	
WISE deb 31	
Q101 21-20	
KKXL add	
KKRC 29-26	
KDZA add	
KATI 34-31	
KOZE deb 29	



## "A Lucky Guy" RICKIE LEE JONES

Produced By:  
Russ Titelman and Lenny Waronker



# Add "Flash" To Your "Quarter" Hour



B104 add	WJXQ add 25
Z93 add	WNAM add
KEZR add	WNAP add
KJR on	WNCI add
KYYX add	KYNO-FM add
KZZP add 30	KJRB on
WFBR add	KNBQ add
WPHD add	KBBK add
WICC add	KSKD deb 36
WPST add	KGW deb 20
WLAN-FM add	WJBQ add
WAEB add	WOMP-FM add
Q106 add	WCIR add
WKRZ-FM add	WQEN deb 31
KHFI add	WCGQ add
KXX106 deb 29	KKRC on
WAAY add	WSPT add
WZYP add	WTRU add
CK101 add 38	WAZY-FM add
WBBQ add	KRNA add
WBCY deb 29	KSKG add
WGH add	KFMZ on
WRVQ add	KQDI deb 30
KJ100 deb 23	KYYA on
	KOZE on

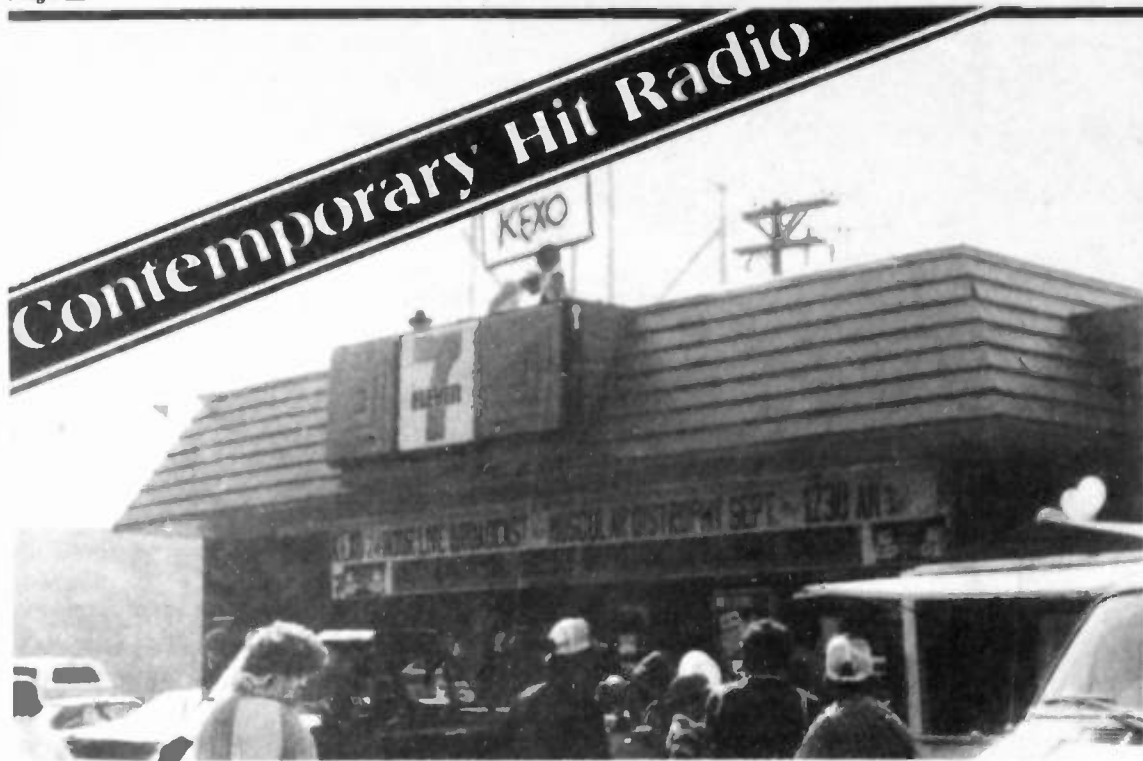
## QUARTERFLASH

## "Harden My Heart"

Produced By: John Boylan



Manufactured and Distributed by  
Warner Bros. Records



**KEXO'S ON TOP OF IT FOR MDA** — During the Labor Day MDA TV broadcast, radio stations all across the country had their own broadcasts for charity. KEXO/Grand Junction, CO did one from a lofty position atop a 7-11 store. Morning man Bill Collins spent the entire 24 hours on the roof doing his thing for Jerry's Kids.



**KCBS-FM BEATLE BLOW-OUT** — KCBS-FM/San Francisco is really into the Beatles. Recently the station sponsored the first Northern California Beatles Fair And Record Show, with proceeds from the door going to MDA. The fair featured some of the largest collections of Beatles memorabilia anywhere. Shown (l-r) are station personalities John Brent, and Steve Garland.



**WKTI ROCKS OUT** — The "World Series Of Rock" was recently held, and WKTI/Milwaukee was there broadcasting live. Over 62,000 jammed into a stadium to see the Michael Stanley Band, Blackfoot, April Wine, and REO Speedwagon put on a full day of music. Shown is PD B.J. Hunter talking with some listeners. The station also kept everyone aware of traffic conditions with its "Roadwatch Plane."



**AN ICE CREAM COOL OFF** — WCHL/Chapel Hill, NC recently staged its second annual "WCHL/Swensen's Ice Cream Drop." Contestants were invited to catch a scoop of ice cream off a six-story building . . . Yucchi! Winners with the stickiest hands after catching the plummeting confection got prizes and a box of tissues. Shown (l-r) are station Sales Manager Walker Morris, two winners, night rocker Jim Payne, Chapel Hill Mayor Joe Nassif, Atlanta Hawks star Al Wood, store manager Denny Shoemaker, and UNC Bluebonnet Championship team member Larry Winters.



**WXLK OVER THE TOP** — WXLK/Roanoke was the official MDA radio station for this year's charity drive for Jerry's Kids. The hours are long and grueling and when Roanoke hit its goal, the tuxedoed twosome who MC'd the event went nuts. Shown (l-r) are night rocker Lee Michaels, and PM driver Bart Prater.



**WCIR DIGGIN' COAL** — WCIR/Beckley, in the heart of coal country, went underground with Elektra-Asylum rep Jay Brooks, as he promoted Devo's single "Working In The Coal Mine." Shown diggin' on the coal and Devo are MD Jim Martin, Brooks, and PD Ron Hill.



**.38 SPECIAL AIMS AT WBCY** — After a recent concert appearance at a local theme park for WBCY/Charlotte, A&M recording act .38 Special presented PD Bob Kaghan with a gold album for "Wild Eyed Southern Boys." Shown (l-r) are Kaghan, guitarist Don Barnes, and night rocker Mike Edwards.

# 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.



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 \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

PARALLEL ONE PLAYLIST

### EAST

#### 105.5 WABC

New York  
PD: Jay Clark  
MD: James Golden

**Proudence**  
PD: Todd Chase  
MD: Mike White

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### NEW VOICES RADIO STATION

#### WABC 77

New York  
PD: Jay Clark  
MD: James Golden

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 96 KX Pittsburgh

OM: Bobby Christian  
MD: Clarke Ingram

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 97.7 WDCB

FM MUSICAERO  
Washington, D.C.  
PD: Alan Burns  
MD: Frank Heller

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 105.7 WFLA

Miami  
PD: Keith Ialey  
WINZ-FM  
MD: Johnny Dolan

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 9 **THE JAY-Z**/The Black Album (5:30)  
 10 **THE JAY-Z**/The Black Album (5:30)

### 105.7 WWSW

Tampa  
PD: Scott Snannon  
MD: Pat McKay

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 9 **THE JAY-Z**/The Black Album (5:30)  
 10 **THE JAY-Z**/The Black Album (5:30)

### 105.7 WABC

Montreal  
MD: Sharron Brooke

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 9 **THE JAY-Z**/The Black Album (5:30)  
 10 **THE JAY-Z**/The Black Album (5:30)

### Kiss 102

WXKS-FM  
Boston  
PD: Sonny Joe White  
MD: Vinnie Peruzzi

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 9 **THE JAY-Z**/The Black Album (5:30)  
 10 **THE JAY-Z**/The Black Album (5:30)

### WDCB

FM 95.5 & AM 1580  
Washington, D.C.  
PD: Steve Kingston  
MD: Jim Elliott

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 9 **THE JAY-Z**/The Black Album (5:30)  
 10 **THE JAY-Z**/The Black Album (5:30)

### wifi 92

Philadelphia  
PD & MD: Liz Kiely

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 105.7 WFLA

Atlanta  
ATLANTA'S RADIO STATION  
PD: John Young  
MD: Dale O'Brien

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 94-Q

Atlanta  
THE MUSIC FM  
PD: Jim Morrison  
MD: Jeff McCartney

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### B104

WBSB  
PD: Jan Jeffries  
Baltimore

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 105.7 WABC

Buffalo  
PD: Neil McGinley  
MD: Jon Summers

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### WNBC

Radio 66  
PD: Kevin Metheny  
MD: Roz Frank

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 97.7 WDCB

Proudence  
PD & MD: Gary Berkowitz

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 105.7 WFLA

Miami  
PD: Bill Tanner  
MD: Mark Shands

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### WKTI

94FM  
PD: B.J. Hunter  
MD: Donna Walker

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### ROCK 102

WBEN-FM  
PD: Bob Wood  
MD: Roger Christian

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 1050 chum

Toronto  
PD: Jim Waters  
MD: Brad Jones

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### CFTR 680

Toronto  
PD: Bill Gable  
Asst. PD: John Keogh

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 97.7 WDCB

Ft. Worth  
PD: Christopher Haze  
MD: Sandra Bobek

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 99 WCKX

Tampa  
PD: Scott Robbins  
MD: Ron Parker

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

### 105.7 WABC

Cleveland  
PD: Jack Casey  
MD: Bob McKay

1 **ROLLING STONES**/I Wanna Be Loved By You (5:11)  
 2 **GRAND PUB**/I Wanna Be Loved By You (5:11)  
 3 **THE JAY-Z**/The Black Album (5:30)  
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 10 **THE JAY-Z**/The Black Album (5:30)

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



# Columbia's Cross-Section Of Quality Singles:

## ATLANTA RHYTHM SECTION "Alien"



**DOUBLE  
BREAKERS**  
CHR & A/C

## CHR NEW & ACTIVE

EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 78/14  
Moves: Up 19, Debuts 20, Same 25, Down 0, Adds 14 including WPGC,  
WCKX, WGCL 13K, WLAN-FM, KROK, WZYP, WNAP, KNBQ, WIGY,  
KPUR, WTRU.

AVERAGE MOVE +4



**EARTH,  
WIND,  
AND FIRE**  
"Let's Groove"  
ARC

## STREEK "One More Night"

**BAULAND  
RECORDS**



WKTI add  
KYYX add  
WFBR add 29  
WPHD add  
92FLY add  
WKEE add  
KBFM add  
KX104 add  
WCSC add

WAKY add 24  
KIDD add  
WIGY add  
WCIR add  
WISE add  
KKQV add  
KSKG add  
KDZA add  
KQDI add

18 New Adds This Week

## CHR NEW & ACTIVE

JOURNEY "Don't Stop Believin'" (Columbia) 08/52  
Moves: Up 1, Debuts 7, Same 8, Down 0, Adds 62 including WBEN-FM, KEGL,  
Z33, Y100, WLS-FM, Q102, WKTI, KIQQ, KYYX, KOPA, 92FLY, WANS-FM.

66 OUT-OF-THE-BOX CHR ADDS!



**JOURNEY**  
"Don't Stop  
Believin'"



The Playables Are On Columbia Records





It's the season for sharing.  
Rufus & Chaka Khan are together.  
"Sharing The Love," the new single from their brilliantly  
written, brilliantly performed new album - "Camouflage!"

MCA-51203-Single

MCA-5270-(LP)



C a m o u f l a g e

**Rufus**

with Chaka Khan

Sensual, vibrant, funky... all the many moods of  
love are concealed, revealed in "Camouflage," which proves  
you can't hide a hit - especially on the radio!

Produced by Rufus

**Rufus**

with Chaka Khan  
MCA RECORDS







(Christopher Cross continued)

Regional Summary: 125/8 58%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

DIESEL Sausalito... (Regency) LP: Watta In A Tank
Regional Summary: 168/8 73%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Sheena Easton continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Den Fogelberg continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Four Tops continued)
Regional Summary: 104/20 48%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

BURTON CUMMINGS You Saved My Soul (Alfa)
Regional Summary: 125/8 58%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

DON FELDER Heavy Metal... (FM/Asylum) LP: Soundtrack Heavy Metal
Regional Summary: 68/4 32%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Sheena Easton continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Den Fogelberg continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

GENESIS No Reply At All (Atlantic) LP: Abacab
Regional Summary: 104/20 48%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Christopher Cross continued)
Regional Summary: 125/8 58%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

EARTH, WIND & FIRE Let's Groove (ARC/Columbia) LP: Ralsei
Regional Summary: 78/14 36%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Sheena Easton continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Den Fogelberg continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

GO GO'S Our Lips Are Sealed (IRS) LP: Beauty & The Beat
Regional Summary: 68/7 32%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

DEVO Working In... (FM/Asylum) LP: Soundtrack Heavy Metal
Regional Summary: 89/0 41%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

DAN FOGELBERG Hard To... (Full Moon/Epic) LP: The Innocent Age
Regional Summary: 202/1 94%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Sheena Easton continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Den Fogelberg continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

FOUR TOPS When She... (Casablanca/PG) LP: Tonight!
Regional Summary: 167/7 78%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Christopher Cross continued)
Regional Summary: 125/8 58%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

SHEENA EASTON For Your Eyes Only (Liberty) LP: Soundtrack "For Your Eyes..."
Regional Summary: 181/1 76%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Sheena Easton continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Den Fogelberg continued)
Regional Summary: 181/35 84%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

HALL & OATES Private Eyes (RCA) LP: Private Eyes
Regional Summary: 205/2 95%
SOUTH: KRFX 1-1, KRFX 1-1, KRFX 1-1...
MIDWEST: KRFX 1-1, KRFX 1-1, KRFX 1-1...
EAST: KRFX 1-1, KRFX 1-1, KRFX 1-1...

(Hill & Dale continued)

Billboard chart for Hill & Dale. Artists include B91, Q40, U100, etc. Regional reach: 64/1, 30%. National Summary: DEBITS 1, SAME 18, DOWN 13, ADDS 1.

J

RICK JAMES Super Freak (Gordy) LP: Street Songs

Regional reach: 64/1, 30%. National Summary: DEBITS 1, SAME 18, DOWN 13, ADDS 1. N&A

Regional reach: 64/1, 30%. National Summary: DEBITS 1, SAME 18, DOWN 13, ADDS 1. N&A

AL JARREAU We're In This Love... (WB) LP: Breakin' Away

Regional reach: 172/4, 80%. National Summary: DEBITS 6, SAME 15, DOWN 1, ADDS 4. N&A

Regional reach: 172/4, 80%. National Summary: DEBITS 6, SAME 15, DOWN 1, ADDS 4. N&A

(Continued On Next Column)

(Al Jarreau continued)

Billboard chart for Al Jarreau. Artists include B91, Q40, U100, etc. Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

BILLY JOEL Say Goodbye... (Columbia) LP: Songs In The Attic

Regional reach: 175/7, 81%. National Summary: UP 14, DEBITS 10, SAME 13, DOWN 3, ADDS 7.

Regional reach: 175/7, 81%. National Summary: UP 14, DEBITS 10, SAME 13, DOWN 3, ADDS 7.

JOURNEY Don't Stop... (Columbia) LP: Escape

Regional reach: 66/52, 31%. National Summary: UP 1, DEBITS 7, SAME 6, DOWN 0, ADDS 52. N&A

Regional reach: 66/52, 31%. National Summary: UP 1, DEBITS 7, SAME 6, DOWN 0, ADDS 52. N&A

RICKIE LEE JONES A Lucky Guy (WB) LP: Pirates

Regional reach: 55/7, 26%. National Summary: UP 17, DEBITS 2, SAME 24, DOWN 0, ADDS 7. N&A

Regional reach: 55/7, 26%. National Summary: UP 17, DEBITS 2, SAME 24, DOWN 0, ADDS 7. N&A

QUINCY JONES/ JAMES INGRAM Just Once (A&M) LP: The Dude. Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

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Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

(Continued On Next Column)

Journey "Who's Crying" continued

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

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Regional reach: 163/3, 76%. National Summary: UP 13, DEBITS 1, SAME 12, DOWN 4, ADDS 3.

(Continued On Next Column)

(Barry Manilow continued)

Regional reach: 170/0, 78%. National Summary: UP 175, DEBITS 1, SAME 20, DOWN 3, ADDS 2.

Regional reach: 170/0, 78%. National Summary: UP 175, DEBITS 1, SAME 20, DOWN 3, ADDS 2.

Regional reach: 170/0, 78%. National Summary: UP 175, DEBITS 1, SAME 20, DOWN 3, ADDS 2.

Regional reach: 170/0, 78%. National Summary: UP 175, DEBITS 1, SAME 20, DOWN 3, ADDS 2.

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Regional reach: 170/0, 78%. National Summary: UP 175, DEBITS 1, SAME 20, DOWN 3, ADDS 2.

Regional reach: 170/0, 78%. National Summary: UP 175, DEBITS 1, SAME 20, DOWN 3, ADDS 2.

Regional reach: 170/0, 78%. National Summary: UP 175, DEBITS 1, SAME 20, DOWN 3, ADDS 2.

(Continued On Next Column)

OLIVIA NEWTON-JOHN Physical (MCA) LP: Physical

Regional reach: 147/33, 68%. National Summary: UP 43, DEBITS 59, SAME 12, DOWN 0, ADDS 33.

Regional reach: 147/33, 68%. National Summary: UP 43, DEBITS 59, SAME 12, DOWN 0, ADDS 33.

(Continued On Next Column)

BARRY MANILOW The Old Songs (Arista) LP: If I Should Love Again

Regional reach: 130/59, 60%. National Summary: UP 16, DEBITS 40, SAME 15, DOWN 1, ADDS 59. BREAKER

Regional reach: 130/59, 60%. National Summary: UP 16, DEBITS 40, SAME 15, DOWN 1, ADDS 59. BREAKER

(Continued On Next Column)



R&R/Friday, October 9, 1981

CRKM d-25 WKEP d-25 WCLL d-27 WORY a... (Ollie Newton-John continued)

LJR 29-26 WYX 23-20 KIMM 26-23 Q103 24-22... (Police continued)

WVBF 4-2 WTCM 9-4 WBCR 8-9... (Eddie Rabbit continued)

DIANA ROSS Why Do Fools Fall... (RCA) LP: Why Do Fools Fall In Love? National Summary UP 0 DEBITS 1...

WJFK 6-7 PRO-FM 18-16 JBI05 13-9 Q107 5-3... (Rick Springfield continued)

STEVIE NICKS w/TOM PETTY &... Stop... (Modern/Atco) LP: Bella Donna National Summary UP 10 DEBITS 0...

M. POST & L. CARLTON Theme From "Hill Street Blues" (Elektra) National Summary UP 76 DEBITS 20...

ROLLING STONES Start Me Up (Rolling Stones) LP: Tattoo You National Summary UP 85 DEBITS 6...

BOB SEGER Tryin' To Live... (Capitol) LP: Nine Tonight National Summary UP 153 DEBITS 2...

ROD STEWART Young Turks (WB) LP: Tonight I'm Yours National Summary UP 0 DEBITS 0...

WDRCPM 7-14 WCC 4-13 WPT 2-5... (Continued on Next Column)

WKBW 24-23 WBEH 25-22 WFI 14-11... (Continued on Next Column)

WVBF 4-2 WTCM 9-4 WBCR 8-9... (Continued on Next Column)

BOB SEGER Tryin' To Live... (Capitol) LP: Nine Tonight National Summary UP 153 DEBITS 2...

ROD STEWART Young Turks (WB) LP: Tonight I'm Yours National Summary UP 0 DEBITS 0...

POLICE Every Little Thing... (A&M) LP: Ghost In The Machine National Summary UP 122 DEBITS 26...

EDDIE RABBITT Step By Step (Elektra) LP: Step By Step National Summary UP 78 DEBITS 2...

KENNY ROGERS Share Your Love... (Liberty) LP: Share Your Love National Summary UP 145 DEBITS 17...

BOB SEGER Tryin' To Live... (Capitol) LP: Nine Tonight National Summary UP 153 DEBITS 2...

ROD STEWART Young Turks (WB) LP: Tonight I'm Yours National Summary UP 0 DEBITS 0...

CRKM d-21 WBEK 18-15 WYX 23-20... (Continued on Next Column)

WVBF 4-2 WTCM 9-4 WBCR 8-9... (Continued on Next Column)

WVBF 4-2 WTCM 9-4 WBCR 8-9... (Continued on Next Column)

RICK SPRINGFIELD I've Done... (RCA) LP: Working Class Dog National Summary UP 146 DEBITS 5...

BILLY SQUIER In The Dark (Capitol) LP: Don't Say No National Summary UP 38 DEBITS 2...

# THE PICTURE PAGES

## Pickwick Picks Lowery's Southern Tracks



Atlanta publishing/record magnate Bill Lowery has formed a new label called Southern Tracks Records, to be distributed by Pickwick, with first release by Mike Dyché. Pictured at the launch party are (l-r) Southern Tracks' Mike Clark, Pickwick's Linda Barger and Tom Beckwith, Southern Tracks GM David Powell, Pickwick's Jack Mesler and Johnny Bee, Mike Dyché, and Lowery, who will serve as President of Southern Tracks.

## Steelers Huddle With Benson & Crawford



Werners artists George Benson and Randy Crawford were joined backstage by three Pittsburgh Steelers after a performance in the team's hometown. Pictured (l-r) are Joe Greene, Crawford, Benson, Franco Harris, and Mel Blount.

## Capitol, Little River Band Together



Capitol Records threw a party for the Little River Band, in Los Angeles to play the Greek Theatre, and presented the group with a cake in the shape of the Australian continent. Pictured (l-r) are group's Mel Logen, Capitol Records Group President Don Zimmermann, group's Glenn Shorrock, Wayne Nelson, Derrick Pellucci, Steve Housden, and Graham Goble, and manager Glenn Wheatley.

## Kings Of Buffalo



E/A's Kings played their new album "Amazon Beach" live at a listening party in Buffalo, which also featured a swimsuit competition. Pictured (l-r) are WPHD MD J.P., E/A's Barry Lyons, Cavegas Record Stores VP John Grendoni, group's Zero, and WGRQ MD Paul Helne.

## Myrick's "Movie" Studio



Epic's Gary Myrick, working on his second album "Living In A Movie," was joined by label executives in the studios. Pictured reaching for the controls are (l-r) producer Geoff Workman, E/P/A's Bob Felneigle, Myrick, Sr. VP/GM Don Dampsey, Epic VP Gregg Geller, and (on the phone, in a not unusual stance) E/P/A's Frank Dilao.

## Delightful Afternoon At MCA



MCA's Afternoon Delights visited label headquarters in Universal City while in town for TV appearances. Pictured (l-r) are MCA VP Santo Russo, group's Rebecca Hall and Janet Powell, MCA President Bob Siner, and group's Suzanne Boucher and Robalee Barnes.

## Rhyze At 20th Century Reported



20th Century-Fox Records has signed the group Rhyze, with a single recently released. Pictured at the "handshake deal" are (l-r) Outlook Productions' Al Silverman, group's Kevin Barbee, producer Paul Kyser, 20th President Neil Portnow, group's Jojo McKnight, and Outlook's Ray Espinosa.

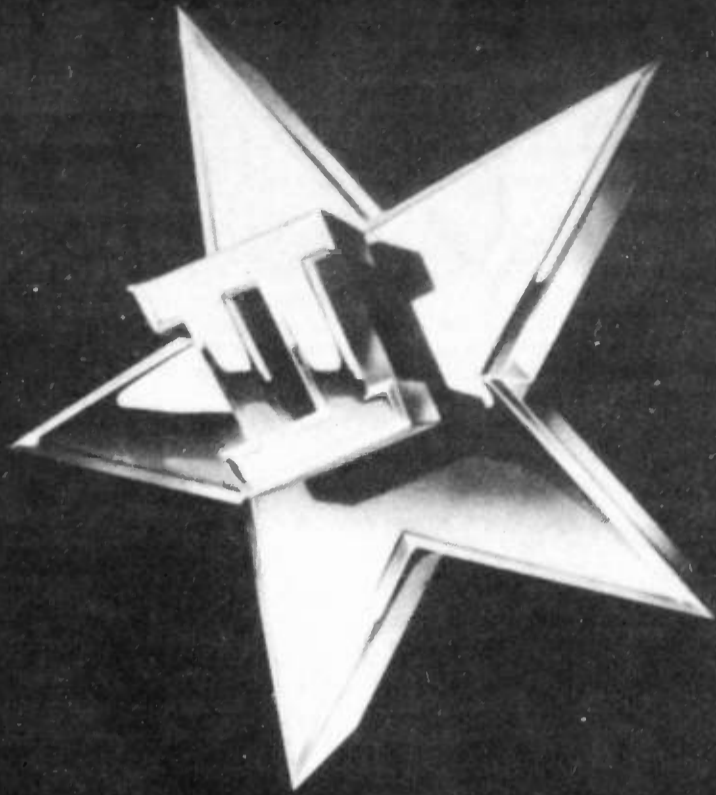
## Stars In Session



Pictured in the studio recording a forthcoming Lenny White-produced "super session" LP are participants (l-r, front) Chick Corea and Chaka Khan; (l-r, rear) Freddie Hubbard, Joe Henderson, and White.

# NOW ON THE STREETS

## STARS ON LONG PLAY II



RR 19314

# STARS ON LONG PLAY VOLUME II including "MORE STARS"

RR 3863

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WDRO	WKEE	WAAY	WLOL-FM	KDZA
CKLW	WTWR	WZYP	WKDQ	
WGCL	KZFM	BJ105	KBBK	
KIQQ	KSET-FM	WDOQ	WACZ	
KFRC	KINT	CK101	WQEN	
Q103	WTIX	WMAK-FM	Q101	
3WT	KQ94	WGH	KSKG	

**BB★61 CB★63 RW★58**



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SHIPPING NEXT WEEK:  
"TM YOUR SUPERMAN"  
BY  
THE ALL SPORTS BAND

# THE PICTURE PAGES

## Pendergrass Party In New York



The new album by Teddy Pendergrass, "It's Time For Love," was the centerpiece at a recent CBS Associated Labels celebration. Pictured (l-r) are Associated Labels VP/GM Tony Martell, company's Gordon Anderson, Philadelphia International Exec. VP Harry Coombs, E/PIA's T.C. Thompkins, PIR Vice Chairman Leon Huff, CBS Records Group Deputy President Dick Asher, Pendergrass, Alive Management's Shep Gordon, E/PIA Sr. VP/IGM Don Dempsey, and E/PIA VP Paris Eley.

## E/A Gets Into Beds



Elektre/Asylum's Beds previewed their recently released "Beds" LP debut for label personnel in New York recently. Pictured (l-r) are producer Dave Appell, E/A Sr. VP Jerry Sharell, label's Carol Thompson, Sr. VP's Bruce Lundvall and Kenny Buttice, Beds members Merle Miller and Jen Warner, and E/A's Mel Fuhrman.

## Bogert Plays Again At Townhouse



Tim Bogert has signed with Townhouse Records, and the former Vanilla Fudge/Beck, Bogert & Appice member is currently recording his first solo album. Pictured at the contracting with the seated Bogert are (l-r) Townhouse President Micheel Gusick, Townhouse VP's Walt Maguire and Doug King, and manager Ira Blacker.

## Orbison Joins Halsey



Roy Orbison has signed for exclusive representation with the Jim Halsey Co. in Tulsa. Pictured celebrating that affiliation are (l-r) Halsey's Sherman Halsey and Dick Howard, Orbison's road manager Terry Elam, Orbison, and Halsey Co. head Jim Halsey.

## Wright Brothers Take Warners Flight



Warner Bros. Records has signed country artists the Wright Brothers. Pictured in pyramid formation to close the deal are (top) group's Karl Hinkle; (l-r, second row) group's Tom Wright, producer Buddy Killan, and manager Marv Dennis; (l-r, front) group's Tim Wright and Warners/Nashville head Frank Jones.

## L.A. Identity For Carnes



Kim Carnes recently played Los Angeles's Variety Arts Theatre, and pictured at the backstage celebration are (l-r) EMIA/Liberty VP Joe Petrone, Capitol Group President Don Zimmerman, Carnes, and EMIA/Liberty VP Dick Williams.

## Stevens Enters New Dimension



British country artist Stu Stevens has been signed by Dimension Records in Nashville. Pictured (l-r) are Stevens, Dimension President Ken Stilts, and Youngblood Records (UK) President Jan Olofsson.

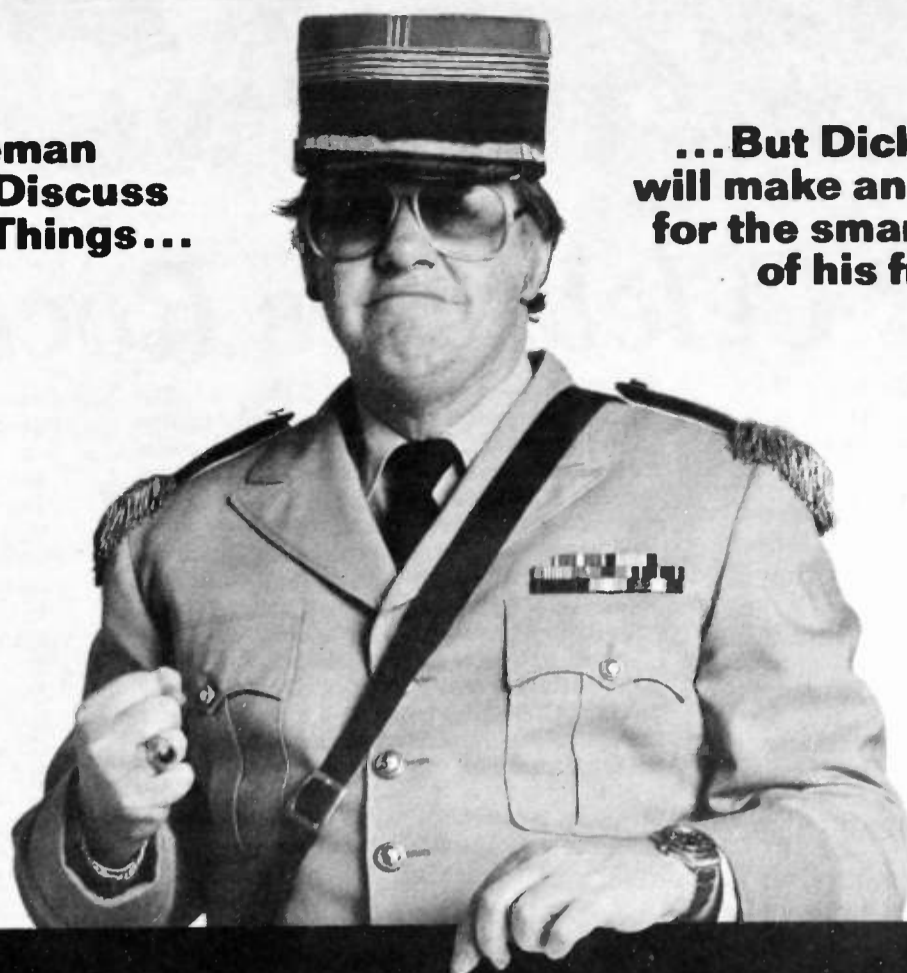
## Vickery Victory On Airways



Mack Vickery was recently signed by Airways Records in Atlanta, with a single, "Leave It Like It Is," just released. Pictured at the signing are (l-r) independent promotion rep Elroy Kahanek, Airways' Linda Oberg, Vickery, and Airways President Jerry Wilson.

**A Gentleman  
Doesn't Discuss  
Certain Things...**

**...But Dick Sherman  
will make an exception  
for the smart remarks  
of his friends at a**



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At The Beverly Hilton Hotel  
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Cocktails will be served at 7:30 P.M. Dinner will begin at 8:15 P.M.

Dress: Must wear shirt and shoes

Tax-Deductible Donation: \$100 per person · \$1,000 per corporate table for 10

All donations are used only for the care of children with cancer.

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A&M Records

For more information, please call The Rossi Fund HOT LINE: (213) 272-4440.



Jeff Gelb

AOR

## AOR Celebrates Rocktober

October has to be AOR radio's most-promoted month, since dozens of stations use the umbrella term "Rocktober" to introduce listeners to a month's worth of special programming and promotions that happen to coincide with the all important fall Arbitron ratings period.

Rocktober might not have become the catch-all term for these special events had not WPLJ/New York won a court battle against competing WNEW-FM last year at this time over use of the term (R&R 10-17-80). That decision, which stated that the term was generic, allowed virtually any AOR station to use it. As a result, competing stations are now using the term to describe their special events for the month.

In any case, this year's Rocktober includes lots of good ideas for stations of all promotional budgets, large and small. Following are some of the highlights of Rocktober 1981, as planned by many AOR's nationwide.

### Special Programming

WCOZ/Boston has shaped every weekend into a special, spotlighting one or two artists or a theme ("Rock & Roll All Stars," "Commercial-Free," etc.). Additionally, the station is focusing on a special artist daily whose albums will be on sale at a 94-cent discount at participating record outlets. Listeners can also register for over \$10,000 in prize offerings.

WNEW-FM's Rocktober celebration coincides with the station's 14th AOR anniversary. The station is sponsoring commemorative rock listener parties twice a week throughout the month at clubs all over New York, hosted by WNEW-FM jocks.

KSRR/Houston, KLOS/Los Angeles and other ABC FM's have turned "Rocktober" into "Stonestober," in commemoration of the Rolling Stones' ongoing tour. They'll celebrate with a Stones tour information hotline number, along with giveaways of tour tickets and album catalogues, and the obligatory A-Z presentation (for stations interested in doing a Rolling Stones A-Z, I remind you that R&R published such a list in our 12-19-80 issue. Just add the new LP). Many other AOR's tied in with area Rolling Stones appearances for ticket giveaways, transportation, and coverage of the shows as part of their "Rocktober" celebrations.

Metromedia sister station KMET/Los Angeles is tying in a rock event with each day in October: John Lennon's birthday (9th), Janis Joplin's death (3rd), for example, for special programming elements. The station has several rock books to give out as prizes during the month, including new bios of Jimi Hendrix, Keith Moon and David Bowie.

WMJQ/Rochester has scheduled four commercial-free weekends, and will advertise their no-advertisements policy with billboards and TV spots. Also concentrating on on-air specials are stations like WIOT/Toledo, KISS/San Antonio, and WGRQ/Buffalo, which is featuring a different British band each weekend in October.

### Fests And Balls

Several stations, including WKQQ/Lexington and WLRS/Louisville are co-sponsoring "Rocktoberfests," food and drink community festivals. KGON/Portland is holding a special rock and roll laser light show each weekend, and is also doing a TV stereo simulcast of a Quarterflash concert, and is screening the new AC/DC concert film.

WZXR/Memphis is sponsoring a special showing of "Halloween Part Two." Other AOR's are rounding up their "Rocktober" celebrations

with Halloween masquerade balls, including WAQX/Syracuse and WAQY/Springfield. Red Rider will headline WCOZ/Boston's ball, while KPRI/San Diego highlights its fourth annual masquerade contest (a benefit for special olympics) with \$15,000 in prizes, including color TV's, video tape recorders, and a brand new Toyota. At WDHA/North Jersey's ball, also a benefit, the Elektries will provide live music and the grand prize for best costume is a trip to Loch Ness Lake.

Also sending a winning listener on a trip is KLBJ/Austin, whose Rocktober calendar acts as an entry blank in a drawing for a trip anywhere in the continental United States to see any concert of the winner's choice.



WMET Rocktober Mask.

### Masked Madness

The most elaborate "Rocktober" celebration might be WMET/Chicago's. Aside from the usual concert broadcasts, A-Z artist presentations and

catalogue giveaways, TV simulcasts, and "World Tour" contests that send listeners out of state or out of the country to see acts in concert, WMET has something even bigger on tap for listeners. The station's month-long calendar of events is being printed on the backs of full-sized face masks of several prominent rock artists, including Bruce Springsteen, Paul McCartney, Jim Morrison, Pete Townshend, and Mick Jagger. A total of 200,000 masks were printed and distributed free through sponsoring outlets. The masks serve as free invitations to three different station-sponsored Halloween parties throughout Chicago (imagine walking into a party where everyone looks like Springsteen, Jagger, Morrison et al).

WMET PD Tom Teuber commented on the overall popularity of the "Rocktober" concept: "Simply put, it's a great excuse for a party. In the fall, when there's a tremendous opportunity to get people who are spending more time in the house to listen to the radio, we can get everybody pumped up for the winter. It's a great promotion because it can be anything you want it to be."

Does a Rocktober celebration guarantee ratings wins? On this point Teuber was less vehement, stating, "There are so many factors that influence ratings that I don't know if we can point to this as one reason we do well in the fall. We do lots of things, day after day, that add up to a perception of the image of WMET. This is our third annual Rocktober and I think people have come to expect it from us."

I just wonder what station will be first to take Rocktober to its logical conclusion by introducing its listeners to "Rollvember!"

**COMING NEXT WEEK:** We'll go behind the scenes at WYSP/Philadelphia, where PD Dick Hungate has just appointed airstaffer Cyndy Drue to head the station's new "Sight and Sound" department. Next week we'll talk to Dick and Cyndy about their plans for increasing WYSP's street awareness through the power of video.



**WRXL OPENS "ROCK STATION"** — WRXL/Richmond just opened its first retail outlet which will handle assorted station merchandise. To celebrate, the station gave away a waterbed. Shown testing the prize are visiting guests and Portrait recording group the Producers. Pictured (l-r) are group's Wayne Famous, bad winner, WRXL PD Ilyse Gottlieb, group's Ven Temple, Kyle Henderson and Brian Holmes.

# *innerview*

P R E S E N T S

# YOKO

During the weeks of October 12th and 19th, Inner-view will present what may be the most honest and touching conversation we have ever brought to national radio.

Join us over our 155-station radio network for a two part Inner-view of Yoko Ono.

If Inner-view is not heard in your market, contact Robbie Carroll (213) 652-8710



## *innerview*

Written & Hosted by:  
Jim Ladd

Produced & Engineered by:  
Bill Levey

## SEASON OF GLASS

The New Album  
on  
GEFFEN RECORDS



# Jeff Gelb

## EVOLUTION

Don Davis has been named Program Director for DC101/Washington, while former PD Dave Brown has been named MD... Carey Sinton has exited as PD at KIDQ/Boise... Scott Jameson has been upped to KENO/Las Vegas PD from MD... Alan Young has joined WLRN/Louisville from KQRS/Minneapolis as Programming Assistant... WECM/Claremont PD Bob Rivers has exited to WAAF/Worcester for airwork; former WECM MD Song Fontaine has been upped to PD... Charlie Palmer has joined KFMX/Lubbock as MD from the same at KNCN/Corpus Christi... Steve Driscoll is MD at KUFO/Odessa... Pam Merly has joined WYSP/Philadelphia from WNEW-FM/New York for afternoon drive... Chuck Britton is new to WLUP/Chicago for production, and Patti Haze has returned to WLUP from WMET for middays... Orest has exited as MD at WMJQ/Rochester and Roberta Haber has been upped to MD for WMJQ... Leroy Henry has rejoined KZOK/Seattle as AM Operations Manager and FM weekender. Connie Cole has been upped to full-time overnights for KZOK-FM... Paul Dewitt has been upped to MD at KXXY/Oklahoma City. Daryl Meyers has joined KXXY as news man for mornings from a local TV news



**TATTOO YOU!** — KMET/Los Angeles tied in with the latest Rolling Stones album in a tattoo contest whose winner received a pair of tickets to see the group's Los Angeles concert appearance. Pictured (l-r) are newscaster Paraquat Kelley, winner, and air personality Davd Perry.

### Promotion Of The Week



**WBCN HAS BIG BALLS:** WBCN/Boston pacted with Atlantic Records to produce and distribute inflatable beach balls emblazoned with the title of a song from AC/DC's last Atlantic release. Over a thousand of the functional collector's items were given out at beach remotes done by WBCN staffers throughout the summer.

post. Lee Roberts has rejoined KXXY from KLPX/Tucson for weekends... Gayle Backer has joined KISS/San Antonio as Promotion Director Joe Reiling has exited overnights at KLOS/Los Angeles. His replacement is former weekender Joe Benson. Larry Woodside has joined KLOS from competing KROQ for weekends. Meantime (this gets confusing) Dusty Street has rejoined KROQ for nights... Tom Killorin has joined KFMG/Albuquerque from neighboring KWXL for all-nights... Dan Clark has joined KZEL/Eugene for nights from KREM-FM/Spokane... Steve Smith has joined WKLC/St. Albans from WLAV/Grand Rapids for nights... Former WHCN/Hartford PD Paul Peyton and Assistant PD Peter Cole are working fill-ins at WAQY/Springfield... Burt Schneider has been named News Director for KWFM/Tucson.

**RATINGS ROUND-UP:** Elsewhere in this issue you'll see the first numbers from the summer Arbitron sweep. It's an encouraging one for AOR radio, with some notable successes: WCOZ/Boston's rise 11.1-12.6, the second highest 12+ share in Boston history regardless of format, and for the third book in a row, the top-rated AOR in the top 25 markets in history; the resurgences of both KMET (4.6-5.7) and KLOS (3.6-4.5) in Los Angeles; the growth of both WABX (3.9-4.1) and WRIF (4.8-5.2) in Detroit, combined with WLLZ's 7.7, making that one hell of a rock and roll market; the rise of all three AOR's in Chicago (WLUP 3.1-3.5, WMET 3.5-4.0, and WXRT 1.3-2.1); DC101/Washington's climb 6.0-6.7; and John Duncan's swansong book at KPRI/San Diego, an up 4.8-5.1. Looks good, with more to come... Trade reporter Cynthia Kitay has moved to New York where she'll be working with Steve Leeds's organization as an independent album promotion rep.

## COLOR

**PLAYBOY MUSIC POLL:** Ten AOR's cross-country and throughout Canada are helping Playboy conduct its annual music poll promotion. The stations are WBCN/Boston, WLUP/Chicago, WMMS/Cleveland, CHOM-FM/Montreal, WNEW-FM/New York, WYSP/Philadelphia, KGB-FM/San Diego, KMEL/San Francisco, WYNF/Tampa and CFOX/Vancouver. Each station solicits votes from its listeners and offers those voting the chance to win prizes in each market that include a video cassette recorder or stereo headphones. Most of the stations will also participate in a part of the promotion that will give an artist or group from one of the cities a record contract with JCO/Nightflite Records, headquartered in Toronto. The group will record a single and receive custom Dean guitars. One act or group from each of the other participating markets will also appear on a JCO internationally-released album designed around the music poll, called "Street Rock."

**FRIENDS OF MR. CAIRO:** KGB-FM/San Diego held a special party with listeners and Polydor/Polygram's Jon Anderson. Listeners were invited to the party when they requested cuts from "Friends Of Mr. Cairo."

**GO FOR THE ROCK:** That's what WHCN/Hartford's inviting listeners to do, as it solicits their registrations for winning trips to various rock spots around the world; the first winner will be flown to the rock of Gibraltar.

**WIN A CAR:** WRKK/Birmingham is giving away a brand new Toyota Celica to the person whose guess is closest to the actual mileage of the car, which is being driven around Birmingham for the month of October.

**NO SWORDS BUT LOTS OF TEQUILA:** KLAQ/El Paso pacted with Elektra and the Riot album to pick four winners by drawing for a private party with their friends at a club where tequilas were on the house. The winners met Riot after the band's local show, and heard the band play a guest set at the party.

**PIRATES TREASURE:** WXUS/Lafayette tied in with WB and the Rickie Lee Jones album in a giveaway of a musical treasure chest, including a Sony Walkman, plus WB cassettes and albums.

## UPDATE

**Q107/Toronto** is starting its own concert company, Q107 Presents, with business partner Martin Onrot. Q107 PD Gary Slight explained the station was forced into starting the concern because Toronto's then-sole concert promoters, CPI, had an exclusive tie-in with Q107 competitors CHUM-FM. Slight said, "We build the artists with air-play but then lose them to our competition when they'd come to town for a concert. This gives us the opportunity to enhance the image of our station both to our audience and to the record companies and acts themselves." Apparently the CRTC sees no conflict of interest in Q107's new business venture... **Stones-mania** continues at AOR's nationwide, many of which are sending listeners to see the band with free tickets and transportation. KBOS/Tulare (which just upped its signal strength to 16,000 watts) is flying four listeners to Los Angeles's dates, while KREM-FM/Spokane chartered nine buses to take listeners with tickets to the closest Stones appearance. KENO/Las Vegas will send a winner to L.A. to see the band... Happy AOR anniversary to KMGH/Bakersfield (second) and KLAQ/El Paso (third). The Moody Blues headline a concert that will double as KSHE/St. Louis's 14th birthday celebration... More call letters missing from our AOR scoreboard, two weeks back: WHKC/Evansville's 3.5-5.7 rise, and KFMX/Lubbock, also up, 7.0-11.4... Congrats to KQWB/Fargo PD Shawn Waters and wife Cindy on the birth of 7 lb. 11 oz. son Robert... KREM-FM/Spokane is providing 80 tickets and transportation for listeners to see Christopher Cross in concert... 30,000 attended KGON/Portland's recent Rock World '81 lifestyle fair. WDIZ/Orlando cosponsored a "sights and sounds" expo free to listeners; Blackfoot members showed up to greet the fans. WQFM/Milwaukee cosponsored a free street fair that gathered 23,000 to hear six local bands in concert. The station raised \$2500 for a Children's Hospital from the sale of food and beverages... KVRE/Santa Rosa had Jesse Collin Young and Brian Auger in a free concert for listeners... KGB-FM/San Diego held a sand castle contest that gathered 100 contestants and 2000 onlookers as a benefit for (this could only happen in California) a "scholastic surfing association"... WAAF/Worcester scored another exclusive interview with Mick Jagger... More Stones news: KZOM/Beaumont had a petition drive to add a second Stones concert date in Houston, so Beaumont listeners could attend. The drive worked, and Bill Graham went on the air at KZOM to thank listeners for their support... Congratulations to WAVA/Washington PD Gary Chase and new bride Wenonah... WDHA/North Jersey raised money for Dover General Hospital in a benefit battle of the bands; \$1000 went to the winning band... Y95/Rockford videotaped its recent "End of Summer" jam concert, and will replay the tapes of six local acts in a local cable channel broadcast.

## CONCERTS & CONVERSATIONS

**BROADCASTS:** Mink DeVille on WNEW-FM/New York... Tom Johnston on KTMI/San Rafael.

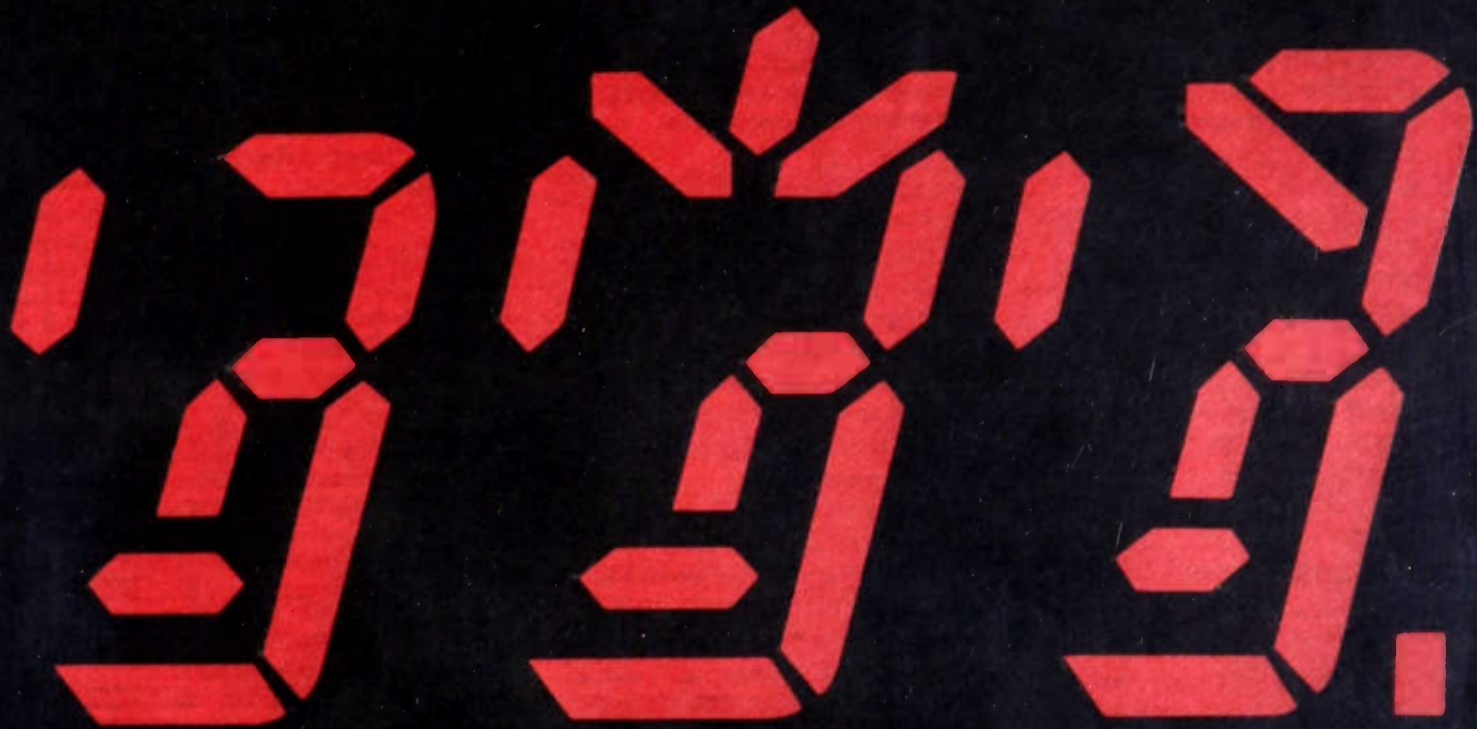
**GUEST DJ'S:** Blackfoot on WIOT/Toledo... Jon Anderson on KILQ/Colorado Springs... Blackfoot on WLWQ/Columbus.

**CONVERSATIONS:** Frank Marino on KUFO/Odessa... Mickey Hart, Marty Ballin on WMMR/Philadelphia... J. Gella, Donnie Iris, Def Leppard on WIOT/Toledo... Toronto on K97/Edmonton... Billy Squier on WKQQ/Lexington... Poco on KWFM/Tucson... Bruce Baum, Jon Anderson on KGB-FM/San Diego... Meat Loaf on KILQ/Colorado Springs... Go-Go's on Y95/Rockford... Tubes, Marty Ballin, Mickey Thomas, DVC on KMOD/Tulsa... Pretenders, Van Halen, Little River Band, Mickey Thomas, Martin Briley, Donnie Iris on KDKB/Phoenix... Pretenders on WLWQ/Columbus... Martin Briley on WZZO/Allentown... Frank Zappa on KTYD/Santa Barbara... Allman Brothers, Tommy Tutone on KTMI/San Rafael... Curves on WKZL/Winston-Salem... Meat Loaf, Blackfoot on WMMS/Cleveland... Tom Verlaine, Any Trouble on WQBK/Albany.






# THE POLICE



## GHOST IN THE MACHINE

SP 3730

THE NEW ALBUM INCLUDES: SPIRITS IN THE MATERIAL WORLD EVERY LITTLE THING SHE DOES IS MAGIC INVISIBLE SUN  
HUNGRY FOR YOU (j'aurais toujours faim de toi) DEMOLITION MAN TOO MUCH INFORMATION REHUMANIZE YOURSELF  
ONE WORLD (Not Three) OMEGAMAN SECRET JOURNEY DARKNESS

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# Radio & Records **AOR** NATIONAL AIRPLAY/40 Chart Summary

## October 9, 1981

167 REPORTERS

Album cuts are listed in order of airplay preference.

9/18	9/25	10/2	10/9	Artist	Title	Label	Notes
1	1	2	1	ROLLING STONES	Tattoo You (Rolling Stones/Atlantic)	Atlantic	"Start" "Fire" "Slave" "T&A"
4	2	1	2	FOREIGNER	4 (Atlantic)	Atlantic	"Waiting" "Hero" "Urgent"
3	4	4	3	JOURNEY	Escape (Columbia)	Columbia	"Crying" "Stone" "Don't" Title
8	5	5	4	BOB SEGER & SILVER BULLET	Nine Tonight (Capitol)	Capitol	"Tryin'" "Hollywood" "R&R"
2	3	3	5	STEVIE NICKS	Bella Donna (Modern/Atco)	Modern/Atco	"17" "Stop" "Lace" "Think"
5	6	6	6	HEAVY METAL	Various Artists (Full Moon/Asylum)	Full Moon/Asylum	Title - "Ride" Title Coal "Bee"
9	9	8	7	KINKS	Give The People... (Arista)	Arista	"Destroyer" "Dial" "Things"
14	10	9	6	DAN FOGELBERG	The Innocent Age (Full Moon/Epic)	Full Moon/Epic	"Lost" "Hard" "Moments" Title
6	7	7	9	PAT BENATAR	Precious Time (Chrysalis)	Chrysalis	"Promises" "Just" "Fire" Title
17	11	13	10	TRIUMPH	Allied Forces (RCA)	RCA	"Power" "Fight"
-	-	-	11	POLICE	Ghost In The Machine (A&M)	A&M	"Every" "Spirits" "Demo." "Sun"
15	12	11	12	LITTLE RIVER BAND	Time Exposure (Capitol)	Capitol	"Owls" "Survive"
7	8	10	13	ZZ TOP	El Loco (WB)	WB	"Tube" "Pearl" "Party" "Hard"
19	13	14	14	RED RIDER	As Far As Slam (Capitol)	Capitol	"Lunatic"
23	22	16	15	ATLANTA RHYTHM SECTION	Quinella (Columbia)	Columbia	"Alien" "Homesick" Title "Going"
-	27	17	16	BILLY JOEL	Songs In The Attic (Columbia)	Columbia	"Goodbye" "Jack" "Billy"
-	-	28	17	ROSSINGTON-COLLINS	This Is The Way (MCA)	MCA	"Stop" "Straight"
-	-	23	18	GENESIS	Abacab (Atlantic)	Atlantic	Title "Reply" "Dark" "Live"
10	14	15	19	ELO	Time (Jet/CBS)	Jet/CBS	"Hold" "Twilight"
16	16	18	20	DEF LEPPARD	High 'N' Dry (Mercury/PolyGram)	Mercury/PolyGram	"Let" "Heartbreak" Title
30	26	26	21	RICK SPRINGFIELD	Working Class Dog (RCA)	RCA	"Everything"
12	18	21	22	MOODY BLUES	Long Distance... (Threshold/PG)	Threshold/PG	"Voice" "Dream" "22,000"
40	32	30	23	DONNIE IRIS	King Cool (MCA)	MCA	"Merilee" "Rock" "Last"
-	-	36	24	JOHN ENTWISTLE	Too Late The Hero (Atco)	Atco	"Dirty" "Angel" "Try" Title
24	24	24	25	DIESEL	Watts In A Tank (Regency/Atlantic)	Regency/Atlantic	"Sausalito"
13	17	19	26	BLUE OYSTER CULT	Fire Of Unknown Origin (Columbia)	Columbia	"Burnin'"
18	21	20	27	BILLY SQUIER	Don't Say No (Capitol)	Capitol	"Dark" "Stroke" "Lonely"
-	40	34	28	SURVIVOR	Premonition (Scotti Bros./CBS)	Scotti Bros./CBS	"Poor" "Saturday"
32	25	27	29	HALL & OATES	Private Eyes (RCA)	RCA	Title "Head" "Imagination"
34	31	31	30	CHILLIWACK	Wanna Be A Star (Millennium/RCA)	Millennium/RCA	"Girl" "Star" "Rock"
21	20	22	31	PRETENDERS	Pretenders II (Sire/WB)	Sire/WB	"Adulthood" "Bad" "Birds" "Roses"
35	34	29	32	NILS LOFGREN	Night Fades... (Backstreet/MCA)	Backstreet/MCA	Title
39	38	-	33	RIOT	Fire Down Under (Elektra)	Elektra	"Swords" "Outlaw"
29	33	38	34	JON & VANGELIS	Friends Of Mr. Cairo (Polydor/PG)	Polydor/PG	Title "Back" "Independence"
25	30	33	35	SHOOTING STAR	Hang On For Your Life (Virgin/Epic)	Virgin/Epic	"Flesh" "Hang" "Breakout"
11	15	25	36	ALLMAN BROTHERS BAND	Brothers Of The Road (Arista)	Arista	"Straight" Title "Judgement"
20	23	32	37	MICHAEL STANLEY BAND	North Coast (EMI America)	EMI America	"Heartland"
-	-	-	38	MAYDAY	Mayday (A&M)	A&M	"Young"
-	-	40	39	MEAT LOAF	Dead Ringer (Epic/Cleveland Int'l.)	Epic/Cleveland Int'l.	"Love" "Peel" "Ringer"
27	37	39	40	RICKIE LEE JONES	Pirates (WB)	WB	"Belong" "Woody" "Lucky"

STONES reclaimed the AOR airplay throne, topping all competition for total reports as well as hits. FOREIGNER remained very strong in hits and totals at #2. JOURNEY inched back into third place with a large total response. SEGER inched up as hits grew. METAL held rock steady as KINKS and FOGELBERG inched up. TRIUMPH hit top ten, growing in both hits and mediums. POLICE's album debuted with 29 early album adds plus 110 reports of the single. RIDER maintained as ARS and JOEL inched up. R-C jumped as adds converted. GENESIS climbed with solid reports in all rotations (watch for a big jump here next week as 92 adds convert). SPRINGFIELD's good luck streak continued, showing new adds and gains in upper rotations. IRIS and ENTWISTLE showed upper rotation airplay gains. SURVIVOR showed great gains in mediums. CHILLIWACK inched up. RIOT bounced back on the chart with new activity plus significant mediums. JON & VANGELIS gained in hits. MAYDAY debuted with strong early response. MEAT LOAF inched up. The Significant Action listings came closest to charting this week.

The AOR National Airplay/40 chart represents 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 gains in airplay or in rotational conversions for the week. Album cuts are listed in order of popularity; cuts in *bold italic* type are also current singles.

## MOST ADDED

Artist	10/9	10/2	9/25	9/18	9/11
1 GENESIS	132/82	31/28	2/2	0/0	0/0
Abacab (Atlantic)	M-17	M-2	M-0	M-0	M-0
Title	M-23	M-3	M-0	M-0	M-0
2 JOHN ENTWISTLE	94/35	79/75	5/5	0/0	0/0
Too Late The Hero (Atco)	M-49	M-4	M-0	M-0	M-0
"Talk Dirty"	M-10	M-0	M-0	M-0	M-0
3 GRAND FUNK RAILROAD	30/28	0/0	0/0	0/0	0/0
Grand... (Full Moon/WB)	M-2	M-0	M-0	M-0	M-0
"Y.O.U."	M-0	M-0	M-0	M-0	M-0
4 POLICE	29/28	1/0	1/0	4/4	4/4
Ghost In The... (A&M)	M-2	M-1	M-1	M-1	M-0
"Every Little Thing"	M-1	M-0	M-0	M-0	M-0
5 QUARTERFLASH	26/25	1/0	0/0	0/0	0/0
Quarterflash (Geffen/WB)	M-0	M-0	M-0	M-0	M-0
"Heart"	M-1	M-0	M-0	M-0	M-0
6 STEVE HACKETT	24/23	3/3	0/0	0/0	0/0
Cured (Epic)	M-1	M-0	M-0	M-0	M-0
"Hope I Don't"	M-1	M-0	M-0	M-0	M-0
7 MINK DeVILLE	21/22	10/10	0/0	0/0	0/0
Coup De Grace (Atlantic)	M-4	M-0	M-0	M-0	M-0
"Just Give Me"	M-1	M-0	M-0	M-0	M-0
7 BENNY MARDONES	22/22	1/1	0/0	0/0	0/0
Too Much... (Polydor/PG)	M-0	M-0	M-0	M-0	M-0
"Sheila C."	M-0	M-0	M-0	M-0	M-0
9 TOMMY TUTONE	25/21	6/8	0/0	0/0	0/0
Tommy Tutone 2 (Col.)	M-3	M-0	M-0	M-0	M-0
"857-5309/Jenny"	M-1	M-0	M-0	M-0	M-0
10 CHARLIE	26/20	23/27	4/4	0/0	0/0
Good Morning... (RCA)	M-14	M-2	M-0	M-0	M-0
"Tie Title"	M-2	M-0	M-0	M-0	M-0
10 MICHAEL SCHENKER...	26/20	14/14	1/1	0/0	0/0
MSG (Chrysalis)	M-6	M-0	M-0	M-0	M-0
"On And On"	M-0	M-0	M-0	M-0	M-0
12 ROSSINGTON-COLLINS...	107/19	102/100/11	0/0	0/0	0/0
This Is The Way (MCA)	M-54	M-1	M-0	M-0	M-0
"Don't Stop Me Now"	M-34	M-1	M-0	M-0	M-0
13 JOAN ARMATRADE	18/18	0/0	0/0	0/0	0/0
Walk Under... (A&M)	M-0	M-0	M-0	M-0	M-0
"No Love"	M-0	M-0	M-0	M-0	M-0
14 MAYDAY	50/16	36/10	34/17	19/16	8/6
Mayday (A&M)	M-32	M-23	M-15	M-2	M-0
"So Young"	M-2	M-3	M-2	M-1	M-0
16 SURVIVOR	77/15	64/20	53/24	33/19	22/19
Premonition (Scotti Bros./CBS)	M-58	M-38	M-27	M-11	M-2
"Poor Man's Son"	M-8	M-8	M-2	M-3	M-1
16 JOHN HALL BAND	41/15	42/35	11/11	0/0	0/0
All Of The... (EMI America)	M-23	M-7	M-0	M-0	M-0
"Crazy"	M-3	M-0	M-0	M-0	M-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

Artist	10/9	10/2	9/25	9/18	9/11
1 TRIUMPH	124/72	101/62	112/80	92/64	79/40
Allied Forces (RCA)	A-1	A-2	A-11	A-12	A-31
"Magic Power"	M-51	M-37	M-21	M-10	M-8
2 DONNIE IRIS	87/67	68/52	62/35	51/25	44/2
King Cool (MCA)	A-7	A-8	A-20	A-23	A-42
"Sweet Marilee"	M-13	M-8	M-7	M-3	M-0
3 ATLANTA RHYTHM...	111/63	98/59	85/51	78/40	64/12
Quinella (Columbia)	A-10	A-7	A-12	A-20	A-47
"Alien"	M-38	M-30	M-22	M-18	M-5
4 KINKS	140/62	129/60	136/73	120/64	114/39
Give The People... (Arista)	A-0	A-1	A-8	A-7	A-39
"Destroyer"	M-78	M-68	M-57	M-49	M-38
4 RED RIDER	108/62	101/67	110/73	88/62	88/68
As Far As Slam (Capitol)	A-1	A-2	A-9	A-8	A-8
"Lunatic Fringe"	M-46	M-32	M-29	M-20	M-14
6 DEF LEPPARD	82/59	79/55	96/72	90/70	90/87
High 'N' Dry (Mercury/PG)	A-1	A-0	A-2	A-0	A-3
"Let It Go"	M-22	M-24	M-22	M-20	M-20
7 SURVIVOR	77/58	64/38	63/27	33/11	22/2
Premonition (Scotti Bros./CBS)	A-15	A-20	A-24	A-19	A-19
"Poor Man's Son"	M-6	M-2	M-3	M-1	M-1
7 NILS LOFGREN	72/58	70/49	57/41	64/25	42/3
Night... (Backstreet/MCA)	A-5	A-9	A-5	A-32	A-38
"Title"	M-11	M-12	M-8	M-7	M-1
9 CHILLIWACK	73/55	64/48	62/48	53/37	45/25
Wanna... (Millennium/RCA)	A-6	A-3	A-9	A-9	A-11
"My Girl"	M-12	M-15	M-7	M-9	M-9
10 ROSSINGTON-COLLINS...	107/64	102/71	1/0	0/0	0/0
This Is The Way (MCA)	A-19	A-100	A-1	M-0	M-0
"Don't Stop Me Now"	M-34	M-1	M-0	M-0	M-0
11 JOHN ENTWISTLE	84/49	79/4	5/0	0/0	0/0
Too Late The Hero (Atco)	A-36	A-75	A-5	M-0	M-0
"Talk Dirty"	M-10	M-0	M-0	M-0	M-0
12 DIESEL	87/48	72/42	65/42	68/47	68/47
Watts In... (Regency/Atl.)	A-2	A-4	A-9	A-3	A-1
"Sausalito Summernight"	M-23	M-25	M-21	M-20	M-20
13 ZZ TOP	118/47	111/34	129/41	122/38	123/38
El Loco (WB)	A-1	A-1	A-1	A-0	A-2
"Tube Snake Boogie"	M-70	M-78	M-87	M-84	M-83
14 RIOT	86/45	42/39	48/35	43/37	41/30
Fire Down Under (Elektra)	A-7	A-1	A-10	A-8	A-8
"Swords, Tequila"	M-4	M-2	M-3	M-1	M-3
15 ELO	82/44	84/43	104/51	110/39	106/38
Time (Jet/CBS)	A-0	A-1	A-1	A-2	A-4
"Hold On Tight"	M-48	M-50	M-52	M-59	M-58

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

## THE HOTTEST

Artist	10/9	10/2	9/25	9/18	9/11
1 ROLLING STONES	161/157	147/144	152/147	150/148	146/139
Tattoo... (Rolling Stones/Atlantic)	A-0	A-0	A-0	A-0	A-3
"Start Me Up"	M-4	M-3	M-5	M-2	M-3
2 FOREIGNER	154/139	150/134	154/137	146/128	146/133
4 (Atlantic)	M-17	M-0	M-0	M-0	M-0
"Wedding For A Girl"	M-17	M-16	M-17	M-18	M-12
3 BOB SEGER & SILVER...	151/134	145/118	151/114	138/98	98/70
Nine Tonight (Capitol)	A-0	A-3	A-4	A-88	A-82
"Tryin' To Live"	M-17	M-28	M-33	M-25	M-8
4 JOURNEY	147/128	140/123	147/133	146/136	142/134
Escape (Columbia)	A-0	A-0	A-0	A-0	A-0
"Who's Crying Now"	M-18	M-17	M-14	M-10	M-8
5 STEVIE NICKS	150/116	148/125	155/138	150/138	150/139
Bella... (Modern/Atco)	A-0	A-0	A-1	A-0	A-0
"Edge Of 17"	M-34	M-24	M-17	M-12	M-11
6 HEAVY METAL	135/83	129/85	141/108	141/113	134/104
Various Artists (Full Moon/Asylum)	A-0	A-0	A-1	A-0	A-0
Title - "Ride"	M-42	M-34	M-31	M-28	M-30
7 DAN FOGELBERG	135/82	122/87	124/87	111/85	91/7
The Innocent... (FMI/Epic)	A-1	A-5	A-8	A-7	A-81
"Lost In The Sun"	M-42	M-30	M-48	M-32	M-3
8 PAT BENATAR	123/88	120/83	132/101	138/111	138/122
Precious Time (Chrysalis)	A-0	A-0	A-0	A-0	A-0
"Promises In The Dark"	M-37	M-27	M-31	M-25	M-14
9 KINKS	140/78	129/63			

# AOR BREAKERS

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



## GENESIS Abacab (Atlantic)

Title "Reply" "Dark" "Like." 79% of our reporters on it. Total album reports: 132. A-92, M-17, H-23. Charted this week at number 18.

# Significant Action

- DIRT BAND** ..... Jealousy (Liberty)  
Title "Fire" ..... Total: 43. A-2, M-34, H-7
- JOHN HALL BAND** ..... All Of The Above (EMI America)  
"Crazy" "Fooled" ..... Total: 41. A-16, M-23, H-3
- IAN HUNTER** ..... Short Back 'N' Sides (Chrysalis)  
"Central" "Need" ..... Total: 40. A-2, M-28, H-9
- NOVO COMBO** ..... Novo Combo (Polydor/PolyGram)  
"Up" "City" ..... Total: 40. A-4, M-28, H-8
- LITTLE FEAT** ..... Hoy-Hoy! (WB)  
"Gringo" "Easy" ..... Total: 39. A-0, M-31, H-8
- DEVO** ..... New Traditionalists (WB)  
"Cool" "Enough" ..... Total: 37. A-11, M-18, H-8
- GRATEFUL DEAD** ..... Dead Set (Arista)  
"Deal" "Franklin" ..... Total: 36. A-1, M-23, H-12
- CHARLIE** ..... Good Morning America (RCA)  
Title "Roll" ..... Total: 36. A-20, M-14, H-2
- GO-GO'S** ..... Beauty & The Beat (IRS/A&M)  
"Lips" "Town" ..... Total: 32. A-6, M-16, H-11
- GRAND FUNK RAILROAD** Grand Funk Lives (Full Moon/WB)  
"Y.O.U." "Bee" ..... Total: 30. A-28, M-2, H-0

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

# JAZZ ON AOR

- Last This Week / Week
- 1 1 **AL JARREAU** ..... Breakin' Away (WB)  
"Love" "Closer" Title
  - 5 2 **CRUSADERS** ..... Standing Tall (MCA)  
"Tall" "Glad"
  - 2 3 **YELLOWJACKETS** ..... Yellowjackets (WB)  
"Idol" "Sittin'"
  - 3 4 **SPYRO GYRA** ..... Freetime (MCA)  
Title "Telluride" "Strut"
  - 4 5 **TIM WEISBERG** ..... Travellin' Light (MCA)  
"Gettin'" "Why"
  - 6 6 **PASSPORT** ..... Blue Tattoo (Atlantic)  
"Ragtag" "Tattoo"
  - 7 8 **BOB JAMES** ..... Sign Of The... (Tappan Zee/Col.)  
Various Cuts
  - 7 8 **TOM SCOTT** ..... Apple Juice (Columbia)  
"While"
  - 8 9 **MILES DAVIS** ..... The Man With The Horn (Columbia)  
"Shout"
  - 10 **MIKE MAINIERI** ..... Wanderlust (WB)  
Various Cuts

These albums, displayed over a two-week period, received significant reports but did not chart this week on the National Airplay/40 listing. This chart 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 italics. Artists' names are in bold italics if they registered significant airplay gains this week.

# REGIONAL AOR ACTIVITY

## EAST

### MOST ADDED

- GENESIS** Abacab (Atlantic) 37/29
- POLICE** Ghost In The... (A&M) 13/12
- MINK DEVILLE** Coup De Grace (Atlantic) 11/9
- STEVE HACKETT** Cured (Epic) 9/8
- GRAND FUNK RAILROAD** Grand Funk... (Full Moon/WB) 8/8
- BENNY MARDONES** Too Much... (Polydor/PG) 8/8

### MEDIUM

- NILS LOFGREN** Night... (Backstreet/MCA) 25/18
- ATLANTA RHYTHM SECTION** Quinella (Columbia) 24/18
- TRIUMPH** Allied Forces (RCA) 31/17
- RED RIDER** As Far As Slam (Capitol) 27/16
- ELO** Time (J&J/CBS) 24/18
- DONNIE IRIS** King Cool (MCA) 21/16

### THE HOTTEST

- ROLLING STONES** Tattoo... (Rolling Stones/At.) 40/39
- BOB SEGER & THE SILVER BULLET BAND** Nine Tonight (Capitol) 39/36
- FOREIGNER** 4 (Atlantic) 40/35
- STEVIE NICKS** Bella Donna (Modern/Atco) 39/29
- JOURNEY** Escape (Columbia) 35/28
- PAT BENATAR** Precious Time (Chrysalis) 34/28

### 104 WQBK FM Albany

518-462-5555

Address: 104 WQBK FM, Albany, NY 12205

Personnel: Ellen McLaughlin, Linda Wright

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### 98 Rock wvy Baltimore

301-889-0098

Address: 98 Rock wvy, Baltimore, MD 21201

Personnel: Pat Benatar, Chilly Magic, John & Angelis, Tompall Novice, John & Angelis, Tompall Novice

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WVAA Binghamton

607-772-8850

Address: WVAA Binghamton, Binghamton, NY 13902

Personnel: Keith Nelson

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WCOZ Boston

617-267-9090

Address: WCOZ Boston, Boston, MA 02108

Personnel: Ted Charney

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WBLM Lewiston-Portland

207-783-2065

Address: WBLM Lewiston-Portland, Lewiston, ME 04203

Personnel: Joe Diaz, Mike Buehler

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### 104 WQBK FM Albany

518-785-9800

Address: 104 WQBK FM, Albany, NY 12205

Personnel: Ted Uff, Ron Nease

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### 97Rock wvfw Buffalo

716-881-4555

Address: 97Rock wvfw, Buffalo, NY 14203

Personnel: George Haines, Paul Haines

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WCCM Claremont

603-542-7735

Address: WCCM Claremont, Claremont, NH 03042

Personnel: John Rivers, Scott Fontaine

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WCCM AM/FM Hartford

203-233-4426

Address: WCCM AM/FM Hartford, Hartford, CT 06103

Personnel: Ed Litch

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WVLT Long Island

516-485-9200

Address: WVLT Long Island, Long Island, NY 11701

Personnel: Dennis McLaughlin, Ray Smith

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WZZO Allentown

215-894-0511

Address: WZZO Allentown, Allentown, PA 18101

Personnel: Tom Kelly, Bruce Stone

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### i-95fm Bridgeport

203-579-9905

Address: i-95fm Bridgeport, Bridgeport, CT 06604

Personnel: Bob Acom, Bruce Golden

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WHON Hartford

203-247-1080

Address: WHON Hartford, Hartford, CT 06103

Personnel: Daniel J. Warner, Bill Ross

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WVLT Long Island

516-485-9200

Address: WVLT Long Island, Long Island, NY 11701

Personnel: Dennis McLaughlin, Ray Smith

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

### WVLT Long Island

516-485-9200

Address: WVLT Long Island, Long Island, NY 11701

Personnel: Dennis McLaughlin, Ray Smith

Hotlist: Genesis Abacab, John Hall Band, Ian Hunter, Novo Combo, Little Feat, Devo, Grateful Dead, Charlie, Go-Go's, Grand Funk Railroad, DIRT BAND.

**EAST**

**WBAB 102.3** Long Island 518-587-1023

PD: BOB BUCHANAN  
ASST. PD: GLEN CUMMINGS

ADDRESSES:  
MICHAEL SCHENBERG (Ch. 102)  
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PAT BENAERT (Ch. 102)  
JAN HUNTER (Ch. 102)  
MEL SCHORN, J. MAR (Columbia)  
POLICE (AM)

ZZ TOP (Ch. 102)  
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MICHAEL SCHENBERG (Ch. 102)  
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**New York 212-986-7000**

PD: SCOTT HENI  
MI: BERNIE BERHARD

ADDRESSES:  
STEVE MACKETT (Epic)  
MICHAEL SCHENBERG (Ch. 102)  
ULTRAVOX (Ch. 102)  
JAN HUNTER (Ch. 102)  
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PAT BENAERT (Ch. 102)  
JAN HUNTER (Ch. 102)  
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**Philadelphia 215-688-9460**

PD: BOB HUNTER  
MI: BOB HUNTER

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JAN HUNTER (Ch. 102)  
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**Rochester 716-232-7650**

PD: BOB HUNTER  
MI: BOB HUNTER

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JAN HUNTER (Ch. 102)  
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POLICE (AM)

**Utica-Syracuse 315-797-0803**

PD: DALE EDWARDS  
MI: TOM STAN

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JAN HUNTER (Ch. 102)  
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**Manhattan 803-825-8915**

PD: JEN BIEBERFORD  
MI: KAREN ANDERSON

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PAT BENAERT (Ch. 102)  
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**North Jersey 201-328-1055**

PD: BOB LINER  
MI: NANCY CHENIERE

ADDRESSES:  
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PAT BENAERT (Ch. 102)  
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**Pittsburgh 412-562-5900**

PD: DAVE LANGE

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GRAND PINE (Ch. 102)  
PAT BENAERT (Ch. 102)  
JAN HUNTER (Ch. 102)  
MEL SCHORN, J. MAR (Columbia)  
POLICE (AM)

**Pittsburgh 412-362-2144**

PD: MIKE PERLINS  
ASST. PD: MIKE SCHNEIDER

ADDRESSES:  
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**Washington, D.C. 703-534-0320**

PD: GARY CHASE  
MI: HARRY DENNEY

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**Montreal 514-935-2425**

PD: BOB HUNTER  
MI: BOB HUNTER

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JAN HUNTER (Ch. 102)  
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**Ottawa 613-563-1919**

PD: STEVE COVILL  
MI: GREG TORRINGTON

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**Poughkeepsie 914-471-1500**

PD: MIKE HARRIS  
MI: STEVE SCHWARTZ

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JAN HUNTER (Ch. 102)  
MEL SCHORN, J. MAR (Columbia)  
POLICE (AM)

**Syracuse 315-682-9538**

PD: ED LEVINE  
ASST. PD: ART GOLDMAN

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JAN HUNTER (Ch. 102)  
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**Westerly 401-596-7728**

PD: LARRY HENRI  
MI: BOB HUNTER

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GRAND PINE (Ch. 102)  
PAT BENAERT (Ch. 102)  
JAN HUNTER (Ch. 102)  
MEL SCHORN, J. MAR (Columbia)  
POLICE (AM)

**New Haven 203-777-8617**

PD: CHRIS KAMMERER

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POLICE (AM)

**Philadelphia 215-581-0933**

PD: CHARLIE RENDALL  
MI: JOE DONOHUE

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JAN HUNTER (Ch. 102)  
MEL SCHORN, J. MAR (Columbia)  
POLICE (AM)

**Rochester 716-288-3200**

PD: BOB HUNTER  
MI: BOB HUNTER

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POLICE (AM)

**Syracuse 315-472-9797**

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MI: BOB HUNTER

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**Worcester 617-752-5611**

PD: DAVID BERNSTEIN  
MI: BOB HUNTER

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PAT BENAERT (Ch. 102)  
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POLICE (AM)

**New York 212-887-7777**

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PAT BENAERT (Ch. 102)  
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MEL SCHORN, J. MAR (Columbia)  
POLICE (AM)

**Philadelphia 215-667-8100**

PD: ALEX DEMERS

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MEL SCHORN, J. MAR (Columbia)  
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**Rochester 716-288-3200**

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MI: BOB HUNTER

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GRAND PINE (Ch. 102)  
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JAN HUNTER (Ch. 102)  
MEL SCHORN, J. MAR (Columbia)  
POLICE (AM)

**Toronto 416-925-8666**

PD: J. ROBERT WOOD  
ASST. PD: BOB LARIVE

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JAN HUNTER (Ch. 102)  
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**Worcester 617-752-5611**

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MI: BOB HUNTER

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JAN HUNTER (Ch. 102)  
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**1981 MONTEREY JAZZ FESTIVAL**

24th Annual

AVAILABLE ON TAPE IN SEGMENTS OR IN ITS ENTIRETY BY:  
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HOLLYWOOD, CALIFORNIA 90028  
(213) 463-7198

# SOUTH

**ky99** Amarillo  
806-359-8561  
the album station

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WROC** Charlotte  
704-392-8191

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**MOST ADDED**

GENESIS  
Abacab (Atlantic) 27/22

JOHN ENTWISTLE  
Too Late The Hero (A&C) 17/9

CHARLIE  
Good Morning... (RCA) 10/8

SURVIVOR  
Premonition (Scott Bros./CBS) 20/8

JOHN HALL BAND  
All Of The... (EMI America) 12/6

GRAND FUNK RAILROAD  
Grand Funk... (Full Moon/WB) 6/6

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.

**MEDIUM**

TRIUMPH  
Allied Forces (RCA) 31/19

ATLANTA RHYTHM SECTION  
Quinella (Columbia) 32/18

DONNIE IRIS  
King Cool (MCA) 23/18

KINKS  
Give The People... (Arista) 31/17

RED RIDER  
As Far As Slam (Capitol) 28/17

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

**THE HOTTEST**

ROLLING STONES  
Tattoo... (Rolling Stones/ATL) 34/33

FOREIGNER  
4 (Atlantic) 36/33

JOURNEY  
Escape (Columbia) 36/31

BOB SEGER & THE SILVER BULLET BAND  
Nine Tonight (Capitol) 34/31

DAN FOGELBERG  
The Innocent... (FM/Epic) 32/26

STEVIE NICKS  
Bella Donna (Modern/A&C) 32/26

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

**76rock** Atlanta  
404-325-0980

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**Corpus Christi**  
512-855-4641

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**K94 KSMB** Lafayette  
318-232-1311

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**wshe** Miami  
305-581-1580

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WDIZ** Orlando  
305-645-1802

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**wymx** Augusta  
404-722-1302

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**KTXQ** Dallas-Ft. Worth  
214-528-5500  
ALBUM ROCK

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WABB-FM** Mobile  
205-432-5572

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**Lexington**  
606-252-8894

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WQDR** Raleigh  
919-832-8311

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WYMA** Austin  
512-474-6543

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**KZEW** Dallas  
214-748-9898

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**LRS 102** Louisville  
502-585-5178

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**KDF3** Nashville  
615-244-9532

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**XL 102** Richmond  
804-282-9731

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**TEXAS ROCK** Beaumont  
713-727-0229

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**The Q** El Paso  
95.5 FM 915-544-8864

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**FMY** Lubbock  
806-747-1224

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WRNO** New Orleans  
504-889-2424

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WLD** Roanoke  
703-387-0234

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**Birmingham**  
205-870-9900

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**Houston**  
713-528-4591

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WZZR** Memphis  
901-728-0080

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**Norfolk**  
804-661-1194

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**90.5 KISS** San Antonio  
512-223-6211

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WAPI** Birmingham  
205-933-9274

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**ROCK 105** Jacksonville  
904-842-1055

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**LOVE** Miami  
305-872-2500

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**WMOX 99** Norfolk  
804-623-9867

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**Norfolk**  
804-623-9867

Rolling Stones (Rolling Stones)  
Genesis (Abacab)  
John Hall Band (EMI America)  
Dixie Chicks (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)  
The Judds (Mercury)  
The Sadies (Capitol)

**SOUTH**

**93FM** Shreveport 318-425-8092

PO: HAROLD LAMAR  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **93FM** (FM)  
 (700) 345-1111

Station: **93FM** (FM)  
 (700) 345-1111

**98 Rock** Tampa 813-224-0742

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **98 Rock** (FM)  
 (700) 345-1111

Station: **98 Rock** (FM)  
 (700) 345-1111

**95FM** Tampa 813-876-0455

PO: AL PETERSON  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **95FM** (FM)  
 (700) 345-1111

Station: **95FM** (FM)  
 (700) 345-1111

**99.1 FM** West Palm Beach 306-461-0099

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **99.1 FM** (FM)  
 (700) 345-1111

Station: **99.1 FM** (FM)  
 (700) 345-1111

**WKZL FM 107** Winston-Salem 910-725-0868

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WKZL FM 107** (FM)  
 (700) 345-1111

Station: **WKZL FM 107** (FM)  
 (700) 345-1111

**MIDWEST**

**WJLA** Appleton 414-734-9228

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WJLA** (FM)  
 (700) 345-1111

Station: **WJLA** (FM)  
 (700) 345-1111

**the Loop** Chicago 312-440-5270

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **the Loop** (FM)  
 (700) 345-1111

Station: **the Loop** (FM)  
 (700) 345-1111

**MOST ADDED**

GENESIS *Abacab (Atlantic)* 35/21

GRAND FUNK RAILROAD *Grand Funk... (Full Moon/WB)* 9/9

JOHN ENTWISTLE *Too Late The Hero (Atco)* 24/8

STEVE HACKETT *Cured (Epic)* 8/8

QUARTERFLASH *Quarterflash (Geffen/WB)* 7/7

**MEDIUM**

TRIUMPH *Allied Forces (RCA)* 33/19

KINKS *Give The People... (Arts)* 31/18

DONNIE IRIS *King Cool (MCA)* 23/18

DEF LEPPARD *High 'N' Dry (Mercury/PG)* 23/17

PAT BENATAR *Precious Time (Chrysalis)* 23/15

SURVIVOR *Prematron (Scotti Bros./CBS)* 22/15

**THE HOTTEST**

ROLLING STONES *Tattoo... (Rolling Stones/At)* 38/37

JOURNEY *Escape (Columbia)* 36/34

FOREIGNER *4 (Atlantic)* 36/32

BOB SEGER & THE SILVER BULLET BAND *Nine Tonight (Capitol)* 36/31

DAN FOUGELBERG *The Innocent... (FME/Epic)* 32/24

**97WB** Bloomington 812-332-9292

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **97WB** (FM)  
 (700) 345-1111

Station: **97WB** (FM)  
 (700) 345-1111

**WEN** Cincinnati 513-671-8500

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WEN** (FM)  
 (700) 345-1111

Station: **WEN** (FM)  
 (700) 345-1111

**Detroit** 313-863-1800

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Detroit** (FM)  
 (700) 345-1111

Station: **Detroit** (FM)  
 (700) 345-1111

**Fargo** 218-236-7900

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Fargo** (FM)  
 (700) 345-1111

Station: **Fargo** (FM)  
 (700) 345-1111

**WXUS** Lafayette 317-448-1568

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WXUS** (FM)  
 (700) 345-1111

Station: **WXUS** (FM)  
 (700) 345-1111

**Q-FM-96** Columbus 614-224-1271

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Q-FM-96** (FM)  
 (700) 345-1111

Station: **Q-FM-96** (FM)  
 (700) 345-1111

**Wmms 101.1 FM** Cleveland 216-781-9887

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Wmms 101.1 FM** (FM)  
 (700) 345-1111

Station: **Wmms 101.1 FM** (FM)  
 (700) 345-1111

**wdek 92.8fm** DeKalb 815-758-9250

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **wdek 92.8fm** (FM)  
 (700) 345-1111

Station: **wdek 92.8fm** (FM)  
 (700) 345-1111

**Ft. Wayne** 219-484-0580

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Ft. Wayne** (FM)  
 (700) 345-1111

Station: **Ft. Wayne** (FM)  
 (700) 345-1111

**FM 102 WFMQ** Lincoln 402-476-8565

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **FM 102 WFMQ** (FM)  
 (700) 345-1111

Station: **FM 102 WFMQ** (FM)  
 (700) 345-1111

**95.1 FM** Chicago 312-828-0191

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **95.1 FM** (FM)  
 (700) 345-1111

Station: **95.1 FM** (FM)  
 (700) 345-1111

**97.7** Davenport 319-328-2541

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **97.7** (FM)  
 (700) 345-1111

Station: **97.7** (FM)  
 (700) 345-1111

**WJLS** Duluth 218-728-8421

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WJLS** (FM)  
 (700) 345-1111

Station: **WJLS** (FM)  
 (700) 345-1111

**LAV FM 97** Grand Rapids 616-458-5481

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **LAV FM 97** (FM)  
 (700) 345-1111

Station: **LAV FM 97** (FM)  
 (700) 345-1111

**WIBA - FM** Madison 808-274-6450

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WIBA - FM** (FM)  
 (700) 345-1111

Station: **WIBA - FM** (FM)  
 (700) 345-1111

**95.1 FM** Chicago 312-777-1700

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **95.1 FM** (FM)  
 (700) 345-1111

Station: **95.1 FM** (FM)  
 (700) 345-1111

**blue** Dayton 513-224-1501

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **blue** (FM)  
 (700) 345-1111

Station: **blue** (FM)  
 (700) 345-1111

**The Allman Station** Evansville 812-422-5268

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **The Allman Station** (FM)  
 (700) 345-1111

Station: **The Allman Station** (FM)  
 (700) 345-1111

**Kankakee** 815-839-4541

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Kankakee** (FM)  
 (700) 345-1111

Station: **Kankakee** (FM)  
 (700) 345-1111

**Madison** 808-249-9277

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Madison** (FM)  
 (700) 345-1111

Station: **Madison** (FM)  
 (700) 345-1111

**Chicago** 312-777-1700

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **Chicago** (FM)  
 (700) 345-1111

Station: **Chicago** (FM)  
 (700) 345-1111

**WYLEX** Detroit 313-398-1100

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WYLEX** (FM)  
 (700) 345-1111

Station: **WYLEX** (FM)  
 (700) 345-1111

**WWCK 105 FM** Flint 313-744-1570

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WWCK 105 FM** (FM)  
 (700) 345-1111

Station: **WWCK 105 FM** (FM)  
 (700) 345-1111

**KY 102** Kansas City 816-753-4587

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **KY 102** (FM)  
 (700) 345-1111

Station: **KY 102** (FM)  
 (700) 345-1111

**WLPX 97 fm** Milwaukee 414-342-1111

PO: BOB STEVENS  
 Address: 1000 N. HIGHWAY 70  
 (CITY CENTER)  
 (700) 345-1111

Medium: **WLPX 97 fm** (FM)  
 (700) 345-1111

Station: **WLPX 97 fm** (FM)  
 (700) 345-1111

# MIDWEST

### 93QFM Milwaukee 414-278-2040

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### KQ92 Minneapolis 612-545-8001

Address: 1000 Hennepin Ave., Minneapolis, MN 55402

Hosts: Doug Peterson, Lisa Catalano

Notable: Doug Peterson (Capitol), Lisa Catalano (Capitol)

### KDWB-FM Minneapolis 612-739-4000

Address: 1000 Hennepin Ave., Minneapolis, MN 55402

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Muscatine 319-263-2512

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Oklahoma City 405-631-8881

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Oklahoma City 405-631-8881

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Oklahoma City 405-528-5543

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Omaha 402-592-5300

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Rockford 815-877-3075

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### St. Louis 314-842-1111

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Tulsa 918-664-2910

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Toledo 419-248-3377

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Terre Haute 812-238-2557

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Winnipeg 204-775-0371

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### KFMG Albuquerque 505-285-8811

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### 94ROCK Albuquerque 505-765-5400

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### KEZY-95 Anahelm 714-776-3698

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### KRAN Anchorage 907-277-2685

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Aspen 303-925-5778

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Bakersfield 805-832-1410

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Boulder 303-444-5800

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Boulder 303-444-5800

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Boise 208-344-6363

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Chico 918-343-8461

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Chico 918-343-8461

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Colorado Springs 303-634-4896

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Denver 303-759-5600

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Denver 303-936-2313

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Edmonton 403-428-8597

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Edmonton 403-428-8597

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Eugene 503-684-4304

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Fort Collins 303-571-1232

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Fort Collins 303-571-1232

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### Freano 209-228-6991

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

# WEST

### MOST ADDED

GENESIS *Abacab (Atlantic)* 33/20  
 QUARTERFLASH *Quarterflash (Geffen/WB)* 14/13  
 JOHN ENTWISTLE *John Entwistle (A&M)* 28/11  
 TOMMY TUTONE *Tommy Tutone-2 (Columbia)* 14/11  
 ROSSINGTON-COLLINS BAND *This Is The Way (MCA)* 29/10

### MEDIUM

NELS LOFGREN *Night... (Backstreet/MCA)* 22/19  
 ATLANTA RHYTHM SECTION *Quinnella (Columbia)* 32/17  
 TRIUMPH *Alfred Forze (RCA)* 29/17  
 DEF LEPPARD *High 'N' Dry (Mercury/PQ)* 26/17  
 MOODY BLUES *Long... (Threshold/PQ)* 32/18  
 RED RIDER *As Far As Slam (Capitol)* 28/18

### THE HOTTEST

ROLLING STONES *Tattoo... (Rolling Stone/A&M)* 49/48  
 STEVIE NICKS *Belle Donne (Modern/A&M)* 48/39  
 FOREIGNER *4 (Atlantic)* 46/39  
 BOB SEGER & THE SILVER *Nine Tonight (Capitol)* 42/38  
 JOURNEY *Escape (Columbia)* 41/36

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### Q104

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### KFM

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### K97

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Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### KAZY

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

Hosts: Steve Hedges, Lisa Catalano

Notable: Steve Hedges (Capitol), Lisa Catalano (Capitol)

### K97

Address: 1000 W. Wisconsin Ave., Milwaukee, WI 53233

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**WES**

**KALL**

**Gillette**  
307-882-8101

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

Website: www.gillette.com

**KROQ** Pasadena  
213-678-0830

FM 106.7

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**KROY** Sacramento  
916-448-7668

FM 104.1

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**San Francisco**  
415-391-0400

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Santa Rosa**  
707-844-8873

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**98 Rock** Honolulu  
808-524-7100

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**PHOENIX** Phoenix  
602-833-8888

FM 102.5

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

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

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**San Rafael**  
415-456-1510

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Rock** Seattle  
206-824-8308

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**FM 92** Las Vegas  
702-676-1460

ROCKS LAS VEGAS

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**PHOENIX** Phoenix  
602-838-3082

FM 96

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**KCAL 96.7** San Bernardino  
714-825-8020

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**San Bernardino**  
714-825-8020

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Seattle**  
206-454-1840

**KZAM**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**KLOS 95.1** Los Angeles  
213-657-7250

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Portland**  
503-855-9181

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**KGB-FM 101.5** San Diego  
714-292-1360

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Santa Barbara**  
805-963-1075

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Spokane**  
509-448-2000

**92.9 KREM-FM**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Los Angeles**  
213-464-5638

**ROCKET 94.7**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Portland**  
503-228-5000

**link**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**San Diego**  
714-565-8008

**FM 106**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Santa Barbara**  
805-963-1801

**KTYD**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Tucson**  
602-822-8711

**FLAX**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Los Angeles**  
213-469-1212

**KROQ**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Portland**  
503-228-9261

**ROZ**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**San Diego**  
714-238-9872

**91X FM**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Santa Maria**  
805-922-2156

**99 KXFM**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Tucson**  
602-824-5586

**KWFM**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Missoula**  
406-728-5000

**KRIT**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Sacramento**  
916-446-4968

**KROQ**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**San Jose**  
408-246-8811

**KOME**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

**Vancouver**  
604-684-7221

**CFMX**

Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101

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604-684-7221

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Address: 1000 N. GARDEN ST., SUITE 100, GILLETTE, WY 82401

Phone: 307-882-8101





**Carolyn**

**Parks**

**Country**

## Record Label Contacts

This is one of those columns that I've been saving for a rainy day; and since it rained this week in L.A. (our first since last spring), I decided to celebrate the occasion with the following list of record companies servicing country product. Each listing gives at least one person to contact if you are in need of service, want to inquire about a promotion with one of that label's artists, or just need some general information.

There are so many small independent labels that, no doubt, some are not included here, and I encourage any companies that were overlooked to contact me so that they may be included in the next update. In the meantime, you may want to clip and save this list for future reference.

**Album Globe Distributors (Bel-Chor, Equa, Gervasi, Super Productions),** Suite 107, City Square, Hendersonville, TN 37075, (615) 824-9100. Contact: Keith Stewart, Nat'l Promo. Dir.

**Alfa,** 1015 North Fairfax Ave., Los Angeles, CA 90046, (213) 654-1100. Contact: Kevin Keogh, VP/Promo.

**ALTX,** Box 1556, Spring, TX 77373, (713) 353-7927. Contact: Mary Ellen Huggins, Dir. of Promo.

**Atlantic (Mirage),** 75 Rockefeller Plaza, New York, NY 10019, (212) 484-7683. Contact: Lou Sicurezza, Dir. of Field Oper.

**Bobby Mackey,** 1407 Kenova, Cincinnati, OH 45237, (513) 761-8575. Contact: R.J. Seifert, Promo. Mgr.

**B.W.A. Distributing (Secord, Airways, Ho-Jo),** 1016 16th Ave. South, Nashville, TN 37203, (615) 256-7622. Contact: Dick Bruce, Owner.

**Capitol/EMI-A/Liberty (Liberty/Curb),** 29 Music Square East, Nashville, TN 37203, (615) 244-9595. Contact: Gerrie McDowell, Nat'l Country Promo. Dir.

**Columbia,** 49 Music Square West, Nashville, TN 37203, (615) 329-4321. Contact: Jack Lameier, Dir. of Promo/Nashville.

**Comstock,** P.O. Box 3247, Shawnee, KS 66203, (913) 631-6060. Contact: Frank Fara, Nat'l Promo. Dir.

**Coyotee,** P.O. Box 6390, Corpus Christi, TX 78411, (512) 854-7376. Contact: Gary Beck, President.

**Delta,** P.O. Box 225, Nacogdoches, TX 75961, (713) 564-2509. Contact: Debra Gaston, Dir. of Promo.

**Dimension,** P.O. Box 17087, Nashville, TN 37217, (615) 754-9400. Contact: Bill Mack, VP/Mktg. & Sales.

**Door Knob (Society),** 2125 8th Ave. South, Nashville, TN 37204, (615) 383-6002. Contact: Karen Jeglum.

**Elektra (Full Moon/Asylum),** P.O. Box 120897, Nashville, TN 37212, (615) 320-7525. Contact: Bruce Adelman, Promo. Dir.

**Epic (Curb, Scotti Bros.),** 49 Music Square West, Nashville, TN 37203, (615) 329-4321. Contact: Rick Schwan, Dir. of Promo/Nashville.

**Equa,** 5510 Bobbywood Ave., San Jose, CA 95124, (408) 356-2579. Contact: Linda Dean, Promo. Dir.

**Excelsior,** 7420 Dunaway Drive, Nashville, TN 37221, (615) 646-9999. Contact: Ed Keeley, Promotions.

**F&L (Sound Factory, Tanglewood, FXL, Blossom Gap Ltd., Sugartree, Connection),** 50 Music Square West, Suite 902, Nashville, TN 37203, (615) 329-2278. Contact: Bobby Fischer, Nat'l Promo. & Publg. or Joe Lucas, Nat'l Dist.

**First Generation,** 809 18th Ave. South, Nashville, TN 37203, (615) 327-3211. Contact: Jerry Seabolt, Nat'l Promo. Dir.

**GMC (IRS, Colonial, Superior, Bonanza),** 3012 N. Main, P.O. Box 8545, Houston, TX 77009, (713) 225-0450. Contact: Betty or Jay Collier.

**Gold Dust (Universal Arts),** 2204 Elliston Place, Nashville, TN 37203, (615) 320-7035. Contact: Pat Garrett (Gold Dust) or Ron Erickson (Universal Arts).

**Gusher,** 3122 Sale Street, Dallas, TX 75219, (214) 522-8900. Contact: Charles A. Robinson, President.

**Handshake (East Coast),** 25 W. 56th Street, New York, NY 10019, (212) 245-3600. Contact: Marjee Meyer, Promo. Dir.

**Handshake (West Coast),** 8304 Beverly Blvd., Los Angeles, CA 90048, (213) 655-8635. Contact: Joel Newman, Promo. Dir.

**Jeremiah,** P.O. Box 1077, Hendersonville, TN 37075, (615) 824-9412. Contact: Jan Conally, Dir. of Promo.

**Koala,** 108 Lavern Circle, P.O. Box 1680, Hendersonville, TN 37075, (615) 824-8601. Contact: Wes Sanborn, President.

**LS (UEC),** 120 Hickory St., Madison, TN 37115, (615) 868-7171. Contact: Harold Hodges, VP.

**Mariner Marketing (Round About, Omni, Mariner),** 2808 Azalea Road, Nashville, TN 37204, (615) 298-2662. Contact: Fred Vail, Promo.

**MCA (Songbird) - Contact Regional Managers first:** (West Coast): Dottie Vance, 11312 Penrose Street, Sun Valley, CA 91352, (213) 508-4164. (Midwest): Bob Walker, 10700 W. Higgins Road, Suite 1001, Rosemont, IL 60018, (312) 298-6600. (Southeast): Joe Deters, 6403 Warren Drive, Norcross, GA 30093, (404) 447-6405. (Southwest): Roger Ramsey, 16719 Grouse Moor, Houston, TX 77084, (713) 463-3700. If unavailable, contact either: Erv Woolsey, VP/Promo, 27 Music Square East, Nashville, TN 37203, (615) 244-8944 or Bob Schnieders, West Coast Mgr., 70 Universal City Plaza, Universal City, CA 91608, (213) 508-4034.

**Mirage,** 9229 Sunset Blvd., Suite 707, Los Angeles, CA 90069, (213) 278-6350. Contact: Bob Greenberg, Exec. VP.

**Monument,** 21 Music Square East, Nashville, TN 37203, (615) 244-6565. Contact: Tex Davis, Dir. of Country Promo.

**Nationwide Sound Distributors (NSD, RPM, AMC, LS, Grass, Able, Rhinestone, Soapville, Raven, Soundwaves, Charta, Seeds, Clockwork, S.S. Titanic, Concert, New Colony, Cascade Mountain),** P.O. Box 23262, Nashville, TN 37202, (615) 385-2704. Contact: Betty Gibson, Nat'l Promo. Dir./Sales Mgr.

**O'Brien,** P.O. Box 289, Hermitage, TN 37076, (615) 883-8206. Contact: Roy Wiggins, Mgr.

**Omega,** P.O. Box 55, Gainesville, GA 30503, (404) 536-5932. Contact: Fred Waugh.

**Ovation,** 1249 Waukegan Road, Glenview, IL 60025, (312) 729-7300. Contact: Dick Schory, President.

**Paid,** 3409 Brinkman, Houston, TX 77018, (713) 861-9251. Contact: Bud Daily.

**Polygram (Mercury/Phonogram, Casablanca),** 10 Music Circle South, Nashville, TN 37203, (615) 244-3776. Contact: Frank Leffel, Nat'l Country Dir. or Marsha Roberts, Asst.

**RCA (West Coast),** 6363 Sunset Blvd., Los Angeles, CA 90028, (213) 468-4141. Contact: Carson Schreiber, Mgr., Regional Country Promo. or Deana Boehms, Asst.

**RCA (Nashville),** 30 Nashville Square West, Nashville, TN 37203, (615) 244-9880. Contact: Sheila Shipley, Coordinator.

**RCI (Award, Ram, Thomas),** 4 Williams Street, P.O. Box 126, Elmsford, NY 10523. Contact: Ray Roberts, Promo Mgr.

**Ridgetop,** 1300 Division Street, Suite 204, Nashville, TN 37203, (615) 242-2591. Contact: Alice Raleigh, President.

**Rounder,** 186 Willow Ave., Somerville, MA 02144, (617) 354-0700. Contact: Mary Weber, Promo. Dir.

**Scotti Bros.,** 2114 Pico Blvd., Santa Monica, CA 90405, (213) 450-3193. Contact: Steve Lake, Nat'l Country Promotion.

**Shelby Singleton Corp. (Plantation, Sun, SSS),** 3106 Belmont Blvd., Nashville, TN 37212, (615) 385-1960. Contact: Craig Wilson or Sharon Kay, Dirs. of Promo.

**Sound Factory,** 38 Music Square West, Nashville, TN 37203, (615) 244-7358. Contact: Billy Robinson, Dir. of Promo.

**Sunbird (Nashville),** 21 Music Circle East, Nashville, TN 37203, (615) 255-7744. Contact: Sheila Yarber.

**Sunbird (West Coast),** 610 Newport Center Drive, Suite 555, Newport Beach, CA 92660, (213) 937-2157 or (714) 640-9072. Contact: Alyssa Bagley.

**Warner Bros. (Warner/Curb, Warner/Viva),** P.O. Box 121196, Nashville, TN 37212, (615) 327-4503. Contact: Teresa Grier.

**Western Pride,** P.O. Box 321, West Monroe, LA 71291, (318) 396-3708. Contact: Jimmy Nelson.



### WSAI Strohs Down

WSAI/Cincinnati entered the record-making business recently when it conducted an area search for talented country performers. After all entries were judged, twelve songs were selected for the Ohio Valley Country Music Album No. 1, which is sold in local record stores with all proceeds donated to the Stepping Stones Center for Handicapped. The entire promotion culminated in the first annual WSAI Strohdowndown, a free day-long concert featuring the twelve contest winners. Over 10,000 specially-prepared concert patches were passed out the day of the event. PD Dale Turner reports the promotion was "a good image project for a radio station, although it was a lot of work."





# BREAKERS.

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

### TOMPALL & THE GLASER BROTHERS Just One Time (Elektra)

On 76% of reporting stations. National Summary: Up 29, Same 28, Down 0, Debuts 15, Adds 7. R&R Chart: 49-48.

### BELLAMY BROTHERS You're My Favorite Star (WB/Curb)

On 70% of reporting stations. National Summary: Up 6, Same 20, Down 0, Debuts 24, Adds 24. A Most Added record. R&R Chart: Debut 47.

### CRYSTAL GAYLE The Woman In Me (Columbia)

On 68% of reporting stations. National Summary: Up 12, Same 26, Down 0, Debuts 19, Adds 18. R&R Chart: 50-48.

### GENE WATSON Fourteen Carat Mind (MCA)

On 62% of reporting stations. National Summary: Up 14, Same 20, Down 0, Debuts 16, Adds 16. R&R Chart: Debut 49.

#### Most Added:

##### EARL THOMAS CONLEY

Tell Me Why (RCA)

##### EDDY RAVEN

Who Do You Know In California (Elektra)

##### MOE BANDY

Rodeo Romeo (Columbia)

##### GARY MORRIS

Headed For A Heartache (WB)

#### Hottest:

##### CHARLEY PRIDE

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

##### EDDIE RABBITT

Step By Step (Elektra)

##### OAK RIDGE BOYS

Fancy Free (MCA)

# MOST ACTIVE

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

#### DON KING "The Closer You Get" (Epic) 59/5

National Summary: Up 28, Same 13, Down 0, Debuts 13, Adds 5, KKAL, KLZ, KLAC, WKKN, WKQC-FM, KCKC 27-19, KPMS-AM-FM 16-9, WIXL-FM 4-3, WWVA 4-32, WYDE 26-18, WSIX-FM d-19, WSLR 36-28, WAXX d-30. R&R Chart: Debut 50.

#### JOHN SCHNEIDER "Them Good Ol' Boys Are Bad" (Scotti Bros./CBS) 54/14

National Summary: Up 11, Same 20, Down 0, Debuts 9, Adds 14, WMZQ-FM, WNOW, KRRV, WSOC-FM, WCOS-FM, KLRA, KNOE, WSUN, WKLM, WUBE-FM, WMNI, KSO, WFMS-FM, WKKN, KRMD-AM-FM 46-38.

#### TERRI GIBBS "I Wanna Be Around" (MCA) 50/10

National Summary: Up 16, Same 16, Down 0, Debuts 8, Adds 10, KOKE-FM, KKYX, KWKH, WKLM, WTQR-FM, KUZZ, KMAK, KLAC, KWJJ, WBGW-FM, WSIX-FM 19-14, KVOO 44-34, WVAM 46-37, WNYR d-27.

#### WILLIE NELSON "Mountain Dew" (RCA) 50/11

National Summary: Up 10, Same 14, Down 0, Debuts 15, Adds 11, WHK, WAXX, WGEE, WKQC-FM, KBMY, KVOC, KLZ, WWVA, KIXZ, WSOC-FM, KWKH, KEED 48-38, KCKC 13-10, WIXL-FM 33-23, KRMD-AM-FM 42-30.

#### RANDY BARLOW "Try Me" (Paid) 48/2

National Summary: Up 27, Same 11, Down 0, Debuts 8, Adds 2, WQIK-FM, KSON-AM-FM, KOKE-FM 42-34, KHEY 34-29, KSO 30-23, WKMF 34-29, KWMT 49-36, KVOO 49-39, KEED 35-29, KWJJ 47-40, KSOP 46-38, KGA 35-27.

#### EARL THOMAS CONLEY "Tell Me Why" (RCA) 41/38

National Summary: Up 0, Same 1, Down 0, Debuts 3, Adds 36 including KEED, KEEN, KPMS-AM-FM, WSEN, WOKQ, WWVA, WQIK-FM, WLWI-FM, WQYK-FM, WIRK-FM, WSAI-AM-FM, KSO, KFGO, KEBC-FM.

#### DAVID FRIZZELL & SHELLY WEST "Husbands And Wives" (WB) 41/21

National Summary: Up 3, Same 11, Down 0, Debuts 6, Adds 21 including WUBE-FM, WHK, WFMS-FM, KFDI-AM, KUZZ, KEED, KNIX-FM, WWCS-FM, WPOP, WYDE, WQAM, WLWI-FM, WIRK-FM, KIXZ 50-42, WQIK-FM 50-46.

#### GARY MORRIS "Headed For A Heartache" (WB) 39/26

National Summary: Up 0, Same 7, Down 0, Debuts 4, Adds 28 including KOKE-FM, WKSJ-FM, WSM, KRMD-AM-FM, WIRK-FM, WSLR, WMAQ, WSAI-AM-FM, WCXI, KLZ, KRAK, KGA, WVAM, WSEN, WIXY d-29.

#### BOBBY SMITH "Just Enough Love (For One Woman)" (EMI/Liberty) 37/2

National Summary: Up 20, Same 11, Down 4, Debuts 0, Adds 2, WOKK, KGFX, KHEY 29-25, KKYX 26-20, WKLM 32-26, WCXI 37-33, WHBF 39-31, KICD-FM 30-26, KFDI-AM 29-24, KRDR 32-24, KLAC 46-41, KWJJ 35-31, WVAM 41-36.

#### MOE BANDY "Rodeo Romeo" (Columbia) 35/33

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 33 including WSAI-AM-FM, KSO, WDAF, KEBC-FM, KMAK, KNIX-FM, KSOP, KEEN, KGA, WGNA-FM, WYII, KOKE-FM, WYDE, WBAP, KIKK-FM.

## Significant Action

#### EDDY RAVEN "Who Do You Know In California" (Elektra) 32/29

National Summary: Up 0, Same 1, Down 0, Debuts 2, Adds 29 including KOKE-FM, WYDE, WQIK-FM, WMC-AM, WLWI-FM, WQYK-FM, WCXI, WFMS-FM, KEBC-FM, KEEN, KPMS-AM-FM, KGA, WVAM, WIXY.

#### KIPPI BRANNON "Slowly" (MCA) 32/11

National Summary: Up 8, Same 7, Down 0, Debuts 6, Adds 11, WSAI-AM-FM, WKMF, KICD-FM, KRDR, KRAK, KPMS-AM-FM, KGA, WWVA, KOKE-FM, WQYK-FM, WIRK-FM.

#### STEPHANIE WINSLOW "When You Walk In The Room" (WB/Curb) 31/14

National Summary: Up 1, Same 11, Down 0, Debuts 5, Adds 14, KEED, KRAK, WGNA-FM, WIXY, WYII, KIXZ, KLRA, KNOE, KKYX, WIRK-FM, WSLR, WAXX, KWMT, KICD-FM.

#### JERRY REED "Patches" (RCA) 31/7

National Summary: Up 7, Same 7, Down 0, Debuts 10, Adds 7, WCXI, WKQC-FM, KLZ, KRDR, KIXZ, KOKE-FM, KKYX, KSO d-29, KSOP 32-28, WWCS-FM d-29, KRRV 33-27.

#### FREDDIE HART "You Were There" (Sunbird) 30/4

National Summary: Up 13, Same 11, Down 0, Debuts 2, Adds 4, KOKE-FM, WWOD, WKQC-FM, WIXY, KHEY 36-30, KKYX 43-36, WHBF 48-41, KRAK 50-46, KGA 37-28, WWVA 39-36.

#### BILLY "CRASH" CRADDOCK "Now That The Feeling's Gone" (Capitol) 29/20

National Summary: Up 1, Same 6, Down 0, Debuts 2, Adds 20 including WSEN, KHEY, KRMD-AM-FM, WQYK-FM, WTQR-FM, WSLR, WDAF, KEBC-FM, KUZZ, KTOM, KGA.

#### ROGER MILLER "Everyone Gets Crazy Now And Then" (Elektra) 29/5

National Summary: Up 7, Same 11, Down 0, Debuts 6, Adds 5, KOKE-FM, KHEY, WITL-FM, WKQC-FM, WWVA, WIRK-FM d-30, KEED 44-40, KLAC 46-42, KRAK 46-42, KCKC 20-13.

#### DOTSY "Let The Little Bird Fly" (Tanglewood) 28/6

National Summary: Up 9, Same 11, Down 0, Debuts 2, Adds 8, KEED, KRAK, WWVA, WYDE, WSOC-FM, WQIK-FM, KSOP 50-44, KRMD-AM-FM 41-34, WKKN 38-32.

## Radio & Records

# NATIONAL AIRPLAY/50

### October 9, 1981

THREE TWO LAST  
WEEKS WEEKS WEEK

1	1	1	1	EDDIE RABBITT/Step By Step (Elektra)
11	5	2	2	CHARLEY PRIDE/Never Been So Loved (In All My Life) (RCA)
4	3	3	3	LACY J. DALTON/Takin' It Easy (Columbia)
19	12	7	4	CHARLY McCLAIN/Sleepin' With The Radio On (Epic)
10	6	5	5	JANIE FRICKE/I'll Need Someone To Hold Me... (Columbia)
23	16	9	6	OAK RIDGE BOYS/Fancy Free (MCA)
6	4	6	7	LEON EVERETTE/Hurricane (RCA)
29	22	13	8	BARBARA MANDRELL/Wish You Were Here (MCA)
21	17	11	9	GAIL DAVIES/Grandma's Song (WB)
28	26	15	10	ROSANNE CASH/My Baby Thinks He's A Train (Columbia)
26	20	16	11	KENDALLS/Teach Me To Cheat (Mercury/PolyGram)
41	28	20	12	KENNY ROGERS/Share Your Love With Me (EMI/Liberty)
2	2	4	13	T.G. SHEPPARD/Party Time (WB/Curb)
9	9	8	14	ED BRUCE/Everything's A Waltz (MCA)
32	27	22	15	FRED KNOBLOCK/Memphis (Scotti Bros./CBS)
39	29	23	16	HANK WILLIAMS JR./All My Rowdy Friends... (Elektra/Curb)
17	14	12	17	GLEN CAMPBELL/I Love My Truck (Mirage/Atlantic)
42	32	25	18	JOHN CONLEE/Miss Emily's Picture (MCA)
44	36	28	19	TAMMY WYNETTE/Crying In The Rain (Epic)
8	7	14	20	MEL McDANIEL/Right In The Palm Of Your Hand (Capitol)
37	31	26	21	DOLLY PARTON/The House Of The Rising Sun (RCA)
22	19	21	22	JOHN ANDERSON/I Love You A Thousand Ways (WB)
46	39	31	23	MEL TILLIS/One-Night Fever (Elektra)
26	23	17	24	BURRITO BROTHERS/She Belongs To Everyone But Me (Curb)
43	35	30	25	ZELLA LEHR/Faedin' The Fire (Columbia)
7	8	10	26	RAZZY BAILEY/Midnight Hauler (RCA)
48	40	36	27	EMMYLOU HARRIS & DON WILLIAMS/If I Needed You (WB)
16	13	19	28	RAY PRICE/It Don't Hurt Me Half As Bad (Dimansion)
49	42	37	29	MERLE HAGGARD/My Favorite Memory (Epic)
13	10	18	30	REBA McENTIRE/Today All Over Again (Mercury/PolyGram)
47	41	35	31	SYLVIA/Haert On The Mend (RCA)
-	44	38	32	CON HUNLEY/She's Steppin' Out (WB)
-	43	39	33	ANNE MURRAY/It's All I Can Do (Capitol)
24	24	24	34	B.J. THOMAS/I Recall A Gypsy Woman (MCA)
-	49	45	35	RICKY SKAGGS/You May See Me Walkin' (Epic)
3	11	27	36	CONWAY TWITTY/Tight-Fittin' Jeans (MCA)
34	33	33	37	DEBORAH ALLEN/You (Make Me Wonder Why) (Capitol)
-	-	41	38	JOHNNY LEE/Bat Your Heart On Me (Full Moon/Asylum)
-	50	44	39	GEORGE STRAIT/Down And Out (MCA)
-	-	42	40	STEVE WARINER/All Roads Lead To You (RCA)
-	-	43	41	LARRY GATLIN/What Are We Doin' Lonesome (Columbia)
-	-	46	42	GEORGE JONES/Still Doin' Time (Epic)
18	18	29	43	MOE BANDY & JOE STAMPLEY/Honky Tonk Queen (Columbia)
50	45	40	44	SONNY CURTIS/Married Women (Elektra)
5	15	34	45	MICKEY GILLEY/You Don't Know Me (Epic)
-	-	49	46	TOMPALL & THE GLASER BROTHERS/Just One Time (Elektra)
-	-	50	47	BELLAMY BROTHERS/You're My Favorite Star (WB/Curb)
-	-	50	48	CRYSTAL GAYLE/The Woman In Me (Columbia)
-	-	50	49	GENE WATSON/Fourteen Carat Mind (MCA)
-	-	50	50	DON KING/The Closer You Get (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.

#### SAMMY JOHNS "Common Man" (Elektra) 27/3

National Summary: Up 8, Same 11, Down 0, Debuts 5, Adds 3, WQIK-FM, WKLM, KSOP, KRRV d-36, KOKE-FM 47-38, WKSJ-FM 31-26, KRMD-AM-FM 37-28, WSAI-AM-FM 34-28, KUZZ 48-43.

#### JOE STAMPLEY "All These Things" (Epic) 22/21

National Summary: Up 0, Same 1, Down 0, Debuts 0, Adds 21 including WMC-AM, WLWI-FM, KKYX, KFGO, KEBC-FM, KFH, KRDR, KCKC, WVAM, WBGW-FM, WIXL-FM.

#### CRISTY LANE "Cheatin' Is Still On My Mind" (EMI/Liberty) 20/5

National Summary: Up 0, Same 9, Down 0, Debuts 6, Adds 5, KRDR, KOKE-FM, WHOO, KWKH, WHBF, On: KPMS-AM-FM, KGA, WLWI-FM, WQYK-FM, KFGO.

#### JUDY BAILEY "The Best Bedroom In Town" (Columbia) 19/4

National Summary: Up 4, Same 7, Down 0, Debuts 4, Adds 4, WQIK-FM, WIRK-FM, WSLR, WWVA, KRRV d-32, KIXZ 47-41, KRMD-AM-FM 40-36, KUZZ 50-42, WIXL-FM 34-22.

#### MUNDO EARWOOD "I'll Still Be Loving You" (Excelstor) 18/8

National Summary: Up 2, Same 6, Down 0, Debuts 2, Adds 8, WIXL-FM, KOKE-FM, WYDE, KHEY, KRMD-AM-FM, WIRK-FM, KFDI-AM, KGA, KIKK-FM 36-32, KSO d-32.

#### RODNEY CROWELL "Stars On The Water" (WB) 17/4

National Summary: Up 1, Same 8, Down 0, Debuts 4, Adds 4, KHEY, WQYK-FM, WHBF, WWCS-FM, WLWI-FM 36-27, On: KIKK-FM, WSM, WSAI-AM-FM, KSOP, WOKQ.

#### BRENDA LEE "Only When I Laugh" (MCA) 15/11

National Summary: Up 0, Same 2, Down 0, Debuts 2, Adds 11, WGNA-FM, WVAM, WWCS-FM, WNYR, WSM, KKYX, KRMD-AM-FM, WITL-FM, KEBC-FM, KVOO, KFDI-AM.

#### LEE GREENWOOD "It Turns Me Inside Out" (MCA) 15/6

National Summary: Up 3, Same 6, Down 0, Debuts 2, Adds 6, KRRV, KIXZ, WLWI-FM, WSM, KFGO, WHBF, WSIX-FM 7-6, WQYK-FM 29-23, WIXY d-30.

#### DEAN DILLON "Jesus Let Me Slide" (RCA) 15/3

National Summary: Up 2, Same 8, Down 0, Debuts 2, Adds 3, KSO, KFGO, WKSJ-FM, KKAL 50-45, WIXL-FM 46-38, On: KRAK, KSOP, KPMS-AM-FM, KGA.

#### BILL NASH "Slippin' Out, Slippin' In" (EMI/Liberty) 14/7

National Summary: Up 1, Same 5, Down 0, Debuts 1, Adds 7, KPMS-AM-FM, KOKE-FM, WLWI-FM, WQYK-FM, WIRK-FM, WSLR, KSO, WQIK-FM 49-44.

#### CALAMITY JANE "Send Me Somebody To Love" (Columbia) 13/4

National Summary: Up 1, Same 5, Down 0, Debuts 3, Adds 4, WWVA, WTSO, KSOP, KEEN, WIXY 32-28, WYDE d-39, On: WSAI-AM-FM, WBCS-FM.

#### TANYA TUCKER "Rodeo Girls" (MCA) 13/3

National Summary: Up 2, Same 5, Down 0, Debuts 3, Adds 3, KRRV, WQIK-FM, WAXX, WKSJ-FM 45-38, WGNA-FM 45-41, On: WIRK-FM, WNRN, KEBC-FM, KSOP.

#### SUE POWELL "There's No Me" Without You" (RCA) 12/12

National Summary: Up 0, Same 0, Down 0, Debuts 0, Adds 12, WGNA-FM, WVAM, WYDE, WWOD, WLWI-FM, WSIX-FM, WSM, KRMD-AM-FM, KFGO, KRDR, KSOP, KGA.

#### BOBBY G. RICE "Pardon My French" (Charta) 11/5

National Summary: Up 0, Same 5, Down 0, Debuts 1, Adds 5, KLRA, WKSJ-FM, KKYX, WIXY, WWVA, On: KOKE-FM, WYDE, WIRK-FM, KFDI-AM.

#### DICKEY LEE "I Wonder If I Care As Much" (Mercury/PolyGram) 11/4

National Summary: Up 2, Same 5, Down 0, Debuts 0, Adds 4, KIXZ, KOKE-FM, WSIX-FM, WKKN, KRMD-AM-FM 44-39, KEED 47-43, On: WMC-AM, WQYK-FM.

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**ED SALAMON**  
*Vice-President/Programming*

*Again voted Major Market Country Program Director for 1981 by Billboard for his work at WHN. Produced for the Mutual Broadcasting System, "The Johnny Cash Silver Anniversary Special", (Billboard's 1981 Syndicated Special of the Year) and the record-breaking "Country Music Countdown-1980" co-hosted by Anne Murray.*

**NICK VERBITSKY**  
*President*

*Recently, senior vice-president of stations and operations for the Mutual Broadcasting System; vice-president/general manager of WHN Radio, voted in 1981 by Billboard as Major Market Country Station of the Year.*

**DICK CLARK**

*Dick Clark is among the most successful of all radio, television and motion picture personalities. He is the innovative man behind many projects throughout the entertainment industry including his most identified success, "American Bandstand" ... one of the longest lived continuous programs in broadcast history.*

**FRANK MURPHY**  
*Vice-President/Marketing*

*Recently, vice-president of station relations for the Mutual Broadcasting System, with many years of day-to-day contact with America's finest radio stations.*



# Country Pictures



**"HURRICANE" STORMS THROUGH COUNTRY** — RCA's Leon Everette recently completed a nationwide tour promoting his latest release "Hurricane" in a most unusual way... from 30,000 feet up! Pictured on the left is Leon phoning area radio stations from the cockpit of manager Carroll Fulmer's plane while RCA's Gaylon Adams looks on. When Leon finally landed (right), he was met by several members of the Los Angeles radio community who had already braced themselves against the "storm." (l-r) KHJ PD Charlie Cook, KHJ Assistant PD Lon Helton, KZLA MD Denise Galvan, Everette, KZLA PD Tom Casey, RCA's Carson Schreiber, and KLAC MD Cathy Hahn.



**KVET NETS BRUCE** — Ed Bruce joined the folks at KVET/Austin recently for their annual Aqua Festival. KVET MD Katy Bee (left) and Assistant Promotion Director Jane Spalding (right) are pictured getting along swimmingly with Ed.



**ONE VETERAN MEETS ANOTHER** — When Barbara Mandrell appeared at this year's Wisconsin State Fair, she met the winner of WBCS-FM/Milwaukee's "Why I'd Like To Meet Barbara" contest, 73-year-old Leon Lappin. Leon, who is shown with Barbara and WBCS PD Pat Martin, commented after a backstage kiss from his favorite personality, "I'm not gonna wash my face for a week!"



**WHYL LISTENERS TAKE PEPSI CHALLENGE** — During a recent WHYL/Harrisburg listener appreciation picnic, cosponsored by Pepsi-Cola, participants got to try their hands at various challenges, including a "Pepsi Throw" (winner at left had a 44-foot toss) and a "Pepsi Chug" (gentleman at right managed to down a can in 7 1/4 seconds). Listeners were also treated to free local entertainment and sure didn't have to worry about quenching a thirst.



Biff Collie

## Inside Nashville

**THE NOMINEES ARE:** Johnny Cochran, a truck driver from Atlanta who has travelled over 150,000 miles to see the Grand Ole Opry, hasn't missed an Opry performance in over 10 years, last I heard; he spent over \$10,000 on gasoline as the "Fan Of The Year"... Rachel Parton as the year's "Dolly Parton" act-alike. She'll portray "Dora Lee Rhodes," in the weekly series called "9 to 5." (Dolly played the part in the hit movie of the same name)... "Hee Haw"'s Junior Samples

nominates George Burns as 1981's "Octogenarian Of The Year"... "Days Of Our Lives" soap opera star Richard Hayes as the "Country D.J.-Turned Actor" Of The Year. Hayes was one of the first members of the Country Disc Jockey Association in 1955... Country Music Hall of Famer Kitty Wells (she got the job of presenting the new "Horizon" award on the CMA TV special this year). To her grandchildren she is "Mee-Maw," but in 1976 after Kitty was inducted into the Hall of Fame, her then 2 1/2-year-old granddaughter Stephanie Sturdivant approached her and said: "Are you really Kitty Wells or are you 'Mee-Maw'?"... Conway Twitty for being the least recognized superstar in Country; Conway has over 35 #1 hit records under his money belt and has never won a CMA award by himself. He and Loretta have won four or five duets, and that's it!... Jerry Lee Lewis every year's most "confident Country star;" in Jerry Lee's own words: "There has never been another entertainer like me, but I hope someday one will come along. Imagine what a dull world this would be without a Jerry Lee Lewis in it."

**IT'S PARTY-TIME:** Conventions feature parties, parties & more parties, and this week in Music City there's at least one big one every night. The sad thing about it is the people who are supposedly being honored, the "Disc Jockey Conventioneers," don't get to go to them! You see, the "Good Guys" who don't have hits or are not a member of the industry "VIP" set don't get to go to the BMI, ASCAP, or SESAC awards banquets honoring the songwriters and publishers who the disc jockey helped make rich! And famous! And win awards!

**THE COUNTRY MUSIC HALL OF FAME** is an institution devoted to recognizing forever, and honoring those who have made outstanding contributions to our music. Each year no less than ten and no more than twenty candidates are officially nominated by the Hall of Fame nominating committee. The final nominees for 1981 were: Lefty Frizzell, whose style has dozens of 1981 copiers and who was inducted into the Songwriters' Hall of Fame in 1973; Grant Turner, one of the first inductees into the Country DJ Hall of Fame and a Grand Ole Opry announcer for 38 years; Floyd Tillman, the country singer's singer, who was inducted into the Songwriters' Hall of Fame in 1971; Vernon Dalhart, the first to have a million-selling country hit ("The Prisoner's Song (If I Had The Wings Of An Angel)," and who should have been in years ago; and James Cecil "Little Jimmy" Dickens, since 1948 an Opry star, "the biggest little man in country music" at 4'11" tall, and one of our greatest comedians.

**BIRTH OF A LEGEND** — 1925: "Why should we burden the radio station's facility with something like this? All those country hicks coming in, tramping mud through the lobby, all that noise... it seems ludicrous,

after a full hour of beautiful Grand Opera Music, to follow it with that backwoods barn dance music on the radio! We'll lose all our opera listeners! Surely, the whole concept of a Saturday Night barn dance is an albatross. It'll never last; what's more, how will our company ever live it down? After all, we have a corporate reputation to uphold." That conversation could have and likely did take place that late September Friday morning in the offices of WSM radio in Nashville. But George D. Hay, in charge of new programming on the station, stuck to his guns. "The three years I was in Chicago at WLS, people came from miles around to their Saturday night Barn Dance to see them play and sing the old-time music, with the violins, banjos and mandolins..." "But what will you call it, George?" "Well," said Mr. Hay, "Since Grand Opera precedes Uncle Jimmy Thompson and his daughter Eva playing their down-home music, let's call it "Grand Ole Opry." This week the world is celebrating the Grand Ole Opry's 56th birthday; the longest-running show in the history of American radio. SALUTE!!!

**WINNERS:** What country single record was on the national trade charts longer than any other in history????... What's the shortest song ever published????... Who was the first living member of the Country Music Hall of Fame????... What was the first country band ever to use an amplified instrument in public????... Who was the first performer on a country show to be elected Governor of a state????... Art West's boss much later was inducted into the Country Music Hall of Fame. Who was he? (who was "Art West?")... Answers to these questions next week. And now the answers to last week's quiz... (1) Johnny Rodriguez; (2) Ronnie Milsap; (3) Brenda Lee on "Ozark Jubilee"; (4) Buddy Allan, whose mom and dad are Buck and Bonnie Owens; (5) Loretta Lynn; (6) They all studied to be preachers; (7) Hank Williams; (8) Tammy Wynette (aka Winnie Pugh); (9) Jerry Lee Lewis's and Mickey Gilley's cousin Jimmy Swaggart became the preacher; (10) Jim Reeves.

**FICAP'S COUNTRY DISC JOCKEY HALL OF FAME** final nominees are (Living): Bill Mack, Smokey Smith (KRNT & KWKY/Des Moines) and Charlie Walker. (Deceased): King Edward IV, Uncle Jim Christie (His XEG all-nighter in the 40's and 50's) and Hap Wilson (Alabama-Tennessee 40's and 50's). The new inductee(s) will be announced at the FICAP banquet Friday night (October 16) and the host-entertainment will be provided by MCA Records and will feature Brenda Lee, George Strait and other MCA acts, plus special guest star Bill Monroe & the Blue Grass Boys.

**CONVENTION PARTY LEFTOVERS:** Put 'em in a cab and send 'em home!



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**Jeff Green**

# Adult/Contemporary

**125 TOTAL MARKS ALL-TIME HIGH**

## New R&R A/C Reporter Roster Takes The Field

After several months of research and analysis, the new Radio & Records Adult/Contemporary reporter roster is complete. Beginning with this issue, the music results printed herein are reflected from what we feel is the strongest field of reporters to represent the wide variety of successful A/C concentrations.

Some facts are presented below comparing the new group of reporters to our previous group:

	Total Reporters	ARB Markets	12+ Metro Reach (ARB Estimates)
New Reporters	125 (+12%)	108 (+33%)	98,041,100 (+49%)
Previous Group	112	81	65,702,400

Note the improvements in total reporters, Arbitron market coverage, and the significant increase in 12+ audience reach. This is attributed to the addition of reporters in New York City, Detroit, Houston, Dallas, St. Louis, and numerous key secondaries, such as New Orleans, Birmingham, Toledo, and Jacksonville. Also, reporter coverage has been bolstered in several major areas, including Chicago, Washington, D.C., Seattle, and Cincinnati.

### Parallels Come To Adult/Contemporary

Another major improvement which you may have

already detected is the assignment of Parallel status to each reporter. This effort is designed to align market sizes proportionally for comparison, research, and uniformity purposes within the overall R&R reporting structure. Requisites for Parallel positioning can be found at the beginning of the CHR Parallels listings elsewhere in this issue, but essentially format dominance within market rank determines Parallel rank as well.

### Reporter Selection Process

Reporters were selected from the newly-expanded group of 172 standard Arbitron radio markets, and also the enlarged Condensed Market category, covering 82 additional markets. Due to unusual geographic situations, a handful of reporters were chosen from outside this combined group of 254 markets.

The necessity of gathering all the research from 125 reporters and preparing it for publication in a one-day turnaround precludes the possibility of expanding the roster any further. However, all reporters are reviewed after each spring and fall Arbitron. Further, all information from those stations wishing to report is kept in a permanent file.

The requisites for reporting are based on the Arbitron average quarter-hour share within the 25-49 demographic, market rank, emphasis on current music, and geographic positioning.

### The Evolution Of Adult/Contemporary

This new reporter lineup represents an important evolution in the nature of the A/C stations that report to R&R. We are now concentrating, in as many situations as possible, on successful stations targeting 25-49 demographics that are using *current music* as a significant part of their programming. There are many successful A/C stations that rely heavily on programming elements other than current music to earn much of their ratings, such as news, talk, sports, agriculture, religion, and oldies. We will continue to devote a large share of our interviews, columns and features to these successful stations, which have a great deal to offer to all radio programmers who seek to improve everything that comes between the records.

At this time, I would personally like to thank every applicant — general managers, program directors, and music directors — those who took the time and effort to make me aware of their station's strengths and benefits. I believe that this new team of reporters carries a wider, more powerful range of Adult/Contemporary radio stations than ever before. Together we can express the exciting and growing diversity of A/C programming and demonstrate the real musical influence this format truly delivers.

As you may have noticed, the Adult/Contemporary chart now appears on The Back Page. For an explanation of this change, please see the Editorial on Page 3.

<p>New reporters are indicated by the "new entry" symbol: →</p>			
<p><b>PARALLEL 1</b></p>			
<p><b>EAST</b></p>			
→	WCBM/Baltimore	→	WVLK/Lexington-Fayetteville, KY
→	WROR/Boston	→	KSL/Salt Lake City
→	WBEN/Buffalo	→	KREM/Spokane
→	WGR/Buffalo	→	KCEE/Tucson
→	WTFM/New York	→	
→	WIP/Philadelphia	→	
→	KDKA/Pittsburgh	→	
→	WTAE/Pittsburgh	→	
→	WWSW(3WS)/Pittsburgh	→	
→	WPRO/Providence	→	
→	WASH/Washington, DC	→	
→	WJMD/Washington, DC	→	
<p><b>SOUTH</b></p>			
→	WLTA/Atlanta	→	
→	WSB/Atlanta	→	
→	KVIL/Dallas-Ft. Worth	→	
→	KULF/Houston	→	
→	WAIA(97AIA)/Miami-Ft. Lauderdale	→	
<p><b>MIDWEST</b></p>			
→	WCLR/Chicago	→	
→	WFYR/Chicago	→	
→	WKRC/Cincinnati	→	
→	WRRM/Cincinnati	→	
→	WGAR/Cleveland	→	
→	WWWE/Cleveland	→	
→	WOMC/Detroit	→	
→	KMBZ/Kansas City	→	
→	WHB/Kansas City	→	
→	WISN/Milwaukee	→	
→	WCCO/Minneapolis	→	
→	KXOK/St. Louis	→	
<p><b>WEST</b></p>			
→	KHOW/Denver	→	
→	KPPL/Denver	→	
→	KOY/Phoenix	→	
→	KEX/Portland	→	
→	KFMB/San Diego	→	
→	KYXY/San Diego	→	
→	KNBR/San Francisco	→	
→	KING/Seattle	→	
→	KIXI/Seattle	→	
→	KPLZ/Seattle	→	
<p><b>PARALLEL 2</b></p>			
<p><b>EAST</b></p>			
→	WNAB/Bridgeport	→	
→	WRIE/Erie	→	
→	WSFM/Harrisburg	→	
→	WTIC/Hartford	→	
→	WWYZ/Hartford	→	
→	WCTC/New Brunswick, NJ	→	
→	WELI/New Haven	→	
→	WHAM/Rochester, NY	→	
→	WGY/Schenectady	→	
→	WHYN/Springfield, MA	→	
→	WHEN/Syracuse	→	
→	WFTQ/Worcester	→	
→	WSBA/York	→	
<p><b>MIDWEST</b></p>			
→	WAKR/Akron	→	
→	WHBY/Appleton	→	
→	WHBC/Canton	→	
→	WTVN/Columbus, OH	→	
→	WHIO/Dayton	→	
→	KRNT/Des Moines	→	
→	WOWO/Ft. Wayne	→	
→	WFMK/Lansing	→	
→	WIBA/Madison	→	
→	KLTE/Oklahoma City	→	
→	WQUA/Quad Cities, IA	→	
→	WOHO/Toledo	→	
→	KRMG/Tulsa	→	
→	KKRD/Wichita, KS	→	
→	WKBN/Youngstown, OH	→	
<p><b>WEST</b></p>			
→	KOB/Albuquerque	→	
→	KAFY/Bakersfield	→	
→	KBOI/Boise	→	
→	KUGN/Eugene, OR	→	
→	KYNO/Fresno	→	
→	KKUA/Honolulu	→	
→	KMJJ/Las Vegas	→	
<p><b>PARALLEL 3</b></p>			
<p><b>EAST</b></p>			
→	WKZE/Cape Cod, MA	→	
→	WHAG/Hagerstown, MD	→	
→	WGIR/Manchester, NH	→	
→	WNEU/Wheeling, WV	→	
<p><b>SOUTH</b></p>			
→	WSKY/Asheville, NC	→	
→	WCHV/Charlottesville, VA	→	
→	WLEQ/Ft. Myers, FL	→	
→	KSEL/Lubbock, TX	→	
→	WLVA/Lynchburg, VA	→	
→	WORG/Orangeburg, SC	→	
→	WFIR/Roanoke, VA	→	
→	WWSA/Savannah, GA	→	
<p><b>MIDWEST</b></p>			
→	WJBC/Bloomington, IL	→	
→	KCRG/Cedar Rapids, IA	→	
→	WDAY/Fargo, ND-Moorhead, MN	→	
→	KFOR/Lincoln, NB	→	
→	WSGW/Saginaw, MI	→	
→	WJON/St. Cloud, MN	→	
→	WBOW/Terre Haute, IN	→	
<p><b>WEST</b></p>			
→	KFQD/Anchorage, AK	→	
→	KADE/Boulder, CO	→	
→	KBOZ/Bozeman, MT	→	
→	KMED/Medford, OR	→	
→	KOLO/Reno, NV	→	
→	KRKK/Rock Springs, WY	→	





Walt Love

# Black Radio

## Analyzing Black Audience Flow

While spending some time with R&R's Jhan Hiber and Allen Klein of Media Research Graphics, we discussed the successes and failures of different radio stations and formats around the country. After looking at some numbers from the latest Arbitron surveys, I decided to request some graphics to aid me in my quest for information. After receiving the graphs, we noticed several quite interesting things. So, this week and next, through the magic of computerized graphics, we'll explore the Black Audience Flow in four major markets, New York, Chicago, Los Angeles, and New Orleans. The reasons for selecting these cities were their reasonably large black populations and that each city has more than three Black-formatted radio stations. Thinking primarily of adult audience, we decided to utilize the 18+ demographics to show the listening habits of the moneymaking buying populace. The two cities we'll cover this week are New York and Chicago.

In the New York City market, we utilized the following stations - WBLS, WLIB, WNJR, and WWRL. For the Chicago market we used WGCI, WVON, WBMX, and WJPC for our audience computation.

When looking at these graphic displays, you will notice that the Black Audience Share Flow varies - Monday-Friday adults 18+ 6am-

midnight - between Chicago and New York. New York is lower in the 6-10am time period, but after that both cities show signs of similar listening patterns. Now take a look at the Saturday Black Audience Share Flow - once again you will notice a difference in the pattern. The midday dips in Chicago, and the Black stations collectively drop a bit more than the Black stations in New York during the 7pm-midnight time slot. Take a look at Sunday - both graphs show even better listenership, and they are almost identical, showing growth and steady listenership at the same times of day.

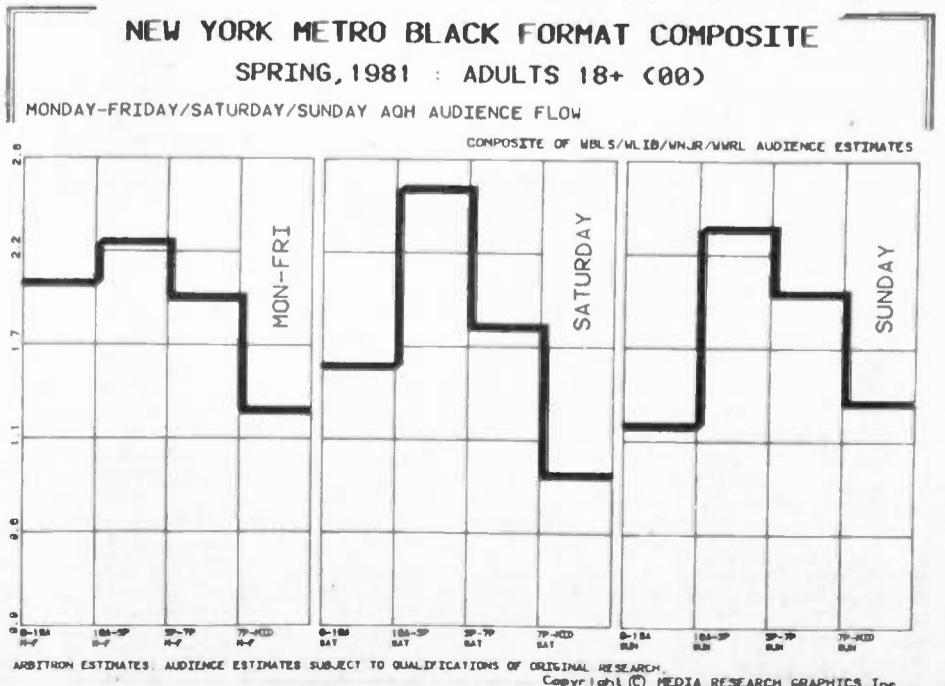
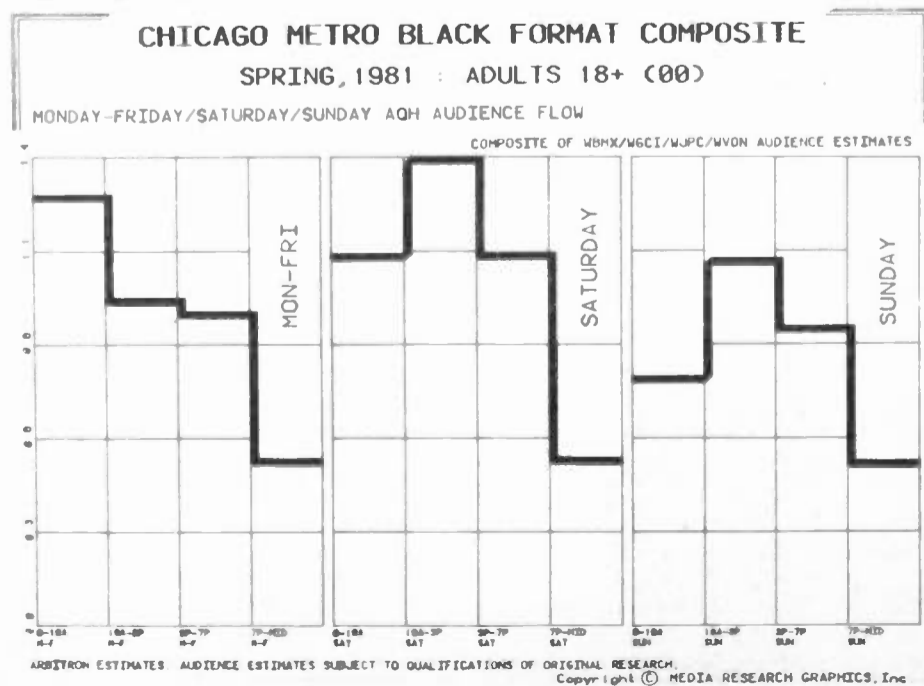
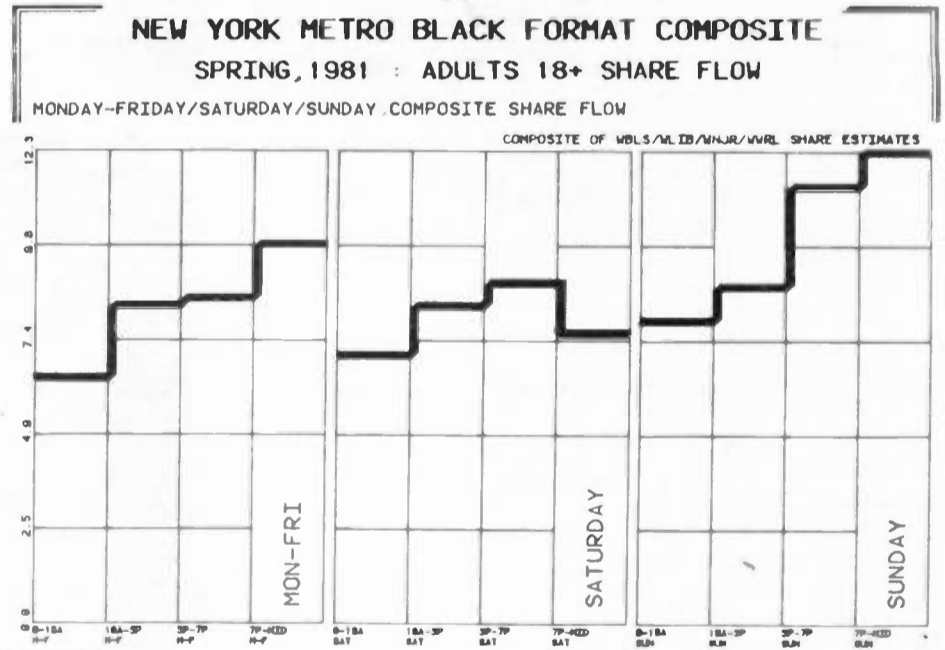
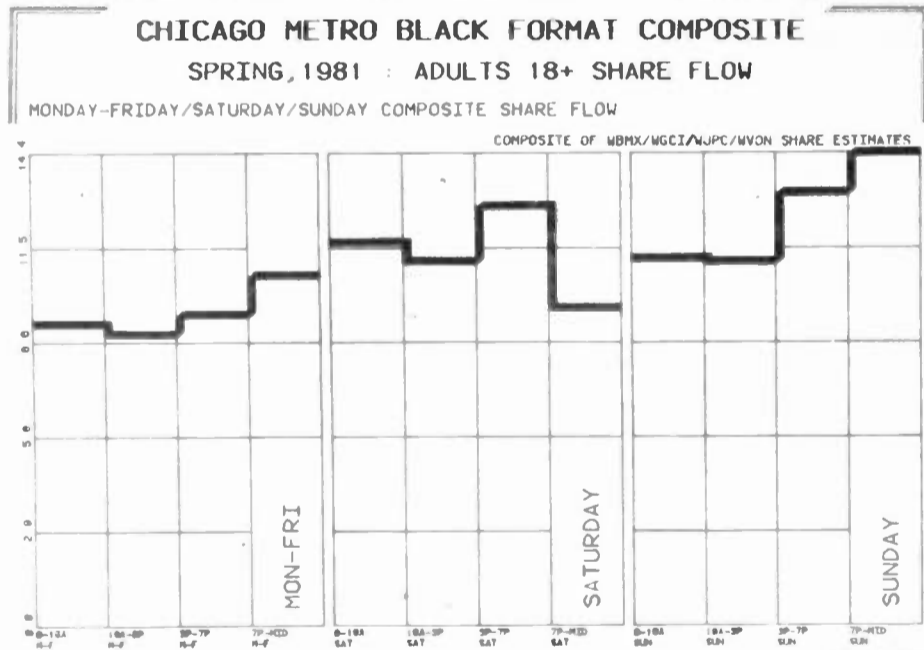
**"There is a huge black audience out there which evidently is listening to something other than Black stations."**

Next, look at graph number two, AQH Audience Flow. First, notice the flow from Monday through Friday. Mornings in Chicago are much larger, and the mid-days take a rise in New York. Now take a look at the weekends; on Saturday you will notice the sharp increase in listenership from 10am-3pm - it also happens to be the most listened to daypart for Black radio. You should also notice that New York's flow is almost identical to Chicago's.

Finally, we'll look at Sunday. Notice the similarity of these two graphs. But what causes the 10am-3pm dip in Chicago Monday-Friday? That's the question for you (general managers, sales managers, program directors, record company promotion executives, and marketing & sales reps) to discover - exactly what does it mean and how this information may be helpful to you.

I would now like to impress this next piece of information on you - total blacks available for listening in the New York Metro area per Arbitron are 17.8%, roughly 18%. The same figure for Chicago is 17.6%, once again close to 18% if you wish to round it off. Going back to the first graphs (Black Audience Share Flow), notice that all week, no particular daypart totals more than half of the available black listeners. If you now look at Saturdays and Sundays, you'll see that on weekends Black radio stations not only do better but they finally collectively just barely reach half of the total blacks available. Where are the other black listeners? We know that 18% of the market is black and that at least 18% of the radio audience must be black. Yet collectively, Black stations achieve only a 9% share average. There is a huge black audience out there which evidently is listening to something other than Black stations.

Next week we will take a glance at our final two cities, Los Angeles and New Orleans. When you put all this together, I hope it may help you understand the listening patterns in your market.





# Black Radio

## HOTTEST

Following are listed in order of their airplay activity.

### FOUR TOPS

"When She Was My Girl" (Casablanca/PolyGram)

### KOOL & THE GANG

"Take My Heart" (De-Lite/PolyGram)

### SLAVE

"Snot Shot" (Cotillion)

### MAZE

"Before I Let You Go" (Capitol)

### TEDDY PENDERGRASS

"I Can't Live Without Your Love" (Philadelphia Int'l.)

### ONE WAY

"Pull Fancy Dance/Pull" (MCA)

### LUTHER VANDROSS

"Never Too Much" (Epic)

### PRINCE

"Controversy" (WB)

### ARETHA FRANKLIN & GEORGE BENSON

"Love All The Hurt Away" (Arista)

### WHISPERS

"This Kind Of Lovin'" (Solar)

### EARTH, WIND & FIRE

"Let's Groove" (ARC/Columbia)

### TIME

"Get It Up" (WB)

### COMMODORES

"Oh No" (Motown)

### ROGER

"Heard It Through The Grapevine" (WB)

### RONNIE LAWS

"Stay Awake" (Liberty)

### ROCKIE ROBBINS

"Time To Think" (A&M)

### DONALD BYRD & 125TH N.Y.C.

"Love Has Come Around" (Elektra)

### CURTIS MAYFIELD

"She Don't Let Nobody (But Me)" (Boardwalk)

## CLIMBERS

Following are listed in order of their airplay activity.

**PATTI AUSTIN** "Do You Love Me?" (Qwest/WB) 61% (+5) reporting. Medium at WVEE, WHRK, WYLD-FM, WDMT, WJLB, WBMX, KDAY, WVOL, WATV, WENN, WJMI, WOIC, WBLX, WTLC, WWWW, KAEZ, KACE. Hot at WAMO, WDAS, WXYV, WWIN, WILD, WAOK, WCIN, WGCI, KSOL, WJJS, WLOU, WTOY, WDAO, KJLH.

**ISLEY BROTHERS** "Inside You" (T-Neck) 61% reporting. Added at KMJQ, WKND, WANT, WKWM. Medium at WAMO, WDAS, WXYV, WWIN, WHUR, WDIA, WHRK, WYLD-FM, WCIN, WDMT, KSOL, KDKO, WGIV, WVOL, WJJS, WATV, WENN, WKXI, WOIC, WLOU, WDAO, WTLC, KJLH, KDIA. Hot at WGCI, WWRL, WJMI.

**QUINCY JONES** featuring **JAMES INGRAM** "Just Once" (A&M) 59% (+5) reporting. Added at KMJM, WOWI. Medium at WDAS, WILD, WVEE, WDIA, WCIN, KDAY, KSOL, KDKO, WPDQ, WGIV, WJJS, WATV, WENN, WBLX, KAEZ, KJLH, KDIA. Hot at WHRK, WYLD-FM, WAIL, WDMT, WJLB, WKND, WKXI, WLOU, WTOY, WKWM.

**MELBA MOORE** "Take My Love" (EMI America) 59% (+3) reporting. Added at WHRK, KDAY, WGIV, WVOL, WBLX, KJLH. Medium at WAMO, WDAS, WXYV, WWIN, WAOK, WYLD-FM, WCIN, WDMT, WJLB, WBMX, KDKO, WKND, WPDQ, WTMP, WJJS, WENN, WJMI, WTOY, WDAO, WTLC, WKWM, KACE. Hot at WWRL.

**EBONEE WEBB** "Something About You" (Capitol) 57% (+21) reporting. Added at WDAS, WHRK, WDMT, WKND, WJMI, WTOY, WDAO. Medium at WILD, WAOK, WVEE, WHRK, WEDR, WCIN, WJMO, WBMX, WGCI, KDKO, WPDQ, WTMP, WGIV, WVOL, WKXI, WTLC, WKWM, WWWW, KDIA. Hot at WDIA, WOIC.

**B.B. & Q. BAND** "On The Beat" (Capitol) 55% reporting. Medium at WHUR, WVEE, WYLD-FM, WAIL, WCIN, WJMO, WDMT, WBMX, WPDQ, WTMP, WANT, WENN, KACE, KDIA. Hot at WAMO, WXYV, WWIN, WAOK, WGCI, KDAY, WKND, WOWI, WATV, WOIC, WBLX, WTOY, KAEZ.

**AL JARREAU** "We're In This Love Together" (WB) 55% reporting. Added at WKND. Hot at WAMO, WDAS, WXYV, WHUR, KMJQ, WAOK, WHRK, WYLD-FM, KDAY, KSOL, WTMP, WVOL, WJJS, WANT, WOWI, WWWW, KAEZ, KJLH, KACE, KDIA. Medium at WVEE, WAIL, WDMT, KMJM, WGIV, WBLX, WKWM.

**RICK JAMES** "Super Freak" (Gordy) 51% reporting. Medium at WAOK, WVEE, WHRK, WAIL, WCIN, WJLB, WBMX, KDAY, WVOL, WANT, WOWI, WLOU, WWWW. Hot at WDAS, KMJQ, WEDR, WJMO, KMJM, KDKO, WPDQ, WTMP, WJJS, WTOY, WTLC, WKWM, KACE.

**BRICK** "Sweat ('Til You Get Wet)" (Bang) 49% reporting. Hot at WDAS, KMJQ, WDIA, WHRK, KMJM, WTMP, WJJS, WOWI, WATV, WBLX, WKWM, KACE, KDIA. Medium at WHUR, WVEE, WAIL, WEDR, WJMO, KDAY, KDKO, WPDQ, WVOL, WANT, WWWW, KAEZ.

**WEST STREET MOB** "Let's Dance (Make Your Body Move)" (Sugar Hill) 49% reporting. Added at WDIA, KDIA. Hot at WDAS, WAIL, WEDR, WJMO, WBMX, WGCI, WKND, WPDQ, WTMP, WVOL, WOWI, WKXI, WOIC, WTLC, WKWM. Medium at WAMO, WVEE, WDMT, WJJS, WATV, WBLX, KAEZ.

**ASHFORD & SIMPSON** "It Shows In The Eyes" (WB) 47% (+3) reporting. Added at KDAY, WVOL. Medium at WDAS, WXYV, WILD, WHUR, WAOK, WDIA, WHRK, WYLD-FM, WDMT, KSOL, KDKO, WKND, WWRL, WGIV, WJJS, WOIC, WTOY, WDAO, WTLC, KAEZ, KDIA. Hot at WCIN.

**BROTHERS JOHNSON** "Dancin' Free" (A&M) 45% (+1) reporting. Added at WGIV, WLOU. Medium at WXYV, WILD, WVEE, WHRK, WYLD-FM, WCIN, WJMO, WJLB, WBMX, KDAY, KSOL, WWRL, WTMP, WJJS, WATV, WKXI, WJMI, WTOY, WKWM, WWWW.

**CAMEO** "I Like It" (Chocolate City/PolyGram) 45% reporting. Medium at WAMO, WAOK, WVEE, WHRK, WJMO, WJLB, WGCI, KDKO, KDIA, KACE, KAEZ, WWWW, WBLX, WOIC, WOWI, WANT, WJJS, WGIV. Hot at WXYV, WDIA, WENN, WLOU.

**JEAN CARN** "Love Don't Love Nobody" (TSOP) 43% (+1) reporting. Added at WTOY, KDIA. Medium at WWIN, WILD, WHUR, WEDR, WJMO, WGCI, WPDQ, WANT, WATV, WENN, WOIC, WLOU, WBLX, WTLC, WKWM, KJLH, KACE. Hot at WXYV, WKND, WVOL.

**STEPHANIE MILLS** "Night Games" (20th) 43% reporting. Medium at WAMO, WILD, WAOK, WYLD-FM, WCIN, WJMO, WDMT, WJLB, WPDQ, WGIV, WVOL, WANT, WATV, WENN, WKXI, WJMI, WLOU, KAEZ. Hot at WEDR, WOWI, WDAO.

**DEBRA LAWS** "Meant For You" (Elektra) 37% reporting. Added at WAMO, WHRK, WJMO, WLOU, WJMI. Medium at WXYV, WAOK, WYLD-FM, WCIN, WDMT, WJLB, KSOL, WKND, WWRL, WGIV, WWWW, KAEZ. Hot at WVEE.

**RICHARD "DIMPLES" FIELDS** "I've Got To Learn To Say No" (Boardwalk) 35% (+9) reporting. Added at WVOL, WOIC, WLOU, WTOY. Medium at WDAS, WJLB, WBMX, KDAY, WKND, WWRL, WPDQ, WKXI, WBLX, WDAO, WWWW, KAEZ. Hot at WEDR, KACE.

**NATALIE COLE** "Nothin' But A Fool" (Capitol) 35% (+5) reporting. Added at WJMO, WLOU, WANT. Medium at WDAS, WHUR, WAOK, WEDR, WCIN, WJLB, WBMX, WTMP, WATV, WENN, WKXI, WDAO, KAEZ, KDIA.

**HOT CUISINE** "Who's Been Kissing You?" (Prelude) 31% (+1) reporting. Added at WTOY. Medium at WXYV, WWIN, WVEE, WEDR, WCIN, WJMO, WGCI, WJJS, W, NT, WATV, WJMI, WOIC, WKWM. Hot at WILD.

**RENE & ANGELA** "Wall To Wall" (Capitol) 31% reporting. Debuts this week. Added at WAMO, WDAO, WGIV. Medium at WDAS, WXYV, WWIN, WVEE, WJLB, KSOL, WATV, WTOY, KACE. Hot at WHUR, WWWW, KJLH.

**GLADYS KNIGHT & THE PIPS** "If That'll Make You Happy" (Columbia) 31% reporting. Added at WTLC. Medium at WVEE, WDIA, WCIN, WJMO, WJLB, KACE, WTOY, WENN, WOWI, WANT, WJJS. Hot at KMJQ, WYLD-FM, WJMI.

## NEW & ACTIVE

**KLIQUE** "Middle Of A Slow Dance" (MCA) 29% reporting. Added at WCIN. Medium at WDAS, WXYV, WILD, WAOK, WJLB, KSOL, WKND, WWRL, WATV, WENN, WTOY, WDAO, WTLC.

**BOHANNON** featuring **DR. PERRI JOHNSON** "Let's Start II Dance Again" (Phase II) 29% reporting. Debuts this week. Added at WKXI, WTOY. Medium at WAMO, WILD, WAOK, WJLB, WENN, WOIC, WLOU, WDAO, WTLC, WKWM. Hot at WWIN, WGIV.

**CHOCOLATE MILK** "Blue Jeans" (RCA) 29% reporting. Debuts this week. Added at WWIN, WHRK, WDAO, WLOU, WKXI, WKND. Medium at WDAS, WEDR, WCIN, KSOL, KDKO, WKWM, WTLC, WGIV.

**ROGER** "So Ruff, So Tuff" (WB) 27% reporting. Medium at WWIN, WILD, WHUR, WDIA, WEDR, WJMO, WGCI, WATV, WBLX. Hot at WPDQ, WGIV, WKWM, WWWW.

**PIECES OF A DREAM** "Warm Weather" (Elektra) 27% reporting. Debuts this week. Added at WCIN, WTOY, WDAO. Medium at WAMO, WDAS, WEDR, WGCI, WBLX, WATV, WGIV, WPDQ. Hot at WENN, WYLD-FM.

**DIANA ROSS & LIONEL RICHIE** "Dreaming Of You" (Mercury/PolyGram) 27% reporting. Debuts this week. LP cut. Medium at WAOK, WHRK, WGCI, KMJM, KACE, WTLC, WDAO, WBLX, WOIC, WVOL, WTMP. Hot at WXYV, WATV.

**KWICK** "Nightlife" (EMI America) 27% reporting. Debuts this week. Added at WWIN, WKND, WKXI. Medium at WXYV, WILD, WDIA, WHRK, WEDR, KDKO, WWWW, WTOY, WOWI, WJJS.

**HERBIE HANCOCK** "Everybody's Broke" (Columbia) 27% reporting. Medium at KMJQ, WCIN, WGCI, WPDQ, WGIV, WATV, WENN, KAEZ, KACE, KDIA. Hot at KDAY, WTOY, WLOU.

# Black Radio

## Hottest

### October 9, 1981

EAST	SOUTH	MIDWEST	WEST
Donald Byrd & 126th N.Y.C. Luther Vandross Four Tops	Four Tops Roger "Heard" Al Jarreau Luther Vandross	Roger "Heard" Franklin/Benson Four Tops Time	Al Jarreau Luther Vandross Four Tops Roger "Heard"

# Regionalized Adds & Hats

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

### EAST

**WAMO**  
Pittsburgh, PA  
J.C. Floyd

**ADDED**  
I.K.P. Express  
Rene & Angela "Wall"  
Debra Laws  
Sequence

**HOTTEST**  
Donald Byrd  
Pat Austin  
Al Jarreau  
Maze  
Luther Vandross  
Roger "Heard"  
Franklin/Benson  
B.B. & Q. Band  
Four Tops  
Dynasty

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Underground  
Ebony Webb  
Rice  
Tierra  
Spinners  
Geraldine Hunt  
Moments  
Funk Fusion Band  
Central Line

**HOTTEST**  
Rick James "Super"  
Al Jarreau  
Four Tops  
Luther Vandross  
West Street Mob  
Franklin/Benson  
Brick  
Donald Byrd  
Slave  
Pat Austin

**WHUR**  
Washington, DC  
Oscar Fields

**ADDED**  
Spinners  
Ebony Webb  
Gladys Knight & Pips  
Jermaine Jackson

**HOTTEST**  
Earth, Wind & Fire  
Al Jarreau  
Donald Byrd  
Phyllis Hyman "Tonight"  
Rene & Angela "Wall"  
Luther Vandross  
Rockie Robbins  
Patti LaBelle  
Teena Marie "Magic"  
Pat Austin

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Unlimited Touch  
Moments  
Manhattans  
Larry Graham "Guess"  
Inez Brooks  
Conquest  
Phyllis Hyman  
Madagascar  
Chocolate Milk  
Kwick

**HOTTEST**  
Rosa/Richie "Endless"  
Deniece Williams  
Bohannon  
Luther Vandross  
B.B. & Q. Band  
Donald Byrd  
Vaughn Mason  
Patti Austin  
Kraftwerk  
Time

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Al Jarreau  
Prince  
Ebony Webb  
Chocolate Milk  
Kwick  
Stanley Turrentine  
Isley Brothers  
Raydio  
Phyllis Hyman

**HOTTEST**  
Luther Vandross  
Carl Carlton  
R.B. & Q. Band  
Al Jarreau  
Four Tops  
West Street Mob  
Teddy Pendergrass  
Quincy Jones  
Donald Byrd  
Jean Carn

**WILD**  
Boston, MA  
Steve Crumblay

**ADDED**  
Evelyn King "Don't Hide"  
Klymaxx  
Starpoint  
Phyllis Hyman  
Manhattans  
Captain Sky

**HOTTEST**  
Deniece Williams  
Luther Vandross  
Four Tops  
Vaughn Mason  
Barbara Mason  
Donald Byrd  
One Way  
Hot Culsine  
Temptations  
Patti Austin

### MIDWEST

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Ebony Webb  
Rene & Angela "Wall"  
Chocolate Milk  
Teena Marie "Magic"  
Randy Crawford "Rio"  
Pieces Of A Dream  
Barry White "Bewere"

**HOTTEST**  
Time  
Deniece Williams  
Four Tops  
Franklin/Benson  
Luther Vandross  
Roger "Heard"  
Slave  
Teddy Pendergrass  
Maze  
Whispers  
One Way  
Ronnie Laws  
Pat Austin

**WJMO**  
Cleveland, OH  
Erik Stone

**ADDED**  
Natalie Cole  
Billy Ocean  
Debra Laws  
R.J.'s Latest Arrival

**HOTTEST**  
Four Tops  
Carl Carlton  
West Street Mob  
Franklin/Benson  
Nick Straker Band  
Denroy Morgan  
Barbara Mason  
Rick James "Super"  
Deniece Williams  
Luther Vandross

**WDMT**  
Cleveland, OH  
Freddie James

**ADDED**  
Kraftwerk  
Teddy Pendergrass  
Gwan McCree  
Ebony Webb

**HOTTEST**  
Time  
Deniece Williams  
Four Tops  
Franklin/Benson  
Luther Vandross  
Roger "Heard"  
Slave  
Quincy Jones  
Curtis Mayfield  
Slave

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Tyrone Davis  
Lenny Williams  
Spunk  
Shalamar "Sweater"  
Crusaders & Joe Cocker  
Madagascar  
Gladys Knight & Pips

**HOTTEST**  
Denroy Morgan  
Roger "Heard"  
One Way  
Rick James "Super"  
West Street Mob  
Kwick  
Four Tops  
Maze  
Slave  
Shock

**WJWB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Teena Marie "Magic"  
Earth, Wind & Fire  
Kool & The Gang  
Booker T  
Change

**HOTTEST**  
Carl Carlton  
Time  
Maze  
Luther Vandross  
Quincy Jones  
Ronnie Laws  
Donald Byrd  
Roger "Heard"  
Nick Straker Band

**KOKY**  
Little Rock, AR  
Ronnie Curtis

**Not Available**

### SOUTH

**WATV**  
Birmingham, AL  
Stan Granger

**ADDED**  
Debbie Harry  
Chaka Khan  
Atlantic Starr

**HOTTEST**  
Rosa/Richie "Endless"  
Carl Carlton  
Rick James "Ghetto"  
Four Tops  
Luther Vandross  
Franklin/Benson  
B.B. & Q. Band  
Denroy Morgan  
Brick  
Pointer Sisters "Slow"

**WAIL**  
New Orleans, LA  
Barry Richards

**ADDED**  
M-Zee Band  
Foreigner "Waiting"  
Pointer Sisters "What"  
Booker T

**HOTTEST**  
Carl Carlton  
Roger "Heard"  
Debra Laws "Special"  
Teddy Pendergrass  
Rolling Stones  
Time  
Luther Vandross  
West Street Mob  
Evasions  
Quincy Jones

**WENN**  
Birmingham, AL  
Gene Wise

**ADDED**  
Earth, Wind & Fire  
Harold Melvin & Blue Notes  
Jimmy Ross

**HOTTEST**  
Roger "Heard"  
Luther Vandross  
Pointer Sisters "Slow"  
Rene & Angela "More"  
Pieces Of A Dream  
Dynasty  
Dazz Band  
Leon Bryant  
Cameo  
Reddings

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Ronnie Laws  
Mean Machine  
Patti LaBelle  
Natalie Cole  
Earth, Wind & Fire  
Curtis Mayfield  
Kool & The Gang  
Isley Brothers  
Whispers  
Rockie Robbins  
Gladys Knight & Pips

**HOTTEST**  
Denroy Morgan  
Carl Carlton  
Four Tops  
Sequence  
Al Jarreau  
Teddy Pendergrass  
Slave  
Nick Straker Band  
Deniece Williams  
Rene & Angela "More"

**WTOY**  
Roanoke, VA  
Donnie Deane

**ADDED**  
Ebony Webb  
Stacy Lattisaw "Easy"  
Prince  
Pieces Of A Dream  
Gwan McCree  
Kwick  
Bobby Womack  
Shock  
Richard Fields "I've"  
L.J. Reynolds  
Jean Carn  
Hot Culsine  
Slave  
Sequence  
Bohannon  
Clarence Carter

**HOTTEST**  
Four Tops  
Rick James "Super"  
Temptations  
Franklin/Benson  
Evasions  
B.B. & Q. Band  
Maze  
Herbie Hancock  
Patti Austin  
Quincy Jones

**KMJQ**  
Houston, TX  
Rosa Holland

**ADDED**  
Roger "Heard"  
Isley Brothers

**HOTTEST**  
Rick James "Super"  
Rosa/Richie "Endless"  
Denroy Morgan  
Roger "Heard"  
Roger "Ruff"  
West Street Mob  
Rene & Angela "More"  
Kraftwerk  
Four Tops

**WAOK**  
Atlanta, GA  
Larry Tinsley

**ADDED**  
Lenny Williams  
Stevie Woods  
Geraldine Hunt  
Harold Melvin & Blue Notes  
Spinners  
Bob Marley  
Unlimited Touch

**HOTTEST**  
Luther Vandross  
Al Jarreau  
Patti Austin  
Four Tops  
Temptations  
Ronnie Laws  
Deniece Williams  
B.B. & Q. Band  
Rosa/Richie "Endless"  
Cameo

**WVLD-FM**  
New Orleans, LA  
James Alexander

**ADDED**  
Earth, Wind & Fire  
Richard Fields "I've"  
Funn  
Malba Moore  
Booker T  
Ashford & Simpson

**HOTTEST**  
Teena Marie "Square"  
Roger "Heard"  
Carl Carlton  
West Street Mob  
Al Jarreau  
Jean Carn  
Time  
Debbie Harry  
Afternoon Delights  
Rosa/Richie "Endless"

**WDIA**  
Memphis, TN  
Carl Connors

**ADDED**  
One Way  
West Street Mob

**HOTTEST**  
Roger "Heard"  
Denroy Morgan  
Four Tops  
Ebony Webb  
Cameo  
Franklin/Benson  
Brick  
Prince  
Luther Vandross

**WOWI**  
Norfolk, VA  
Chester Benton

**ADDED**  
Earth, Wind & Fire  
Quincy Jones  
Donald Byrd

**HOTTEST**  
West Street Mob  
Teddy Pendergrass  
Denroy Morgan  
Al Jarreau  
B.B. & Q. Band  
Ronnie Laws  
Four Tops  
Brick  
Stephanie Mills  
Roger "Heard"

**WOIC**  
Columbia, SC  
Mickey Arnold

**ADDED**  
Kraftwerk  
Gloria Bagwell  
Richard Fields "I've"  
Emotions  
Earth, Wind & Fire  
M-Zee Band

**HOTTEST**  
Four Tops  
West Street Mob  
Patti Austin  
Jean Carn  
B.B. & Q. Band  
Ebony Webb  
Whispers  
Maze  
Time  
Slave

**WGIV**  
Charlotte, NC  
Jo Ann Graham

**ADDED**  
Rene & Angela "Wall"  
Brothers Johnson  
Mean Machine  
Spinners  
Frederick Knight  
Betty Wright  
Nick Straker Band  
Evelyn King "Don't Hide"  
Malba Moore

**HOTTEST**  
Roger "Heard"  
Bohannon  
Whispers  
Four Tops  
Franklin/Benson  
Slave  
Kool & The Gang  
S.O.S. Band  
Smokey Robinson

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Spinners  
Change  
Betty Wright  
Tierra  
Trouble Funk

**HOTTEST**  
Time  
Roger "Heard"  
Rosa/Richie "Endless"  
Luther Vandross  
Deniece Williams  
Debra Laws "Special"  
Prince  
Four Tops  
Denroy Morgan  
Carl Carlton

**WHRK**  
Memphis, TN  
Sharon Smith

**ADDED**  
Chocolate Milk  
Zoom  
Debra Laws  
Bobby Womack  
Malba Moore  
Jermaine Jackson

**HOTTEST**  
Time  
Maze  
Franklin/Benson  
Brick  
Four Tops  
Teddy Pendergrass  
Al Jarreau  
Quincy Jones  
Denroy Morgan  
Deniece Williams

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Earth, Wind & Fire  
Ebony Webb  
Teena Marie "Magic"  
Debra Laws

**HOTTEST**  
Roger "Heard"  
Time  
Slave  
One Way  
Donald Byrd  
Gladys Knight & Pips  
Bob Marley  
Commodores "Oh No"  
Isley Brothers  
Prince

**WEDR**  
Miami, FL  
Leo Jackson

**ADDED**  
Jimmy Ross  
Kwick  
Earth, Wind & Fire  
R.J.'s Latest Arrival  
King Sporty  
Northend  
Betty Wright

**HOTTEST**  
Luther Vandross  
Stephanie Mills  
Teena Marie "Square"  
West Street Mob  
Jerry Carr  
Kleer  
Rick James "Super"  
Grangers  
Richard Fields "I've"  
Four Tops

**WXXI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
Chocolate Milk  
Earth, Wind & Fire  
Aurs  
Twannynine & Lenny White  
Imagination  
Tierra  
Betty Wright  
Kwick  
Central Line  
Jumbo  
Bohannon

**HOTTEST**  
Roger "Heard"  
Commodores "Oh No"  
Four Tops  
Time  
Maze  
Luther Vandross  
Quincy Jones  
One Way  
West Street Mob  
Curtis Mayfield

**WLOU**  
Louisville, KY  
Neal O'Rea

**ADDED**  
Earth, Wind & Fire  
Chocolate Milk  
Isaac Hayes  
Debra Laws  
Brothers Johnson  
Natalie Cole  
Richard Fields "I've"  
Gangsters  
Starpoint

**HOTTEST**  
One Way  
Roger "Heard"  
Bits & Pieces  
Herbie Hancock  
Maze  
Quincy Jones  
Cameo  
Four Tops  
Patti Austin  
Franklin/Benson

**WJJS**  
Lynchburg, VA  
Art Young

**ADDED**  
Stacy Lattisaw "Easy"  
Commodores "Oh No"  
Bill Summers  
Prince  
Zoom  
Kool & The Gang  
Earth, Wind & Fire

**HOTTEST**  
Rosa/Richie "Endless"  
Carl Carlton  
Rick James "Super"  
Brick  
Temptations  
Eddie Kendricks  
S.O.S. Band  
Patti Austin  
Strikers  
Al Jarreau

**WBMX**  
Chicago, IL  
Lee Michaels

**ADDED**  
Strikers  
Lenny White  
Five Special

**HOTTEST**  
Four Tops  
Luther Vandross  
Rosa/Richie "Endless"  
Roger "Heard"  
West Street Mob  
Time  
Maze  
Dazz Band  
One Way  
Kool & The Gang

**KMJM**  
St. Louis, MO  
Dick Edwards

**ADDED**  
Commodores "Oh No"  
Earth, Wind & Fire  
Quincy Jones

**HOTTEST**  
Rosa/Richie "Endless"  
Pointer Sisters "Slow"  
Commodores "Lady"  
Roger "Heard"  
Shalamar  
Four Tops  
Rick James "Super"  
Denroy Morgan  
Carl Carlton  
Brick

**WVON**  
Chicago, IL  
Pam Walls

**Available Next Week**

**WWWS**  
Saginaw, MI  
Kermit Crockett

**ADDED**  
Shalamar  
Spinners  
Tierra  
Invisible Man Band  
Fine Quality

**HOTTEST**  
Roger "Heard"  
Franklin/Benson  
Time  
Rosa/Richie "Endless"  
Luther Vandross  
Denroy Morgan  
Carl Carlton  
Evelyn King "I'm In Love"  
Rene & Angela "Wall"  
Al Jarreau

**WCIN**  
Cincinnati, OH  
Everett Cork

**ADDED**  
Teena Marie "Magic"  
Gwan McCree  
Pieces Of A Dream  
Tavarez  
Kwick  
Rafael Cameron

**HOTTEST**  
Patti Austin  
Whispers  
Roger "Heard"  
Ronnie Laws  
Franklin/Benson  
Donald Byrd  
Maze  
Teddy Pendergrass  
Jean Carn

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
E.K.P. Express  
Teena Marie "Magic"  
Earth, Wind & Fire  
Isley Brothers  
Starpoint  
Prince  
Commodores "Oh No"  
Five Special  
Kwick

**HOTTEST**  
Grangers  
Roger "Heard"  
Ruff"  
West Street Mob  
Evasions  
Brick  
Rick James "Super"  
Shock  
Franklin/Benson  
Carl Carlton  
Denroy Morgan

**WGCI**  
Chicago, IL  
Pam Walls

**ADDED**  
Earl Klugh  
Barry White "Bewere"  
Kraftwerk

**HOTTEST**  
Time  
West Street Mob  
B.B. & Q. Band  
Patti Austin  
Slave  
Isley Brothers  
Earth, Wind & Fire  
Temptations  
Prince  
Curtis Mayfield

### WEST

**KJLH**  
Los Angeles, CA  
Lawrence Tarter

**ADDED**  
Malba Moore  
Bobby Womack "If You"  
Spunk  
Twannynine & Lenny White  
T.T.F.

**HOTTEST**  
Rene & Angela "Wall"  
Ronnie Laws  
Lenny Williams  
Patti Austin  
Curtis Mayfield  
Luther Vandross  
Al Jarreau  
Evelyn King "If You Want"  
Betty Wright

**KDKO**  
Denver, CO  
Byron Pitts

**ADDED**  
Earth, Wind & Fire  
Raydio "If You"  
Starpoint  
Twannynine & Lenny White  
Sue Ann  
Godhome  
Zoom  
Modern Romance  
Five Special  
Passport  
Pointer Sisters "What"  
Chi Lites  
Grangers

**HOTTEST**  
Carl Carlton  
Luther Vandross  
Four Tops  
Roger "Heard"  
Slave  
Prince  
Kool & The Gang  
Rick James "Super"  
Shock  
One Way

**KACE**  
Los Angeles, CA  
Alonzo Miller

**ADDED**  
None

**HOTTEST**  
Teena Marie "Magic"  
Rick James "Super/Ghetto"  
Al Jarreau  
Carl Carlton  
Evelyn King "If You Want"  
Miles Davis  
Maze  
Deniece Williams  
Brick  
Richard Fields "I've"

**KDIA**  
Oakland, CA  
Keith Adams

**ADDED**  
Shalamar "Sweater"  
Jean Carn  
Shock  
West Street Mob  
Diana Ross "Fools"  
Bobby Womack

**HOTTEST**  
Four Tops  
Rosa/Richie "Endless"  
Kool & The Gang  
Whispers  
Luther Vandross  
Time  
Roger "Heard"  
Al Jarreau  
Brick  
Earth, Wind & Fire

# JAZZ RADIO

- SADAO WATANABE  
My Dear Life (Inner City)
- FREDDIE HUBBARD  
Mistral (Liberty)
- GIL SCOTT-HERON  
Reflections (Arista)
- ROY AYERS  
Africa, Center Of The World (Polydor/PolyGram)
- SPYRO GYRA  
Freetime (MCA)
- AL JARREAU  
Breakin' Away (WB)
- PEQUITO D'RIVERA  
Paquito Blowin' (Columbia)
- PAUL DESMOND  
The Only Recorded Performance (Finesse)

EAST: WYBC/New Haven, CT, Tom Streasguth SOUTH: WJZZ/Newport News, VA, Larry Hollowell MIDWEST: WBBY/Columbus, OH, Terry Wilson WJZZ/Detroit, MI, John Hill WEST: KADZ/Denver, CO, John Razabek

# Opportunities

## Openings

### EAST

A/C station needs reliable adult personalities for full-time AM. T&R to J.J. McKay, WZIX, 2 W. Market St., York, PA 17401. EOE M/F (10-9)

Come live in the Poconoal Shamrock Communications Flagship accepting T&R's for future openings. Barney Stone, WEJL, 149 Penn Ave., Scranton, PA 18503. EOE M/F (10-9)

WFTN/Franklin, NH needs drive time news talent. T&R to Mark Osborne, Northeast Communications, Box 58, Springfield, MA 01101. EOE M/F (10-9)

WABK-AM/FM/Augusta, ME needs A/C morning personality. Top Dollar! T&R to Mark Osborne, Northeast Communications, Box 58, Springfield, MA 01101. EOE M/F (10-9)

Immediate opening for afternoon newscaster. Beautiful lake region area. T&R to Lynn Lazare, WFTN, Box 99, Franklin, NH 03236. EOE M/F (10-9)

A/C station with heavy news emphasis needs News Director for full-time AM. T&R: J.J. McKay, WZIX, 2W. Market St., York, PA 17401. EOE M/F (10-9)

WBBF looking for part-timers. Tapes & resumes to Bill Anthony, PD, WBBF, 850 Midtown Tower, Rochester, NY 14604. No calls please. EOE M/F (10-9)

Newscaster, Harrisburg/Lancaster/York/Lebanon, PA ADI. Great facilities; challenging situation. T&R: Chris Geble, WRKZ, Box 142, Harshay, PA 17033. EOE M/F (10-9)

Music Of Your Life morning personality wanted for WUHN/Pittsfield, MA-The Berkshires. T&R to Bob Catan, Box 1286, Pittsfield, MA 01202. EOE (10-2)

50,000 watt Superstars Charleston, WV needs Production Director/jock. Right bucks for right person. T&R: Doug Burton, FM 105, 100 Kanawha Terrace, St. Albans, WV 25177. (10-2)

196/Bridgeport, Superstars AOR has possible future full and part-time openings. T&R: Bob Kocak, Box 95, Danbury, CT 06810. EOE M/F (10-2)

61 WGIR, Manchester's #1 station, has an immediate opening for a warm, mature, A/C personality. Applicants should have a minimum of 3 years experience. Send aircheck and resume to Ed Brouder, PD, 61 WGIR, P.O. Box 610, Manchester, NH 03105. (10-9)

### SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation. Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

Loring Fisher, President  
Lomar Associates  
R&R East  
P.O. Box 124, Montvale, NJ 07645

### SOUTH

95 Rock WLSQ/Montgomery, AL Superstars immediately opening morning drive. Topical, smooth delivery and good production. T&R: Neal McNeal, WLSQ, Box 5000, Montgomery, AL 36192. (10-9)

BJ106/Orlando immediate opening "great" Promotion Director. 2 years experience, production and on-air capabilities. T&R/Promo sample: Dave Wright, Box 7475, Orlando, FL 32854. EOE M/F (10-9)

Part-time weekend news opportunity. Good pay. Some experience required. Contact Rob Paullin, WRVR, Memphis. (901) 274-3400. EOE M/F (10-9)

Wanted: A provocative talk personality. T&R (one open line hour of your program): Pat Rodgers, WQAI, 6222 N.W. Expressway, San Antonio, TX 78201. EOE M/F (10-9)

Experienced reporter/anchor for expanding news operation in Capital city. T&R to Darrell Daniels, WKAZ/WQBE, Box 871, Charleston, WV 25323. (10-9)

Music correspondents needed from major markets in U.S. (all regions) for national radio program. AOR experience helpful. Bachelder Lane Productions. (313) 439-8376. M/F (10-9)

Highly creative production pro needed to also work airshift. Contact: Joe Wade Formicola, WKIX, Box 12626, Raleigh, NC 27605 or (919) 851-2711. EOE M/F (10-9)

WRVR/Memphis expanding A/C airstaff. #1 25-49 adults. Minorities encouraged. No calls. T&R: Jim Robertson, 2272 Central, Memphis, TN 38104. (10-9)

## Openings

Top Country station searching for news reporter. Strong commitment to solid news coverage. Morning drive. T&R: News Director, WLWI-FM, Box 4999, Montgomery, AL 36195. EOE M/F (10-9)

Morning drive adult communicator needed immediately at A/C WRHI. Good salary and benefits. T&R: Dave Arnold, WRHI, Box 429, Rockhill, SC 29730 or call (803) 327-2085. (10-9)

New talent needed for #1 Texas CHR. 100 KWFM. Young aggressive production w/iz. T&R: Mark Driecoll, Group PD, Box 220, Arroyo Grande, CA 93420. (10-9)

Reporter/morning anchor. Strong reporting, writing skills and personable air sound. T&R: Pam Mason, WX-AM, Charlottesville, VA 22902. EOE M/F (10-9)

KNOE-AM 5KW #1 AM, #1 Country Production Director and midday air talent combination. 9 and top-notch facilities. T&R: PD, Box 4067, Monroe, LA 71203. EOE M/F (10-2)

Wanted! Adult communicator for Tallahassee's WTNT. Full service/Modern Country. Excellent productions essential. T&R: Tom Flanigan, Box 1047, Tallahassee, FL 32302. EOE M/F (10-2)

Looking for qualified person with great attitude. No beginners. T&R to Troy London, KWKC, Box 2201, Abilene, TX 79604. EOE M/F (10-2)

Well-seasoned morning news anchor. Lots of voice experience. T&R to News Director, WTMA, Box 31089, Charleston, SC 29407. EOE M/F (10-2)

100,000 watt Country. Medium college market needs air talent. Good production required. Top pay, benefits, great climate. T&R: Manager, KXKZ, Box 430, Ruston, LA 71270. EOE M/F (10-2)

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Loring Fisher, President  
Lomar Associates  
R&R South  
P.O. Box 124, Montvale, NJ 07645

### MIDWEST

Contemporary Country WMCL needs full-time air personality. Send T&R to WMCL, 811 Broadway, Mt. Vernon, IL 62864. (10-9)

Award-winning WDFW needs reporter who can excavate news. Rush T&R to Bob Bender, P.O. Box 10,000, Marion, OH 43302. (10-9)

Announcer with production experience for A/C AM in Danville, IL. Also utility position open. T&R: Box 142, Danville, IL 61832; call Steve Armstrong. (217) 448-1312. (10-9)

KWSL/Sioux City needs AM and PM drive. CHR upbeat station. #1 25-54. T&R: Fred North, Box 1230, Sioux City, IA 51102. EOE M/F (10-9)

KBMN Country, looking for air talent to work PM drive. T&R to Tom Huber, Box 1446, Mason City, IA 50401, or call (515) 423-8637. EOE M/F (10-9)

WOMC-FM Metromedia Detroit seeks midday personality. Local content, good team player. Good dollars, only pros. No calls. T&R to Bill Garcia, WOMC-FM, 2201 Woodward Heights, Detroit, MI 48220. EOE M/F (10-9)

KLIK needs creative morning personality and production talent. 5,000 watt regional mid-Missouri station. Good money and benefits. Brian Miller, Box 414, Jefferson City, MO 65102. (10-9)

WKAU seeks 7-12mid air talent with good production. Appleton/Oshkosh/Green Bay CHR. T&R to Ron Ross, WKAU, 1785 Block Rd., Kaukauna, WI 54130. EOE M/F (10-9)

WNFL/Green Bay has opening for an experienced news reporter. References required. T&R to Peter Devlin, WNFL, Box 520, Green Bay, WI 54305. EOE M/F (10-9)



Needed to help make and execute programming decisions and policy. Reason: Midwest station expanding to 50,000 watts. Right person can pick the time he wants to stay. Salary negotiable. Send resume to Radio & Records, 1930 Century Park West, #274, Los Angeles, CA 90067

Strong team in competitive medium market seeks experienced, sharp writer/reporter with good sound. Contact Judy Newman, WTSO/WZEE, Box 8030, Madison, WI 53708. EOE M/F (10-9)

## Openings

Future news opening. Appleton/Oshkosh/Green Bay CHR. Good writer/reporter not afraid of work. T&R to Ron Ross, WKAU, 1785 Block Rd., Kaukauna, WI 54130. EOE M/F (10-9)

WVIC/Lansing, MI looking for a professional newscaster. Send T&R along with salary requirements to Jim St. John, 2517 E. Mt. Hope, Lansing, MI 48910. (10-9)

Top AOR PD position for Meredith station. Strong background in promotion. Contact Jim Carter, Z92(KEZO)/Omaha, NB 68137, or call (408) 592-5300. EOE M/F (10-9)

### SKILL SEARCH

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Loring Fisher, President  
Lomar Associates  
R&R Midwest  
P.O. Box 124, Montvale, NJ 07645

WRRR/Rockford, IL accepting T&R for future full-time and immediate part-time openings. Contact Andy Haynes, WRRR, 2830 Sandy Hollow, Rockford, IL 61109. EOE M/F (10-2)

Creative morning person. A/C format. Must also be production whiz. No beginners. T&R: Dale Dawson, WAKE, P.O. Box 149, Valparaiso, IN 46383. EOE M/F (10-2)

Experienced News Director needed now for streamlined #1 news department. T&R to Justin Hoberg, KNOX, Box 1838, Grand Forks, ND 58201, or call (701) 775-4811. EOE M/F (10-2)

### WEST

Immediate opening for afternoon drive, prefer production experience. Call (801) 789-3088 days or 789-0920 evenings. T&R to John Bailey, Box 307, Vernal, UT 84078. EOE (10-9)

One of California's best small market stations is looking for air talent/production. T&R: Jason W. Fine, Box 1056, Yuma City, CA 95991 or call (916) 673-7677. EOE (10-9)

PD, MD, ND, AM talent openings. Several CA and Sunbelt medium market. T&R to Bob Goods Consulting Services, Box 1783, Cave Creek, AZ 85331. (10-9)

KLUC/Las Vegas seeking T&R of creative zany morning man. Send your best to Dave Vanstone, KLUC, Box 14805, Las Vegas, NV 89114. EOE M/F (10-9)

Las Vegas/KORK needs a 6-10PM jock yesterday. Rush T&R to Bill Bauman, Box 42129, Las Vegas, NV 89104. EOE M/F (10-9)

KWIZ-AM/FM seeking dynamic personalities for future openings. Send T&R to KWIZ, 3101 W. 5th St., Santa Ana, CA 92703. EOE M/F (10-9)

### Technical Maintenance Engineer Position

Major Los Angeles FM radio station looking for qualified technical maintenance engineer. Responsible for all areas of operation: Transmitter, studio, microwave equipment. First class FCC license required. 5 years minimum experience. Union position. Send resume to Radio & Records, 1930 Century Park West, #275, Los Angeles, CA 90067.

KMYK-FM/Portland needs full-time newscaster to anchor morning drive. Must have thorough news background. Send T&R: Rosemary Reynolds, 9500 Southwest Barbur Blvd., Portland, OR 97219. EOE (10-9)

Immediate opening for street reporter KNTB/News/Talk Bakersfield. Great opportunity to advance your career. T&R: Bill Craig, Box 1499, Bakersfield, CA 93309. EOE (10-9)

Westwood One seeks self-motivated, aggressive individual for station sales trainee position. Contact Judy Gold, VP Westwood One, 9540 Washington Blvd., Culver City, CA 90230. EOE (10-9)

L.A.-based radio syndication company needs marketing/sales consultant for several projects. Experience necessary. Call (213) 463-7198. EOE (10-9)

KGAL wants Production Director/air talent. Experience + good pipes equals good pay. Needed yesterday. T&R to Brian Casey, Box 749, Albany, OR 97321. EOE M/F (10-9)

News Director wanted. Experienced adult self-starter. Southern Oregon market. Salary commensurate w/experience. T&R to: Box 1150, Klamath Falls, OR 97601. EOE (10-9)

## Openings

Top 20 market CHR seeks great, funny, outrageous air talent for future openings. Prefer NW entertainers. T&R to SEARCH, Box 18033, Seattle, WA 98118. EOE M/F (10-9)

KOBO needs an aggressive newscaster for this locally involved small market winner. T&R to Jason W. Fine, Box 1066, Yuma City, CA 95991 or call (916) 673-7677. EOE M/F (10-9)

Looking for assistant to the executive team at Drake-Chenault. Strong secretarial skills, plus proven organizational ability required. Call Rose, (213) 883-7400. (10-9)

### Chief Engineer . . .

#### Experienced Pro

Super AM/FM combo wants super engineer. Good equipment. Come grow with us!

Send resume to:  
**Dave Armstrong**  
KWIZ Radio

3101 West Fifth Street, Santa Ana, CA 92703

Rare opportunity. Sunbelt owned KSPZ looking for night talent. Females encouraged. T&R to P.O. Box 966, Colorado Springs, CO 80901, or call (303) 632-3536. EOE M/F (10-2)

KKAZ needs AM drive/evening personality. Paid life, health, dental, profit sharing. John Rameey, Box 926, Cheyenne, WY 82001, or call (307) 636-1111. EOE M/F (10-2)

### San Francisco Morning Personality or Morning Team

We're a successful full service adult station. Openings here are rare. HERE'S WHAT WE OFFER . . . The best air shift on one of the top stations in the best city in America. Very good salary. A great deal of creative freedom. HERE'S WHAT WE'RE LOOKING FOR . . . A person (team) who's natural, highly-intelligent, blessed with a great sound, funny (no one-liner machine or comedy service reciters, please), experienced in the major market morning drive arena, a total communicator, a disciplined personality. In other words, if you can connect with adults and keep them, if you can take a heavy commercial and information load and make it flow. If you're SPECIAL, send us your tape. All replies confidential. Send to Radio & Records, 1930 Century Park West, #276, Los Angeles, CA 90067. EOE

Station group looking for morning drive and news talent. All stations on West Coast. T&R to Andy Monday, Drawer 1, Arcata, CA 95521. EOE M/F (10-2)

### Radio & Records SUBSCRIPTION SERVICE

ONE YEAR — \$170

Mailed First Class

Please enclose payment with order

Overseas subscribers  new subscription \$300 per year  
U.S. funds please  renewal  
Initial here  payment enclosed

TELEPHONE: (213) 553-4330

CHANGE OF ADDRESS AND RENEWAL: Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

City \_\_\_\_\_ address \_\_\_\_\_ COMPANY \_\_\_\_\_ Mr./Mrs./Ms. \_\_\_\_\_ (please print) \_\_\_\_\_ State \_\_\_\_\_ zip code \_\_\_\_\_

MAIL TO: RADIO & RECORDS  
1930 Century Park West, L.A., CA 90067

# Black Radio

Hottest

October 9, 1981

EAST	SOUTH	MIDWEST	WEST
Donald Byrd & 126th N.Y.C. Luther Vandross Four Tops	Four Tops Roger "Heard" Al Jarreau Luther Vandross	Roger "Heard" Franklin/Benson Four Tops Time	Al Jarreau Luther Vandross Four Tops Roger "Heard"

## Regionalized Adds & Hots

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

### EAST

**WAMO**  
Pittsburgh, PA  
J.C. Floyd

**ADDED**  
E.X.P. Express  
Rene & Angela "Wall"  
Debra Laws  
Sequence

**HOTTEST**  
Donald Byrd  
Pat's Austin  
Al Jarreau  
Maze  
Luther Vandross  
Roger "Heard"  
Franklin/Benson  
B.B. & Q. Band  
Four Tops  
Dynasty

**WDAS**  
Philadelphia, PA  
Joe Tamburro

**ADDED**  
Underground  
Ebony Webb  
Rise  
Tierra  
Spinners  
Geraldine Hunt  
Moments  
Funk Fusion Band  
Central Line

**HOTTEST**  
Rick James "Super"  
Al Jarreau  
Four Tops  
Luther Vandross  
West Street Mob  
Franklin/Benson  
Brick  
Donald Byrd  
Slave  
Pat's Austin

**WHUR**  
Washington, DC  
Oscar Flekta

**ADDED**  
Spinners  
Ebony Webb  
Gladys Knight & Pips  
Jermaine Jackson

**HOTTEST**  
Earth, Wind & Fire  
Al Jarreau  
Donald Byrd  
Phyllis Hyman "Tonight"  
Rene & Angela "Wall"  
Luther Vandross  
Rockie Robbins  
Pat's Austin  
Teena Marie "Magic"  
Pat's Austin

**WWIN**  
Baltimore, MD  
Curtis Anderson

**ADDED**  
Unlimited Touch  
Moments  
Manhattan  
Larry Graham "Guess"  
Inez Brooks  
Conquest  
Phyllis Hyman  
Madagascar  
Chocolate Milk  
Kwikk

**HOTTEST**  
Rosa/Richie "Endless"  
Deniece Williams  
Bohannon  
Luther Vandross  
B.B. & Q. Band  
Donald Byrd  
Vaughn Mason  
Pat's Austin  
Kraftwerk  
Time

**WKND**  
Hartford, CT  
Eddie Jordan

**ADDED**  
Al Jarreau  
Prince  
Ebony Webb  
Chocolate Milk  
Kwikk  
Stanley Turrentine  
Isley Brothers  
Raydio  
Phyllis Hyman

**HOTTEST**  
Luther Vandross  
Carl Carlton  
B.B. & Q. Band  
Al Jarreau  
Four Tops  
West Street Mob  
Teddy Pendergrass  
Quincy Jones  
Donald Byrd  
Jean Carn

**WILD**  
Boston, MA  
Steve Crumbley

**ADDED**  
Evelyn King "Don't Hide"  
Klymaxx  
Starpoint  
Phyllis Hyman  
Manhattan  
Captain Sky

**HOTTEST**  
Deniece Williams  
Luther Vandross  
Four Tops  
Vaughn Mason  
Barbara Mason  
Donald Byrd  
One Way  
Hot Cousins  
Temptations  
Pat's Austin

**WVRL**  
New York, NY  
Wesley Ramos

**ADDED**  
Central Line  
Sarah Dash  
Tytil  
Larry Graham "Guess"  
Spinners  
Tierra  
Roy Ayers "Destination"  
Unlimited Touch  
Steve Woods

**HOTTEST**  
Commodores "Oh No"  
Teddy Pendergrass  
Kool & The Gang  
Four Tops  
Pat's Austin  
Earth, Wind & Fire  
Stacy Lattisaw "Easy"  
Isley Brothers  
Bob James  
Melba Moore

**WXVY**  
Baltimore, MD  
Tim Watts

**ADDED**  
Jermaine Jackson  
L.J. Reynolds  
Gwen McCree  
Twinnynine & Lenny White  
Central Line  
Larry Graham "Guess"

**HOTTEST**  
Prince  
Time  
Franklin/Benson  
Donald Byrd  
Temptations  
Jean Carn  
B.B. & Q. Band  
Luther Vandross

### MIDWEST

**WDAO**  
Dayton, OH  
Turk Logan

**ADDED**  
Ebony Webb  
Rene & Angela "Wall"  
Chocolate Milk  
Teena Marie "Magic"  
Randy Crawford "Rio"  
Pieces Of A Dream  
Barry White "Bewere"

**HOTTEST**  
Roger "Heard"  
Franklin/Benson  
Stephanie Mills  
Slave  
Teddy Pendergrass  
Maze  
Whispers  
One Way  
Ronnie Laws  
Pat's Austin

**WJMO**  
Cleveland, OH  
Erik Stone

**ADDED**  
Natalie Cole  
Billy Ocean  
Debra Laws  
R.J.'s Latest Arrival

**HOTTEST**  
Carl Carlton  
West Street Mob  
Franklin/Benson  
Nick Straker Band  
Denroy Morgan  
Barbara Mason  
Rick James "Super"  
Deniece Williams  
Luther Vandross

**WDMT**  
Cleveland, OH  
Freddie James

**ADDED**  
Kraftwerk  
Teddy Pendergrass  
Gwen McCree  
Ebony Webb

**HOTTEST**  
Time  
Deniece Williams  
Four Tops  
Franklin/Benson  
Roger "Heard"  
Luther Vandross  
Stephanie Mills  
Slave

**WTLC**  
Indianapolis, IN  
Jay Johnson

**ADDED**  
Tyronne Davis  
Lenny Williams  
Spunk  
Shalamar "Sweetest"  
Crusaders & Joe Cocker  
Madagascar  
Gladys Knight & Pips

**HOTTEST**  
Denroy Morgan  
Roger "Heard"  
One Way  
Rick James "Super"  
West Street Mob  
Kwikk  
Maze  
Slave  
Shock

**WBMX**  
Chicago, IL  
Lee Michaels

**ADDED**  
Slikers  
Lenny White  
Five Special

**HOTTEST**  
Four Tops  
Luther Vandross  
Rosa/Richie "Endless"  
Roger "Heard"  
West Street Mob  
Time  
Maze  
Dazz Band  
One Way  
Kool & The Gang

**KMJM**  
St. Louis, MO  
Dick Edwards

**ADDED**  
Commodores "Oh No"  
Earth, Wind & Fire  
Quincy Jones

**HOTTEST**  
Rosa/Richie "Endless"  
Pointer Sisters "Slow"  
Commodores "Lady"  
Roger "Heard"  
Shalamar  
Rick James "Super"  
Denroy Morgan  
Carl Carlton  
Brick

**WVON**  
Chicago, IL  
Pam Wells

Available Next Week

**WWWS**  
Saginaw, MI  
Kornit Crockett

**ADDED**  
Shalamar  
Spinners  
Tierra  
Invisible Man Band  
Fine Quality

**HOTTEST**  
Roger "Heard"  
Franklin/Benson  
Time  
Rosa/Richie "Endless"  
Luther Vandross  
Denroy Morgan  
Carl Carlton  
Evelyn King "I'm In Love"  
Rene & Angela "Wall"  
Al Jarreau

**WCIN**  
Cincinnati, OH  
Everett Cork

**ADDED**  
Teena Marie "Magic"  
Gwen McCree  
Stevie Woods  
Pieces Of A Dream  
Tavares  
Kwikk  
Klique  
Rafael Cameron

**HOTTEST**  
Pat's Austin  
Whispers  
Roger "Heard"  
Ronnie Laws  
Franklin/Benson  
Donald Byrd  
Maze  
Teddy Pendergrass  
Jean Carn

**WKWM**  
Grand Rapids, MI  
Frank Grant

**ADDED**  
E.X.P. Express  
Teena Marie "Magic"  
Earth, Wind & Fire  
Isley Brothers  
Starpoint  
Prince  
Commodores "Oh No"  
Five Special  
Kwikk

**HOTTEST**  
Grainers  
Roger "Heard"  
Ruff"  
West Street Mob  
Evasions  
Rick James "Super"  
Shock  
Franklin/Benson  
Carl Carlton  
Denroy Morgan

**WJLB**  
Detroit, MI  
J. Michael McKay

**ADDED**  
Teena Marie "Magic"  
Earth, Wind & Fire  
Kool & The Gang  
Booker T  
Change

**HOTTEST**  
Carl Carlton  
Time  
Maze  
Luther Vandross  
Quincy Jones  
Franklin/Benson  
Ronnie Laws  
Donald Byrd  
Ruger "Heard"  
Nick Straker Band

**KOKY**  
Little Rock, AR  
Ronde Curts

Not Available

### SOUTH

**WATV**  
Birmingham, AL  
Stan Granger

**ADDED**  
Dabbie Harry  
Chaka Khan  
Atlantic Starr

**HOTTEST**  
Rosa/Richie "Endless"  
Carl Carlton  
Rick James "Ghetto"  
Four Tops  
Luther Vandross  
Franklin/Benson  
B.B. & Q. Band  
Denroy Morgan  
Brick  
Pointer Sisters "Slow"

**WAIL**  
New Orleans, LA  
Barry Richards

**ADDED**  
M.Zee Band  
Foreigner "Waiting"  
Pointer Sisters "What"  
Booker T

**HOTTEST**  
Carl Carlton  
Roger "Heard"  
Debra Laws "Special"  
Teddy Pendergrass  
Rolling Stones  
Time  
Luther Vandross  
West Street Mob  
Evasions  
Quincy Jones

**WENN**  
Birmingham, AL  
Gene Wise

**ADDED**  
Earth, Wind & Fire  
Harold Melvin & Blue Notes  
Jimmy Ross

**HOTTEST**  
Roger "Heard"  
Luther Vandross  
Pointer Sisters "Slow"  
Rene & Angela "More"  
Pieces Of A Dream  
Dynasty  
Oazz Band  
Leon Bryant  
Cameo  
Reddings

**WANT**  
Richmond, VA  
Ben Miles

**ADDED**  
Ronnie Laws  
Mean Machine  
Pat's Austin  
Natalie Cole  
Earth, Wind & Fire  
Curtis Mayfield  
Kool & The Gang  
Isley Brothers  
Whispers  
Rockie Robbins  
Gladys Knight & Pips

**HOTTEST**  
Denroy Morgan  
Carl Carlton  
Four Tops  
Sequence  
Al Jarreau  
Teddy Pendergrass  
Slave  
Nick Straker Band  
Deniece Williams  
Rene & Angela "More"

**WTOY**  
Roanoke, VA  
Donnie Deane

**ADDED**  
Ebony Webb  
Stacy Lattisaw "Easy"  
Prince  
Pieces Of A Dream  
Gwen McCree  
Kwikk  
Bobby Womack  
Shock  
Richard Fields "I've"  
L.J. Reynolds  
Jean Carn  
Hot Cousins  
Slave  
Sequence  
Bohannon  
Clarence Carter

**HOTTEST**  
Rick James "Super"  
Temptations  
Franklin/Benson  
Evasions  
B.B. & Q. Band  
Maze  
Herbie Hancock  
Pat's Austin  
Quincy Jones

**KMJQ**  
Houston, TX  
Rosa Holland

**ADDED**  
Roger "Heard"  
Isley Brothers

**HOTTEST**  
Rick James "Super"  
Carl Carlton  
Luther Vandross  
Denroy Morgan  
Rosa/Richie "Endless"  
Roger "Ruff"  
West Street Mob  
Rene & Angela "More"  
Kraftwerk  
Four Tops

**WTMP**  
Tampa, FL  
Jerry Walker

**ADDED**  
Earth, Wind & Fire  
Gwen McCree

**HOTTEST**  
Carl Carlton  
Teena Marie "Square"  
Rosa/Richie "Endless"  
Rick James "Super"  
Kraftwerk  
Evelyn King "I'm In Love"  
Al Jarreau  
West Street Mob  
Shalamar  
Brick

**WYLD-FM**  
New Orleans, LA  
James Alexander

**ADDED**  
Roberta Flack  
Stevie Woods  
Emotions  
Booker T  
School Boys

**HOTTEST**  
Rosa/Richie "Endless"  
Al Jarreau  
Four Tops  
Luther Vandross  
Hyman/Manderson  
Franklin/Benson  
Ronnie Laws  
Pieces Of A Dream  
Quincy Jones  
Gladys Knight

**WBLX**  
Mobile, AL  
Michael Jay Alexander

**ADDED**  
Melba Moore  
Harold Melvin & Blue Notes  
Osamu Kitajima  
Pointer Sisters "What"  
Teena Marie "Magic"  
Shalamar  
Twinnynine & Lenny White

**HOTTEST**  
Rosa/Richie "Endless"  
Larry Graham  
Brick  
Evelyn King "I'm In Love"  
Evasions  
B.B. & Q. Band  
Four Tops  
One Way  
Rafael Cameron "Funtown"  
Commodores "Lady"

**WPDQ**  
Jacksonville, FL  
Max St. Clair

**ADDED**  
Temptations  
Ozuna  
Grainers

**HOTTEST**  
Rick James "Super"  
Carl Carlton  
Luther Vandross  
Denroy Morgan  
Rosa/Richie "Endless"  
Roger "Heard"  
West Street Mob  
Rene & Angela "More"  
Kraftwerk  
Four Tops

**WAKO**  
Atlanta, GA  
Larry Tinsley

**ADDED**  
Lenny Williams  
Stevie Woods  
Geraldine Hunt  
Harold Melvin & Blue Notes  
Spinners  
Bob Marley  
Unlimited Touch

**HOTTEST**  
Luther Vandross  
Al Jarreau  
Pat's Austin  
Four Tops  
Temptations  
Ronnie Laws  
Deniece Williams  
B.B. & Q. Band  
Rosa/Richie "Endless"  
Cameo

**WVOL**  
Nashville, TN  
Fred Harvey

**ADDED**  
Earth, Wind & Fire  
Richard Fields "I've"  
Funn  
Melba Moore  
Booker T  
Ashford & Simpson

**HOTTEST**  
Teena Marie "Square"  
Roger "Heard"  
Carl Carlton  
West Street Mob  
Al Jarreau  
Jean Carn  
Time  
Dabbie Harry  
Afternoon Delights  
Rosa/Richie "Endless"

**WDIA**  
Memphis, TN  
Carl Connors

**ADDED**  
One Way  
West Street Mob

**HOTTEST**  
Roger "Heard"  
Denroy Morgan  
Four Tops  
Ebony Webb  
Time  
Cameo  
Franklin/Benson  
Brick  
Prince  
Luther Vandross

**WOWI**  
Norfolk, VA  
Chester Benton

**ADDED**  
Earth, Wind & Fire  
Quincy Jones  
Donald Byrd

**HOTTEST**  
West Street Mob  
Teddy Pendergrass  
Denroy Morgan  
Al Jarreau  
B.B. & Q. Band  
Ronnie Laws  
Four Tops  
Brick  
Stephanie Mills  
Donald Byrd  
Roger "Heard"

**WIOC**  
Columbia, SC  
Mickey Arnold

**ADDED**  
Kraftwerk  
Glorie Bagwell  
Richard Fields "I've"  
Emotions  
Earth, Wind & Fire  
M.Zee Band

**HOTTEST**  
Four Tops  
West Street Mob  
Pat's Austin  
Jean Carn  
B.B. & Q. Band  
Ebony Webb  
Whispers  
Maze  
Time  
Slave

**WGIV**  
Charlotte, NC  
Jo Ann Graham

**ADDED**  
Rene & Angela "Wall"  
Brothers Johnson  
Mean Machine  
Spinners  
Fredrick Knight  
Betty Wright  
Nick Straker Band  
Evelyn King "Don't Hide"  
Melba Moore

**HOTTEST**  
Roger "Heard"  
Ruff"  
Bohannon  
Whispers  
Four Tops  
Franklin/Benson  
Slave  
Kool & The Gang  
Prince  
S.O.S. Band  
Smokay Robinson

**WVEE**  
Atlanta, GA  
Scotty Andrews

**ADDED**  
Spinners  
Change  
Betty Wright  
Tierra  
Trouble Funk

**HOTTEST**  
Time  
Roger "Heard"  
Rosa/Richie "Endless"  
Luther Vandross  
Deniece Williams  
Debra Laws "Special"  
Prince  
Four Tops  
Denroy Morgan  
Carl Carlton

**WHRK**  
Memphis, TN  
Sharon Smith

**ADDED**  
Chocolate Milk  
Zoom  
Debra Laws  
Bobby Womack  
Melba Moore  
Jermaine Jackson

**HOTTEST**  
Time  
Franklin/Benson  
Four Tops  
Teddy Pendergrass  
Al Jarreau  
Quincy Jones  
Denroy Morgan  
Deniece Williams

**WJMI**  
Jackson, MS  
Carl Haynes

**ADDED**  
Earth, Wind & Fire  
Ebony Webb  
Teena Marie "Magic"  
Debra Laws

**HOTTEST**  
Roger "Heard"  
Time  
Slave  
One Way  
Donald Byrd  
Gladys Knight & Pips  
Bob Marley  
Commodores "Oh No"  
Isley Brothers  
Prince

**WEDR**  
Miami, FL  
Leo Jackson

**ADDED**  
Jimmy Ross  
Kwikk  
Earth, Wind & Fire  
R.J.'s Latest Arrival  
King Sporty  
Northend  
Betty Wright

**HOTTEST**  
Luther Vandross  
Stephanie Mills  
Teena Marie "Square"  
West Street Mob  
Jarry Carr  
Kleer  
Rick James "Super"  
Grainers  
Richard Fields "I've"  
Four Tops

**WKKI**  
Jackson, MS  
Tommy Marshall

**ADDED**  
Chocolate Milk  
Earth, Wind & Fire  
Aure  
Twinnynine & Lenny White  
Imagination  
Tierra  
Betty Wright  
Kwikk  
Central Line  
Jumbo  
Bohannon

**HOTTEST**  
Roger "Heard"  
Commodores "Oh No"  
Four Tops  
Time  
Maze  
Luther Vandross  
Quincy Jones  
One Way  
West Street Mob  
Curtis Mayfield

**WLOU**  
Louisville, KY  
Noal O'Rea

**ADDED**  
Earth, Wind & Fire  
Chocolate Milk  
Isaac Hayes  
Debra Laws  
Brothers Johnson  
Brick  
Richard Fields "I've"  
Gangsters  
Starpoint

**HOTTEST**  
One Way  
Roger "Heard"  
Bite & Pieces  
Herbie Hancock  
Maze  
Quincy Jones  
Cameo  
Four Tops  
Pat's Austin  
Franklin/Benson

**WJJS**  
Lynchburg, VA  
Art Young

**ADDED**  
Stacy Lattisaw "Easy"  
Commodores "Oh No"  
Bill Summers  
Prince  
Zoom  
Kool & The Gang  
Earth, Wind & Fire

**HOTTEST**  
Rosa/Richie "Endless"  
Carl Carlton  
Rick James "Super"  
Brick  
Temptations  
Eddie Kendrick  
S.O.S. Band  
Pat's Austin  
Slikers  
Al Jarreau

**KJLH**  
Los Angeles, CA  
Lawrence Tarter

**ADDED**  
Melba Moore  
Bobby Womack "If You"  
Spunk  
Slave  
T.T.F.

**HOTTEST**  
Rene & Angela "Wall"  
Ronnie Laws  
Lenny Williams  
Pat's Austin  
Bob Marley  
Curtis Mayfield  
Luther Vandross  
Al Jarreau  
Evelyn King "If You Want"  
Betty Wright

**KDKO**  
Denver, CO  
Byron Pitts

**ADDED**  
Kool & The Gang  
Raydio "If's Your"  
Starpoint  
Twinnynine & Lenny White  
Sus Ann  
Godmoma  
Zoom  
Modern Romance  
Five Special  
Passport  
Pointer Sisters "What"  
Chi Lites  
Grainers

**HOTTEST**  
Carl Carlton  
Luther Vandross  
Four Tops  
Roger "Heard"  
Slave  
Prince  
Kool & The Gang  
Rick James "Super"  
Shock  
One Way

**KACE**  
Los Angeles, CA  
Alonzo Miller

**ADDED**  
None

**HOTTEST**  
Teena Marie "Magic"  
Rick James "Super/Ghetto"  
Al Jarreau  
Carl Carlton  
Evelyn King "If You Want"  
Miles Davis  
Maze  
Deniece Williams  
Brick  
Richard Fields "I've"

**KDAY**  
Los Angeles, CA  
J.J. Johnson

**ADDED**  
Shalamar  
Bob James  
Stevie Woods  
Dabbie Harry  
Christopher Cross  
Ashford & Simpson  
Melba Moore

**HOTTEST**  
Luther Vandross  
Al Jarreau  
Deniece Williams  
Roger "Heard"  
Time  
Rosa/Richie "Endless"  
Al Jarreau  
B.B. & Q. Band  
Four Tops  
Time  
Donald Byrd  
Herbie Hancock  
Roger "Heard"  
Kool & The Gang  
Temptations

**KDIA**  
Oakland, CA  
Keith Adams

**ADDED**  
Shalamar "Sweetest"  
Jean Carn  
Shock  
West Street Mob  
Diana Ross "Fools"  
Bobby Womack

**HOTTEST**  
Four Tops  
Rosa/Richie "Endless"  
Kool & The Gang  
Whispers  
Luther Vandross  
Time  
Roger "Heard"  
Al Jarreau  
Brick  
Earth, Wind & Fire

## JAZZ RADIO

**SADAO WATANABE**  
My Dear Life (Inner City)

**FREDDIE HUBBARD**  
Mistral (Liberty)

**GIL SCOTT-HERON**  
Reflections (Arista)

**ROY AYERS**  
Africa, Center Of The World (Polydor/PolyGram)

**SPYRO GYRA**  
Freetime (MCA)

**AL JARREAU**  
Breakin' Away (WB)

**PEQUITO D'RIVERA**  
Paquito Blowin' (Columbia)

**PAUL DESMOND**  
The Only Recorded Performance (Finneas)

EAST: WYBC/New Haven, CT, Tom Strassguth SOUTH: WTJZ/Newport News, VA, Larry Hollowell MIDWEST: WBBY/Columbus, OH, Terry Wilson WJZZ/Detroit, MI, John Hill WEST: KADU/Denver, CO, John Resbeck

# Opportunities

## Openings

### EAST

**A/C station needs reliable adult personalities for full-time AM.** T&R to J.J. McKay, WZIX, 2 W. Market St., York, PA 17401. EOE M/F (10-9)

**Come live in the Pocono! Shamrock Communications Flagship accepting T&R's for future openings.** Barney Stone, WEJL, 149 Penn Ave., Scranton, PA 18503. EOE M/F (10-9)

**WFTN/Franklin, NH needs drive time news talent.** T&R to Mark Osborne, NorthEast Communications, Box 58, Springfield, MA 01101. EOE M/F (10-9)

**WABK-AM/FM/Augusta, ME needs A/C morning personality.** Top Dollar! T&R to Mark Osborne, NorthEast Communications, Box 58, Springfield, MA 01101. EOE M/F (10-9)

**Immediate opening for afternoon newscaster.** Beautiful lake region area. T&R to Lynn Lazare, WFTN, Box 99, Franklin, NH 03236. EOE M/F (10-9)

**A/C station with heavy news emphasis needs News Director for full-time AM.** T&R: J.J. McKay, WZIX, 2 W. Market St., York, PA 17401. EOE M/F (10-9)

**WBBF looking for part-timers.** Tapes & resumes to Bill Anthony, PD, WBBF, 850 Midtown Tower, Rochester, NY 14804. No calls please. EOE M/F (10-9)

**Newscaster, Harrisburg/Lancaster/York/Lebanon, PA ADI.** Great facilities; challenging situation. T&R: Chris Gable, WRKZ, Box 142, Hershey, PA 17033. EOE M/F (10-9)

**Music Of Your Life morning personality wanted for WUHN/Pittsfield, MA-The Berkshires.** T&R to Bob Catan, Box 1265, Pittsfield, MA 01202. EOE (10-2)

**50,000 watt Superstars Charleston, WV needs Production Director/jock.** Right bucks for right person. T&R: Doug Burton, FM 105, 100 Kanawha Terrace, St. Albans, WV 25177. (10-2)

**196/Bridgeport. Superstars ADR has possible future full and part-time openings.** T&R: Bob Kocak, Box 95, Danbury, CT 06810. EOE M/F (10-2)

**61 WGIR, Manchester's #1 station, has an immediate opening for a warm, mature, A/C personality.** Applicants should have a minimum of 3 years experience. Send aircheck and resume to Ed Brouder, PD, 61 WGIR, P.O. Box 610, Manchester, NH 03105. (10-9) •

### SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation. Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

**Loring Fisher, President**  
**Lomar Associates**  
**R&R East**  
P.O. Box 124, Montvale, NJ 07645

### SOUTH

**95 Rock WLSQ/Montgomery, AL Superstars immediate opening morning drive.** Topical, smooth delivery and good production. T&R: Neal McNeal, WLSQ, Box 5000, Montgomery, AL 36192. (10-9)

**BJ106/Orlando immediate opening "great" Promotion Director.** 2 years experience, production and on-air capabilities. T&R/Promo sample: Dave Wright, Box 7475, Orlando, FL 32854. EOE M/F (10-9)

**Part-time weekend news opportunity.** Good pay. Some experience required. Contact Rob Paulin, WRVR, Memphis. (901) 274-3400. EOE M/F (10-9)

**Wanted: A provocative talk personality.** T&R (one open line hour of your program): Pat Rodgers, WOAJ, 8222 N.W. Expressway, San Antonio, TX 78201. EOE M/F (10-9)

**Experienced reporter/anchor for expanding news operation in Capital city.** T&R to Darrell Daniela, WKAZ/WQBE, Box 871, Charleston, WV 25323. (10-9)

**Music correspondents needed from major markets in U.S. (all regions) for national radio program.** AOR experience helpful. Bachelder Lane Productions. (313) 439-8376. M/F (10-9)

**Highly creative production pro needed to also work airshift.** Contact: Joe Wade Formicola, WKIX, Box 12526, Raleigh, NC 27606 or (919) 851-2711. EOE M/F (10-9)

**WRVR/Memphis expanding A/C airstaff. #1 25-49 adults.** Minorities encouraged. No calls. T&R: Jim Robertson, 2272 Central, Memphis, TN 38104. (10-9)

## Openings

**Top Country station searching for news reporter.** Strong commitment to solid news coverage. Morning drive. T&R: News Director, WLWI-FM, Box 4999, Montgomery, AL 36195. EOE M/F (10-9)

**Morning drive adult communicator needed immediately at A/C WRHI.** Good salary and benefits. T&R: Dave Arnold, WRHI, Box 429, Rockhill, SC 29730 or call (803) 327-2085. (10-9)

**New talent needed for #1 Texas CHR.** 100 KWFM. Young aggressive production wiz. T&R: Mark Driscoll, Group PD, Box 220, Arroyo Grande, CA 93420. (10-9)

**Reporter/morning anchor.** Strong reporting, writing skills and personable air sound. T&R: Pam Mason, WX-AM, Charlottesville, VA 22902. EOE M/F (10-9)

**KNOE-AM 5KW #1 AM, #1 Country Production Director and midday air talent combination.** 9 and top-notch facilities. T&R: PD, Box 4067, Monroe, LA 71203. EOE M/F (10-2)

**Wanted! Adult communicator for Tallahassee's WTNT.** Full service/Modern Country. Excellent production facilities. T&R: Tom Flanigan, Box 1047, Tallahassee, FL 32302. EOE M/F (10-2)

**Looking for qualified person with great attitude.** No beginners. T&R to Troy London, KWKC, Box 2201, Abilene, TX 79604. EOE M/F (10-2)

**Well-seasoned morning news anchor.** Lots of voice experience. T&R to News Director, WTMA, Box 31089, Charleston, SC 29407. EOE M/F (10-2)

**100,000 watt Country.** Medium college market needs air talent. Good production required. Top pay, benefits, great climate. T&R: Manager, KXKZ, Box 430, Ruaton, LA 71270. EOE M/F (10-2)

### SKILL SEARCH

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**Loring Fisher, President**  
**Lomar Associates**  
**R&R South**  
P.O. Box 124, Montvale, NJ 07645

### MIDWEST

**Contemporary Country WMCL needs full-time air personality.** Send T&R to WMCL, 811 Broadway, Mt. Vernon, IL 62864. (10-9)

**Award-winning WDFI needs reporter who can excavate news.** Rush T&R to Bob Bender, P.O. Box 10,000, Marion, OH 43302. (10-9)

**Announcer with production experience for A/C AM in Danville, IL.** Also utility position open. T&R: Box 142, Danville, IL 61832; call Steve Armstrong. (217) 448-1312. (10-9)

**KWSL/Sloux City needs AM and PM drive.** CHR upbeat station. #1 25-54. T&R: Fred North, Box 1230, Sloux City, IA 51102. EOE M/F (10-9)

**K8MN Country.** looking for air talent to work PM drive. T&R to Tom Huber, Box 1448, Mason City, IA 50401, or call (515) 423-8637. EOE M/F (10-9)

**WDMC-FM Metromedia Detroit seeks midday personality.** Local content, good team player. Good dollars, only pros. No calls. T&R to Bill Garcia, WDMC-FM, 2201 Woodward Heights, Detroit, MI 48220. EOE M/F (10-9)

**KLIK needs creative morning personality and production talent.** 5,000 watt regional mid-Missouri station. Good money and benefits. Brian Miller, Box 414, Jefferson City, MO 65102. (10-9)

**WKAU seeks 7-12mid air talent with good production.** Appleton/Oshkosh/Green Bay CHR. T&R to Ron Ross, WKAU, 1785 Block Rd., Kaukauna, WI 54130. EOE M/F (10-9)

**WNFL/Green Bay has opening for an experienced news reporter.** References required. T&R to Peter Devlin, WNFL, Box 520, Green Bay, WI 54305. EOE M/F (10-9)



**Needed to help make and execute programming decisions and policy.** Reason: Midwest station expanding to 50,000 watts. Right person can pick the time he wants to stay. Salary negotiable. Send resume to Radio & Records, 1930 Century Park West, #274, Los Angeles, CA 90067.

**Strong team in competitive medium market seeks experienced, sharp writer/reporter with good sound.** Contact Judy Newman, WTSO/WZEE, Box 8030, Madison, WI 53708. EOE M/F (10-9)

## Openings

**Future news opening.** Appleton/Oshkosh/Green Bay CHR. Good writer/reporter not afraid of work. T&R to Ron Ross, WKAU, 1785 Block Rd., Kaukauna, WI 54130. EOE M/F (10-9)

**WVIC/Lansing, MI looking for a professional newscaster.** Send T&R along with salary requirements to Jim St. John, 2517 E. Mt. Hope, Lansing, MI 48910. (10-9)

**Top AOR PD position for Meredith station.** Strong background in promotion. Contact Jim Carter, Z92(KEZO)/Omaha, NB 68137, or call (408) 692-5300. EOE M/F (10-9)

### SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation. Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

**Loring Fisher, President**  
**Lomar Associates**  
**R&R Midwest**  
P.O. Box 124, Montvale, NJ 07645

**WRRR/Rockford, IL accepting T&R for future full-time and immediate part-time openings.** Contact Andy Haynes, WRRR, 2830 Sandy Hollow, Rockford, IL 61109. EOE M/F (10-2)

**Creative morning person.** A/C format. Must also be production whiz. No beginners. T&R: Dale Dawson, WAKE, P.O. Box 149, Valparaiso, IN 46383. EOE M/F (10-2)

**Experienced News Director needed now for streamlined #1 news department.** T&R to Justin Hoberg, KNOX, Box 1838, Grand Forks, ND 58201, or call (701) 775-4811. EOE M/F (10-2)

### WEST

**Immediate opening for afternoon drive, prefer production experience.** Call (801) 789-3088 days or 789-0920 evenings. T&R to John Bailey, Box 307, Vernal, UT 84078. EOE (10-9)

**One of California's best small market stations is looking for air talent/production.** T&R: Jason W. Fine, Box 1058, Yuma City, CA 95991 or call (916) 673-7677. EOE (10-9)

**PD, MD, ND, AM talent openings.** Several CA and Sunbelt medium market. T&R to Bob Goode Consulting Services, Box 1783, Cave Creek, AZ 85331. (10-9)

**KLUC/Las Vegas seeking T&R of creative zany morning man.** Send your best to Dave Vanstone, KLUC, Box 14805, Las Vegas, NV 89114. EOE M/F (10-9)

**Las Vegas/KORK needs a 6-10PM jock yesterday.** Rush T&R to Bill Bauman, Box 42129, Las Vegas, NV 89104. EOE M/F (10-9)

**KWIZ-AM/FM seeking dynamic personalities for future openings.** Send T&R to KWIZ, 3101 W. 5th St., Santa Ana, CA 92703. EOE M/F (10-9)

### Technical Maintenance Engineer Position

Major Los Angeles FM radio station looking for qualified technical maintenance engineer. Responsible for all areas of operation: Transmitter, studio, microwave equipment. First class FCC license required. 5 years minimum experience. Union position. Send resume to Radio & Records, 1930 Century Park West, #275, Los Angeles, CA 90067.

**KMYK-FM/Portland needs full-time newscaster to anchor morning drive.** Must have thorough news background. Send T&R: Rosemary Reynolds, 9500 Southwest Barbur Blvd., Portland, OR 97219. EOE (10-9)

**Immediate opening for street reporter KNTB/News/Talk Bakersfield.** Great opportunity to advance your career. T&R: Bill Craig, Box 1499, Bakersfield, CA 93309. EOE (10-9)

**Westwood One seeks self-motivated, aggressive individual for station sales trainee position.** Contact Judy Gold, VP Westwood One, 9540 Washington Blvd., Culver City, CA 90230. EOE (10-9)

**L.A.-based radio syndication company needs marketing/sales consultant for several projects.** Experience necessary. Call (213) 463-7198. EOE (10-9)

**KGAL wants Production Director/air talent.** Experience + good pipes equals good pay. Needed yesterday. T&R to Brian Casey, Box 749, Albany, OR 97321. EOE M/F (10-9)

**News Director wanted.** Experienced adult self-starter. Southern Oregon market. Salary commensurate w/experience. T&R to: Box 1150, Klamath Falls, OR 97601. EOE (10-9)

## Openings

**Top 20 market CHR seeks great, funny, outrageous air talent for future openings.** Prefer NW entertainers. T&R to SEARCH, Box 16033, Seattle, WA 98116. EOE M/F (10-9)

**KOBO needs an aggressive newscaster for this locally involved small market winner.** T&R to Jason W. Fine, Box 1068, Yuma City, CA 95991 or call (916) 673-7677. EOE M/F (10-9)

**Looking for assistant to the executive team at Drake-Chenault.** Strong secretarial skills, plus proven organizational ability required. Call Rose, (213) 883-7400. (10-9)

### Chief Engineer . . .

#### Experienced Pro

Super AM/FM combo wants super engineer. Good equipment. Come grow with us!

Send resume to: **Dave Armstrong**  
**KWIZ Radio**  
3101 West Fifth Street, Santa Ana, CA 92703

**Rare opportunity.** Sunbelt owned KSPZ looking for night talent. Females encouraged. T&R to P.O. Box 988, Colorado Springs, CO 80901, or call (303) 632-3636. EOE M/F (10-2)

**KKAZ needs AM drive/evening personality.** Paid life, health, dental, profit sharing. John Ramsey, Box 926, Cheyenne, WY 82001, or call (307) 636-1111. EOE M/F (10-2)

### San Francisco Morning Personality or Morning Team

We're a successful full service adult station. Openings here are rare. **HERE'S WHAT WE OFFER . . .** The best air shift on one of the top stations in the best city in America. Very good salary. A great deal of creative freedom. **HERE'S WHAT WE'RE LOOKING FOR . . .** A person (team) who's natural, highly-intelligent, blessed with a great sound, funny (no one-liner machine or comedy service reciters, please), experienced in the major market morning drive arena, a total communicator, a disciplined personality. In other words, if you can connect with adults and keep them, if you can take a heavy commercial and information load and make it flow, if you're SPECIAL, send us your tape. All replies confidential. Send to Radio & Records, 1930 Century Park West, #276, Los Angeles, CA 90067. EOE

**Station group looking for morning drive and news talent.** All stations on West Coast. T&R to Andy Monday, Drawer 1, Arcata, CA 95521. EOE M/F (10-2)

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**CHANGE OF ADDRESS AND RENEWAL:**  
Please attach the mailing label from the envelope when writing about service or change of address. Allow 3 weeks for change of address to take effect. Thank you.

**MAIL TO: RADIO & RECORDS**  
1930 Century Park West, L.A., CA 90067

# Opportunities

## Openings

Excellent anchor who can command the attention of the audience by strong, vigorous reading of his or her clear, conversational writing. Intelligent, sound journalist who understands the news and can tell the listener what it means. A reporter, who thinks as a reporter whether he or she is on the street, phone, at the typewriter or on the air. Creative and original at the typewriter or on the air. Creative and original at features. If you think two alarm fires are news and write like UPI, you do not apply. T&R to News Director, KYUU, 1700 Montgomery St., S.F. 94111. No calls. EOE (10-9) •

KIK-FM Contemporary Country has future openings for air and news talents. Send T&R to 1 City Blvd. West, Orange, CA 92668. No calls. EOE M/F (10-2)

Modern Country midday position open possible MD. Experienced only. Opening effective 10/1/81. Call Dick Byrd mornings, (406) 259-4586. (10-2)

### SKILL SEARCH

Building a resource file for client station opportunities in the areas of announcing/news, operations/programming and engineering. Specific interest is for individuals with maturity, leadership, and creative response to increasingly competitive radio marketplace. Format background is not a limitation. Please mail appropriate information to my attention. Your confidentiality will be respected. No calls at this time.

Loring Fisher, President  
Lomar Associates  
R&R West  
P.O. Box 124, Montvale, NJ 07645

## Positions Sought

Last ARB was #1, women 18-34. Call before 11am for info on how I'll boost your ratings in time for next book. (506) 296-2730. (10-9)

## Positions Sought

Established, employed Los Angeles CHR personality seeks on-air programming position in Oklahoma City or Dallas. Write: CMS, 2307 Santa Monica Blvd., #150, Santa Monica, CA 90404. (10-9)

Experienced production freak would like to do A/C or CHR in Top 50 market. Call RICK, (714) 487-8916. (10-9)

News. I want to get back into it. Looking for step up into medium Midwest market. Call DAN (before 10am, Mon-Fri), (318) 429-3701. (10-9)

Natural talent, 4 years experience, currently in medium market. Available now. SHARON MATTHEWS, (318) 522-8635. (10-9)

TOM SULLIVAN, ex-Burkhart-Abrams Production Director, seeking major or medium market production assignment. Writing and multi-track experience. AOR or CHR (304) 776-4977. (10-9)

Been doing it all. Ready to specialize in production and copywriting. I love it! Let's talk or get my T&R at (518) 371-2284. LYN. (10-9)

Former Chicago jock looking to come home or major TX area. Good pipes, great production and nice guy. Really. RON COOPER, (704) 375-0213 after 6pm. (10-9)

DANIEL BRUNTY, 13 years experience, primarily AOR and CHR. Former WQDR/Raleigh PD, 3 years. Available now for PD or jock in major market. Call (919) 834-2073. (10-9)

One to one AOR jock with 4 1/2 years experience as MD/programmer. Sports oriented and good team worker. Available mid-October, anywhere in OH. Call (216) 381-0043. (10-9)

PD with 5 years in majors. Has killer CHR format. Currently employed. Medium to large markets only. (607) 773-8155. (10-9)

Highly acclaimed radio journalist seeks new challenges. 9 years experience, degree, 3rd class, articulate and tenacious. Not just another pretty voice. Call JERRY, (617) 754-8544. (10-9)

Class act MD with a unique marketable voice looking for station to grow with. 8 years experience in AOR and CHR. Call BILL, (516) 538-8812. (10-9)

Major market female, great voice, music experience, production and character voices, looking for new challenge. AOR or CHR. JANICE, (301) 589-1685. (10-9)

Top 5 major market pro, 22 years experience, 18 in Country. Strong ratings, voice, programming and production. S.O.S. NOW! Call R.T. GRIFFIN, (313) 229-4022. (10-9)

## Positions Sought

Attention L.A. GM's and PD's! PATRICK HENRY PRICE is ready to work your format. Talented, serious 15 year pro. (213) 464-5516. (10-9)

Creative, experienced personality looking for work in central New Jersey area. Production wizard!! Call anytime (414) 622-3788. Ask for ERIC. (10-9)

DONOVAN BLUE formerly PD/Production Director K93-FM. 12 years experience, all formats, live and automated. All offers considered. (707) 433-8617. (10-9)

7 year pro with PD, MD and sports experience. Seeks medium market Country gig immediately. Call BART, (501) 247-2972 after 6pm. (10-9)

Experienced morning man, contemporary with 1st. Straight format, clean-cut, Jon Volght type, good references. Thrives under pressure. Long hours. JIM, (201) 968-0242, evenings. (10-9)

Young broadcaster, unemployed, seeks job in small to medium market outside of Los Angeles. Call OSCAR, (213) 933-8360. (10-9)

Looking West Coast secondary to major. KEITH MORGAN, formerly KROK, XROK, KINT. (805) 937-2847 after 5pm. (10-9)

Experienced Country PD/MD/announcer with strong production seeks position with responsibility and a future. Now in WI but willing to relocate for right offer. R.J., (414) 645-1850. (10-9)

Top-notch pro with excellent ratings/references. 13 years experience including major markets. Looking for programming or PM drive with music responsibilities. MAX HEYWOOD, (216) 456-2592. (10-9)

Warm, human communicator seeks West Coast. 12 year pro wants to help your team win. Talent, wit, versatility and positive attitude. MIKE PHILLIPS, (505) 292-8581. (10-9)

I've won in Chicago, Milwaukee and Minneapolis and now I'm available to win for you. Don't forget, call before midnight tonight! JIM SUMMERS, (516) 278-1891. (10-9)

Talented news and sports reporter. 6 years experience, excellent P-B-P sports talk. Ready immediately any market. Call JIM, (614) 438-8133. (10-9)

Boston: B.U. grad student (journalism) seeking part-time news or jock position. 3 year pro. MIKE ENRIGHT, 23 St. Luke's Rds., #8, Allston, MA 02134. (10-9)

## Positions Sought

Attention: Newswomen with good strong voice, assertive delivery. Interested in increasing writing and production skills. Looking for first break. Call BROOKE ASHER, (213) 654-5234. (10-9)

Seeking news or sports airshift, fine voice and writing skills, degree, automation experience. Will relocate. Call JOEL, (516) 869-8076 after 6pm. (10-9)

7-midnight is my time! 10 year adult pro looking for large or medium MOR or A/C. JIM, (402) 475-4705. (10-9)

Experienced air personality (WZZR, WJIM) seeking full-time air position in Midwest medium market. Strong voice, enthusiastic. Willing to relocate. BILL JOHNSON, (517) 422-3478. (10-9)

### R&R Opportunities Advertising

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).

#### Frequency Rates \*

1 Week	2 Weeks	3 Weeks
\$12.00	\$20.00	\$25.00

\* Must run consecutive weeks.

#### Payable In Advance

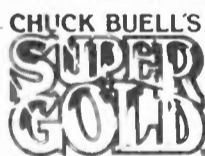
Orders must be typewritten or printed and must be accompanied by check.

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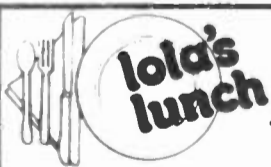
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# Marketplace



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Complimentary snack: "LOLA'S LUNCH"  
Call (313) 434-6142  
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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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Los Angeles, Calif. 90067 (213) 553-4330

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# Opportunities

## Positions Sought

**JEFF CONRAD** seeks morning or personality shift with medium or major market station. Phone bite, sound effects, wild humor. Call (305) 392-1916 for tape. (10-9)

**Do you want personality? Do you want humor? Do you want controversy? Do you want numbers? If you do, then you want me.** Unfortunately, I was a little too controversial, which explains why I'm now unemployed. Do you want an air-check? Call (505) 722-6309 anytime. Ask for P.M. MICHAELS. (10-16) •

**Experienced DJ seeks CHR position,** possibly MD/assist. PD. Knowledge of Top 40, natural sounding, reliable. (213) 859-3007. (10-2)

**PETE EARLY** formerly PD at KMNS. 4 years programming experience. 7 years in radio. Comfortable with all formats. All offers considered. Call (712) 255-9528. (10-2)

**PD, heavy promotion, automation experience** looking for position in small or medium market. DON, (419) 422-1145. (10-2)

**WBT WHAM WNDE**  
**POP PERSONALITY**

Professional, creative, good citizen  
and gentleman. For tape and  
resume call **TOM McMURRAY**  
**(319) 372-8169**

**Morning communicator.** Relevant approach utilizing basics, phones, community involvement and humor (geared to your market). Major market success. Currently employed and succeeding. (809) 397-8318. (10-2)

**Mellow communicator with 9 years experience** seeking a challenge. Soft rock, A/C and Country. BA. Call TERRY, (606) 268-0058. (10-2)

**I want to join a winner part-time weekends or evenings.** New York City suburban. T&R available. Call STEVE, (914) 268-2044. (10-2)

**Talented news/sports reporter** can combine 6 years experience. Excellent P-B-P, sports talk. Ready immediately. Any market. Call JIM (614) 438-6133. (10-2)

**Experienced, aggressive, dependable newsmen** looking for position in West or Southwest. All markets considered. Award-winning. Call ROGER, (504) 292-8134. (10-2)

## Positions Sought

**AOR air personality, over 10 years in the business.** Will relocate, but would like to stay in the West. Call DARRYL EVANS, (213) 783-3521. (10-2)

**JORDAN FISCHER, a New Yorker with personality,** style and warmth, now available to do news, sports, DJ position. Small or medium markets O.K. (212) 371-2358. (10-2)

**TIM LECHNER, fantastic new jock,** seeks position out West. Has helped boost Chicago's #1 rockers. Team attitude and natural talent. Available immediately. Anytime (312) 934-0414. (10-2)

**STEVE GARRETT, 96KX/Pittsburgh,** looking for an on-air PD position. Excellent numbers. All offers considered. Prefer West. Before you decide, call (412) 373-3994. (10-2)

**Victim of deregulation.** Seasoned news pro with decade plus experience, available yesterday. Recently afternoon drive, Top 30 market. Call JOHN ADAMS, (316) 885-7585. (10-2)

**5 year man wants small community involved A/C or Country, PD/MD or operations position.** OH, IN, KY, PA, MI, WV. MORRY, (513) 831-4857. (10-2)

**Philadelphia morning man/MD.** 7 years major market experience, seeks air position or programming. Contact: DAVE ECHOLS, (215) 474-0435. (10-2)

**R&B and Urban GM's:** I'm a productive and polished PD/MD. Solid management background and ratings success. Super ear work and creative production. Call (809) 344-5095. (10-2)

**You see it's like this:** I'm ready to move up. 5 years experience: News, sports, P-B-P and jocking. Call MARK, (408) 452-5176 or (408) 761-1000. Now! (10-2)

**Animal looking for PD or MD position.** Call (703) 669-5482 between 3-7pm. (10-2)

**Production and sales oriented.** 8 year veteran seeks challenging position with stable station. Experienced in all facets of radio. Excellent recommendations. (714) 829-8323. (10-2)

**Woman jock available immediately.** Currently in largest market in MT. Looking to move up. Single, will relocate. (701) 852-4523. Let's talk. (10-2)

**Medium market PD with #1 ratings for 7 years** seeks PD or morning/midday slot, CHR or Country in TX or nearby. JOHN RAYMOND, (512) 836-2788. (10-2)

**Up your book.** Solid professional from Pittsburgh, available now. Rated a 10.1 in my last book. For T&R call MARK, (605) 342-8599. (10-2)

**Coyote Kincaid, 15 year vet that's been draked,** drowed and caseyed, is ready for your radio station as PD or air talent. Call (501) 684-5155. (10-2)

## Positions Sought

**Licensed radio announcer** looking for full or part-time job. Ready to work in CA. Call DONALD, (213) 582-8737 or (213) 764-6847. (10-2)

**Morning business man, fun, A/C one on one,** Top 50 market. For T&R of 14 year pro, call (804) 272-5439. (10-2)

**The legendary ALLEN STONE,** Philly's top news personality, 30 years with WFIL, is now a free agent. Serious major market inquiries to (215) 368-9648. (10-2)

**A/C pro looking for opportunity** in mid-Atlantic to bring warmth and vitality to your middays. Excellent news and production. BOB MORGAN, (717) 264-9892. (10-2)

**Seeking full or part-time announcer position** anywhere in Midwest or West. Have T&R. Call MICHAEL EMERY, (303) 451-8523. (10-2)

**Doesn't matter where as long as it's sports P-B-P and/or AOR.** Broadcast Journalism degree. Do us both a favor. Call DAVE at (615) 865-5900. (10-2)

**MO/air talent with 10 years experience** willing to relocate anywhere. CHR or A/C format preferred. I can pick the hits before they hit. Call DENNY VAUGHN, (314) 885-3863. (10-2)

**Excellent news, sports writer, announcer.** Solid interviewing, production skills, various work experience, small stations in San Francisco. I'm mature, intelligent, hard-working. Masters. NEIL, (415) 282-9319. (10-2)

## Changes

### RADIO

**Bill Daise,** previously Account Executive at KABL-AM & FM, joins KOIT/San Francisco, CA as their Local Sales Manager.

**John Rosenberg** joins Mutual News as an Audio Journalist, from WPXN/Rochester, NY.

**Katharine Harris** has been named Account Executive for WRAL-101FM/Raleigh, NC.

**Char Vance** has been appointed Promotion Director for WRNO/New Orleans, LA and KXOR/Thibodaux, LA.

**Peggy Powrie** appointed Account Executive at WOWO/Fort Wayne, IN.

**Ed Ziel** has been named News Director of KGIL-1260 and KGIL-FM/94.3/San Fernando, CA.

**Charles Van Dyke** named News Correspondent for the Washington Bureau of the RKO Radio Network.

## Changes

### RECORDS

**Beverly Weinstein** named Controller for Boardwalk Entertainment Co.

**Greg Lewis** appointed Local Promotion Manager, Black Music & Jazz, Chicago Market, Columbia Records.

**Lynda Charlesworth** has been promoted to Order Clerk for Arista's National Singles Coordinator.

**Key Shaw** appointed Manager, Press & Publicity for RCA Records, Nashville.

**Fred Gargano** named Executive Assistant to the President, Destiny Records.

**Roland Young** named Director of Creative Services, Destiny Records.

**Walter Burton** has been named Executive Director, Management Information Systems for Polygram Records.

### INDUSTRY

**Kathi Greenblatt** appointed National Press Coordinator for Thirty Ear Productions.

**Laura O. Palmer** named National Publicist for Wardlaw Public Relations Firm.

**Paul Hall** named Director of Video Production for the Creative Factor.

**Oscar Houchin** has been appointed VP in charge of Operations for Terrana/Binder Music division of Steve Binder Productions, Inc.

### Miscellaneous

**WMKX, new 24-hour killer FM in Northwest PA,** needs CHR/AOR record service from all labels immediately. Bill Johnson, MD, WMKX, P.O. Box M, Brookville, PA 15825. (10-9)

**KKAZ needs CHR and AOR 45/LP service** from all labels. John Ramsey, Box 926, Cheyenne, WY 82001, or call (307) 835-1111. (10-2)

**KBHL, FM-95, needs Country service** from all labels. Send to Gem O'Brien, KBHL, 2820 N. 48th St., Lincoln, NB. (10-2)

**WTRR AM & FM/Baltimore-Westminster,** needs CHR single and LP service. Contact Steve Brooks at (301) 848-5511. (10-2)

# Marketplace

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DON FELDER "Heavy Metal (Takin' A Ride)" (Full Moon/Asylum) 68/4
CARL CARLTON "She's A Bad Mama Jama" (20th/RCA) 68/1
JOURNEY "Don't Stop Believin'" (Columbia) 66/52
RICK JAMES "Super Freak" (Gordy/Motown) 64/1
BLUE OYSTER CULT "Burnin' For You" (Columbia) 60/4
RICKIE LEE JONES "A Lucky Guy" (WB) 55/7
CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 52/13

BILLY JOEL "Say Goodbye To Hollywood" (Columbia) 42/4
OAK RIDGE BOYS "Fancy Free" (MCA) 41/8
DIANA ROSS & LIONEL RICHIE "Dreaming Of You" (PolyGram) 40/10
FOREIGNER "Waiting For A Girl Like You" (Atlantic) 38/19
MICHAEL JOHNSON "You're Not Easy To Forget" (EMI America) 37/4

SIGNIFICANT ACTION

QUARTERFLASH "Harden My Heart" (Geffen/WB) 49/36
STREEK "One More Night" (Badland/Columbia) 46/18
RONNIE LAWS "Stay Awake" (Liberty) 35/5
STARS ON 45 "More Stars On 45" (Radio/Atlantic) 33/1
DIANA ROSS & LIONEL RICHIE "Dreaming Of You" (PolyGram) 31/0
LUTHER VANDROSS "Never Too Much" (Epic) 30/17
JOHNNY LEE "Bet Your Heart On Me" (Full Moon/Asylum) 30/4
DAVID GATES "Take Me Now" (Arista) 30/3
CLIFF RICHARD "Wired For Sound" (EMI America) 28/5
DIRT BAND "Fire In The Sky" (Liberty) 27/4
JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 25/24
PABLO CRUISE "Slip Away" (A&M) 22/11
ALAN PARSONS PROJECT "Snake Eyes" (Arista) 22/8
TRIUMPH "Magic Power" (RCA) 21/6
STEVE WOODS "Steal The Night Away" (Cotillon/Atlantic) 21/3
TARNEY/SPENCER BAND "No Time To Lose" (A&M) 21/0
STEVE NICKS & DON HENLEY "Leather & Lace" (Modern/Atco) 20/14
ARLAN DAY "I Surrender" (Pasha/CBS) 20/5
ZZ TOP "Lella" (WB) 18/1
SURVIVOR "Poor Man's Son" (Scotti Bros./CBS) 17/12
KOOL & THE GANG "Take My Heart" (De-Lite/PolyGram) 17/5
GREG KIHN BAND "Girl Most Likely" (Beverly/Elektra-Asylum) 16/4
EXILE "Heart & Soul" (WB) 16/0
POINTER SISTERS "What A Surprise" (Planet/Elektra-Asylum) 15/10
JOEY SCARBURY "When She Dances" (Elektra) 15/4
CARPENTERS "(Want You) Back In My Life Again" (A&M) 15/1
ELECTRIC LIGHT ORCHESTRA "Twilight" (Jet/CBS) 13/8
SAVOY BROWN "Run To Me" (Townhouse) 13/7
TIERRA "La La Means I Love You" (Boardwalk) 11/6
KINKS "Destroyer" (Arista) 10/2

SIGNIFICANT ACTION

CRYSTAL GAYLE "The Women In Me" (Columbia) 28/13
OLIVIA NEWTON-JOHN "Physical" (MCA) 28/9
JIM PHOTOGLO "More To Love" (20th/RCA) 28/3
MANHATTAN TRANSFER "Smile Again" (Atlantic) 24/2
ELECTRIC LIGHT ORCHESTRA "Hold On Tight" (Jet/CBS) 24/1
DAN HARTMAN "All I Need" (Blue Sky/CBS) 24/0
RICKIE LEE JONES "A Lucky Guy" (WB) 23/3
RITA COOLIDGE "The Closer You Get" (A&M) 22/1
ARLO GUTHRIE "If I Could Only Touch Your Life" (WB) 19/0
DIANA ROSS "Why Do Fools Fall In Love?" (RCA) 15/15
BENNY HESTER "Nobody Knows Me Like You" (Mynrh) 15/3
FRED KNOBLOCK "Memphis" (Scotti Bros./CBS) 15/2
JUICE NEWTON "The Sweetest Thing (I've Ever Known)" (Capitol) 13/13
JOEY SCARBURY "When She Dances" (Elektra) 13/10
ROYAL PHILHARMONIC ORCHESTRA "Hooked On Classics" (RCA) 13/5
JOHN SCHNEIDER "Still" (Scotti Bros./CBS) 12/2
PABLO CRUISE "Slip Away" (A&M) 11/5
DIRT BAND "Fire In The Sky" (Liberty) 10/2
STARS ON 45 "More Stars On 45" (Radio/Atlantic) 10/0
DON McLEAN "Castles In The Air" (Millennium/RCA) 9/9
ALBERT HAMMOND "Memories" (Columbia) 9/2
ADDRISI BROTHERS "Red Eye Flight (You Can Always Come Home Again)" (Elektra) 9/1
DIESEL "Sausalito Summer" (Regency/Atlantic) 9/1
BOB SEGER "Trying To Live My Life Without You" (Capitol) 9/1
FRANK SINATRA "Say Hello" (WB/Reprise) 9/1
DAN HILL "Don't Give Up On Love" (Epic) 8/2
POINTER SISTERS "What A Surprise" (Planet/EMI) 7/1
QUARTERFLASH "Harden My Heart" (Geffen/WB) 6/5

COMING NEXT WEEK INSIDE B&R:

PD's discuss whether to program for the audience or for The Book.

Countering video rock: WYSP's Sight & Sound Department.

NOTE: The numbers in parentheses immediately following the songs listed in the "Most Added" and "Hottest" sections of the Back Page indicate the total number of stations reporting the song as either a new add or one of their five hottest records of the week.



# Columbia Records

Extends a warm welcome to these  
new Radio & Records reporters

## CHR

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I-95(WINZ-FM)/Miami, FL  
WKTJ/Milwaukee, WI  
WRCK/Utica, NY  
3WT(WWWT-FM)/Binghamton, NY  
WDRC-FM/Hartford, CT  
WPHD/Buffalo, NY  
WLAN-FM/Lancaster, PA  
KZFM/Corpus Christi, TX  
KROK/Shreveport, LA  
WZYP/Huntsville, AL  
WDOQ/Daytona Beach, FL  
WSSX/Charleston, SC  
WJXQ/Lansing-Jackson, MI  
KIIK/Davenport, IA  
WKDQ/Evansville, IN  
KQKQ/Omaha, NB  
WZZR/Grand Rapids, MI  
KBBK/Boise, ID  
KSKD/Salem, OR  
WZYQ/Frederick, MD  
WOMP-FM/Bellaire, OH  
WQEN/Gadsden, AL  
WGLF/Tallahassee, FL  
KKQV/Wichita Falls, TX  
Q101 (WJDQ)/Meridian, MS  
KQWB/Fargo, ND  
WAZY-FM/Lafayette, IN  
WCIL-FM/Carbondale, IL  
KRNA/Iowa City, IA  
KSKG/Salina, KS  
KFMZ/Columbia, MO  
KOZE/Lewiston, ID

## A/C

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WCLR-FM/Chicago, IL  
WKRC/Cincinnati, OH  
WRRM-FM/Cincinnati, OH  
WOMC-FM/Detroit, MI  
KULF/Houston, TX  
WTFM-FM/New York, NY  
KYXY-FM/San Diego, CA  
KIXI-FM/Seattle, WA  
WJMD-FM/Washington D.C.  
WGAC/Augusta, GA  
KCSW-FM/Austin, TX  
KAFY/Bakersfield, CA  
WAFB-FM/Baton Rouge, LA  
KOLE/Beaumont, TX  
KBOI/Boise, ID  
KYNO/Fresno, CA  
WWYZ-FM/Hartford, CT  
KKUA/Honolulu, HI  
WOKV/Jacksonville, FL  
WFMK-FM/Lansing, MI  
WRKA-FM/Louisville, KY  
WIBA/Madison, WI  
WABB/Mobile, AL  
KWAV-FM/Monterey, CA  
WCTC/New Brunswick, NJ  
WQUE-FM/New Orleans, LA  
WHLY-FM/Orlando, FL  
KREM/Spokane, WA  
KCEE/Tucson, AZ  
KKRD-FM/Wichita, KS  
WKBN/Youngstown, OH  
WSKY/Asheville, NC  
WJBC/Bloomington, IL  
KADE/Boulder, CO  
WKZE-FM/Cape Cod, MA  
KCRG/Cedar Rapids, IA  
WDAY/Fargo, ND-Moorhead, MN  
KLEQ-FM/Ft. Meyers, FL  
KSEL/Lubbock, TX  
WWSA/Savannah, GA



12-34

NATIONAL AIRPLAY/30

25-49

Three Two Last Weeks Weeks Week

Contemporary Hit Radio

Table with 5 columns: Rank, Three Weeks, Two Weeks, Last Week, Song Title, Artist, Label. Includes entries like Christopher Cross, Daryl Hall & John Oates, Dan Fogelberg, etc.

Three Two Last Weeks Weeks Week

Adult/Contemporary

Table with 5 columns: Rank, Three Weeks, Two Weeks, Last Week, Song Title, Artist, Label. Includes entries like Dan Fogelberg, Christopher Cross, Kenny Rogers, etc.

ROD STEWART "Young Turks" (109) DIANA ROSS "Why Do Fools..." (81) BARRY MANILOW "The Old Songs" (59)

JOURNEY "Don't Stop Believin'" (52) QUARTERFLASH "Harden My Heart" (38) FOREIGNER "Waiting For A Girl..." (35)

MOST ADDED

BARRY MANILOW "The Old Songs" (46) COMMODORES "Oh No" (27) CHRIS CHRISTIAN "I Want You, I Need You" (19)

FOREIGNER "Waiting For A Girl..." (19) MARTY BALIN "Atlanta Lady..." (16) ANNE MURRAY "It's All I..." (16)

CHRISTOPHER CROSS "Arthur's Theme..." (141) HALL & OATES "Private Eyes" (90) DAN FOGELBERG "Hard To Say" (88)

ROLLING STONES "Start Me..." (67) BOB SEGER "Trying To Live My Life..." (52) LITTLE RIVER BAND "The Night Owls" (48)

HOTTEST

CHRISTOPHER CROSS "Arthur's Theme..." (87) DAN FOGELBERG "Hard To Say" (82) KENNY ROGERS "Share Your Love..." (57)

ALJARREAU "We're In..." (38) LULU "I Could Never..." (32) Q. JONES / J. INGRAM "Just Once" (28)

BREAKERS

BARRY MANILOW The Old Songs (Arista)

60% of our reporters on it. Moves: Up 16, Debuts 40, Same 15, Down 0, Adds 59 including WIFI, B104, PRO-FM, CKGM, Q105, WGCL, WZUU, KIMN, WDRC-FM. See Parallels, charts at number 29.

ATLANTA RHYTHM SECTION Alien (Columbia)

60% of our reporters on it. Moves: Up 80, Debuts 10, Same 25, Down 0, Adds 14 including Q107, WZZP, KTSA, WJDX, WMAK-FM, WSSX, WLOL-FM, KSFX, FM103, WIGY. See Parallels, charts at number 28.

PAT BENATAR

Promises In The Dark (Chrysalis)

57% of our reporters on it. Moves: Up 37, Debuts 35, Same 35, Down 0, Adds 16 including WXKS-FM, KIQQ, 13K, 3WT, B97, KROK, WZYQ, WCIL-FM, KFMZ, KOZE. See Parallels, charts at number 30.

ROD STEWART

Young Turks (WB)

51% of our reporters on it. 110 stations reporting activity in the first week. Moves: 0, Debuts 0, Same 1, Down 0 Adds 109 including WBEN-FM, 96KX, B104, KEGL, Z93, 94Q, WCKX, WKTI, KEARTH, KIQQ, KEZR, KZZP. See Parallels, will debut on chart next week.

COMMODORES Oh No (Motown)

74% of our reporters on it. Rotations: Heavy 10/0, Medium 57/13, Light 21/11, Extra Adds 3, Total Adds 27 including WTFM, WCCO, KYXY, KNBR, and 23 more. Moves 26-18 on A/C chart.

MARTY BALIN Atlanta Lady (Something About Your Love) (EMI America)

69% of our reporters on it. Rotations: Heavy 12/1, Medium 55/10, Light 18/5, Extra Adds 0, Total Adds 16 including WISN, KOY, KING, KIXI, and 12 more. Moves 22-19 on A/C chart.

ATLANTA RHYTHM SECTION Alien (Columbia)

59% of our reporters on it. Rotations: Heavy 15/0, Medium 38/4, Light 19/7, Extra Adds 1, Total Adds 12 including WHAM, WFTQ, KOLE, KAAV, WRKA, WHLY, WOWO, WKBN, KBOI, and 3 more. Moves 24-21 on A/C chart.

NEW & ACTIVE

25-49

ANNE MURRAY "It's All I Can Do" (Capitol) 70/16 Rotations: Heavy 7/0, Medium 40/3, Light 19/3, Extra Adds 4, Total Adds 16, WCLR, WWWE, KNBR, KPLZ, WYVZ, WCTC, WHAM, KOLE, WOKV, WHLY, WKBN, KYNO, WNEU, WLEQ, WORG, WJBC, Heavy: WCCO, KOY, WDEF, WHBY, KOB, KSL, WJON, Medium: WIP, WSB, KULF, 97AIA, WRRM, KMBZ, KEX, KYXY, KIXI, Moves 21-20 on A/C chart.

STEVIE WOODS "Steal The Night Away" (Cotillion/Atlantic) 68/7 Rotations: Heavy 3/0, Medium 38/1, Light 19/5, Extra Adds 1, Total Adds 7, WCBM, KNBR, WAFB, WERC, WKUN, KWAV, WBOW, Heavy: WSB, WGAC, WORG, Medium: WJMD, WRRM, KOY, KEX, KFMB, KYXY, KPLZ, WNAB, WELI, WGY, WBSA, WBT, WIS, WSLI, WVLK, WMAZ, WSM-FM, WPTF, WAKR, WHBY, WHBC, KRKD, KBOI, KUGN, WHAG, WGIR, WSKY, WWSA, WDAY, WJON, KFQD, KBOZ, KMED, KRKK, Debuts at number 24 on A/C chart.

BURTON CUMMINGS "You Saved My Soul" (Alfa) 65/10 Rotations: Heavy 2/0, Medium 32/2, Light 20/7, Extra Adds 1, Total Adds 10, WCBM, WWWE, WNAB, WCTC, WRKA, WIBA, WNEU, WLVA, WJBC, WSGW, Heavy: WMAZ, WQUA, Medium: WBEN, WSB, KULF, WRRM, KEX, KIXI, KPLZ, WGAC, KCSW, WAFB, WERC, WOKV, WVLK, WRVR, WSM-FM, WQUE, WHBC, WOHO, KAFY, WGIR, WCHV, WLEQ, WORG, WWSA, WDAY, WJON, WBOW, KBOZ, KOLO, KRKK, Debuts at number 28 on A/C chart.

CHRIS CHRISTIAN "I Want You, I Need You" (Boardwalk) 64/19 Rotations: Heavy 1/0, Medium 27/5, Light 22/10, Extra Adds 4, Total Adds 19, WCBM, WOMC, KOY, KIXI, KPLZ, WHAM, WHYN, WRVR, WTAR, WHBY, WIBA, KLTE, WQUA, KAFY, KKUA, KCEE, WHAG, WDAY, WSGW, Heavy: WSKY, Medium: WBEN, WJMD, WASH, WLTA, WSB, KULF, WCCO, KXOK, KEX, KFMB, WRIE, WELI, WERC, WDEF, WSLI, WOKV, WORG, WWSA, WJON, KFQD, KMED, KSL, Debuts at number 25 on A/C chart.

LITTLE RIVER BAND "The Night Owls" (Capitol) 62/0 Rotations: Heavy 19/0, Medium 20/0, Light 7/0, Extra Adds 0, Total Adds 0, Heavy: WTFM, KNBR, KPLZ, KCSW, WAFB, WRVR, WSM-FM, WOWO, KBOI, KWAV, WKZE, KSEL, WLVA, KCRG, WBOW, KADE, KOLO, KRKK, Medium: KDKA, WTAE, WKRC, WHB, KHOW, KPPL, KEX.

DARYL HALL & JOHN OATES "Private Eyes" (RCA) 46/3 Rotations: Heavy 19/0, Medium 21/1, Light 3/0, Extra Adds 2, Total Adds 3, KNBR, WFMK, KFQD, Heavy: WGR, KULF, WKRC, KPLZ, WRIE, WGAC, WAFB, WVLK, WSM-FM, WQUE, WOWO, KAFY, KWAV, WKZE, WHAG, WCHV, KSEL, WORG, KADE, Medium: WBYR, WGAR, KHOW, WHEN, WERC, WIS, WSLI, KAAV, WRVR, WHLY, WTVN, KRKD, Debuts at number 27 on A/C chart.

ARLAN DAY "I Surrender" (Pasha/CBS) 43/9 Rotations: Heavy 2/1, Medium 27/4, Light 13/3, Extra Adds 1, Total Adds 9, WJMD, WBSA, WVLK, WIBA, KOB, KBOI, WGIR, WNEU, WWSA, Heavy: WDEF, Medium: WLTA, KOY, KPLZ, WNAB, WELI, WHAM, WGAC, KCSW, WBT, WIS, WMAZ, WRVR, WAKR, WHBC, WHIO, KRKD, KSL, WORG, KCRG, WJON, KFQD, KBOZ, KMED, Debuts at number 30 on A/C chart.

12-34

NEW & ACTIVE

BEE GEES "He's A Lie" (RSO/PolyGram) 109/3 Moves: Up 59, Debuts 9, Same 35, Down 3, Adds 3, WZZP, 3WT, KQKQ, WNBC 23-21, WBEN-FM 27-24, KIQQ 29-21, WRCK 30-27, KSET-FM 27-24, KLIK 6-32, Z104 28-23, KBBK 20-18, Q101 25-19.

GENESIS "No Reply At All" (Atlantic) 104/20 Moves: Up 31, Debuts 15, Same 38, Down 0, Adds 20 including WBEN-FM, 196, WCKX, WGCL, KYXY, KZZP, WSEZ, KJRB, WIGY, KVOL, WRKR, KDZA.

CHILLIWACK "My Girl (Gone, Gone, Gone)" (Millennium/RCA) 89/25 Moves: Up 22, Debuts 14, Same 40, Down 0, Adds 20 including B104, JB106, WKTI, WRCK, WLAN-FM, Q106, WOKI, WBCY, WJXQ, KKXX, KSEL-FM, KKKL, KATI.

DEVO "Working In The Coal Mine" (Full Moon/Asylum) 89/0 Moves: Up 62, Debuts 4, Same 18, Down 5, Adds 0, WFI 25-22, Q107 22-12, KBEG 20-16, KIQQ 14-11, KHFI 74, WBBQ 14-10, 82X 17-11, KHVT 15-9, WOMP-FM 14-11, WCIR 2-1, WSPT 13-10, KOZE 8-5.

DIANA ROSS "Why Do Fools Fall In Love?" (RCA) 82/81 Moves: Up 0, Debuts 1, Same 0, Down 0, Adds 81 including WABC, WPGC, Q106, WKTI, KEARTH, KIIS-FM, KEZR, KZZP, WCAO, KQ94, WKDQ, KBBK.

EARTH, WIND & FIRE "Let's Groove" (ARC/Columbia) 78/14 Moves: Up 19, Debuts 20, Same 25, Down 0, Adds 14 including WPGC, WCKX, WGCL, 13K, WLAN-FM, KROK, WZYP, WNAP, KNBQ, WIGY, KPUR, WTRU.

BILLY SQUIER "In The Dark" (Capitol) 72/3 Moves: Up 38, Debuts 7, Same 22, Down 2, Adds 3, Q107, KOFM, K96, KEGL 21-16, WLS 15-13, KIQQ 24-19, WPST 29-25, KQ94 28-22, Z104 12-10, WCIR 21-11, KILE 22-18, KRNA 22-19.

GO GO'S "Our Lips Are Sealed" (IRS/A&M) 68/7 Moves: Up 29, Debuts 8, Same 20, Down 4, Adds 7, Q107, 3WT, KINT, KSFX, WOMP-FM, WGLF, Q101, WFI 21-18, KFI 15-9, WNAP 25-21, KIDD 16-11, KRQ 13-8.

INSIDE BACK PAGE