**ISSUE NUMBER 326** 

THE INDUSTRY'S NEWSPAPER

**APRIL 4, 1980** 

DIARY TAMPERING BY STATION IN QUESTION

# Arbitron Recalls Orlando, Daytona Books

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

## WBJW Suspects Trouble

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

# **Uneasy Listening Listings**

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

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

### A Point Less After A Pointless Act

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

# Eller, Charter Team For Broadcast/Publishing Firm

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

radio realignments are subject to FCC approval.

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

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

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

# FIGENSHU NEW NATIONAL PD Greenfield Named Viacom Radio President



Al Greenfield

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



Bill Figenshu

derling radio head Jerrold Levine. Viacom Chairman/CEO Ralph M.

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

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

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

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

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

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

# CENTURY FIRST CLIENT

# Allen Shaw Forms Radio Consulting Firm

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

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

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



Allen B. Shaw

Broadcasting Corp. as our charter client."

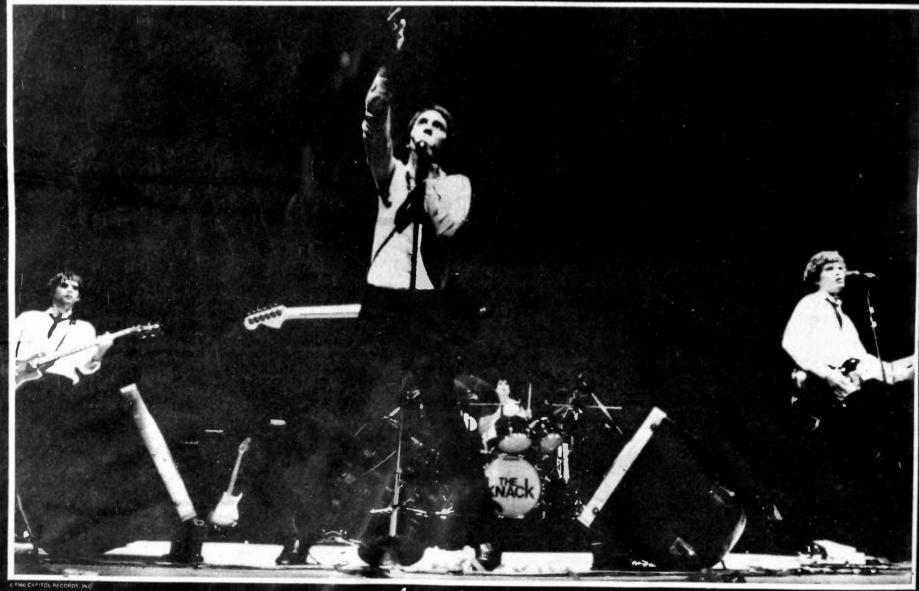
President Howard Century Grafman expressed enthusiasm at "acquiring the consultancy skills of Allen Shaw and his associates to aid Century in further developing its successful operational and programming perfor-

Arbitron Advance Results

**DETROIT** 

WRIF AOR Domination Increases; WJR Tops Market Again WASHINGTON WRQX Big Bucks Pay Off For Victory Over WPGC TAMPA-ST. PETERSBURG WWBA-FM Increases Lead: WQYX Wins Country Battle See Page 21

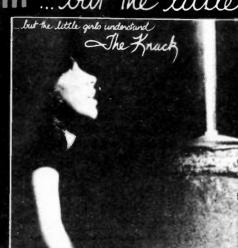
# "CAN'T PUTA PRICE ON LOVE" the new single from



From the album ... but the little girls understand

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

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



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

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

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

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

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

No replacement for Beach has been named vet.





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

# Moore Named Torbet Radio President

President of the Torbet Radio rep firm, replacing Joseph L. Dorton,

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



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



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

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

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

# King Takes **KPLZ PD Post**

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

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

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

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



PAGE 3

# **AM BAND STILL PLAYING MUSIC**

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

Page 54, 38

## HEFTEL'S HOYT LOOKS TO THE FUTURE

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

Page 6

# this week...

# **ADVERTISING OBJECTIVES —** A NEW SERIES

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

Page 17

### THE PROGRAMMER'S NOTEBOOK

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

Page 18

# MORE BASICS OF **BEAUTIFUL MUSIC PROMOTION**

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

Page 60

# features

Washington Report4	Ratings & Research 15
What's New 8	Brad Messer 16
Gary Owens 11	Media Marketing 17
TV News	Picture Page30
Street Talk	Opportunities
formats	and the same of the same of
Top 4018	Country 50
Black Radio 32	Pop/Adult 54
AOR	Beautiful Music 60

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# Washington Report

MAKING IT EASIER TO GET A NEW FM

OR INCREASING THE COMPETITION?

# More FM's In The Works

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

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

- Abandon population guidelines which have restricted assignments to two channels for a city of 50,000; four channels for a city of 100,000; six channels for a city of 250,000; ten channels for a city of one million; and 15 channels for cities over one million.
- Change the policy of reserving some channels for smaller cities. The FCC said, "With current FM growth, this preservationist philosophy seems unnecessary."
- Review the so-called "Berwick" issues, which arise when a station proposes to serve a small community, but apparently intends to serve a much larger nearby community instead.
- Reexamine a longstanding practice whereby some areas could not get an assignment because a "possibly more deserving locality" was reserved for the channel, even if the area had not demonstrated an interest.
- Eliminate requirement for specific demographic data, replacing it with a general description of the proposed community of service

### **New Priorities**

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

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

in a community.

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

WTUP CALLED ON THE CARPET

# Commission Okays Eight Radio Distress Sales

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

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

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

# Buyer And Seller Must Submit Appraisal

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

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

## Stations Get Conditional Go Ahead

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

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

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

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

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

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

# AM STEREO DECISION EXPECTED NEXT WEEK

# Lee Sees Nine kHz Decision In 1981

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

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

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

study potential interference before making a decision. "This was the first time several countries had discussed 9 kHz at an international gathering," Lee said. He added "We had a 13 to 8 majority for 9 kHz, but in matters that involve so many countries everyone has Lee said he'll recommend that the Commission go ahead with the necessary paperwork and begin studying exactly how many stations would be created by reduced spacing. Estimates have been between 200 and 1200.

### Delay Won't Affect AM Stereo

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

# Washington Street Talk

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

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

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

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

# Sales Talk

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

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

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

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

# Cheap Trick to Get Ratings for ABC-FM Network Affiliates!

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

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



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

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

Throughout the year, we will be the number one





The Cars.

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

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



Lou O'Neill and James Young of Styx.

# Networks

The People Delivery System™



# Heftel's Tom Hoyt: Preparing For The Future

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

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

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

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

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

R&R: What makes sense now?

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

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

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

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

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

R&R: Mostly sales ideas, sales concepts?

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

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

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

TH: There's five.

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

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

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

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



as GM for Boston

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

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

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

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

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

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

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

R&R: How involved is Congressman Heftel?

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

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

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

want to win and we have been were lucky. Vou know the

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

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

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

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

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

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

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

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

TH: I think deregulation would be important.

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

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

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

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

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

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

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

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

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

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

# "CHEAP SUNGLASSES" CAN BREAK EASILY



# "CHEAP SUNGLASSES" BRAND NEW FROM ZZZ TOP

PRODUCED BY BILL HAM A LONE WOLF PRODUCTION



ON WARNER BROS. RECORDS

# WHAT'S NEW

# Anderson, Burch & Strong Join Raison Mgt. Firm

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

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

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

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

NAB Convention

Show Focuses

On Media's Future

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

"Tomorrow Media" is a follow-up to the TM-produced record album, "Tomorrow Radio," and will be available in double-album form to those attending the convention. Following the NAB, the futuristic program will be made available for state broadcasting conventions. For further information, contact Pat Shaughnessy or Ken Fournier at TM Companies, (214) 634-8511. RKO Revenues Up, Profits Down For 1st Qtr. '80

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

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

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

# **£4 FIRMS INTRO EP'S**

# An Alternative To Albums?

Faced with a belt-tightening economy, several record companies have taken their cue from local independent labels (R&R 3-21), and will introduce a variety of reduced price extended play discs within the next 30 days. The International Record Syndicate (I.R.S.), whose 12-inch. five-song "Gravest Hits" by New Yorkbased group the Cramps was the first major-distributed EP, has issued a seven-inch, 331/srpm, four-song "Mini-LP" entitled "Play" by Santa Cruz's the Humans. The disc will retail for \$3.49 and come with a double pocket jacket containing the record in one side and an information booklet about the band in the other.

Meanwhile, Columbia Records re-

CBS U.K. To Offer

Certain Cassettes

For Less Than LP's

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

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

### Doubles & Six-Paks

This renewed interest in EP's is not confined to labels with major distribution, as Sonny Limbo International Records plans to concentrate exclusively on this configuration, debuting the first of four such waxings on April 13. Two of the four 10-inch 331/srpm EP's by SLI artists RF and Deacon Little will contain four songs apiece and will be promoted as "Doubles," retailing for \$3.98. The second pair, by label acts EQT and Bootled will feature six songs each and will be promoted as "Six-Paks." These will retail for \$3.98 as well. The company is so committed to the idea of these EP's, which will be independently distributed, that it does not plan to release albums or singles with the exception of some seven-inch singles for jukebox play only.

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

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

# CBS Debuts "51 West" Label

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

# MAY 15 ENTRY DEADLINE

# Nat'l Press Club Opens Consumer Journalism Competition

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

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

# Syndicated "Senators" Show Set For Spring

"The Senators," a syndicated  $2\frac{1}{2}$ -minute current affairs commentary, will air beginning April 14 on over 200 radio stations daily. The program, created by Harry O'Connor. President of O'Connor Creative Services, enables U.S. Senate members to expound their views on current national and international issues. While many of the topics discussed will be covered within the  $2\frac{1}{2}$ -minute framework, others will be expanded over a series of programs when subject matter requires. For further information, contact O'Connor Creative Services at Box 8888, Universal City, CA 91608, (213) 769-3500.



# Taft Travels

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

# CLIFF RICHARD



The New Single From The LP

"We Don't Talk Any More"

On EMI America Records EMI

WCAO 15-12 WNAM 10-7

94Q 13-11 **KDWB 26-22** KHFI 20-14 **KBEQ 26-23** WHB 28-25 Z98 add **WOKY 21-19** WTIC-FM 28-24 WSGN 21-18 WAKY 16-12 KMJK 22-15 WPST add WLCY 26-22 KSTT add Y103 22-17 KNUS add **WROK 20-13 KENI 8-3** 

WTIX 37-33 BJ105 20-18 WSKZ 25-20 KBFM 27-20 WAYS 31-28 WJDX 24-18 WRVQ 24-20 KRSP 21-17 KIOA add **KBDF** add

**KOFM 21-16 WNAP 25-20** KYNO-FM add WSEZ 28-23 WQRK 18-14 KCPX deb 26 **WJBQ 14-9** WIGY 20-12 KOOK 28-22

**WAAY 9-8** WCGQ 25-18 **WISE 14-8 WROV 22-17** KKLS 25-20 **WRKR 26-21 WSPT 12-10** 

# "It's A Night For Beautiful Girls"



The New Single From The LP "Sold Out"



AMERICA EMI America Records

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

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

# WHAT'S NEW

# Elektra Enters Music Publishing Arena

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

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

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

# Married Working Couples Earn More

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

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

Hearing Loss:
Loud Rock
Getting Bum Rap?

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

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

### Variables Include Length Of Exposure, Drugs & Attitude

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

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

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

# PRO:MOTIONS



Paul Ward

# Ward Forms Far West Consultation Firm

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

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

# Barnett Named President At MSS Records

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

# Pollack Named VP/GC At Arista

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

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

# Kolsky Named VP/Sales For Prelude

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

# Paynter Named Dir./Mktg. For Jet

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

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

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

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

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

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

# Video Concerts Int'l To Distribute Musical Videocassettes

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

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

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



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

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

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

Her heart melted faster than a 20-dollar bill at a gas pump . . .

Hand Me The Pliers, There's Two KVI'ers... That's right, from Seattle to San Diego go Clark Race and Art Kevin from GWB's KVI to KOGO.

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

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

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

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







TOP 40 KRUX/PHOENIX TO GO ALL-NEWS WITH NBC'S NIS NETWORK



MCA, RCA DEVELOP VIDEO SYSTEMS— Tentative date for "Discovision," "Selectavision" is Christmas, 1976.



**NUMBER ONE FIVE YEARS AGO:** "Philadelphia Freedom" — Eiton John (MCA)



NUMBER ONE ALBUM: "Bluejays" — Hayward & Lodge (Threshold)



# CBS Goes With ''Flo'' For Decisive Win

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

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

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

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

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

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

# vodeoscope:

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

# **ERR WAVES**

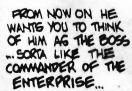
# BY BOBBY OCEAN







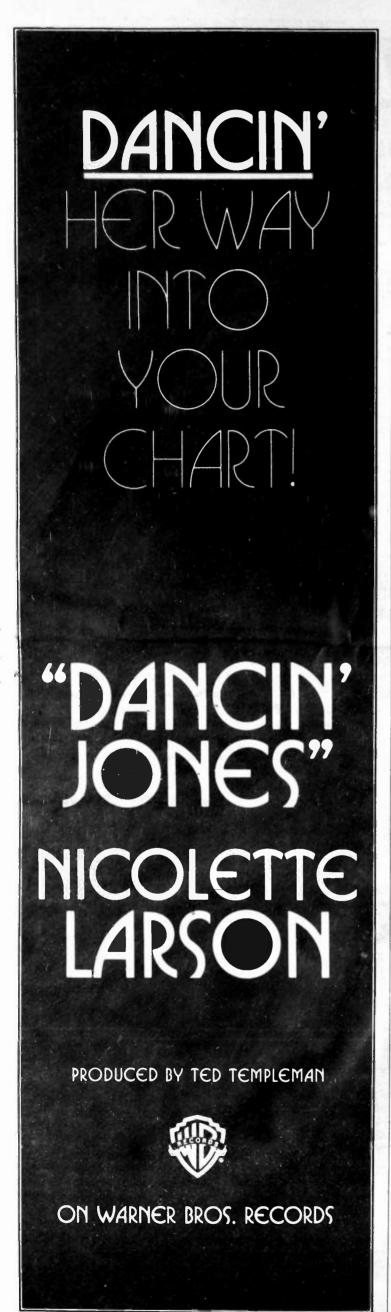














# STREET TALK

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

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

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

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

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

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

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

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

# Taking A Stand

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

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

We hope it does.

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

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

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

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

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

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



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

**Here Comes** 

# TOMPETTYARE HEARTBREAKERS

New Single

# Here Comes My Girl

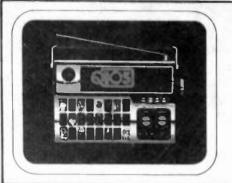
B/W Louisiana Rain

From The Platinum Album

Dann the Torpedoes"



# The Rock Lifestyle 30/10 TV Campaign



"The Best TV Spot Ever Made For A Contemporary Radio Station."

George Williams
VP/Programming
Southern Broadcasting



Customized For Each Station With Call Letter Reinforcement Seven Times

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





A Division of Radio & Records, Inc



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

213-553-4330





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

# Is Your Station "Board" To Death?

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

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

### **Two Major Questions**

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

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

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

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

# What Are Your Goals?

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

### How Not To Do It

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

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

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

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

# Week In Review

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

### **Arbitron Adds Two Markets**

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

# Arbitron Employs Advisory Council Member

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

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

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

### **Overall Guidelines**

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

- 1. Do the proper marketing research homework. Identify your target demo, and test ways to best motivate them.
- 2. Establish your goal(s). Choose persuasion, identification, and/or information.
- 3. Allow enough time to plan the campaign properly. Don't forget to coordinate your outdoor effort with the rest of the media mix.
- 4. Make sure the boards are "clean." Don't get cute with graphics or colors; make sure the copy is aimed at your target man-in-the-street, is readable at a glance, and mentions the product (radio station) while asking for the order (tune-in).
- 5. Test the board design with focus groups to see if the point of your message is getting through.
- 6. Realize that outdoor boards may not be a vital link in all ratings-boosting campaigns. Maybe your station has too much to get across, a message that might better be communicated in print or on TV.

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

— Jhan Hiber

# Q&A

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

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

# Top-40 Is Getting On The Marshall Tucker Bandwagon

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



# "It Takes Time"

# THE TUCKER

Produced by Stewart Levine for Outside Productions, Inc.



On Warner Bros. Records

# Brad Messer



# Personality News Is Not Play News

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

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

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

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

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

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

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

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

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

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

# Rip 'N' Read-

### Al Hoffman Falls Off His Bike

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

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

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

# Join The Service! See Ice!

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

Betty Ford is 62. Catfish Hunter is 34.

### **Original 7 Astronauts Chosen**

WEDNESDAY, APRIL 9: What year were the first U.S. astronauts named? The year Alaska and Hawaii became the 49th and 50th states. "The Sound Of Music" and "Mack The Knife" were hits. The killer hint: the cars that year were '59's. On this date 21 years ago NASA named the Original Seven to begin training to put Americans into space two years later. (It was close but the Soviet Union beat us with Yuri Gagarin on 4-12-61. John Glenn Jr. orbited 2-20-62. The first moon landing was in July, 1969, the next one was that November. The Soviets have never landed anyone on the moon.) Carl Perkins ("Blue Suede Shoes") is 48. Hugh Hefner is 54.

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

## Full Speed Ahead Thru The Dark! Crunch

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

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

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

# Bob Dylan's First Paying Gig

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

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

Ethel Kennedy is 52.

# Setting Advertising Objectives, Part I

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

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

# What Is An Objective?

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

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

A Hierarchy-Of-Effects For Radio Have Intend listened Have to the favorable to the Know station Aware of something feelings station at least the about toward Never heard station the of the station

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

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

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

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

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

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

The first stage, where the consumer has never heard of the station, is the state of unleast once - this "first listen" is referred to as Trial of the station by the consumer. By trying out the station, listeners can determine if they really like listening to it as much as they thought they would

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

Obviously, it is increasingly difficult to

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

move a consumer from lower stages of the hierarchy to higher stages. For example, many more people are aware of a station than are favorable toward it, and still fewer people listen to it regularly. Nevertheless, depending upon the position of the station along the hierarchy, it is necessary to specify the objectives of advertising

in terms of the stage or stages of the hierarchy which will move the most potential listeners closer to actual listenership. Deciding upon the most

appropriate step(s) of the hierarchy to try to in-

fluence relies on the use of market research -

I will discuss that procedure in detail next week

Listen

to the

station

regularly

station

exclusively.

# The Benefits Of Objectives

are satisfactory and whether the campaign

ought to be continued.

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

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

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

# **Integrating Research And Objectives**

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



# **TOP-40**

# John Leader

PROGRAMMER'S NOTEBOOK

# Are You Predictable?

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

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

### Format Flexibility

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

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

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

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

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

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

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

### **Powers And Promos**

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

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

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

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

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

### Do It For The Listeners

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

Keep in mind just who listens to your station and

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

# Motion

WKEE-AM-FM/Huntington has a new Operations Director: Steve Hayes joins the station from WOKV/ Cincinnati . . . Ray Baker has been promoted to MD at WGRD-AM-FM/Grand Rapids, with Rick Steele becoming WGRD's Production Director . . . Bryan J. Conners is now doing PM-drive at WOOW/Greenville . . . A new addition to the KHJ/Los Angeles airstaff is Danny Martinez, who returns to KHJ after an absence of five years. Danny, who jocked at WXLO/New York, KCBQ/San Diego, KIIS-FM/Los Angeles, and KFI/Los Angeles, will do 9am-12noon ... Pete O'Brien, formerly of WSAM/Saginaw, has joined the staff of WKMI/Kalama-zoo... Chris Scott is now doing PM-drive for WAIM-FM/Anderson, SC; he was formerly with WANS-FM/Anderson... Clarke Ingram is the new 6-10pm personality at 96KX/Pittsburgh, replacing Dennis Elliott who is now working at WFFM/Pittsburgh . . . Changes at WNAP/Indianapolis include Jake Roberts, new to PMdrive from KLIF/Dallas; Diane Shannon now back on the air 12noon-3pm and Panama Jack Crabb, who joins WNAP in the 7pm-12mid shift from 96FM/Panama City

The lineup at WTWR/Detroit has Joey Ryan doing afternoons, replacing PD Steve Edwards, who will no longer do an airshift; Kurt Kelly, the Tower's MD, is now doing 7pm-12mid; Kevin Sanderson is the all-night man; and Gail McKnight (from WILS/Lansing) and Dennis Newbacher handle weekend airshifts . . . Denuta, host of San Diego TV-8's "Sunup" program, has joined KMJC/San Diego as News Director.





# Slap Shots

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

# COU STUFF

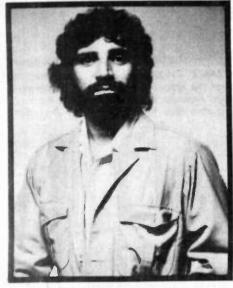
# FELDX CAYALIERE

"Only A Lonely Heart Sees"



TOURISTS

"I Only Want To Be With You"



Produced by Felix Cavaliere & Cengiz Yaltkaya for Shanti Productions

WFIL add WIFI add WCAO add **WRKO 27-25** PRO-FM 25 JB105 add 34 Z93 add 28 94Q 18-14 **KDWB 21-18** WGCL on WZUU 11-8 **WOKY** add **KEARTH** add **KFI** on KIMN 28-20 KOPA add **WAXY** add WAKY add 30 KSTT add KFXM add KMJK add KRQ add 28 14WK add 29 KILE add WNAM add WFBR 29-27 WFLY 28-26 WBLI on WTIC-FM on WICC 17-16 WKBO on WHYN 30-27 140 on WKEE 36-34 WTIX 39-35 KEEL on KXX106 20-17 WERC 24-23 Y103 36-33 95SGF on

92Q on **WRJZ 28-26** WNOX 23-18 WKIX on **WAYS 29-26** WDRQ 22-20 KWEN deb 40 WOW 23-21 WZZP 15-8 **KCPX 30-27** KGW deb 30 KENO deb 28 **KRUX 33-32** KTKT 29-25 WJBQ deb 22 WTSN 10-8 WHEB 12-11 WFBG 27-25 WCIR on **WXIL 9-5 WAAY 26-20** WHHY 16-13 WFOX on WCGQ 26-22 WSEZ 33-29 WISE 34-32 WFLB on WTMA deb 26 **WANS-FM 36-34** WROV on WEAQ deb 30 WRBR on **WROK 29-28 KENI 17 KBDF 20-18** KQDI on KBOZ deb 27 **KOOK 16-13** 

KRLC on



Produced by Guy Stevens

PRO-FM add KJR add KXX106 add 96X add 34 Y103 add WBBQ add WSKZ add WDRQ add WVIC add **WNAP** add KYNO-FM add Y94 add WKXY add KKLS add WEAQ add **KBDF** add WIFI 20-10 **CHUM 14-13** KRRE on 940 28-22 **KDWB 16-13** KSLQ deb 27 KBEQ on **WOKY** on B100 29-27 KIMN on **KUPD 24-17 WBEN-FM 40-36 WPST 18-14** WHYN deb 39 14Q 13 **WKEE 33-31** KHFI deb 25 KEEL deb 38 95SGF on KX104 28-27 WGH on

KJ100 deb 27 KOFM on KZ93 on **WISM 27** KERN deb 30 KJRB on KCPX on KRSP 27-23 **KMJK 26-22** KIUC 28-25 **KRUX 32-31 KRQ 28-25** KTKT on **WLBZ 35-25** WIGY deb 34 WFBG 33-31 V100 on WCIR on **WXIL 30-24 WAAY 29-25** WCGQ on **WSEZ 39-35 WISE 30-28** WANS-FM on **WROV** on CK101 38-34 FM99 28-24 **KPUR** on **KQWB-FM 23-21** WSPT 21-17 **WNAM 21-20 WROK 17-16** KCBN 28-24 KDZA deb 29 KQDI deb 29 **KRLC 16-12 KBIM 21-19** 



Produced by Tom Allom

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



on Epic Records



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



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



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



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

# BACK WHERE WE BELONG!

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



RKO RADIO FOR LOS ANGELES

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



O102 LEGSTRAVAGANZA — Q102/Cincinnati sponsored a "Miss Legs Of America" pageant at a local nightclub, with the winner receiving a Caribbean cruise before competing in the national finals at New York's Studio 54. PD Jim Fox is pictured with a contestant, while air personality Mark Sabastian (a judge) maneuvers into a better close examination position.

# January-February 1980

# **Advance Arbitron Results**

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

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

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

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

Advance figures supplied by subscribing stations and verified by Arbitron.

# Detroit

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

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

# Washington, D.C.

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

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

survey as in the O/N	19 Sweep.		
	O/N '79	J/F '80	
WAVA (A)	2.8	5.1	
WEZR (BM)	2.3	1.5	
WGAY-FM (BM)	6.4	5.6	
WHFS (A)	1.2	1.3	
WHUR (B)	4.9	5.7	
WJMD (BM)	4.2	5.0	
WKYS (D)	3.1	5.9	
WOL (B)	2.2	1.5	
WOOK (B)	6.9	4.8	
WRC (N/T)	3.7	4.2	
WTOP (N)	3.9	4.5	
WUST (B)	1.0	1.4	
WWDC (PA)	1.1	1.2	
WWDC-FM (A)	3.2	2.6	
WYCB (RL)	1.9	1.7	
WASH (PA)	6.5	5.6	
WGMS-AM-FM (CL)	2.8	2.9	
WMAL (PA)	11.8	10.9	
WMZQ (C)	3.2	3.4	
WPGC-AM-FM (R)	7.7	6.6	
WPIK (C)	1.6	1.2	
WRQX (R)	4.9	6.7	

# **Tampa**

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

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

# New York

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

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

### March 1980

# **Mediatrend Estimates**

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

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

# Los Angeles

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

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

# Chicago

WGN Drops Almost 6, Loses Longtime Lead; WBBM New No. 1; WLAK Tightens BM Battle; WLUP Continues Slight Growth; WGCI Rebounds, Regains Position, Up 3½; WLS Drops Back 3½ As WEFM Gains, Debuts In Top 10; WKQX, WBMX Drop Out; WKQX Share Still Steady

		Jan. '80	Feb. '80	Mar. '80		
-	WBBM (N)	4.9	9.4	9.5		
	WGN (PA)	11.4	13.5	7.7		
	WLUP (A)	5.8	6.4	6.7		
	WLOO (BM)	7.3	7.6	6.2		
	WLAK (BM)	4.0	4.8	6.0		
	WGCI (B)	5.0	2.2	5.8		
	WLS (R)	5.8	9.0	5.5		
	WEFM (R)	2.6	3.1	4.1		
	WMAQ (C)	5.0	4.2	4.1		
	WIND (N)	40	4.6	4.0		

### **Boston**

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

		Jan. '80	Feb. '80	Mar. '80	
W	HDH (PA)	16.7	12.3	16.5	
W.	JIB (BM)	6.6	9.3	10.0	
W	BZ (PA)	9.6	8.1	6.8	
W	VBF (R)	7.9	9.4	6.4	
	BCN (A)	5.8	6.1	5.8	
	EEI (N)	9.8	7.6	5.8	
W	COZ (A)	6.8	3.8	5.1	
	ROR (PA)	3.7	4.8	5.0	
	EEI-FM (A)	4.4	4.1	4.6	
	RKO(R)	3,1	2.3	3,9	

# Washington, D.C.

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

	Jun. '80	Feb. No	MINT, M
WMAL (PA)	12.5	10.7	12.6
WKYS (D)	8.2	6.0	8.1
WRQX (R)	9.3	9.1	7.7
WPGC-AM-FM (R)	5.3	5.4	5.7
WOOK (B)	4.2	4.8	5.5
WHUR (B)	6.5	7.3	5.4
WGAY-FM (BM)	6.8	5.6	5.3
WRC (N/T)	3.6	4.5	5.3
WWDC-FM (A)	4.1	3.6	5.3
WAVA (A)	4.7	5.5	4.7

# **EAST** Most Added . Hottest

Linda Ronstadt Bernadette Peters

Pink Floyd Billy Joe

# DDS & HOTS

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

SOUTH Most Added Hottest

Unda Ronatedt Bette Midle

Blood Bob Sege Billy Joel

## EAST

# PARALLEL ONE

SOLL/PROMISE PA BENNDIE ARTHURIE RAY USE FUT WA

P. WA D 6 to a t TYA 1 2 RA L 2 LOTHERY 1 D 2 L L Y 2 L 1 1 1 1 P I ha P L DYD 2

CHAMA TOPINTO EA

ANDROSEA
TOURIST
BETTORING
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BETTORING
BETTORING
BETTORING

WARL New York NY

AID SUPPLY M NOTE OF THE PLANT OF T

WCAG tigthmore MD

JAMES LAST SAND EAR FOULLERS SHOUL FERST SHOUL FOR SAND FELL X CAVALIENE HOTLOSE PINP FLOYD 1 I BLONDIE 3 2 CHRIS CROSS 4 I REGERS 6 CARNES

WHIP Philadelphia PA Gerry DeFrancisco

BARRY MANILOW AMBROSIA FELIX CAVALIERE CLIFF RICHARD NEIL BEDAKA HOTLEST BLOMDIE 2=1 HAY GOODMAN 6 B LAGLES 7 4 AIR BUPPLY 11 7 DR. HOOM 15:12

WNFL/Presidentoryo PA

LETUTE ALL SUPPLY FELLX CAVALIERE STEVE FORBERT RED RIDER STRUM GRAR TRIUMEN HOSTERS AND THE STRUMEN HOSTERS TO THE STRUMENT HOSTERS TO T

WKBW/Buffolo NV Jon Summers

WPEZ Prisburgh PA Mark Entzges

BHOOTING STAR DAM FOGELBERG BRUCE COCKBURK BRUCE LOWN-HOTE STATE PLOYD 1-1 BLONDIE 10 4 BILLY JOEL 14 10 ETYA 17-14 MICHAEL JACESON 23-

WPGC Washington D.C. Jim Ellion

LIPPS, INC GARY NUMAN Hottest BLOWDIE 1 1 CHRIS CROSS 14 7 AIR SUPPLY 18 9 BROTHERS JOHNSON MAC DAVIS 25 18

WRKO/Boston MA

HEIL SEDAKA LIPPS, INC. LIPPS, INC.
HOTTOST
HAY GODMAN 6 B |
BOB SEGER 5 2
POOLS 12 9
FLEETWOOD MAN 17
BILLY JOEL 19 14

FIOS Boston MA Tom Connetty

HUGER & TARRES ANDY 6 OLIVIA HOTTOGE PINF FLOYD 1 1 BOD SEGEN 5 2 BLONDIE 6 3 PRETENDERS 25 19 FOOLS D JO

WXLO/New York NY Don Kelly

Hottest BLONDIE 1 1 PERCHES 6 HERS A 2 BILLY 6 SYREETA 5 3 FESTIVAL 11 9 LIPP\*, INC 20 10

PRO PM Prospence III

AARR IA
BUS S.A.
BERNARD SE PETER
CLASH
JERNALDE JACOUG BILOGS
MICHAEL JACOUG MICHAEL JACOUG MICHAEL JACOUG MICHAEL JACOUG AIR SUPPLY 9-5 SEER 12-7 SEER 12-7 SEER 12-7

JBIOS/Prondence IB Fold Chase

ARBRODIA FELIX CAVALIENE 

### PARALLEL TWO

14Q-Wurcester MA Sleve Yark

J GETLE BANG MICHAEL JACKGO BRUCE COCKBURN CHIP HARDING HOTE OF THE PROPERTY OF THE PR

William / Rochaster NY Dove Moson

LINDA NONSTADY
HOTLOST
BLOWDIE 1 1
AIR SUPPLY 9-6
BILLY 6 SYNEETA
MICHAEL JAPKSON
DR. HOOR 23 19

W/ICC/Bridgeport CT Bob Mitchell

LINDA RUNSTADT JOURNEY GARY NUMAN PHANK SIMATRA HEIL SEDARA HOEL ORL HORECAL PINK PLOYD 1-1 BILLY 6 SYREETA BILLY JOEL 13-7 MICHAEL JACKSOM CHARLIE DORE 20

WK80/Harrisburg, PA Jim Buchanan

SROTHERS JOHNSON
JARES LAST MAND
WARREN ZEVON
MAC DAVIS
HOLLEST
HOLLEST
BILLY & SYREETA 8 5
AIR SUPPLY 11 6
BILLY JOEL 18 10
CHARLIE DORE 16-11

WKEE/Huntington, WV Gary Miller

AMBROSIA STEVE FORBERT FIREFALL DIONNE WARWICH OFF BROADWAY ARB JAMES LAST BAND HOLLERT HOLLOST SHALAMAR 3 ( BOB BEGER 11-3 BILLY JOEL 14-DR HOOK 13-10 JOURNEY 31-26

WOLF/Syrocusii, NY

Charlte Dore
JIAMY RUPFIN
PAUL DAVIS
BOZ SCAGGS
AMBROSIA
MOTTOBER
CHRIS CROSS 2-1
BOB SEGER 3 2
BLONDIE 5 3
BILLY JOEL 15 5
DR HOOK D 6

WPST/Trenton, NJ Tom Taylor

BRUCE COCEBURN
ANDY 6 OLIVIA
CLIFF RICHARD
HOTLEST
BLOMDIE 1 1
BILLY JOEL 15 5
PRETENDERS 14-6
EAGLES 13-8
GARY NUMAN 16-11

WAEB Atlentown PA Jeff Frone

LINDA ROMSTADT
AMBROSTA
RNACE
RNACE
PINN FLOYD 1-1
BILLY JOEL 13 6
FLEETHOOD MAC 16-10
CHARLE DOME 21-14
JOURNEY 78-19

WHYN/Springfield MA Ren Capurso

Ren Copurso
LIPPS, INC.
ARBROSIA
JAMES LAST BAND
BERNADETTE PETERS
LINDA BONSTADT
MEIL SEDAKA
HOTHER FLOYD 1-1
BLOWDIE'2 2
FOOL 6 THE GANG 1 J
BAY, GODDANA 6 B 11-6
EAGLES 12-7

RICHOMON Hoven CI Outl Hensen

WFBR Ballmore MI) Andy Szumes Andy Entereds
PRITHING ME
LIMIA BOMBTART
OAR FAILDEMS
MILL SEMARA
HICTORY
BUILDES
B

WHEN FM BUTTURO NY Roger Christian

Roger Chrishon

BUGERS & CARNES
MEIL SELLANA
BETTE NIDLER
ANBROGILS
JANES LAST BAND
UARY NUMAN
NOTURE PINE PLOYD 1-1
WHIS CHOSE 14 14
AIR SUPPLY 21 11
PLEETWOOD MAN 24 16
UTOPIA 23 17

WBLE/Long Island, NY Bill Terry

BUI SCAGGS (dp)
LINDA RONBTADT
HOTLOGE
PINN PLOYD 1-1
BILLY & BYREETA 9-5
RICHARL JACKSON 8 6
BILLY JOEL 13 7
EAGLES 14-9

WTIC-FM/Horfford, CT Rick Donahue

RCt Dondrus

JOURNEY

AMBROSIA
BHOTHERS JOHNSON
JIMMY RUFFIN
KENNY LOGGINS
HOTESS
PINK FLOYD 1-1
BOB SECER 2

BLONDIE 3
BILLY & SYRETA 13
OR HOOK 21 17

WRQJL/Washington, D.C.

AMBROSIA AMBROSIA HOTCHET PINK FLOYD I-1 BLONDIE 2 CHRIS CROSS 13 5 RUPERT HOLMES 14-10 BILLY JOEL 25-11

WHFMI/Rochester, NY Marc Cronin

AMBROSIA
HOTTEST
BLONDIE 2-1
BILLY JOEL 11 B
BILLY DESTRETA 1
FLEETHOOD MAC 20
PAUL DAVIS 25-18

WFLY/Albony, NY Bob Masor

STEVE PORBERT FINEFALL
HOTLERE
BOB SEGER 1 1
RILLY JOEL 5-3
JOURNEY 10-8
KENNY LOGGINS 13-10
JIMMY RUFFIN 25-20

WFBL Syrocuse NY Robb Stewart

MODD Stewart

AMBROSIA
LIMDA RONSTADT
ANDY & OLIVIA
JAMES LAST BAND
HOLLEST
PIWK PLOYO 1-1
BOB BEGER 9 5
MICHAEL JACKSON 17CHARLIE DORE 23-19
WHISPERS 27-20

PARALLEL THREE

13FEA/Monchester, NH Rick Ryder

RAY, GOODMAN 6 8 AMBROSIA FELLE CAVALIERE HOCESSE: PINK FLOVO 1-1 HLOWOIE 3 2 BOB SECER 11-6 MICHAEL JACKSON 14-9 BILLY 6 SYRECTA 17-10

KIO4/Ene PA

J. GELLS HAND
MILLIE NELSON
PETER MEJAN
HOTEGEL
PINK PLOYD 1-]
BETTE MIDLEN 12 4
STYX 14 10
EAGLES 19-14
CHAIS CROSS 20-16

WCIR/Beckley WV Ron Hill

BROTHERS JOHNSON BRUCE COCEBURN JAMES LAST BAND F JOHNA HOTCEST LINDA RONSTADT 1 I

SOUTH

WFW Allegns PA Teny Booth MATCHISTON

BAUMADETT PITER

TOURIT

MARKETSTEN

MICHORITON

BLOWNING 1

BLOWNING 0

BLOWNING 0

BLOWNING 0

BLOWNING 0

BLOWNING 0

BLOWNING 1

DANY FORESCENCE 20

10

WHES/Fortamouth, Int flics Bean

ARBROSIA
UAN FORSELECH,
RAULE OC KOURN
BEAGE GOY
HISTORICS 2 STILLY A SYMPETA ) 2
DE NO. 8 4
LARRIE ORSE 9 4
AIR SUPPLY 10-6

WJBQ/Porlland ME Chip Kelly

DAN POGELBENG AMDY 6 OLIVIA Historic EAGLES 1-1 CHHIS CHOW 2 2 HICHAEL JACKE N 5 WHALARAM 11 7 CLIPP RICHARO 14 9

WLB2/Bangar, ME Michael O'Hora BERNAGETTE PETERS

DOGS
LINDA PONETADT
DAN POGELBERG
RICK PINETTE SOAK
HOTCOST
PINE PLOYD 1=1
BLONDIE 5 2
BAGLES 10=0
MICHAEL JACKSON 19=1
PLEETHOOD MAC 22=16

WTSN/Dover, NH Jim Sebashan

JHT SECURION
BERNADETTE PETERS
AMBROSIA
MANNATTAM TRANSPE
HOLLOST,
ALB SUPPLY 4 1
EAGLES 5 3
BOB BEGER 4 4
CHBIS CROSS 9-6
PEACHES & NERB 17 9
HOWN JOHANNATH 19 19

Will/Parkersburg, WV O'Brian Wayne

OBMON/Woyne

AMBROSTA
PAT BENATAR
FIREPALL
DOLLY PARTON
BERNADETTE PETERS
ROBONA
NOTCEST:
JIMMY RUPFIN 3 1
MICHAEL JACKSON 7 2
CHRIS CROSS 13 7
GARY NUMAN 18 12
ROB SEGER 28 22

WYRE/Annapolis MD Steve Kingston

GARY NUMAN ROBBIE DUPREE ROBBYE DUPREE HOTLOST: BLOMDIE 2-1 MICHAEL JACKSON 7 4 BILLY JOEL 16-10 ANDY 6 OLIVIA 20 15 BROTHERS JOHNSON 23-1

WIGY/Bath, ME John McKay

JOURNEY NACK BARRY MANILOW BICK PINETTE 60AK HOTE-BEL FINK FLOYO 1-1 CHRIS CROSS 4 2 PRETENDERS 5 ) BOB SECEP 6 4 CLIFF RICHARD 20-12

VIOO/Charleston, W/V Gary Mitchel

GOTY MINCHAR
AMBROSIA
BOB SEGER
BILLY 6 SYREETA
STYX
CHRIS CROSS 4 1
FLEETWOOD MAC 16-11
HEART 19-14
MICHAEL JACKSON 20-15
JOURNEY 24 19
JOURNEY 24 19

## PARALLEL ONE

KRBE Huuston FA Doyna Blooks

LIPPE, INC. HILLY JOEL 10 1 BOTHERS JUNES HEARY 20 20

QIOB/Tampa Fi Pot McKay

HILLY & DYBERTA JYLL BAND DEMNADOTTE PETEME PAT BENATAH HELLOLL PINE PLOYD [ ] BEONDIE 3 7 CHII CHOW 4 1 AIR BUPPLY 6 4 3 JEILE BAND 3

VIOO/Morni Ft Robert Muzzy

JOUHNEY
LA FLAVOUM
PAUL DAVIS
ROCERS & CARNE
HOTCOST
PINK FLOVD & 1
EAGLES 5 3
CHRIS ROS 6
BLONDIE 9

293/Allionio, GA Date O Brien

PELIX CAVALIENE
JAMES LAST BAND
GARY NUMAN
NOTCOST
BLOMDIE 1 1
PAUL DAVIS 9 4
BILLY JOEL 10 9
BROTHERS JOHNSON
JIMMY RUFFIN 19

297/Fort Worth, TJL Gary Mack

BILLY JOEL LINDA RONSTADT KENNY LOGGINS CHNIS CROSS HOLLOADE 3 1 BLONDIE 3 1 BLONDIE 4 2 LINDA RONSTADT TOB SEGER 15-7 JOURNEY 21 9

94Q/Attanta GA Jeff McCartney

BOB SEGER PETER MCIAN ROBBIE DUPREE KORONA SPYRO GYRA PHOTOGLO PMOTOGLO
NOTUSE:
PRETENDERS 2 1
BILLY JOEL 10 4
DAN POGELBERG 12-8
JAMES LAST BAND 21 12
ROGERS 6 CARMES 23-17

PARALLEL TWO

920/Noshville TN Scooter Davis BETTE MIDLER
GARY NUMAN
HOTTOST
PINK PLOYD 1-1
CMRIS CROSS 4 2
AIR SUPPLY 13-10
DOTTIE WEST 17 11
BOB SEGER 18-14

BJI05/Orlando, FL

Terry Long FIREFALL SURVIVOR FOOLS HOTTORY BLOWDIE 2 FIRM FLOYD 1-2 AIR SUPPLY 12-7 PAT BENATAR 18-14 STYN 28-2;

KEEL/Shreveport, LA

BDZ SCAGGS ENACK
AMBROSIA
BETTE MIDLER
JAMES LAST BAND
PETER MCIAN
NOTCOSE;
PINK FLOYD I [
CMRIS CROSS 7 ]
BOB SECER 9
MICHAEL JACKSON
BILLY 6 EYHEETA

KTSA/Son Antonio, Fit Miss Scott

BILLY 6 SYMPETA
PAT BENATAR
PAUL DAVIS
RETTE MIDLER
HOLGENT:
PINR FLOYO I-1
BLONDIE 2-2
WHISPERS 6
BOB SEGER 13-9
DR. MOOK 20 14

KXX106/Birminghom, AL Chris Andrews

JAMES LAST BAND DAN FOGELBERG BROTHERS JOHNSON FIREFALL CLAIM

Linda SUMBTARY OSTT: MIDLES BARRY MARILITU FILIA CAVALISM 

WAPE/ Jacksonville Ft. Poul Sebastion

BERMADETTE PETENI BILLY & SYMESTA ANNE MUHNAY HOLLOSI BLONDIF 1 RAY, GODDMAN & B 4 PINS PLOYD 8 JIMAY MUFFIN 11 & DOS SEGEN 17 8

Rechard Byrd

CHARLIE DONE
PELIA CAVALIENE
ANDY 6 OLIVIA ANDY 6 OLIVIA HOLLOWDIS 1-1 CHRIS CHOSS 14-10 HOMBIS 17-12 BILLY JOEL 22-18 HAY,GODDHAN 6 B 3)

WAYS/Charlotte, NC

RORONA EPWHO GYRA (dp) LIPPS, IMC. (dp) HOTEURI BLONDIE I DOTTIE WEST 4 2 MICHAEL JACKSON 9 6 BOB SEGER 13-9 BETTE MIDLER 16-10

WBBQ/Augusto GA Bruce Stevens

FIREFALL
LIMDA RONSTADT
NEIL SEDAKA
CLASH
LIPPS, INC.
FLOYD CRAMEN (dp)
LOU RAWLS (dp)
HOTEGEL
BLONDIE 1-1
GARY HUMAN 15-6
PETER MCIAN 16-11
RAYDIO 10 14
WHISPERS 22 16

WFMF/Baton Rouge, LA Randy Rice

WriBQ/Memphis, TN

DOWN NICHOM

M. MANCHESTER
LIPPS, INC.
BERNAOETTE PETERS
CARRY MANILOW
HOTLOBE:
SPINNERS 1
BOB SECER 9
BLONDIE 11-5
BCTHERS JOHNSON 1
CHRIS CROSS 15-11

WJDX/Jackson MS

Lee Adams

Dave Nichols

Rondy Noce
AMBROSIA
PIREPALL
HOSteet,
BLONDIE 1 1
AIR SUPPLY 15 9
BILLY JOEL 10 13
BILLY JOEL 10 17
ROGERS 6 CARMES 25-20 WGH/Norfolk, VA Bob Canada

PAT BENATAR LIPPS, INC. RAC DAVIS BLOWDIE 13-1 BLOWDIE 13-1 BILLY 6 SYREETA 6 3 PEACHES 6 HERB 14-8 BOB SECER 17-11 PHOTOGLO 0 15

FOOLS 22 TOP Hottent, BLONOIE 1-1 AIR SUPPLY 6-3 FOREIGNER 10-5 PAUL OAVIB 13-8 BOB SEGER 15-9

KAUM/Houston TX Leslie Roboy

ANNE MURRAY LINDA RONSTAOT DOTTIE WEST SMOKEY ROBINSON TOTO TOTO 1 1 CHARLIE DORE 11-5 808 SEGER 15 11 8LONDIE 23-12 BILLY JOEL 27-16

WKIX/Raleigh, NC Ron McKay

Hottest, BOB SEGER 10-1 BEONDIE 9 7 WHISPERS 24 18 SPYRO GYRA D-21 GRACE REICK D-24

WLAC/Noshville Th

HORTOST: 4 1 BOB SEGER 4 1 CHRIS CROSS 7 2 MICHAEL JACKSON 6 3 BLONDIE 12-4 DOTTIE WEST 23-15

WRJZ/Knoxville TN Fred Story BROTHERS JOHNSON HOLE-SE CHRIS CROSS 4 2 CHRIS CROSS 4 2 HAY,GOODMAN 6 B 7 AIR SUPPLY 11 7 BILLY JOEL 15-10

HJBQA/Sovarinah GA Brady McGraw

ARDY & GALVIA EMDREY MODIMSON RABRATTARD BOLDIE : 1 BODDIE : 1 BODDIESE JOHNBOW 9 AIR SUPPLY 16 10 DUD SEGGE 13-11 CMARLIE DORE 19-1)

Wisch/Birmingham AL John Reed

Juhn Reed
BERHALDETTE PETERS
BARRY MANILOM
BHOTHERS JOHNSON
JARES LAST WARNS
J GELLS BAND
HOttost:
PINN FLOYD 3-1
AIR SUPPLY 5 3
BOD BEGGER 11-5
PAUL DAVIS 17-10
BILLY JOEL 23 16

WTUVNew Orleans LA Morty Maxwell WAXY/FI Louderdole Fi

MOTH MOTHWEST
WHISPERS
PAUL DAVIS
BOS SCAGGS
PAT SENATAR
ANDY & OLIVIA
JAMES LABT BAND
HOTCHEST,
BLONDIE 1:
BLONDIE 1:
BLUPPLY 1:3-10
HEART 16-12
MAC DAVIS 20-15

Y103/ Jocksonville FL Maja Piff STYK
BOY SCAGGE
OFF BROADWAY
AMDY 6 OLIVIA
CLABH
NED RIDER
NOTLEST
RICHAEL JACKEDN
EORS SECEN 6
CHRIS CROSS 11-7
BELLY JOEL 19-13

Y95/Tampa FL Pat Berry

BOZ SCAGGS AMBROSIA HOTCEST: PINF FLOYD 1-1 AIR SUPPLY 10-7 BILLY JORL 14-8 JOURNEY 17 11 DR. HOOK 20-14

298/Liffle Rock, AR Dave Taylor BILLY & SYREETA PEACHES & HERB CLIFF BICHARD TERI DESARIO HOTCOST 1 BOB SECER 1 1 PINK FLOYD 5-3 DR. HOOK 6-4 BILLY JOEL 22 12 RAY, GOODMAN 6 B;

WRVQ/Richmond VA

BERNADETTE PETERS

BILLY & SYREETA BOZ SCAGGS HOTTERE PINK FLOYO 1-1 EAGLES & 2 HEART 14-9 CHARLES DORE 16-12 BILLY JOEL 20-13

KELP/El Poso, TX

MHISPERS
ANDY & OLIVIA
ROGERS & CARNES
HOSTERS
PINK PLOYD 1-1
MICHAEL JACKGON
CHRIS CROSS 12
DR. HOOX 23-10
AIR SUPPLY 17 12

FMIOO/Memphis, TN Mork Williams

MAC OAVIS
ROGERS 6 CARNES
NOTEGES:
BLONOIE 2 1
ROB SEGER 3 2
DR. HOOM 16 12
AIR SUPPLY 17 13
RROTHERS JOHNSON

WNOX/Knoxville TN Scott Majors

Scoff Mojors

AMBROSIA
JOURNEY
ANDY 6 OLIVIA
ROBBIE DUPREE
PAT BENATAR
FIREFALL
STEVE FORBERT
HOLLEST, BLODDIE 6
ENRIE CROSS 3
LIMDA ROMETADY 7 4
ROB DEGER 9
DOTTIE WEST 12-7

WSRZ/Chattanooga TN

USWG COPON

CLASH
PETER MCIAM
PETER MCIAM
BETTE MIDLER
PROTHES JOHNSON
PEACHES & HERB
PAT BESET | 1
RAY, GOODAN & B 12-9
FLEETWOOD AMC 22 13
CHARLIE DORE 20-14
UTOPIA 24-18

8680F/Soverneh GA CB Geffney RUACH BETTE HIDLES MARKE IEVIN JAMES LADY SAND FORGMA FOROMA
Hottoot:
PIME FLOTO::
BLOWDIG 2 2
HRIE CHIEF 3
RICHAFL JACESON
DR. HOLE 17:11

KINT/EFPONG TX **Ruben Barron** 

PLEETWOOD RATE ROGERS & CHRISE
PINK PLOYD 1 1
BLOWDIE 1 2
RICHAEL JACKBOW 11 7
CHRIS CROSS 17-10
PEACHES & HERS 18 12

WERC/Birmingham AL Mark Thompson

JOURNEY
BOI SCAGGS
BOBBLE DUPREF
BRUCE COCREURN
HOTCHE PLOYD 1 1
SLONDIE 5 2
BILLY JOEL 14 7
JIMMY RUPPIN 16-10
BROTHERS JOHNSON 20

WLCY/Tompo, PL Beau Richards

PRICE DE SYMEETA
PRETEMBERS
BARBY MANILOW
BERNADETE PETEMS
HOTTORE PETEMS
HOTTORE
BALAMAB | |
BLONDIE 6 J
CHRIS CHOSS 8 5
RAYDIO 25 19
MICHAEL JACKSON D=27

IUIO4/Nashville, TN Lee Mosters

PRETENDENS
DERNADETTE PETERS
LIPPS, INC.
ROBBIE DUPREE
NAZARETH
NEIL BEDAMA
HOECORE
PINK PLOYD J-1
BLONDIE 2-2
CHRIS CROSS 6-3
JOURNEY 14-9
PEACHED 6 HERB 23-

KJ100/Loursville, KY

CC MoThews

JIMMY RUPFIN
TON PETTY
JOHN MILES
J GEILS BAND
OFF BROADWAY
HOTCOS;
BLONDIE 11-1
JOURNEY 9-4
DAROTA 15-9
CMRIE CROSS 16-11
BILLY JOEL 17-13
ROMFLACTOR

RHFL/Austin, Fit Bob Penny

GRUCE COCESURM
J. GEILS BAND
PETER MCIAN
M. MANCHESTER
CANY NUMAN
SPRINCER BROS.
HOLLER;
CHRIB CROSS 1-1
BLONDIE 3-2
BOB SEGER 4
UTOPIA 24-17

Sleve Owens

KRLY/Houston TIL Michael Jones LINDA RONSTADT CHARLIE DORE HOTLOST: PINR PLOYO 1-1 EAGLES 14 7 BROTHERS JOHNSON 1 BOB SEGER 25-16 LIPPS, INC. 24-20

KBFM/McAtten-Brownsytte, TX

Sieve Owens
LINDA ROMSTADT
ROCERS & CARNES
FIREPALL
BOT SCAGS
Hottest:
RICHAEL JACKSON 2 1
BLONDIE 3 2
AIR SUPPLY 1A-12
CHARLIE DORE 17-13
LA FLAYOUR 23 18 96X/Miami, FL Bruce Kelly BYCE KONY

B-52'S

PEACHES 6 HERB
GARY NUMAH (RA)

MICHAEL JACKSON
ISLEY BROTHERB

CLASH
HOLLEST
PINK PLOYD 1-1

MICHAEL JACKSON
LINDA RONETADT 6

LA PLAVOUR 12-9

BILLY JOEL 20-11

WORK/Norton, VA Don Davis

OON DOWN

PRETENDERS
PEACHEE 6 HERB
JAMES LART BAND
(dp)
LINDA ROMSTADT
REMNY LOGINS
HOBIN THOMPHON
NOTE at
BLOWDIE 4 1
BLOWDIE 4 1
BLOWDIE 4 1
BLOWDIE 4 5
BLOWDIE 4 5
BLOWDIE 4 5
BLOWDIE 4 5
BROTHERS JOHNSON 24-1

IUNIU/Houston 11. Jarry Weste

LINDA MONETARY CHARGIE DORF HAC DAVID HOLLOST BROTHERD JOHNDON AID BUPPLY 7 2 BLOWDER 31-3 CHRIB (BOBS 18-7 BOD SEGER 17 17

PARALLEL TERRE

CHIOl/Cocoo Beach Fi Blove Ozean

MARY BURAN BARRY MANILOW BORDITE CUPRED DAVID CAMBERN BOZZES MINITORI BLORDITE 21 BLORDITE 21 BLORDITE 27 M. BARCHEDTER 24 PINE FLOTO 19-24 ARBEDSIA 17-24

GIOU/Mobile AL Scott Griffin

AMBROSIA
DAN POSIBLERG
LIMBA ROBERADT
BARBY MARLICH (dp)
HOLLES 2-1
BOD BIGHES 2-1
BOD BIGHES 2-1
BOD BIGH 5-2
RAY, GOODMAN B P 9-6
MICHAEL JACFSON 12DR. HOOF 13-9

KAAY/Lime Rock, AR Roy Lincoln

JIMMY RUFFIN HOLL & THE GANG SHALAMAR 15-9 BOB SEGEN 16 -HOBERTA PLACE HAY, GOODMAN 6 JULE/Galveston, TX Lee Victor

LOB VICTOR

ANDROSIA
BOT SCAGGS
LINDA ROMSTADT
CLIFF RICHAND
PELIX CAVALIERE
PEACHES 6 HERB
HOLLOST
RAGES 1-1
BOTTORESS JOHNSON
RAY, GOODMAN 5 B
ROCERS 5 CARNES KSEL/Lubbock TII Jeff King

M. MANCHESTER ARHROSIA PRETEMDERS HOTTOGET: HEART 5 1 BLONDIE 4 2 BOB SEGER 12-6 MICHAEL JACKSOM DR. HOOK 23 16

WAAY/Hunteville, Al Jim Kendricks GARY NUMAN RNACK BETTE HIDLER PAT DENATAR HOLGSE HOUNDIE 1-1 EAGLES 3 2 KEMNY LOGGINS 11-6 WHISPERS 14-9 PLEETWOOD RAC 16 11

WCGQ Columbus GA Larry O'Day HRUCE COCKBURN PEACHES & HERB

PEACHES 6 MERB
TLYDOA ROMBITADT
STEVE FORMERT
AN REHTALL TUCKER
J. GELLS NAMD (dp)
RED RIOSE (dp)
SUNVIVOR (dp)
HOTORS (dp)
HOTORS (dp)
PHOTOGLO (dp)
PHOTOG

WFLB/Fayeffeville NC Larry Cannon

LOTY COMMON
AMBROSIA BOZ SCAGGS
DAN POGELBERG
LINDA ROMERADT
FIREFALL
HOLLEST
HOLLEST
HOLLEST
BROTHERS JOHNSON 22 15
WHISPERS JO 21

Rechthomas

DAM POGELBERG
MORBIE DUPRIE
PETER MCIAN
LINDA ROMSTADT
NAUCE COCYBURN
NOTERS
BLONDIF 1-1
NICHAEL JACESON 13-7
FLETPHODO NAC 17-9
BILLY JOSE 20-10
BETTE MIDLER 27-14

MEIL GEDAHA
RMACE
AMBY & GLIVIA
J. GEILM MAND
RAMBHALL JERED
PINEPALL
JERMIPED MANNES

WTMA/Chartesten, SC Dan Slevere

WBEZ/Minston-Solen, NC Hele Berry

WFOX/Goneside GA

PLONDIE 7 2 RAY,GOODMAN 6 B 8-4 MECHAEL JACKSON 19-14 SMOKEY POSINSON 20-16

DOMY SECTIONS
TOWN PETTY
DOLLY PARTON
PAY SENATAN
HOTLES:
8LONDIZ 6:
8LONDIZ 6:
8LLLY JOED 15-6
FLEETWOOD MAC 16:13
W. MANCHESTER 19:16

WKXY/Sarasata FL

KPUR/Amorito TX Mark Shannar

WANS-PM/Andresson SC Jim Evone LINDA RONSTAOT FIREPALL KOROWA PAT BENATAR STEVE FORBERT SHUTCE COCKBURN NAZARETH HOTCOST REGNOTE 1 1 RAY, GOODRAN 6 8

DON DEGEN ANDY & GLIVIA FIREPALL HOLLOS BLOWDHI & 1 PILLY JOEL 13-4 FLESTWOOD AAC 17-6 ROGERS & CARNES 10-2

Pole Bury

DAM POGELBERG
PAT BENATAH
HAZARETH
HAZARETH
HAZARETH
HALD
BAN-SATS
HOTLOST
1
CHRIS CHOSS 4 2
008 SEGEN 7-3
CHARLIZ DORE 13
RAY,GOODMAN 5 B

Greg Jarnes BROTHERS JOHNSON PEACHES 6 HERS SETTE MIDLES JAMES LAST BAND HOLLES; BON SEGEN 3 1 BLONDIE 7 2 RAY,GOODMAN 6 B (

WROV/Rognone VA Borry Michoels

FM99/Tallahasses FL Michael O'Malley

RICHARL JACEBON FIREFALL LIPPS, INC ENACK HOTCHAL HICHARL JACEBON 3-1 BILLY JORE 17 0 EAGLES 14-10 PEACHES 6 MERB 15 11 JOURNEY 19-14

Charme Pernandar
BROTHERS JOHHSON
AMDY 6 OLIVIA
CLASH
CLASH
CLASH
NOTES
NOTES
NOTES
1-1
CHRIS CROSS 4 2
BOB SECER 5 4
BOB SECER 5 4
PAUL DAVIS 23-17

JARES LAST BAND
HOTCOST
BLONDIE 1 1
CHARLIE DORE 10 5
BILLY JOEL 8 6
FLEETWOOD RAC 14-0
WHISPERS 11-9

HOSTOPAL RAY,COOORAN & 8 4 4 BILLY & STREYN 9 6 EAGLES 17 10 JIMMY SUPPETY 17-13

# MIDWEST **Most Added** • Hottest

**Boz Scaggs** 

Blondie Linda Ronstadt Christopher Cross Air Supply

# DDS & HOT

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

# WEST Most Added . Hottest

Linda Ronstadt ਮਾਹਾਮ ਦਾ Olivia Christopher Cross James Last Band

Blondie Pink Floyd

### **MIDWEST**

# PARALLEL ONE

KBEQ/Koneae City, MO Bob Laurence BROTHERS JOHNSON BOZ SCAGGS PRETENDERS ROTE 081: PIME FLOYD 1-1 BOB SECER 4 2 WILLIE WELSON 6 4 ARR SUPPLY 16-9 BILLY JOEL 15-10

### WDWB/Minneopolis, MN

AMBROSIA CRETOMES KMACK HOTTEST: CHRIS CROSS 2-1 BLOWDIE 5-2 AIR SUPPLY 4 3 DR, HOOK 10-6 GARY BUHAM 11-7

### KSLQ/SI LOUIS MO

AMBROSIA
GABY MUMAM
STEVE WALSH (dp)
Hoteast:
eLOWDIE 1 1
SILLY JOEL 8-5
LINDA ROMSTADT 23 10
OFF BROADMAY 24-15
BROTHERS JOHWSOM 30-22

Q102/Cincinnah, 0H Pat O'Brien

BILLY & SYRZETA LIMDA RONSTADT HOLDER BE CHRIS CROSS 4-1 BLONDIE 10 4 AIR SUPPLY 12-9 BILLY JOEL 14 10 MICHAEL JACKSON 17-12

# WGCL/Cleveland, DH

BOD TOWNS

J. GEILS BAND
JAMES LAST BAND
KNACK
SHOOTING STAR
RAC DAVIS
HOTERS:
PIME FLOVO 1-1
CHRIS CROSS 10-3
MICHAEL JACKSON 14-7
EAGLES 13-8
PRETEMBERS 25-18

# WSL/Chicago, IL Shave Casey

JOURNEY
HOTCOM
H

### WCKY/Mewquites, W

JRM Brown
H. HANCHESTER
FELIX CAVALIERE
AMBROSIA
FIREPALL
HOTCOST
HOT PLOYD 1-1
SHALAMAR 4 2
CHRIS CROSS 5 3
AIR SUPPLY 12-5
BLOMDIE 17-8

# WZUU/Milwaukee Wi

BH SHORHOR

RAY, GOODMAN 6 8

HOTTEST:
BILLY 6 SYREETA 1-1
DAVID GATES 10-6
CHRIS CROSS 14-10
PAUL DAVIS 15-11
BOB SEGER 18-12

# KWIL/SF Louis, MO

Hottest: JOURNEY 1-1 BABYS 7 2 TRIUMPH 14-9 RUBH 15-10 MARC TANNER BAND 18 13

# WHB/Kansas City, MO Rock Brown

Hottest: CHRIS CROSS 4 1 BLONDIE 5 2 BILLY 6 SYREETA 11 3 BILLY JOEL 12-5 JIMMY RUFFIM 16-12

CRUCK KROOP

BHACF
AMBHOSIA
DAM FOGELBERG
H. HAMCHEMTER
UTOFIA
HOTLORIS
CROSS 5 3
SILLY 6 SYMEETA 13-5
CMARLE DORE 17 10
PAUL DAVIS 19-11

### PARALLEL TWO

92X/Columbus OH Buddy Scott

PAUL DAVIS
J. GEILS BAND (dp)
Nottest:
PIME PLOYD 1-1
BLONDIE 4 2
AIR SUPPLY 9-5
HEART 13-7
MICHAEL JACKSON 19-8

# KIOA/Des Moines, IA

AW Pontojo
CHARLIE DORE
JOURNEY
CLIFF RICHARD
Nottest:
PIWE FLOYD I-1
BLONDIE 8 2
BOB SEGER 13-9
SHALAMRA 16-12
RAY,GOODMAN 6 B 21-15

# KOFM/Oldahoma City, OK Chuck Morgan

AMBROSIA
LIMDA RONSTADT
KORONA
ROBBIE DUPREE
HOLLOSE:
PINK FROYD 1-1
TORMY JAMES 7 4
AIR SUPPLY 9-5
J. GEILS BAND 14-8
EAGLES 15 9

### KRAV/Tulso, OK Gary Reynolds

PEACHES & MERB BERNADETTE PETERS WHISPERS (dp) Hottest: BOB SEGER 1-1 EAGLES 13-6 SILLY 6 SYREETA 14-7 AIR SUPPLY 15-10 ROGERS 6 CARMES 20-12

### KZ93/Peana, IL Kerm Edwards

Kemm Edwords
BOB SEGER
PAT BENATAR
PAT TRAVERS BAND
TOM PETTY
HOLLEST:
BLONDIE 4 1
AIR SUPPLY 5 2
BILLY 6 SYMEETA 6-3
CHARLIE DORE 11-7
MICHAEL JACKSON 15-12

# WGRD/Grand Rapids, MI Ray Baker

BILLY JOEL
Hottest:
PINE FLOYD 1-1
BLONDIE 5 3
CHRIS CROSS 9 7
ROOL 6 THE GANG 11-8
JOURNEY 19-13

# WMEE/Fort Wayne, IN John Curry

JOURNEY AMBROSIA LINDA RONSTADT ANDY 6 OLIVIA HOTCOBE: BOB SEGER 1-1 CHRIS CROSS 5 2 EAGLES 9 4 BLOWDIE 10 5 AIR SUPPLY 12-9

# WNAP/Indianapolis, IN Diane Shannon

ROGERS 6 CARNES BETTE MIDLER CLASH LIMDA RONSTADT HOTTOBET CHRIS CROSS 3 1 BOB SEGER 4 2 AIR SUPPLY 9-5 BILLY JOZEL 14 8 PAUL DAVIB 16 11

# WNCI/Columbus, OH Steve Edwards

PROGERS & CARNES
PRETENDERS
PLEETHOOD MAC
JIMMY RUPFIN
GARY NUMAN
NOTEGE:
PINK FLOYD 1-1
BLONDIE 6 3
AIR SUPPLY 15-7
EAGLES 12-0
BILLY & SYREETA 10-11

# WOHO/Toledo, OH Beau Elliott

BETTE MIDLER
BARRY MANTLOW
HOTCORE:
MICHAEL JACKEON 1-1
BILLY 6 STREETA 3 3
TOMMY JAMES 3 3
ROOL 6 THE GAMG 9-4
CMARLIE DORE 14 10

# WOW/Omaha, NE Eriti Foss

DAN FOGELBERG ANDY & OLIVIA AMBROSIA DOLLY PARTOM HOTCHET: BOB BEGER 2 1 AIR SUPPLY 8-3 EAGLES 7 4 BILLY SURRETA 18-5 BILLY JOEL 16 9

# WVIC/East Lansing Ma Jim \$1 John

JAT W JOHN
BOZ BCAGGS
SHOREY HOBINBOW
EMACH
J. GEILB BAHD
CLABH
HOCLEST:
BOB SECER 2 1
HLOWDIE 5 2
RILLY JOHL 23 15
PRETENDERS 37 - 27
HOGERS 6 CARMES 40 32

WHISPERS AMBROSIA CLIPP RICHARD REMNY LOGGINS FELIX CAVALIERE HOREME: PLLIX CAVALIENE NOTCEST: PINK PLOYD 1-1 ROOL 5 THE GANG 5-3 BLONDIE 10-4 CHRIS CROSS 9 5 RAY,GOODMAN 6 B 7 6

M. RANCHESTER
DR. HOOR
BILLY JOEL
ROTTER:
PINK FLOYD 1-1
BOB SECER 9 4
CHRIS CROSS 10 6
BILLY JOEL 16-10
JOURNEY 20-13

### KEYN-FM/Wichito, KN Jeff Alon

Jer Auon
SILLY 6 SYREETA
BOZ SCAGGS
AMBROSIA
MOTEBET:
SPINMERS 2-1
EAGLES 6 3
BOB SECER 14-7
MICHAEL JACKSON 18-8
AIR SUPPLY 17-9

# WZZP/Cleveland, QH Bob McKay

BOO MCKOY
LINDA RONSTADT
PIREFALL
BERNADETTE PETERS
KORONA
MEIL DIAMOND
DAN FOGELBERG
AMBROSIA
HOTE-BEE
BOB SEGER 2-1
AIR SUPPLY 11 5
BILLY & SYREETA 17-6
RENNY LOGGINS 14-7
FEELIX CAVALIERE 15-8

### KWEN/Tulsa OK

KWEM/TUBQ OK
BOOU
ROBBIE DUPREE
MAC DAVIS
SPYRD GYRA
BOZ SCAGGS
CHERS CROSS 4-1
RAY,GOODMAN 6 B 3 2
BOR SECRE 7-3
BILONDIE 13-9
BILLY 6 SYREETA 22-15

### KLEO/Wichito, KN

Mark McCoy Merim MecLoy
PRETEMBES
BOZ SCAGGS
BOZ SCAGGS
DAN POGELBERG
LIMDA ROMSTADT
HOEtenE.
CWRIS CROSS 2-1
BOD SEGER 6 3
BLONDIE 10 4
RAY,GOODANA 6 B 12-9
BILLY JDEL 20-15

# WYFM/Youngstown, OH Jeff Tobin

SELLY JOEL
RAY,GOODMAN 6 B
AIR SUPPLY
HOTTOBER
PINK FLOYD 1-1
TOW PETTY 8-4
BOB SECER 7 6
CHRIS CROSS 15 12
EACLES 18 15

### WDRQ/Detroit, MI

SHLLY JOEL
PAT BENATAR
CLASM
LINDA ROMSTADT (dp)
JOURNEY (dp)
Notemat:
BLONDIE 1 1
CHRIS GROSS 11-4
AIR SUPPLY 15-7
J. GEILS BAND 20-15
JIRMY RUPPIN 28-22

WTWR/Defroit, Mi AMBROSIA Hottest: BLONDIE 3 1 AIR SUPPLY 10-5 RAY, GOODMAN 6 8 14-8 CMARLIE DORE 17 12 PEACHES 6 MERR D 17

### PARALLEL THREE

KFYR/Bismarch, NO Dan Brannan

HETTE MIDLER Hottest: PIME FLOTD 1-1 BPINNERS 5 2 GARY NUMAN 7 4 CHARLIE DORE 9 5 BRUCE COCEBURN 19 13

RJOS JOHNWAN

AMPY & OLIVIA

MARBHALL TUCKER

CLASH

HOTLOST

BOS SECEP 5 3

BLONDIE 11-7

HEART 13-8

PAUL DAVIS 16-12

FIREFALL
Notteet:
PINE FLOYD 1-1
BOB ERGER 5 4
ERMMY LOGGINS 13 8
EILLY JORL 23-11
BETTE MIDIER 25 20

# WEAQ/Equ Claire, WI

Rock Roberts
BLONDIE
AMBROSIA
ANDY 6 OLIVIA
BETTE HIDLER
BOZ SCAGGS
CLASH
Hottest:
TOMMY JAMES 2-1
EAGLES 8 2
AIR SUPPLY 13 4
DAVID GATES 14-7
CHRIS CROSS 16-9

# WGBF/Evansville IN Gene Michoets

AMBROSIA TOURISTS Hottest: BLONDIE 1 1 81LLY JOEL 10-8 DR. HOOK 12-10 BILLY & SYMEETA 17-12 FLEETWOOD MAC D 15

### WNAM/Neenah, WI Jay Tyler

JOY THEY
AMBROSIA
RNACK (dp)
BOZ SCACGS
FELIX CAVALIERE
BEBNADETTE PETERS (dp)
BRUCE COCKBURN
HOTEBST:
CHRIS CROSS 2-1
BOB SECER 4 2
BLONDIE 9 3
FLEETMOOD MAC 18-8
DR. HOOK 15-9

# WRKR/Racine, WI Terry Green

Terry Green

MAZARETH
MICHAEL JACKSON
J. GETLS BAND

AMBROSIA
LINDA ROWSTADT
HOTE BAND

BLONDIE 10-2
BILLY & SYREETA 11-6
CMRIS CROSS 15-7

CHABLIE DORE 22 15

# WROK/Rockford, IL Tom Hunter

AMBROSIA Hottest: BLONDIE 1 1 BILLY JOEL 12-5 CHARLIE DORE 19-7 RAY,GOODMAN & B 13-8 DR. HOOK 14-9

# WSPT/Stevens Point, WI Pat Martin

BOBBY CALDWELL
ROBBIE DUPREE
AMBROSIA
HOTE-BEL
HAC DAVIS 1 1
BILLY JOEL 16-9
BILLY 6 SYREETA 20-14
PRETENDERS 22 16
BERNADETTE PETERS 27-21

# WTRU/Muskegon, Mil Bill Andrews

CHARLIE DORE
JIMMY RUPFIN
PAUL DAVIS
JOURNEY
Hottest:
PIMK FLOYD 1-1
BLONDIE 3-2
LIMDA RONSTADT 7 4
BOB SECER 11-6
BILLY JOEL 15-9

### WRBR/South Bend, IN Joe Lightner

AMBROSIA
LINDA RONSTADT
NAZARETH
RED RIDER (dp)
Hottest:
3LOMDIE 2-1
CHRIS CROSS 8 3
EAGLES 15 9
EILLY 6 SYREETA 15-9
AIR SUPPLY 20-13

# KDVV/Topeka, KN Todd Hoffman

LINDA RONSTADT AMBROSIA BROTHERS JOHNSON BROTHERS JOHNSON HOTCHEST, BLONDIE 1 1 CNRIS CROSS 4 2 BILLY JOEL 9 3 AIR SUPPLY 10-7 MICHAEL JACKSON 13-9

### KOWB FM/Forgo, ND

ROWB FM/Fargo, ND BHI Richards AMBROSIA FIREFALL LIMDA RONSTAOT STYK MAREHALL TUCKER HOOLE 1 1 BLONDIE 1 1 BCTTE MIDLER 5 3 EAGLES 14-0 HILLY JOEL D-11 GARY MUMAN 28-23

### WEST

# PARALLEL ONE

8100/San Diego, CA Glen McCartney

GARY NUMAN LINDA RONSTADT LIPPS, IMC. KOROMA Notteat: BLOMDIE 1-1 EAGLES 7-4 CHRIS CROSS 9 6 BOB SECER 10-7 PRETENDERS 20 15

# KEARTH/Los Angeles, CA Bob Hamilton

M MANCHESTER
FELIX CAVALIERE
BARRY MANILOW
HOTE-SE:
PINE FLDYD 2-1
RAY,GODDMAN 6 8 4-3
LIPPS, INC. 10-4
SILLY 6 SYREETA 7 5
PRETENDERS 24 19

# KRI/Los Angeles, CA Roger Collins

LIPPS, INC. UTOPIA Hottest: PIME FLOYD 1 1 BLONDIE 5 2 CMRIS CROSS 11-7 AIR SUPPLY 14 10 ROGERS 6 CARNES 22-17

# KFRC/San Francisco, CA Garland/Sholin

LIPPS, INC
PEACHES 6 HERB
Nottest:
PIMK FLOYD 1-1
CHBIS CROSS 16 10
BILLY JOEL 18-14
BROTHERS JOHNSON 21-17
GARY NUMAN 26-20 KIMN/Denver, CO

# Doug Enkson

LINDA RONSTADT
ANDY 6 OLIVIA
NAZARETH
RED RIDER
HOTELETIC
CHRIS CROSS 2-1
BOB SEGER 3-2
DR. HOOK 12-9
CHARLIE DORE 13-10
JOURNEY 16-11
KJR/Samina WA

# KJR/Seattle, WA Mrtchell/Hutyler

DAN FOGELBERG
RED RIDER
HOTE est:
LONDIE 4 1
UTOPIA 15 12
PAUL DAVIS 17 13
PLEETMOOD MAC 19 14
DR. HOOK 20-15

# KOPA/Phoenix, AZ

John Voipe JOHN VOIDE

FELIX CAVALIERE
GARY NUMAN
ANDY & OLIVIA
HOTEGEL
PINK FLOYD 1 1
CHRIS CROSS 5-5
JOURNEY 18-8
BLONDIE 16 9
DAN FOGELBERG 19-13

# KUPD/Phoenex, AZ John Sebashan

LINDA RONSTADT BLUE SHOER HOELEST: BABYS 1-1 38 SPECIAL 7-3 STEVE WALSH 17-7 CLASH 24 17 HEART 25 18

### KRLA/Los Angeles, CA

BROTHERS JOHNSON
AMBROSIA
HOLLES IN
LIPPS, INC. 18 1
B-52'S 7 2
FAGLES 6 4
DR. HOOK 11-10
MANHATTAN TRANSFE 17 13

### KHJ/Los Angeles, CA Chuck Martin

ENDER MOTIVE

B-52'6

AMBROSIA
MANHATTAN TRANSFE
HOCKOSE
BLONDIE 1 1
PEACHES 6 HERB 3 2
PINK PLOYD 6-1
EAGLES 11-6
LIPPS, INC. 14 9

### PARALLEL TWO

KCPX/Soff Lake City, UT

GORY Worldon

MAIARETH
J. GELLE BAND

DAN FOGILEBRA
PETER MEIAN
JOHN COUGAN
BITYSE FORMERT

ARB
ROTTORS
HOCCEST
FIME FLOYD 4 1
AIR SUPPLY 17-9

ROGERS 4 CAMMEN 77-14
JIMMY RUPPLM 25 17
AMRROBIA D-19

# KENO/Las Vegas, NV

BHI ARZONGER
ANDY 6 OLIVIA
ROCERS 6 CARMES
DAW POCELBERG
DAW POCELBERG
BOSTHERS JOHNSOM
HOTESET;
EAGLES 2-1
BILLY JOEL 19-13
KEMMY LOGCIMS 25-16
FLEETWOOD ARC 24-19
JIMMY RUPFIN 27-20

### KERN/Bakersheid, CA Pete Shonnon

BOZ SCAGGS BROTHERS JOHNSON AMBROSIA HOLLES FLOYD 1-1 HEART 5 3 BLONDIE 7 4 BOB SECER 8 5 AIR SUPPLY 10-7

### KFKM/San Bernardino, CA

Craig Powers

LINDA RONGTADT
PAUL DAVIS
M. HANCHESTER
JIMMY BUFFETT
DAR-KAYS
BERNADLITE PETERS
LEFRADLITE
PETEN DERS
PELIX CAVALIERE
GABY NUMAN
STEVE FORBERT
HOTES
SPINNERS 1
RAY, GOODRAN & B 8-5
BLONDIE 14-11
SILLY & SYMEETA 23 16
JIMMY RUFFIN 27-20 Craig Powers

# KGW/Portland, OR Richard Harker

FLEETHOOD MAC
DAN FOGELBERG
CHARLIE DORE
ROBBIE DUPREE
BRUCE COCKBURN
HOTE-BRUCE
FIRM FLOYD 1 1
EAGLES 4 3
BOB SEGER 18 9
BLONDIE 21-11
BILLY 6 SYREETA 25-17

PIREPALL
DAM POCELBERG
BOS SECEP (dp)
ROBBIE DUPREE (dp)
ROBBIE DUPREE (dp)
HORTEST
PINN FLOVO 1-1
BILLY JOEL 19-10
MICHAEL JACKSON 18-11
BRUCE COCKRURN 24-19

# KMJC/San Diego, CA Cris Collins

PEACHES 6 HERB
JIMMY RUPFIN
BOZ SCAGGS
WHISPERS
HOTEGET:
CHRIS CROSS 1-1
BLONDIE 9 4
BILLY JOEL 15-10
LINDA ROMSTADT 18-12
PEACHES 6 HERB A-15

# KROY/Sacramento, CA

Rick Shannon NATS POURMENT
LINDA RONSTADT
KNACK
AMBROSIA
HOLLEST
PIME FLOYD 1 1
BLONDIE 2-2
BOB SEGER 9-4
DR. HOOK 14-9
MICHAEL JACKSON 15-10

# KRQ/Tucson, AZ Dan McCay

FELIX CAVALIERE
MARREN ZEVON
JAMES LAST BAND
HOTTEST:
BLONDIE 1 1
ZZ TOP 6 4
BILLY JOEL 8-6
DAN FOGELBERG 12-8
JOURNEY 14 9

# KRSP/Saff Lake City, UT

JAMES LAST BAND HOTCHST: BLONDIE 7-1 JOURNEY 5-3 FLEETHOOD MAC 7-5 LINDA RONSTADT 20-14 KENNY LOGGINS 24-18

# KRUJL/Phoeniii, AZ

BODDY RIVERS
ANDY 6 OLIVIA
JAMES LAST BAND
PAT BENATAP
PETER RE-IAH
HAIARETH
ENACK
PINK PLOYD 1-1
FACLES 3-2
LINDA ROMBTADT 23-14
RODERS 6 CARMES 31-22
BLONDIE 35-25

# KTAC/Tocome, WA Sean Carter

ROBIS DUPMER PAT RENATAR LINDA ROMERADT ANROBIA Hottest: FIRM FLOYD 1 = 1 ROHDIE & 2 ROOL & THE GAMG 7 1 RAY, OGODMAN & 5 14-10 ROW BEER 19 15

# KTKT/Tucson, AZ Ed Alexander

PAUL DAVIS
JAMES LAST BAND
Hottest:
BLOMDIE 3 1
AIR SUPPLY 6-3
BOB BEGER 9 5
BILLY JOEL 16-9
PRETENDERS 20-14

# Y94/Freeno, CA Roy Appleton

CLASH
BROTHERS JOHNSON
AMBROSIA
ROCERS & CARMES
HOTE-SE
HOTE-SE
HOTE-SE
HOTE-SE
CHARLIE DORE 13GARY NUMAN 15-10
DR. HOOK 17-11

# KLUC/Las Vegas, NV

PAUL DAVIS BRUCE COCKRURN FIREFALL Hottest: DAN FOGELBERG 7-1 BILLY JOEL 14-4 STYX 16-9 UTOPIA 17 13 DR. HOOK 26-21

# KMJK/Portland, OR

JOHN FOGELBERG
FELIX CAVALIERE
LINDA RONSTADT
WHISPERS
HOTERS:

# IUOY/Fresno, CA Jim Sumpter

BARRY MANILOW
RANDY NEWMAN
AMBROSIA
GABY NUMAN
HOTEBEL
CHBIS CEOSS 1 1
MICHAEL JACKSON 10 2
PRETENDERS 13-8
JOURNEY 17 12
JERMAINE JACKSON 21-15

# KYNO-FM/Fresno, CA John Lee Walker

### KZZX/Albuquerque, NM

Chris Carey BILLY & SYREETA
PAUL DAVIS
JOURNEY
AMBROSIA
Hottest
CHRIS CROSS 1-1
AIR SUPPLY 9-4
RAY,GOODMAN 6 B 7 6
BILLY JOEL 10-8
FLEETMOOD MAC 16-11

### FM102/Socramento, CA

AMBROSIA
PRETENDERS
GARY NUMAN
HOCCOBE:
PINK FLOVO 1 1
BLONDIE 6 3
BILLY & SYREETA 15 6
DR. HOOK 14 8
WHISPERS 21 10

# PARALLEL THREE

# Greg Lee

Hottost MICHAEL JACKSDN 3-1 BLONDIE 10 4 BOB BEGER 12 9 HEART 14-11 AIR BUPPLY 21 14

### KBOZ/Bozeman, MT

Dennia Nechois
LIHOA ROMBTADT
HETTE MIDLER
MEIL DIAMOND
DIONNE MANNICH
JINNY NUFFET
RUTERT HOLRER 1-1
EAGLES S-5
RAY,GOODMAN & R 20-14
BRUCE COCESUMN 25-30
JINNY NUFFET 27-21

### KCBN/Reno NV

AMDY 6 OLIVIA HUMBLE PIE RACHEL SWEET HOTERS: PIME PLOYO 1-1 BLOHDIE 62 AIR SUPPLY 1D 6 DR. HOOR 13-8 BILLY JOEL 20-9

ROTAMON
BROTHERS JOHNSON
BETTE RIDLER
BRUCE COCKBURN
PAT BENATAR
MAR
MORTHAR
HOCKEST
CHRIS CROSS 2-1
BLOWDIE 9-6
DR. MOOK 13-9
BILLY JOEL 18 10
FLEETWOOD MAC 19-14

JAMES LAST BAND DAVID SANSORN MANHATTAN TRANSPE RED RIDER NAZARETH LINDA RONSTADT

# KRLC/Lewiston (0 Steven Alan MacKely

PAT BENATAR PAT BEMATAR LIMDA ROMSTADT STEVE FORBERT JAMES LAST BAND HOKE-BE: PINK FLOYD 1-1 GARY HUMAN 6-2 PRETENDERS 10 6 CHRIS CROSS 12 8 JOURNEY 15-10

BOOK NOTIFE TO THE STATE OF THE

# KBDF/Eugene, OR

ROBBIE DUPREE JAMES LAST BAND CLIFF RICHARD PHOTOGLO BERNADETTE PETERS CLASH PAT BENATAR

# KBM/Roswell, HM Harry Dierks

AMDY 6 OLIVIA BERNADETTE PETERS STEVE WALRH TERF DESARIO HOTEGE CHRIS COOSE 1 1 KACLES 4 3 AIR SUPPLY 6-4 PAUL DAVIS 13-8 FLEETWOOD MAC 18-10

KDZA/Pueblo CO

# KOOK/Billings, MT

Michael May
RNACR
ANDY 6 DLIVIA
JOURNEY
BOZ SCAGGS
LINDA ROMSTADT
HOCKESS
BLONDIE 2-1
AIR SUPPLY 6-3
BILLY JOEL 19-1
BILLY 6 SYREETA
PHOTOCLO 27-17

### KQDI/Great Falls, MT Barry Coope

NACADELII LINDA BONSTADT Hottest: PINN PLOYD 1-1 BILLY 4 SYREETA 5-3 CHRIS CROSS 7 4 KARLA BONOFF 13 9 CHARLIE DORE 19 14

KSLY/San Luis Obispo, CA **Brad Ranger** 

Kent Byus AMBROSIA
JOHN COUGAR
STEVE FORBERT
BOZ SCAGGS
DIONNE MARMICK
JOTEBER
FINK FLOYD 1-1
CLIFF RICHARD 0-1
CHARLIS DORE 9-4
EAGLES 12-5

GLES 12-5 GEILS BAND 16 9

# **EAST** Most Added .. Hottest

**Linda Ronstadt** Bernadette Peters

Blondie Pink Floyd Billy Jos

# DDS & HOTS

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

SOUTH **Most Added** \* Hottest

**Linda Ronatadt Arefall** Bette Midler

Blond **Bob Sege** Billy Joel

## EAST

PARALLEL ONE

98KUL/Pittsburgh PA Jay Stone Jdy Stone
BLOHDIE
AABBROSIA
RAY GOODMAN 6 B
RORONA
HOTLEST
BYYN 1-1
EAGLES 7 2
JOURNEY 10 5
BILLY JOEL 16 11
PINK PLOYD 20 16

CHUM/Toronto CA

BOZ SCAGGS ARBHOSIA TOURISTS HOTLEST HOLDER 10-2 BLULY JOEL 8-4 CHRIS CROSS 15-9 PRETEMBERS 13-14

WABC/New York, NY Sonja Jones

HROTHERS JOHNSON AIR SUPPLY DR HOOK HOOK HOOK HOTE PLAY 1 1 BLOHDIE 2-2 SPINNERS 3 3 PEACHES 6 HERR 12 6 CHRIS CROSS 30 14

WCAO/Bathmore MD

NON-MANY
JAMES LAST BAND
DAN FOGELBERG
BRUCE COCKBURN
FELIX CAVALIERE
HOSTIGAT
PINK FLOYD 1 1
BLONDIE 3 2
CHRIS CROSS 4 3
FLEETMOOD MAC 18
ROGERS 6 CARNES:

WFIF/Philadelphia PA Gerry DeFrancisco

BARRY MANILOW AMBROSIA
FELIX CAVALIERE
CLIFF RICHARD
MEIL SEDAKA
HOTE-SET
BLONDIE 2-1
RAY GOODMAN 6 B
EAGLES 7 4
AIR SUPPLY 11 7
DR. HOOK 15-12

Wift/Philadelphia, PA

LIX KNBY

AIR SUPPLY
PELIX CAVALIERE
STEVE FORBERT
RED RIDER
SHOOTING STAR
TRIUMPH
NOTLOSE
GARY NUMAH 3 1
BILLY JOEL 11 3
CLASH 20 10
RENNY LOGGINS 25 14
CHARLIE DORE 22-16 WKBW/Buffalo, NY

LINDA RONSTADT ANNE MURRAY PAUL DAVIS AMBROSIA HOTTOBE PINK FLOYD 1-1 WHISPERS 18 13 WHISPERS 18 13 JIMMY RUPFIH 22-17 DAN FOGELBERG 24-18 BETTE HIDLER 26-20

WPEZ/Pittsburgh PA Mork Entroes

Mon Frttges
SHOOTING STAR
DAN FOGELBERG
BRUCE COCKBURN
HOELBER
PINK FLOYD 1-1
BLOMDIE 10 4
BILLY JOEL 14 10
STYX 17-14
MICHAEL JACKSON 23-15

WPGC/Washington, D.C.

LIPPS, INC.
GARY NUMAN
NOTEST
BLONDIE 1 1
CHRIS CROSS 14 7
AIR SUPPLY 18-9
BROTHERS JOHNSON
MAC DAVIS 25-18

WRKD/Boston MA

MEIL SEDAKA LIPPS, IMC. HOELBER RAY GOODMAN & B | 1 BOB SECER 5 2 POOLS 12 9 FLEETMOOD MAC 17-13 BILLY JOEL 19 14

FIO5/Boston, MA Tom Conneity

ROGERS & CARNES HOLLEST,
HOLLEST,
PINK PLOYD 1 I
BOB SEGER 5 2
BLONDIE 6 3
PRETENDERS 25 19
FOOLS D 20

WXLD/New York NY Dan Kelly

Nottest BLONDIE 1 1 PEACHES & HERB 6 2 BILLY 6 SYREETA 5-3 PEBTIVAL 13-9 LIPPS, INC. 20 10

PRO-FML/Prov Grovanni

ARBKOS LA BOZ B'ADGE BERNADETTE PETERS CLASH JERMAINE JACKSON JERNATHS JACKSON 7
HICHARL JACKSON 7
BLONDIE 10 4
AIR SUPPLY 9-5
BOB BECEN 12 7
HOGERS 6 CARNES 28

JBIO5/Providence Rt Yodd Chase

AMBROSIA
FELIX CAVALIEME
FOOLS
RERNADITTE PETERS
NOTESE
PINK FLUYD 1-1
MICHAEL JACKSON 5-2
ROB BEGER 6 4
MILLY JOEL 16 12
DR. MOOK 31 20

PARALLEL TWO

14Q/Wordester, MA

J. GEILS BAND
MICHAEL JACKSON
BRUCE COCKBURN
CHIP HARDING
HOTERS
PINK PLOYD 1:1
BLONDIE 4:2
BETTE MIDLER 14:3
CHRIS CROSS 5:4
BOB SEGER 10-8

WBBF/Rochester, NY Dove Mason

LIMDA RONSTADT
HOLLOSE
BLONDIE 1 1
AIR SUPPLY 9-6
BILLY 6 SYREETA
MICHAEL JACKSON
DR. HOOK 23 19

WICC/Bridgeport, CT Bob Mitchell

BOD MICHORI
LINDA RONSTAOT
JOURNEY
GARY NUMAN
PRANK SINATRA
NEIL SEDAKA
HOTLESE
PINK FLOYD 1-1
BILLY 6 SYREETA
BILLY JOEL 13-7
MICHAEL JACKSOM
CMARLIE OORE 20

WK80/Harrisburg, PA Jim Buchanan

BROTHERS JOHNSON
JAMES LAST BAND
WARREN ZEVON
MAC DAVIS
HOTEGOT
BILLY AS SYREETA 8 5
AIR SUPPLY 11 6
BILLY JOEL 14 10
CHARLIE DORE 16-11

WKEE/Huntington, WV Gary Miller

Gon Miner

AMBROSIA
STEVE FORBERT
FIREFALL
DIONNE WARMICK
OFF BROADWAY
ARS
JAMES LAST BAND
HOTE-BE:
SHALAMARA 11
BILLY JOEL 14-8
BILLY JOEL 14-9
BR HOOK 13-10
JOURNEY 11 26

WOLF/Syrocuse, NY

Chorne Brown
CHARLIE DORE
JIMMY RUPFIN
PAUL DAVIS
BOZ SCACGS
AMBROSIA
HOTCOST
CHRIS CROSS 2-1
BOB SEGER 3 2
BLONDIE 5 3
BILLY JOEL 15 5
DR. HOOK D 6

WPST/Trenton, NJ form Taylor

BRUCE COCKBURN
ANDY & OLIVIA
CLIFF RICHARD
HOTTESE
BLONDIE 1 1
BILLY JOEL 15 5
PRETENDERS 14-6
EAGLES 13-8
GARY NUMAN 16-11

WAEB/Allentown, PA Jeff Frank

LINDA RONSTADT AMBROSIA RNACK HOTCest: PINE FLOYD 1-1 BILLY JOEL 13 6 FLEETWOOD MAC 16-10 CHARLIE DORE 21-14 JOURNEY 28-19

WHYN/Springfield, MA Ken Capurso

Ren Capurso
LIPPS, INC.
AMBROSIA
JAMES LAST BAND
BERNADETTE PETERS
LINDA RONSTADT
NEIL SEDAKA
HOLLESED NOTE SEDMAN HOCKEST: PINK PLOYD 1-1 BLONDIE 2 2 ROOL 6 THE GANG 3 3 RAY,GOODMAN 6 B 11-6 EAGLES 12-7

BROTHERS JOHNSON DAN FOGELBERG ARBRO 1A BERNADETTE PETERS BERNADETTE PETEND HOCCOSE: BILLY & SYNEETA 1 1 WHISPERS 10 4 OR, HOOK 15-11 ROGERS & CARNES 27 16 PEACHES & HERB 28 19

WFBR/Bathmore, MD Andy Szulinski

ANDY SUMMENT
PRETENDENS
LINDA RONSTADT
DAN FOGELBERG
NEIL BEDANA
HOTEOST
BLONDIE 1 1
BILLY JOZL 9 4
DR. HOOS 12 7
BROTTENS JONNSON 21
ROGERS & CARNES 27

WBEN FM/Buffolo NY Roger Christian

FOGGE Christon

ROGENS 6 CARNES

NEIL SEDAKA

BETTE NIDLER

AMBROSIA

JAMES LAST BAND

GARY NUMAN

NOTE:

CHRIS CROSS 14-4

AIR SUPPLY 21 11

FLEETWOOD MAC 24 16

UTOPIA 23 17

WBLI/Long Island, NY

BOZ SCAGGS (dp) LINDA RONSTADT HOLEGE: PINN PLOYD 1-1 BILLY A SYREETA 9-5 MICHAEL JACKSON 8 6 BILLY JOEL 13-7 EAGLES 14-9

WTIC-FM/Harfford, CT Rick Donahue

RCt Donahue
JOURNEY
AMBROSIA
BROTHERS JOHNSON
JIMMY RUFFIN
KENNY LOGGINS
NOTESE:
PINK FLOYD 1-1
BOB SECER 2 2
BLONDIE 3 3
BILLY & SYREETA 13-OR. HOOK 21.17

WRQX/Woshington, D.C. Alion Burns

AMBROSTA Hottest: PINK FLOYD 1-1 8LONDIE 2 2 CHRIS CROSS 13-5 RUPERT HOLMES 14-10 BILLY JOEL 25-11

WHFM/Rochester, NY Marc Cronin

AMBROSIA Hottest BLONDIE 2-1 BILLY JOEL 11 B BILLY 6 SYREETA 1 ZLEETWOOD MAC 20 PAUL DAVIS 25 10

WFLY/Albany, NY Bob Mason

STEVE PORBERT
FIREFALL
HOTLOST:
BOB SECER 1-1
BILLY JOEL 5-3
JOURNEY 10-8
KENNY LOGGINS 13-10
JIMMY RUFFIN 25-20

WFBL/Syrocuse, NY

AMBROSIA
LINDA RONSTADT
AMBY & OLIVIA
AMBY & OLIVIA
AMBY & OLIVIA
AMBY & OLIVIA
HOTELST BAND
HOTELST BAND
HOTELST BAND
HOTELST BAND
HOTELST BAND
HOTELST BAND
HICHAEL JACKSON 17CHARLE DORE 23-19
WHISPERS 27-20

PARALLEL THREE

RAY, GOOMAN & B AMBROSIA FELIX CAVALIERE HOTESE: PINK FLOYD 1-1 BLONDIE 3 2 BOB SECER 11-6 MICHAEL JACKSON 14-9 BILLY & SYREETA 17-10

KIO4/Ene, PA

BHISTORITON

MILLIE MELSON
MILLIE MELSON
PETER MCIAN
HOTEGEL:
PINN FLOYD 1-1
BETTE MIDLER 12 4
STW1 14 10
EAGLES 19-14
CHRIS CROSS 20-16

WCIR/Beckley, WV

BROTHERS JOHNSON BRUCE COCKBURN JAMES LAST BAND FORONA FORONA HOTLOST LINDA RONSTADT | 1 EAGLES 5 3 BOB SECER 8-4 WICHAEL JACKSON 10-7 CHAIS CROSS 13-9

MOTORS BERNADETTE PETERS TOURISTS
M MANCHESTER
HOLLOST
HOLDSTER
HOLLOST
HOLDSTER
H

WFtW/Alloona PA Tony Booth

WHEB/Portsmouth, NH Rick Begn

AMBROSIA DAN FOGELHENS HRUCE COCKBURN BEACH BOYS Hottest HOTTEST CHRIS CROSS 2 i BILLY 6 SYRETA 3 2 DR. HOOK 8 4 CHARLIE DORE 9 4 AIR SUPPLY 10-8

DAN POGELBERG ANDY & OLIVIA HOTLEST EAGLES 1:1 CHRIS CROSS 2 2 MICHAEL JACKSON 5 3 SHALAMAR 11:7 CLIFF BICHARD 14 9

WLBZ/Bangor, ME Michael O Hard

BERNADETTE PETERS BERNADETTE PETERS
DOGS
LIMDA RONSTADT
DAN FOGELBERG
RICK PINETTE BOOK
HOTELBERG
BLONDIE 5 2
EAGLES 10-8
MICHAEL JACKSON 19-15
FLEETWOOD MAC 22-18

WTSN/Dover, NH Jim Sebastian

BARRY MANILOW
BERNADETTE PETERS
AMBROSIA
MANHATTAN TRANSPE
HOTEGAT:
AIR SUPPLY 4 1
EAGLES 5 3
BOB SECER 6 4
CHRIS CROSS 9-6
PEACHES 6 HERB 17 9

WXIL/Parkersburg, WV O'Brian/Wayne

OBMON/Woyne

AMBROSIA
PAT BENATAR
FIREFALL
DOLLY PARTON
BENNADETTE PETERS
KORONA
HOLLEST:
JIMMY RUFFIN 3 1
MICHAEL JACKSON 7 2
CHRIS CROSS 17
GARY NUMAN 18 12
BOB SEGER 28 - 22

WYRE/Annapolis, MD Steve Kingston

GARY NUMAN
ROBBEE DUPREE
HOTTERET
HICHAEL JACKSON 7 4
BILLY JOEL 16-10
ANDY 6 OLIVIA 20 15
BROTMERS JOHNSON 23-1

WIGY/Bath, ME John McKay

JOURNEY KNACK BARRY RAMILOW RICK PIMETTE 60AK HOTLEST PIMK FLOYD 1-1 CHRIS CROSS 4 2 PRETENDERS 5-3 BOB SEGER 6 4 CLIFF RICHARD 20-12

V100/Charleston, WV Gary Mrtchell

AMBROSIA BOB SEGER BILLY & SYREETA STYK

TTYK
iottest:
UNRIS CROSS 4 1
LERIS CROSS 4 1
LEERTWOOD MAC 16-11
LEART 19-14
ICHAEL JACKSON 20-15
LOURNEY 24 19

SOUTH

PARALLEL ONE

KRBE/Houston TX Dayna Steels

LIPPS, INC.
SMOREY ROBINSON
HOTTOST:
PINK FLOYD 1-1
BOB BEGER 15-4
BILLY JOEL 10-5
BROTHERS JONNBOI
HEART 20-20

Q106/Tompa\_FL Pat McKay

BILLY 6 SYREETA
J. GEILE MAND
BENNADETTE PETEME
PAT BENATAH
HOLL=SLI
PINN FLOVD 1-1
BLONDIE 2 2
CHRIS CROSS 4 3
AIR SUPPLY 8 4
J. GEILE HAND 19-1

V100/Momi, FL Robert Muzzy

JOURNEY
LA PLAYOUN
PAUL DAVIS
ROGERS & CARNES
HOTERS
HOTERS
CHRIS CROSS 6 4
WHISPERS R 5
BLONDIE 9 6

293/Altonio, GA Dole O Brien

FELIX CAVALIERE JAMES LAST BAND GARY NUMAN GAMY NUMAN Hottest: BLONDIE 1 1 PAUL DAVIS 9 4 BILLY JOEL 10 5 BROTHERS JOHNSO JIMMY RUFFIN 19

297/Fort Worth, TX

Gary Mack BILLY JOEL LINDA RONS LINDA RONSTADT
KENNY LOGGINS
CHRIS CROSS
HOTEGET:
BLONDIE 3 1
BLONDIE 4 2
LINDA ROMSTADT
ROB SECER 15-7
JOURNEY 21 9

94Q/Attenta, GA Jeft McCartney

BOB SEGER PETER MCIAN ROBBIE DUPREE KORONA SPYRO GYRA PHOTOGLO PMOTOGLO
HOTOGLO
PRETENDERS 2-1
BILLY JOEL 10 4
DAN FOGELBERG 12-8
JAMES LAST BAND 21 12
ROGERS & CARNES 23-17

PARALLEL TWO

92Q/Noshville TN SCOOPE DOWNS

BETTE MIDLER
GARY NUMAN
MOTERST
PINK FLOYD 1-1
CHRIS CROSS 4 2
AIR SUPPLY 13-10
OOTTIE WEST 17 11
BOB SEGER 18-14

BJ105/Orlando, FL Terry Long

FIREFALL SURVIVOR FOOLS HOTLEST; BLONDIE 2 1 PINK FLOYD 1-2 AIR SUPPLY 12-7 PAT BENATAR 18-14 STYK 28 23

KEEL/Shreveport, LA Marky Johnson

MOTY Johnson

BOZ SCAGGS
KNACK
AMBROSIA
BETTE MIDLER
JAMES LAST BAND
PETER MCIAN
HOLLOWER PETER MCIAN Hottent: PINK PLOYD 1 1 CHRIS CROSS 7 3 BOB SEGER 9 5 MICHAEL JACKSON 12-BILLY 6 SYREETA 20

KTSA/Son Antonia, TX Mike Scott

BILLY 6 SYREETA
PAT BENATAR
PAUL DAVIS
BETTE MIDLER
HOTCOST:
PINR PLOYD 1-1
BLONDIE 2-2
WHISPERS 6 3
BOB SECER 13-9
DR. HOOK 20 14

KUK106/Birmingham AL Chris Andrews

JAMES LAST BAND
DAN POGELBERG
BROTHERS JOHNSON
FIRFFALL
CLASH
Nottest:
AIR SUPPLY 1 1
BLOMDIR 5 2
PAUL DAVIS 11-9
GARY NUMAN 16-12
BOZ SCAGGS 22-19

WAILY/LOUISMIN KY Mike Kovoy

LINDA HONSTADT HETTE MIDLEN HANNY MANILOW FELIX CAVALIERE PHOTOGLO PHOTOGLO Hott-st PIMK FLOYD 1-1 HLONDIE 3 2 AIK SUPPLY 11 7 DN. HOOK 14 8 DAN POGELBERG 21 11

WAPE/ Jocksonville, FL Paul Sebastion

BERNADETTE PETERS BILLY & SYMEETA ANNE MURRAY MOTESET BLONDIT 1 RAY,GODDMAN & B 4 PINK FLOYD 8 3 JIMMY MUFFIN 11 6 808 BEGER 12 8 WAXY/PL Louderdate Ft.

Richard Byrd

Rochord Byrd
CHARLIE DORE
PELIK CAVALIERE
ANDY & OLIVIA
NOTESE
BLOWDIE 1-1
BOB SEGER 17-12
BULLY JOEL 22-18
RAY,GOODMAN & B 23-19 WAYS/Charlotte, NC

ROY ROSEO KORONA SPYRO GYRA (dp) LIPPS, INC. (dp) HOTCHES BLONDIE 1: BLONDIE 1: BLONDIE 1: BLONDIE 1: BLONDIE 1: BLONDIE 1: BOTTIE WEST 4 2 MICHAEL JACKSON 9-6 BOS SECER 13-9 BETTE MIDLER 16-10

WBBQ/Augusto, GA Bruce Stevens

FIREFALL
LINDA RONSTADT
MEIL SEDAKA
CLASH
LIPPS, INC,
FLOYD CRAMER (dp)
LOU RAWLS (dp)
HOTTEST:
BLONDIE 1-1
BLONDI

WFMF/Baton Rouge, LA Randy Rice

NONLY NECE
AMBROSIA
PIREPALL
HOCLEST:
BLONDIE 1
AIR SUPPLY 15-9
BILLY JOEL 18 13
BILLY 6 SYREETA 21-17
ROCERS & CARMES 25-20

WGH/Norfolk, VA Bob Canada

PAT BEMATAR LIPPS, INC. RAC DAVIS HOLLOST: BLONDIE 13-1 BILLY 6 SYREETA 4 3 PEACHES 6 HERB 14-8 BOB SECER 17-11 PHOTOGLO D 15

WriBQ/Memphis, TN Dave Nichols

UNIVERSITY OF THE STATE OF THE

WJDX/Jockson, MS Lee Adoms

ANNE MURRAY LIMDA RONSTADT DOTTIE WEST SMOKEY ROBINSON HOTLERE: TOTO 1 1 CHARLIE DORE 11-5 BOB SEGEN 15-11 BLONDIE 23-12 BILLY JOEL 27-16

WKIX/Raleigh, NC Ron McKay

Hottest: BOB SEGER 10-1 BLONDIR 5 2 WHISPERS 24 18 SPYRO GYRA D-23 GRACE SLICK D-24

Smoothy Rivers

DAN FOGELBERG
ANDY & OLLVIA
BETTE HIDLER
BRUCE COCKBURN
HAC DAVIS (dp)
BARRY MAHLLOW
HOTCHER

BOB SECER 4 1
CHRIS CROSS 7 2
HICHAEL JACKSON 6
BLOMDIE 12-4
DOTTIE MEST 23-15

WRJZ/Knozville IN Fred Story

PROGIOTY

BROTHERS JOHNSON

HOTEBAT:
BLONDIE 2 1

CHRIS CROSS 4 2

RAY,GOODMAN 6 B 7-5

AIR SUPPLY 11 7

BILLY JOEL 15-10

WSGA/Sovenneh, GA Brody McGrow

ANDY 6 OLIVIA SMDREY ROBINSON RABHATTAND HOST 681 1 BLORDIE 1 BLORDIE 1 BROTHERS JOHNSON 9 AIR SUPPLY 14 10 BOS EEGER 13-11 CHARLIE DORE 19-13

WSGN/Birminghom, AL John Reed

John Meed
BERNADETTE PETERB
BARRY RANILOM
BHOTHERS JOHNSON
JARES LAST BAND
HOTELST
PINE FLOYD 3-1
AIR SUPPLY 5-3
BOB BECER 11-5
PAUL DAVIS 17-10
BILLY JOEL 23-16

MOTY MOLEMEN
WHISPERS
PAUL DAVIG
BOZ SCAGGG
PAT BENATAR
ANDY & OLIVIA
JAMES LAST BAND
HOTCEBT:
BLONDIE 1 1
BILLY JOEL 8 6
AIR SUPPLY 13-10
HEART 16-12
MAC DAVIS 20-15

Y103/Jocksonville, FL Moja Piff

MODUMENT
STYK
BOZ SCAGGS
OFF BROADMAY
ANDY & OLIVIA
CLASH
RED RIDER
HOLLOST
HOLF BOYN
HOLD JACKSON 3-2
BOB SEGER 6 4
CNHIS CROSS 11-7
BILLY JOEL 19-13

Y95/Tampa FL Pat Berry

BOZ SCAGGS AMBROSIA Hottest: PINK PLOYD 1-1 AIR SUPPLY 10-7 BILLY JOEL 14-8 JOURNEY 17 11 DR. HOOK 20-14

**296/Lime Rock, AR** Dave Taylor BILLY & SYREETA PEACHES & HERB CLIFF RICHARD TERI DESARIO HOTTEST 3 PINK PLOYD 5-3 DR. HOOK 6-4 BILLY JOEL 22 12 RAY,GOODMAN & B

WRVQ/Richmond VA BERNADETTE PETERS POOLS
22 TOP
Notteet:
BLONDIE 1-1
AIR SUPPLY 6-3
POREIGNER 10-5
PAUL DAVIS I3-8
BOB SEGER 15-9

KAUM/Houston, TX Leslie Roboy BILLY & SYREETA

BOZ SCAGOS Hottest: PINK FLOYD 1-1 EAGLES 4 2 HEART 14-9 CHARLIE DORE 16-12 BILLY JOEL 20-13

KELP/EI Paso, TX Ston Morn
WHISPERS
ANDY & OLIVIA
ROGERS & CARNES
HOTHERS
HOTHERS
FLOYD 1-1
RICHAEL JACKSON 1
CHRIS CROSS 12 8
DR. HOOK 23-10
AIR SUPPLY 17 12

RMOO/Memphis, TN Mork Willoims

MAC DAVIS
ROGERS & CARNES
Hottest;
BLONDIE 2-1
BOB SEGER 3 2
DR. HOOK 16 12
AIR SUPPLY 17-13
BROTHERS JOHNSON

WNOX/Knozville, TN

AMBROSIA
JOURNEY
ANTY & OLIVIA
ROBBIE DUPREE
PAT BENATAR
FIREFALL
STEVE PORBERT
HOTEGE:
BLONDIE 6 1
CHRIS CROSS 3 2
LINDA RONSTADT 7BOB SECER 9 5
DOTTIE WEST 12-7

WSKZ/Chattonooga, TN David Carroll

CLASH
PETER MCIAM
PETER MCIAM
PETER MILLER
BROTHERS JOHNSON
PEACHES HERB
PAT BEWATAR
HOTEBEL
BOB SECER 1 1
RAY,GOODMAN & B 12-9
FLEETMOOD MAC 22 13
CHARLIE DORE 20-14
UTOPIA 24-18

9550F/Savannah GA CB Gaffney

CB Goffney
RMACK
BETTE RIDLER
MAREN ZEVON
JAMEB LAST BAND
ROHOMA
HOSTERST
FINE FLOYD 1-1
BLONDIE 2
CHRIS CROSS 1 3
RICHAEL JACKSON
DR. HOOK 17-11

KIN1/El Paso, TX Ruben Barron

PLEETHOOD MAC ROCERS & CARNES MOTERS & CARNES MOTERS & CARNES MOTERS & LOVE 1 1 1 BLONDIE 3 2 MICHAEL JACKSON 11 7 CHRIS CROSS 17-10 PEACHES & HERB 18-12

WERC/Birmingham, AL

JOURNEY
BOZ SCAGGS
ROBBIE DUPREE
BRUCE COCKBURN
HOTEGST
PINK FLOYD 1-1
BLONDIE 5 2
BILLY JOEL 14-7
JIMMY RUFFIN 16BROTHERS JOHNSON

WLCY/Tompo, FL Beau Richards

USUN MCRUIGS

WILLY & SYREETA
PRETEMBERS
BARRY MANILOW
BERNADETE PETERS
HOTOGER!
SHALAMAN 1 |
BLOMDIE 6 3
CHRIS CROSS 8 5
RAYDIO 25 19
MICHAEL JACKSON D-27

IUDO4/Nostwille, TN Lee Mosters

PRETENDERS
BERNADETTE PETERS
LIPPS, INC.
ROBBIE DUPREE
HAZARETH
MEIL SEDARA
HORLESE
PINN FLOYD 1-1
BLOMDIE 2-2
CHRIS CROSS 6-3
JOURNEY 14-9
PEACHES 6 HERB 23-

KJ100/Louisville KV

CC ModThewas

JINHY RUPPIN
TON PETTY
JOHN MILES
J GELLS BAND
OFF BROADWAY
HOTERS:
BLONDIE 11-1
JOURNEY 9-4
DAKOTA 15-9
CHRIS CROSS 16 11
BILLY JOEL 17-13

KME//Alache TV

KHFI/Austin, TX Bob Penny BRUCE COCKBURN
J. GETLS BAND
PETER MCIAN
N. RANCHESTER
GARY NUMAN
SPRINCER BROS.
HOTLERS CROSS 1-1
BLONDIE 3-2
BOB SEGER 4
UTOPIA 24-17

KRLY/Houston, TX Michael Jones

LIHDA RONSTADT CHARLIE DORE MOTERSTORE MOTER ILBFM/McAllen-Brow Steve Owens

LIMDA RONSTADT
ROCERS & CARNES
FIRETALL
BOZ SCAGS
HOTCHST.
HICHAEL JACKSON 2 1
BLONDIE 3 2
AIR SUPPLY 16-12
CHARLIE DORE 17-13
LA FLAYOUR 23 18

96X/Miomi, FL Bruce Kelly BUCK ROMY

B-52'S

PEACHES 6 HERB
CARY NUMAN (RA)
MICHAEL JACKSON
ISLEY BROTHERS
CLASH
NOTESET:
PINK PLOYD 1-1
MICHAEL JACKSON
LINDA RONSTADT 6.
LA PLAYOUR 12-9
BILLY JOEL 20-11

WQRIC/Hortoll, VA Don Davis

DON DOWNS

PRETENDERS
PEACHES & HERB
JAMES LAST BAND
JAMES LAST BAND
LIMDA ROMSTADT
KENNY LOGGINS
ROBIN THOMPSON
HOTEBEE
BLONDIE 4 1
AIR SUPPLY 11 6
MICHAEL JACKSON 14-7
BILLY JOEL 15 8
BROTHERS JOHNSON 24-1

KFMIK/Houston TX Jerry Steele

LINDA RONSTADY CHARLIE DORE RAC DAVIS HOTLEST, SOUNDSON AIR SUPPLY 7 2 RLONDIE 11-3 CHRIS CROSS 10-7 ROS SEGER 17 12

PARALLEL THREE

CK101/Cocoo Beach, FL Sleve Ocean

WTMA/Charleston SC Dan Stevens

G100/Mobile, AL Scott Griffith

AMBROSIA
DAM POGELBERG
LINDA RONBYADT
BARRY MANILOW (dp)
Hottest:
2AGLES 2-)
BOB SEGEM 6 2
RAY, GOODMAN 6 B 9
MICHAEL JACKSON 12
DR HOOK 13 9

KAAY/Liffle Rock, AR Ray Lincoln

KULE/Galveston TX Lee Victor

KSEL/Lubbock, TX Jeff King

WAAY/Huntsville, AL

GARY NUMAN
KNACK
BETTE MIDLER
PAT BENATAR
HOCEBSE
BLONDIF 1-1
EAGLES 32
KENNY LOGGINS 11-6
WHISPERS 14-9
PLEETMOOO MAC 16 11

WCGQ/Columbus GA

BRUCE COCKBURN PEACHES & HERB

PEACMES & MERB
TOTO
LINDA RONSTADT
STEVE FORBERT
MARSHALL TUCKER
FIREFALL
J. GEILS BAND (dp)
RED RIDER (dp)
SURVIVOR (dp)
WOTORS (dp)
SHOUTING STAR (dp)
ROMONA (dp)
PROTOGO (dp)
BEACH BOYS (dp)
HOTORS
CHBIS CROSS 2-1
BOB SEGER 4
PAUL DAVIS 10-6
BILLY JOES 12-7
UTOPIA 16-10

Larry O'Day

Jim Kendricks

JIMMY RUPFIN BETTE MIDLER HOLLESE. KOOL & THE GANG 1 1 SHALAMAR 15-9 BOB SECER 16-13 ROBERTA FLACK 19-14 RAY,GOODMAN & B 20 1 Greg James BROTHERS JOHNSON
PEACHES & HERD
BETTE HIDLER
JAMES LAST SAMD
HOTES:
100 SECER 3 1
ELONDIE 7 2
HAY,GOODMAN 6 8 6-4
MICHAEL JACESON 19-14
SMOKEY ROBINSON 20-16

Cee Victor

AMBROSIA 4:
BOZ SCAGGS

LIMDA RONSTADT

CLIFF RICHARD

FELIK CAVALIERE

PEACHES & HERB

HOTTERE

HOTTERE

AMISPERS 14-6

BROTHERS JOHNSON 18-10

RAY,GOODAN 6 B 20 12

ROCERS & CARNES 29-20

FM99/Tatlahassee, Fl. Michael O'Malley M. MANCHESTER AMBROSIA PRETENDERS Hottest: HEART 5 1 BLOWDIE 4 2 BOB SEGER 12-8 MICHAEL JACKSON DR. HOOK 23 16

WKXY/Sarasoto, FL Charlie Fernandez Chorle Fernandaz

BROTHERS JOHHSON
ANDY & OLIVIA
CLASH
CLASH
CLASH
BLOWDIE 1-1
CHRIS CROSS 4 -2
BOB SEGER 5 4
CHARLIE DORE 19-14
PAUL DAVIS 23-17

JAMES LAST BAND Hottest: BLONDIE 1 1 CHARLIE DORE 10 5 BILLY JOLE 8 6 PLEETWOOD MAC 14 -8 WHISPERS 11-9

LOTY COMMON
AMBROSIA
B02 SCACGS
DAM POGELBERG
LIMDA ROMSTADT
FIREFALL
HOTEPALL
HOTEPALL
B0. HOOK 7 4
BLONDIE 10 6
BROTHERS JOHNSON 22-15
WMISPERS 30 21 WHHY/Monigomery, AL Rich Thomas

WFLB/Fayeffeville, NC Larry Connon

DAN FOGELBERG
ROBEIE DUPREE
PETER MCIAN
LINDA ROMSTADT
BRUCE COCKBURN
HOTEGE
BLONDIE 1-1
HICHAEL JACKSON 13FLEETMODD MAC 17-9
BILLY JOEL 20-10
BETTE MIDLER 22-14

WISE/Asheville NC John Slevene

JOHN STOWNER

MEIL BEDARA
RMACE
ANDY 6 OLIVIA
J, GEILB BAND
MANHHALL TUCKER
PIREFALL
JENNIFER WARNES
JOHN COUGAN
STEVE FORBERT
LOU RANEL
HOLLOST
BOB BEGEN 2-)
RICHAEL JACKSON 11-5
JOURNEY 3 6
CLIFF RICHARD 14 8
CHARLIE DORE 19 9

BOB SEGEN ANDY & OLIVIA FIREFALL HOTE ost bLONDIE & 1 BILLY JOEL 13-5 FLETHOOD PAC 17-9 ROGERS & CARNES 10-2

PROBERTY

DAM POGELBENG
PAT BENATAR

NAZARETH

RNACK

BAR-KAYB

HOTLOBE!

LOWDIE 1-1

CHRIS CROSS 4-2

BOB SEGER 7-3

CHARLIE DORE 13
RAY, GOODMAN 5 B

WROV/Roonolus VA Borry Michoels DOWN MICHORS
TOM PETTY
DOLLY PARTOM
PAT BEMATAR
HOTESE:
BLONDIE 4:
BLONDIE 4:
BLONDIE 4:
BLONDIE 6:
BLLLY JOSEP 5-6
FLEETMOOD MAC 16:
LYOPIA 18-13
M. MANCHESTER 19:14

MICHAEL JACKSON FIREFALL LIPPS, INC. KNACK HOECEBE: MICHAEL JACKSON 3-1 BILLY JOEL 17 0 EAGLES 16-10 PEACHES 6 HERB 15 11 JOURNEY 19-14

KPUR/Amerillo, TX Mark Shannan

WANS-FIM/Andrerson, SC Jim Evons LINDA RONSTADT
FIREFALL
RORONA
PAT BEMATAR
STEVE FORBERT
BRUCE COCERUBN
MAZARETH
HOCLEST
BLONDIE 1 1
RAY, GOODMAN & 8 4-4
BILLY & SYREETA 9-6
EAGLES 12 10
JIMMY BUFFETT 17-13

# MIDWEST **Most Added** • Hottest

Linda Ronstadt Boz Scaggs

Blondie Christopher Cross Air Supply

# DS & HO

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

WEST Most Added Hottest

Ambrosia Linda Ronstadt James Last Band

Pink Floyd

# **MIDWEST**

### PARALLEL ONE

# KBEQ/Konsas City, MO Bob Laurence

BROTHERS JOHNSON BOZ SCAGGS PRETENDERS HOLTEST: PIME FLOYD 1-1 BOB SECEN 4 2 WILLIE WELSON 6 4 AIR SUPPLY 16-9 BILLY JOEL 15-10

AMBROSIA CRETOMES EMACK HOTCHST: CHRIS CROSS 2-1 BLOMDIE 5-2 AIR SUPPLY 4 3 DR, HOOR 10-6 GARY MUMAN 11-7

### KSLQ/St Louis, MO

ARBROSIA
GARY MURAM
STEVE WALSH (dp)
ROCTEST:
BLOWDIE 1 1
BILLY JOEL 6-5
LINDA ROMSTADT 23 10
OPF BROADMAY 24-15
BROTHERS JOHNSON 30-22

# Q102/Cincinnati, OH Pat O'Brien

BILLY & SYREETA LINDA RONSTADT LINDA ROMSTADT
MOTTER
CHRIS CROSS 4-1
BLOMDIE 10 4
AIR SUPPLY 12-9
BILLY JOEL 14 10
MICHAEL JACKSON 17-12

# WGCL/Cleveland, OH

J. GEILS BAND JAMES LAST BAND JAMES LAST BAND KNACK SHOOTING STAR MAC DAVIS HOCCOMING STAR PINK FLOYD 1-1 CHNIS CROSS 10 -3 MICHAEL JACKSOM 14-7 EAGLES 13 8 PRETENDERS 25-18

# WSL/Chicago, IL Shows Casey

AIR SUPPLY JOURNEY HOTCOST HEGWIDIE 2-1 RUPERT HOLMES 13-8 80B SECER 18-10 CWRIS CROSS 24-12 OFF BROADWAY 27-20

### WXXY/Milemotres WI

JAM Brown

M. HANGESTER
PELIR CAVALIERE
AMBROSIA
PIREPALL
HOTTOR
HOTOPO 1-1
SHALAMAR 4 2
CHRIS CROSS 5 3
AIR SUPPLY 12-5
BLOWDIE 17-8

### WZUU/Mhwquhee, Wi

BB SHORNON
RAY,GOODHAN 6 B
HOTTER:
BILLY 8 SYREETA 1-1
DAYID GATES 10-6
CHRIS CROSS 14-10
PAUL DAYIS 15-11
BOB SEGEP 19-12

# KWK/SP Louis, MO

ROCTORES: JOURNEY 1-1 RABYS 7 2 TRIUMPH 14-9 RUSH 15-10 MARC TANMER BAND 15 13

### WHB/Kaneae City, MO

Mottwat: CHRIS CROSS 4 1 BLONDIE 5 2 BILLY 6 SYREETA 11 3 BILLY JOEL 12-5 JIMMY RUPFIN 15-12

# K395 FM/Minneapalis, MN Chuck Knapp

Chuck Knopp
EMACR
ARBROSIA
DAM FOCELBERG
M. MAMCHESTER
UTOPIA
Hottost
AIR SUPPLY 2-1
CUBIS CRORS 5 3
BILLY 4 BYRETTA I1-5
CUBALLY DOPE 17 10
PAUL DAVIS 19-13

### PARALLEL TWO

# 92X/Columbus, OH

Buddy Scor PAUL DAVIS J. GEILS BAND (dp) HOTERET PIMF PLOYD 1-1 BLONDIE 4 2 AIR SUPPLY 9-5 REART 13-7 RICHAEL JACKSON 19-8

# KIOA/Des Moines IA AW Pontoja

AW Pombos
CHARLIE DORE
JOURNEY
CLIFF RICHARD
HOTCHET
FIME FLOYD 1-1
BLOHDIE 6 2
BOB SEGER 13-9
SRALAMAR 16-12
RAY,GOODMAN 6 B 21-15

# KOPM/Oklahoma City, OK

AMBROSIA
LINDA RONSTADT
KOROMA
ROBBIE DUPREE
HOELDE TOWNY JAMES 7
AIR SUPPLY 9
J. GEILS BAND 14-8
EAGLES 15 9

### KRAV/Tutso, OK Gary Reynolds

PEACHES 6 MERB BERNADETTE PETERS WHISPERS (dp) Hotteat: BOB SECER 1-1 EACLES 13-6 BILLY 6 SYREETA 14-7 AIR SUPPLY 15-10 ROGERS 6 CARMES 20-12

### KZ93/Pegna IL Keith Edwards

Kemb Cowords
BOOS SEGER
PAT BENATAR
PAT TRAVERS BAND
TOM PETTY
HOLLES 1
BLONDIE 4 1
AIR SUPPLY 5 2
BILLY 6 SYREETA 6-3
CHARLIE BOORE 11-7
MICHAEL JACKSON 15-12

# WGRD/Grand Rapids, Mil Ray Baller

BILLY JOEL
HOTTEST:
PINK PLOYD 1-1
BLONDIE 5 3
CHRIS CROSS 9 7
ROOL 6 THE GAMG 11-8
JOURNEY 19-13

# WMEE/Fort Wayne, IN John Curry

JOHN CORY
AMBROSTA
LIMBA ROMSTADT
ANDY 6 OLIVIA
HOTESST:
BOB SECER 1-1
CMRIS CROSS 5 2
EAGLES 9 4
BLOMDIE 10 5
AIR SUPPLY 12-9

# WNAP/Indianapolis, iN Diane Shannon

ROGERS 6 CARNES
BETTE MIDLER
CLASH
LIMDA RONSTADT
HOTLEBE!
CHRIB CROSS 3 1
BOD SECER 4 2
AIR SUPPLY 9-5
BILLY JOEL 14 8
PAUL DAVIS 16 11

# WMCI/Columbus, OH Sleve Edwards

PROGERS 6 CARNES
PRETENDERS
PLEETHOOD HAC
JIRHY MUPFIN
GARY NUFAN
HOTEORI,
PINK FLOYD 1-1
BLOWDIE 6 3
AIR SUPPLY 15-7
RAGGES 12-6
BILLY 6 SYREETA 18-11

# WOHO/Toledo, OH Beau Elliati

BARRY MAHILOM HOTLEST; MICHAEL JACKSON 1-1 BILLY 6 SYREETA 3 2 TORMY JAMES 5 3 ROOL 6 THE GAMG 9-6 CHARLIE DORE 18 10

# WOW/Omaha, HE Enti Fazz

DAM POGELEEPG ANDY & OLIVIA AMBROSIA DOLLY PARTON HOTLEST: 808 BECER 2 1 AIR SUPPLY 8-3 EAGLES 7 4 SILLY & SYRETA 11-5 BILLY JOEL 16 9

# WVIC/East Lansing Mil. Jim St. John

SOT SCAGE SMOREY ROSINSON EMACK J, GEILS BAND CLASH NOTESET 7 SON SECRE 7 SILLY JOEL 23 FETTEMBERS 37-27 BOGERS 6 CARMES 40 32

# KSTT/Dovenport, IA Mile Kenneolly

Misseneduly
WHISPERS
ANDBOSIA
CLIFF RICHARD
REHNY LOGGIMS
FELIX CAVALIERE
HORLES
PINR FLOYD 1-1
ROOL & THE GANG 5-3
BLONDIE 10-4
CHRIS CROSS 9 5
RAY, GODDRAN & 8 7 6

### WISM/Modison, WI Jonothan Little

M. MANCHESTER
DR. HOOR
BILLY JOEL
HOCKEST:
PINK FLOYD 1-1
BOB SECER 9 4
CHRIS CROSS 10 6
BILLY JOEL 16-10
JOURNEY 20-13

# KEYN-FM/Winten KN

JWT AUD BILLY 6 SYREETA BOZ SCAGGS AMBROSIA HOTTEST: SPINNERS 2-1 EAGLES 6 3 BOB SEGER 14-7 MICHAEL JACKSON 18-8 AIR SUPPLY 17-9

# WZZP/Cleveland, OH Bob McKay

BOD MCKOY
LINDA RONSTADT
PIREPALL
BERNADETTE PETERS
FORONA
NELL DIAMOND
DAN POGELBENG
AMBROSIA
NOTESE:
BOB SECER 2-1
AIR SUPPLY 11 5
BILLY 6 SYREETA 17-6
KENNY LOGGINS 14-7
PELIX CAVALIERE 15-8

### KWEN/Tuisa, OK

KWEN/Tuisq, OK
Beou

ROBBIE DUPREE
MAC DAVIS
SPYRD GYRA
BOZ SCAGGS
CHETS CROSS 4-1
RAY, GOODMAN 6 8 3 2
BOR SEGER 7-3
BILDNIEE 13-9
BILLY 6 SYREETA 22-15

### KLEO/Wichita, KN Mark McCoy

Mork McCoy
PRETEMBERS
BOZ SCAGGS
BOZ SCAGGS
DAN POGELBERG
LINDA ROMSTADT
HOCLEBER
CMRIS CROSS 2-1
BOS SECER 6 3
BLONDIE 10 4
RAY,GOODANA 6 B 12-9
BILLY JOEL 20-15

### WYFM/Youngstown, OH

Heft Tobin BILLY JDEL
RAY,GOODMAN 6 8
AIR SUPPLY
HOCCEST:
PINN FLOYD 1-1
TOM PETTY 8-4
BOB SEGER 7 6
CHRIS CROSS 15 12
EAGLES 18 15

# WDRQ/Detroit, MI

BILLY JOEL PAT BENATAR CLASH LINDA RONSTAOT (dp) JOURNEY (dp) JOURNEY (dp)
Hottest:
0LONDIE 1 1
CHRIS CROSS 11-4
AIR SUPPLY 15-7
J. GEILS BAND 20-15
JIMMY RUFFIN 28-22

# WTWR/Defroit, MI

AMRROSIA Hottest: SLONDIE 3 1 AIR SUPPLY 10-5 RAY, GOODMAN 6 B 14-8 CMARLE DORE 17 12 PEACHES 6 HERR D 17

### PARALLEL THREE

ICFYR/Bismarck, ND Dan Brannan

RETTE MIDLER Hottest: PIME FLOYD 1-1 SPINNERS 5 2 GARY MURAN 7 4 CMARLIE OORE 9 5 BRUCE COCEBURN 19 13

# KKLS/Rapid City, SD Kjør Sherwyn

PIREPALL
ANDY & OLIVIA
MARSHALL TUCKER
CLASH
NOTLORI
PINF PLOYD 2-1
BOB SECER 5 3
BLOWDIE 11-7
HEARY 13-8
PAUL OAVIS 16-12

# KUCLL/Grand Forks NO Jack Lundy

PIREPALL

# WEAQ/Equ Claire, WI Rick Roberts

RCL RODERS
BLOHDIE
AMBROSIA
ANDY 6 OLIVIA
BETTE MIDLER
BOZ SCAGGS
CLASH
HOTLERIT
TOMMY JAMES 2-1
EAGLES 8 2
AIR SUPPLY 13 4
DAYID GATES 14-7
CHRIS CROSS 16-9

AMBROSIA
TOURISTS
Hottest:
BLONDIE 1 1
BILLY JOEL 10-8
DR. HOOK 12-10
BILLY 6 SPRETTA 17-12
FLEETWOOD MAC D 15

### WNAM/Neenoh Wil Jay Tyler

JOY THEY
AMBROSIA
RNACK (dp)
BOZ SCAGGS
FELIX CAVALIERE
BERNAGETTE PETERS (dp)
BRUCE COCREURN
HOLLEST;
CHAIS CROSS 2-1
BOB SEGER 4 2
BLONDIE 9 3
BLEETMOOD MAC 18-8
DR. HOOK 15-9

### WRKR/Rocine WI Terry Green

HAZARETH
HICHAEL JACKSON
J. GEILS BAND
AMBROSIA
LINDA RONSTADT
HOTE-SE
PINK FLOYD 1-1
BLONDIE 10-2
BILLY 6 SYREETA 11-6
CHRIS CROSS 15-7
CHARLE DORE 22 15

# WROK/Rockford, IL forn Hunter

AMBROSIA Hottest: BLONDIE 1 1 BILLY JOEL 12-5 CHARLIE DORE 19-7 RAY, GOODMAN & B 13-8 DR. HOOK 14-9

# WSPT/Stevens Point, WI Pat Martin

BOBBY CALOWELL ROBBIE DUPREE AMBROSIA AMBROSIA HOTLORIS 1 MAC DAVIS 1 1 BILLY JOEL 16-9 BILLY & SYRETA 20-14 PRETENDERS 22 16 BERNADETTE PETERS 27-21

### WTRU/Muskegon, MI Bill Andrews

CHARLIE DORE
JIMMY RUPFIN
PAUL DAVIS
JOURNEY
HOTCHET:
HOTCHET:
BLONDIE 3-2
LINDA ROMSTADT 7 4
BOB SEGER 11-6
BILLY JOEL 15-9

# WRBR/South Bend, IN

Joe Lightner AMBROBIA
LIMDA ROMSTAOT
NAZARETH
RED RIDER (dp)
Hotteet:
BLONDIE 2-1
CHRIS CROSS 8 )
EAGLES 15 0
BILLY 6 SYRRETA 15-9
AIR SUPPLY 20-13

# KDVV/Topeka, KN Todd Hoffman

LINDA RONSTADT
AMBROSIA
BROTHERS JOHNSON
HOLLEST
BLONDIE 1
BLONDIE 1
CMRIS CROSS 4 2
BILLY JORL 9 3
AIR SUPPLY 10-7
RICHARL JACKSON 13-9

# KOWB-FM/Fargo, ND

KQWB-FM/Fargo, ND BHI Rechords AMBROSIA FIREFALL LIMDA PONSTADT STYX AMBRHALL TUCKER HOCCOSC: ALONDIE 1: BLOTTE MIDLER 5: 2 EAGLES 14-0 9 FILLY JOZEL D-11 GARY NUMAN 28-23

## WEST

### PARALLEL ONE

GARY NUMAN LINDA RONSTADT LIPPS, INC. ROROMA HOTEGET BLOMDIE 1-1 EAGLES 7-4 CHRIS CROSS 9 6 BOB SECER 10-7 PRETEMBERS 20 15

# KEARTH/Los Angeles, CA Bob Hamilton

M MANCHESTER FELIX CAVALIERE BARRY MANILOW HOLTEST PINK FLDYD 2-1 RAY,GOODMAN 6 8 4-3 LIPPS, INC. 10-4 BILLY 6 SYREETA 7 5 PRETENDERS 24 19

# KRI/Los Angeles, CA Roger Collins

LIPPS, INC.
UTOPTA
NOTEGE:
PINK PLOYD 1 1
BLONDIE 5 2
CWRIS CROSS 11-7
AIR SUPPLY 14-10
ROGERS 6 CARNES 22-17

# KFRC/San Francisco, CA Garland/Sholin

LIPPS, INC
PEACHES 6 HERB
HOTCEST:
PINK PLOYD 1-1
CHRIS CROSS 16 10
BILLY JOEL 18-14
BROTHERS JOHNSON 21-17
GARY NUMAN 26-20

# KIMN/Denver, CO Doug Enkson

LINDA RONSTADT
ANDY 6 OLIVIA
NAZARETH
RED RIDER
HOTESET:
CHRIS CROSS 2-1
808 SEGER 3-2
DR. HOOK 12-9
CHARLIE DOME 13-10
JOURNEY 16-11

# IUR/Seatte, WA Mitchell/Hutylor

DAN FOGELBERG
RED RIDER
HOTEAST:
BLONDIE 4 1
UTOPIA 15 12
PAUL DAVIS 17 13
FLEETMOOD MAC 19 14
DR. HOOK 20-15

### KOPA/Phoenia, AZ John Voipe

JOHN VOICE

PELLIX CAVALIERE
GARY MUMAN
ANDY 6 OLIVIA
HOTEGS:
PINK PLOYD 1
CHRIS CROSS 6 5
JOURNEY 18-8
BLONDIE 16 9
DAN FOGELBERG 19-13

# KUPD/Phoenix, AZ John Sebastian

LINDA RONSTADT BLUE SMOES HOSTEGET: BABYS 1-1 38 SPECIAL 7-3 STEVE WALSH 17-7 CLASH 24 17 HEART 25 18

### KRLA/Los Angeles, CA

Rothers Johnson
Ambrosia
Hothers Johnson
Ambrosia
Hotherst
Lipps, INC. 18 1
8-52'S 7 2
EAGLES 6 4
DR. HOOK 11-10
MANHATTAN TRANSFE 17 13

### KHJ/Los Angeles, CA Chuck Marke

AS2'S
AMBROSIA
MANHATTAN TRANSFE
HOTCOST
BLOWDIE 1
PEACHES 6 HERR 1
PIME FLOYD 5-3
EAGLES 11-6
LIPPS, INC. 14 9

# PARALLEL TWO

KCPIL/Soft Lake City UT

Ody Wodron

MAIARETH
J, GEILB BAHD
DAN FOGELBERG
PETER MEIAN
JOHN COUGAR
STEVS FORBERT
ANB
MOTORS

HOTORS
HOTORS
HOTORS
AIR SUPPLY 17-9
HOGERS & CARMEN J7 16
JIMNY RUFFIN 75 17
AMBROBIA D-19

# KENO/Las Vegas, NV

BH Alexander

ANDY & OLIVIA
ROGERS & CARNES
DAN POCELBERG
BOZ SCAGS
BROTHERS JOHNSON
HOTCEST
EAGLES 2-1
BILLY JOEL 19-13
KENNY LOGGINS 25-16
FLEETMOOD PAC 24-19
JIRMY RUPFIM 27-20

# KERN/Bakersfield, CA Pete Shannon

BOZ SCAGGS BROTHERS JOHNSON AMBROSIA HOTCOBE, PINK FLOYD 1-1 HEART 5 3 BLONDIE 7 4 BOB SEGER 8 5 AIR SUPPLY 10-7

### KFXM/San Bernardino, CA Croig Powers

Croig Powers

LINDA ROMSTADT
PAUL DAVIS
M. MANCHESTER
JIMMY BUFFETT
BAR-EAYS
BERNADETTE PETERS
LIPPS, INC.
PRETEMBERS
FELLX CAVALIERE
GARY MURAN PELIX CAVALLEL GARY NUMAN PETER MCIAN STEVE PORBETT HOTCHEST SPINMERS 1 1 RAY,GOODMAN 6 8 8-5 BLONDIE 14-11 BILLY 4 SYREETA 23 16 JIMMY RUPPIN 27-20

### KGW/Portland, OR Richard Harker

PLEETWOOD MAC
DAN FOGELBERG
CHARLIE DORE
ROBBIE OUPREE
BRUCE COCKBURN
NOTE:
PINK FLOYD 1 1
EAGLES 4 3
BOB SEGER 18 9
BLONDIE 21-11
BILLY 6 SYREETA 25-17

# KJRS/Spokane, WA Brian Gregory

FIREFALL
DAN POGEBERG
BOB SECRR (dp)
HOTLEST:
PINK FLOYD 1-1
AIR SUPPLY 7 4
BILLY JOEL 19-10
MICHAEL JACKSON 16-11
BRUCE COCKBURN 24-19

# KMJC/San Diego, CA Cris Collins

PEACHES & HERB
JIMMY RUPFIN
BOZ SCAGGS
WHISPERS
HOTLERES
HOTLERES
HOTLERES
LINDA ROMSTADT 18-12
PEACHES & HERB A-16

### KROY/Sacramento, CA

Rick Shannon LINDA RONSTADT KNACK AMBROSIA HOTEBET: PIME FLOYD 1 1 BLOMDIE 2-2 BOB SEGER 9-4 DR, HOOK 16-9 MICHAEL JACKSON 15-10

### KRQ/Tucson, AZ

Dan McCoy PELIN CAVALIERE
WARREN ZEVON
JAMES LAST BAND
HOTCOST:
BLONDIE 1 1
22 TOP 6 4
BILLY JOEL 8-6
DAN FOGGLEERC 12-8
JOURNEY 14 9

# KRSP/Soff Loke City, UT

JAMES LAST RAND
HOTCOST:
HLONDIE 2=1
JOURNEY 5-3
FLEETWOOD MAC 7-5
LINDA ROMSTADT 20-14
KENNY LOGGINS 24-18

### KRUX/Phoenus, AZ **Bobby Rivers**

BODD/RWMMS
ANDY & OLIVIA
JAMES LAST NAND
PAT NEMATAN
PETER NOLIAN
MAZARETH
RMACK
HOTOGET
PIME FLOYD 1-1
EAGLES 3 2
LIMDA HOMSTADT 23 14
RODERS & CARMES 31-22
RLONDIE 15-25

### KTAC/Tacoma, WA Sean Corter

HOWRIE DUPMER PAT REHATAH LIMDA ROMBTAOT AMRHOSIA HOTTEST: PIME PLOYD !: ELOHDIE @ J BOOL & THE GAMG 7 I MAY,GOODMAN 6 B 14-10 ROM EKGER ! 9 ! 5

# KTKT/Tucson AZ

PAUL DAVIS
JAMES LAST BAND
HOTEBEL:
BLOWDIE 3 1
AIR SUPPLY 6-3
BOR SECER 9 5
BILLY JOEL 16-9
PRETENDERS 20-14

# Y94/Freeno, CA Roy Appleton

### KLUC/Las Vegos NV Dave Anthony

DOWN Arthony
PAUL DAVIS
BRUCE COCKBURN
FIREPALL
HOELEST,
BILLY JOEL 14-4
STYX 16-9
UTOPIA 17 11
DR. MOOK 26-21

# KMJIC/Portland, OR John Shomby

DAN POGELBERG
PELIX CAVALIERE
LINDA ROMSTADT
WHISPERS
HOETEST, CORDS 2 1
AIR SUPPLY 10 6
SHALMARN 21 12
CHARLIE DODE 19-14
CLIFF RICHARD 22-15

# KIOY/Fresno, CA Jim Sumpter

JARS JARRIE BARRY MANILOW
RANDY MEMMAN
AMBROSIA
GABY NUMAN
HORESE
CHRIS CROSS | 1
MICHARL JACKSON | 10 2
PRETENDERS | 13-8
JOURNEY | 77 | 12
JERMAINE JACKSON | 21-15

### KYNO-FM/Fresno, CA John Lee Walker

JOHN LES WOLKE

BILLY JOEL
JAMES LABT BAND
CLASH
ANDY & OLIVIA
JERMAINE JACKSON
CLIFF RICHARD
BAR-KAYS
RCR
AMBROSIA
HOTEGER
PIMK FLOYD 1-1
SHALAMAR 10 4
MHISPERS 11 7
MICHAEL JACKSON 23-13
CHRIS CROSS 24 16
KTZYKÁNYKOMENDE MM

# KZZIV Albuquerque, NM Chris Carey

BILLY 6 SYREETA
PAUL DAVIS
JOURNEY
AMTROSIA
HOTES CROSS 1-1
AIR SUPPLY 9-4
RAY, COODMAN 6 B 7-6
BILLY JOEL 10-8
FLEETWOOD MAC 16-11

### PMIO2/Sacramento, CA

AMBROSIA PRETEMBERS GARY NUMAN NOTESE: PINE FLOYD I I BLONDIE 6 3 BILLY 6 SYREETA 15 6 DR. HOOK 14 8 WHISFERS 21 10

# PARALLEL THREE

### KBDF/Eugene OR Greg Lee

NORMIE DUPREE JAMES LAST HAND CLIFF RICHARD PHOTOGLO REWAADETTE PETERS CLASH PAT BENATAR HOCLAST MICHARL JACKSON 3-1 RLONDIS 10 4 BON SEGER 12 9 HEART 14-11 AIR SUPPLY 2] 14

ANDY 6 DLIVIA REMNADETTE PETERS STEVE WALRH TERI DESARTO HOTLOSE CHRIS CROSS 1 1 EAGLES 4 7 AIR SUPPLY 6-4 PAUL ONVIS 12 8 FLEETWOOD MAC 18-10

# NBOZ/Rozeman, MT

Dennis Nechole
LINDA HOMETADT
HETTE HIDLIN
MEIL DIAMOND
DIGNEW HARMICH
JINAY GUFFET
HOTESET
HUFERT HOLMES 1-1
EAGLES 0-5
HAY,GOODMAN 6-2-0-1A
MENUCE COCEBURM 35-20
JINAY HUFFIN 27-71

Pointer Stewort

ARBROGIA
BROTHARB JOHNSON
DAN POGELBERG
ANDY 6 OLIVIA
HUNBLE PIE
RACKEL BWETT
HOTCORT
FIME PLOYD 1-1
BLONDIE 6 2
AIR SUPPLY 10 6
OR. HOOR 13-B
BILLY JOEL 20-9

### KDZA/Pueblo, CO

BROTHERS JOHNSON
BROTHERS JOHNSON
BETTE MIDLER
BRUCE COCKBURN
PAT SEWATAR
MAR
MORTHS CROSS 2-1
BLOWDIE 9-6
DR. HOOK 13-9
BILLY JOEL 18 10
FLEETWOOD MAC 19-14

FLEETWOOD MAC 19-14

KODK/BHINGS MT
MICHOS MOY

RNACK
ANDY 6 OLIVIA
JOURNEY
NOZ SCAGGS
LINDA RONKSTADT
HORERE
BLOWDIE 2-1
AIR SUPPLY 6-3
BILLY JOEL 19-10
BILLY 6 SYREETA 20 14
PHOTOGLO 27-17

KODDK/Groof Fobs. MT

# KQDI/Great Falls, MT Borry Cooper

JAMES LAST BAND DAVID SANBORN HANHATTAN TRANSPE RED RIDER NAZARETH LINDA RONSTADT LINDA RONSTADT
Hottest:
PINK FLOYD 1-1
BILLY 6 SYREETA 5-3
CHRIS CROSS 7-4
KARLA BOMOFF 13-9
CHARLIE DORE 19-14

### KRLC/Lewiston ID

PAT BENATAR
LINOA RONSTADT
STEVE FORBERT
JAMES LAST BAMD
HOLLEST
PINK FLOYD 1-1
GARY NUMAN 6-2
PRETEMBERS 10 6
CHRIS CROSS 12 8
JOURNEY 15-10

KSLY/San Luis Obispo CA

Brad Ranger

Brod Monger

ROSERS & CARNES

BOZ SCAGGS

PAUL DAVIS

HOTEBUT 1-1

BLONDIE 12 2

CHRIS CROSS 10 4

SHALAMAR 11-7

CHAMLIT DORE 20 16 KENI/Anchoroge, AK

AMEROSIA
JOHN COUGAR
STEVE FORBERT
BOZ SCAGGS
DIUNNE MARMICK
JOÉCOBÉ;
PINK PLOYD 1-1
CLIFF RICHARD B 3
CHARLIE DORE 9-4
EAGLEE 12-5
J. GEILG BAND 16-9

AMBROS I A

# PARALLEL ONE PLAYLISTS

### EAST

### 1050 chum

### Toronto

- I OFORIO

  1 BURS SCERAFFEE Lake

  2 BURSHIT (CALL No.

  3 J. CELLS BAND/Come Bach

  3 J. CELLS BAND/Come Bach

  4 BILLY JOIL/You May Be Right

  9 PINE FLOYD/Another Brick in The
  CARY HAMMICO'S

  XTC/Mon Ing Plans For Hige

  4 KENN'L COURTHY/Kenp The Fire

  OSEIS CRUSS/RIGH Like The Mind

  MAZARITH/HOI Iday

  LINDA HONSTAD/HOV DO 1 Make You

  PAT BEARTAR/Hower for Exch

  ERCLES/I Can + Test I You Why

  UTPLA/STA Me Free

  GUSH/Spirit of the Radio

  ROUGHE/Janine

  ROUGHE/Janine

- MARREN ZEYON/A Contain Girl



# New York

- New York

  PIME SLOTO/Anothur Brick in You
  BIOMOSTICAT the
  SPINNERS/ARE him My Key...
  RAY COMOMAN & BISSNER LINE
  OUT STANDARY ARE HIM MY KEY...
  RAY COMOMAN & BISSNER LINE
  OUT STANDARY ARE HIM OF A LOTE
  KOUL & THE GARGATON HER LINE
  KOUL & THE CANGATON HER LINE
  KOUL & THE CANGATON HER LINE
  BILLY & STREET FAYAITIN YOU I IN BORN
  OUN & TORK LINE
  BILLY & STREET FAYAITIN YOU I IN BORN
  ON TORK LINE
  BILLY & STREET FAYAITIN YOU I IN BORN
  OUN SSTREET THE LINE
  LINEAR SONSSYRIDE LINE
  LINEAR SONSSYRIDE LINE
  LINEAR SONSSYRIDE
  LINEAR SONSSYRIDE
  LINEAR SONSSYRIDE
  LINEAR SONSTAND THOM THE AROUND
  A HIS SUPPLYLOST IN LOVE
  LIPPS, IN CALLY SONSTAND
  BICKET JOELYOU MAY BE RIGHT
  OUNHAY SUMMER (ON THE REGIS)
  TERM DESARIOTYES I'M REGIS
  TERM ADDS 10, 20, 21

ON ROGERS & CARNES/Don't Fair in Love.



# Providence

- I MICHAEL JACKSON/GIT The Mail 
  PEACHES & MERBY PIEGE MY LOVE 
  PRETENDENS/BASS IN POCKET

  BIODRIE/EST ME TO DOCKET

  BIODRIE/EST ME TO DOCKET

  BIODRIE/EST ME

  BIOL & THE CAMO/TOO HO!

  BIOL & THE CAMO/TOO HO!

  BIOL & THE CAMO/TOO HO!

  BIOL & TOO STATE OF THE BIOL MY

  PIER FLOOT/JUNCTHER BICK IN THE

  BIOL & COMPANY MAY BE REST TO THE BIOL MY

  FIER FLOOT MAY THE MY

  BIOL OF THE MEMORY MY

  BIOL OF THE MY MAY BOY OF THE MY LOVE 

  UILD MAY AND MY OF THE MY LOVE 

  BIOL MY MANAY/CATS

  HIS PERSYAMO THE BEST GOSS ON MANHOUS HO!

  AND MY ALL VIA'L GOST ME TO THE MY LOVE 

  FELL MY MY LOVE MY LOVE THE MY LOVE 

  FELL MY LOVE MY LOVE THE MY LOVE THE MY LOVE 

  FELL MY LOVE MY LOVE MY LOVE THE MY LOVE 

  FELL MY LOVE MY LOVE MY LOVE THE MY LOV

- FOOLS/Beautiful Girls
  BAA-KAYS/Today Is The Coy
  KNACK/Con't Put A Price....
  BOZ SCAGGS/Break down Dead Ahead
  CHIP WARDING/Where is The Woman

- 21, 29 BERNADETTE PETERS/Goe whiz CLASH/Train in Vain JERMAINE JACKSON/Let's Be Serious

# FM99 &WXLO

- New York

- RURUHA/Let Me Bo AMBRUSIA/Biggest Part Of Me LINDA RURUHATAUT/HUrt So Bad RUGERS & DANKES/DON'T Fell In Love ... SMOKEY ROBINSUN/Let Me Be The Clock BILLY JOEL/Steeping with The ...

# Philadelphia

- Philadelphia

  2 I BLOND I E/Call Me
  4 2 RAY, COODMAN & DI/Special Ledy
  5 3 KOOL & THE GANG/TOO MO?
  7 4 EAGLES/I CAN'T FOIL YOU MAY
  6 9 BILLY & SYREETA/MITN YOU I'VE BOYN.
  6 9 BILLY & SYREETA/MITN YOU I'VE BOYN.
  11 7 AIR SUPPLY/LOST IN LOVE
  11 7 AIR SUPPLY/LOST IN LOVE
  12 10 CARES CROSS/RIGE Like The Wind
  13 11 BOB SECER/FIRE Labu
  15 10 CARES CROSS/RIGE Like The Wind
  15 11 BOB SECER/FIRE Labu
  16 12 LOW AND YOUNG YEAR OF THE ABOUT ME
  17 13 PEACHES & MERCI Pledge My Love
  17 13 PEACHES & MERCI Pledge My Love
  18 16 JIMPY JURY JURY JOHN OF THE JOHN LOVE
  18 17 JEET MOOD ARC/TININ ABOUT ME
  19 10 BOS SECER/FIRE LABU
  20 10 BOS SECER/FIRE LABU
  21 LABOY A GLIVIA/I CAN'T MEID IT
  22 LABOY A GLIVIA/I CAN'T MEID IT
  20 20 LABOY A GLIVIA/I CAN'T MEID IT
  20 20 LABOY A GLIVIA/I CAN'T MEID IT
  20 20 LABOY A GLIVIA/I CAN'T MEID IT
  21 MERCELBERG/Mer'T MOTELS
  21 MERCELBERG/Mer'T MOTELS
  22 LABOY A GLIVIA/I CAN'T MEID IT
  23 LABOY A GLIVIA/I CAN'T MEID IT
  24 LABOY A GLIVIA/I CAN'T MEID IT
  25 LONG A GREEN AND A GLIVA/I CAN'T MEID IT
  26 LONG A GREEN AND A GLIVA/I CAN'T MEID IT
  27 LONG A GREEN AND A GLIVA/I CAN'T MEID IT
  28 LONG A GREEN AND A GLIVA/I CAN'T MEID IT
  29 DAN FOR LONG A GREEN AND A GLIVA/I CAN'T MEID IT
  20 DAN FOR LONG A GREEN AND A GLIVA/I BOS A GREEN AND A GLIVA/
  - 21
    AMBROSIA/Biggest Part Of Me
    FELIX CAVALIERE/Only A Lonely Heart,
    CLIFF RICHARD/Cerrie
    NEIL SEDAKA/Should've Never Let
  - JAMES LAST BAND/The Seduction CRISTAL GAYLE/Like We Never Sald. MAC DAVIS/I+'s Hard 2 Be Humble BERMADETE PETERS/Gee Whitz DOLLY PARTON/Storting Over Again



# Pittsburgh

- Pittsburgh

  1 PINK FLOYD/Another Brick In The
  2 REPERT WOLMS/Him
  3 KOOL & THE GAMC/Too Mot 10 BLOWDIE/Call Me
  5 COOL & THE GAMC/Too Mot 10 COOL & THE GAMC/Too Mot 11 COOL & THE GAMC/Too Mot 12 COOL & THE GAMC/Too Mot 13 COOL & THE GAMC/Too Mot 14 COOL & THE GAMC/Too Mot 15 THE GAGLES/I CON'T Fall You Why 15 THE GAGLES/I CON'T Fall YOU WHY 17 THE GAMC/TOO MOT 17 THE GAMC/TOO MOT 18 THE GAMC/TOO MOT 19 TOO MOT 19 TOO MOT 10 COOL & THE GAMC/TOO MOT 10 TOO MOT 11 TOO MOT 12 TOO MOT 1
- RUSH/Spirit of the Radio
  OFF BROADMAY/Stay in Time
  CARY NUMAN/Cars
  KDHNY LOGGINS/Kmop The Fire
  RAMOMES/Baby I Love You
  KQROMA/Let Me Be
  38 SPECIAL/Rackin' Into The Nigh

# WRKO Boston

- Boston

  1 RAY, GOOMMN & B/Special Lady
  2 BOB SECER/Fire Lake
  3 BLOOMDIE/Cail Ma
  4 A PIMK FLOYO/Another Brick in The
  4 A PIMK FLOYO/Another Brick in The
  5 DR. HOOK/Samy Eyes
  6 LINDA ROWSTADITHON DO I Make You
  7 O-PRIS CROSS/RIGHT Fledge My Love
  19 FOULS/Beaufilla Girls
  2 U.J. DELIS BRAD/Come Back
  11 J. DELIS BRAD/Come Back
  11 J. DELIS BRAD/Come Back
  12 COMMON PARKS/RY IN LOVE
  11 TO SETTE MIDLER/MEND A MAN LOVES.
  12 TO J. MENT REF INIVALID DO IT DN LOVE
  11 TO BETTE MIDLER/MEND A MAN LOVES.
  12 DA MANCHESTER/Fire In The Maring
  22 DA MANCHESTER/Fire In The Maring
  24 I DOLLY PARTOW/Starting Over Again
  25 DA MANCHESTER/Fire In The Maring
  26 LA ROGERS & CAMES/DON'TO SETTING
  27 DELIS BETTE MIDLER/THER ROSE
  27 AND CREATER AND
- ADDS NEIL SEDAKA/Should've Never Let LIPPS, INC./Funkytown

# IIKBIII Buffalo

- 1 1 PINK FLOYD/Another Brick In The.
  5 2 BLOYDIE/CAI I Me.
  5 2 BLOYDIE/CAI I Me.
  4 2 EAGE ES/I Cen I fell Tou Mhy.
  2 4 DONNA SUMMER/On The Red to.
  6 5 BOB SECER/FIRE Leve I
  7 6 LINDA RONSTADT/No- DO I MAKE YOU.
  10 7 OWER SIS CROSS/RIO LINE The WINd.
  9 10 TO POWER SIS CROSS/RIO LINE The WINd.
  9 10 TOPIA/SSY Me FOR DEAK I WIND WIND WIND SIS CROSS/RIO LINE TOWN LONG BOOK IN THE BOYN.
  9 10 TOPIA/SSY Me FOR BOOK IN THE BOYN.
  10 11 PEACHES A HERBY I Pleade MY LOVE SIS CROSS ON THE SI

- ADDS LINDA RONSTADT/Hurt So Bad ANNE MURRAY/Luchy Me PAUL DAVIS/Do Right AMBRO\$IA/Biggest Part Of Me DOLLY PARTON/Sterting Over Again JAMES LAST BAND/The Seduction GRACE SLICK/Seesons



# Providence

- PINE FLUTUZANGTHOR BRIEF IN THE
  MICHAEL JACKSON/OTE THE WELL
  MICHAEL JACKSON/OTE THE WELL
  MICHAEL JACKSON/OTE THE WELL
  JACKSON ARE BROWN THE WELL
  BUD SECRETY FIRE LINE
  BROWN ARE ARE AND ARE ARE ARE
  JUNDAIL ZELL
  J. GELTS AND JACKSON ARE
  LACEST/E BOOT TELL YOU WHY
  GART HAMMA/Car'S
  BILLY & STREETA/WITH YOU I'VE BOYN...
  OMIS CROSS/RIGHT LINE THE WIND
  BILLY JOEL/YOU May BE RIGHT
  ARE JUMPS/LOST IN LOVE
  KOOL & THE GANG/Car HAVE
  KOOL & THE GANG/CAR
  JUMPS/SANGE THE BROWN AND
  JUMPS RESTORMED TO GT THE ALI-BAVE
  BOOR & GANGS/CAR
  JUMPS/SANGE THE BROWN AND
  JUMPS/SANGE THE BROWN AND
  JUMPS/SANGE THE BROWN AND
  JUMPS/SANGE THE
  JOURNET/ANY BOY YOU WON'T IT
  AND AND AND
  JUMPS/SANGE THE BROWN AND
  BROTTERS JOHNSON/SOMP
  PAUL DAVIS/DORIGHT SO
  BROTTERS JOHNSON/SOMP
  PAUL DAVIS/DORIGHT
  JOURNET SOM AND
  JOHNSON/SOMP
  PAUL DAVIS/DORIGHT
  JOURNET SOM AND
  JOHNSON/SOMP
  PAUL DAVIS/DORIGHT
  JOURNET
  JOHNSON/SOMP
  PAUL DAVIS/DORIGHT
  JOHNSON/SOMP
  JO

# WPGC

# Washington D.C.

- Washington D.C.

  BUONIE/Call Me
  MICHAEL AGK/SOM/She a Out Of My Life
  MODAL A THE CANG/Toe Mo?
  PINE FLOYANCHER BY EICH In The
  800 SECRA/Fire Lake
  BILLY JOEL/YOU Mey Be Right
  ORLIS CROSS/RIGH Like The MIND
  AND'T A QUIVAI/I Can'T Maje It
  AIR SUPPLY/LOST IN LOVE
  RUPERT HOURES/MINE
  EAGLES/I Can'T Tell You My
  MISPERS/AND The Beat Goes On
  DR. HOOK/Sevy Eyes
  BROTHERS JOM/SOM/STOMP
  LINDA ROWSTAD/TAO- DO I Make You
  TOM PETTY/FARVIEWE
  STRA/FIRST TIME
  MAC DATES/ETE'S THE
  MC DATES/ETE'S THE
  JERNALIE JORC/DITTO TO THE ATTEMPT
  SPINNERS/MORITIN' MY MEY.
  JERNALIE JORC/DITTO TO THE ATTEMPT
  JOTO/SPI
  M. MANCHESTER/FIRE IN The MORING
  JIMEY REFEN/MIND ON TO MY LOVE
  SPELLAMAN/SECONT TIME AT OUT ME
  LIPPS, INC./FUNDYTOWN
  CANNING ON THE MY COVE
  JAMES LAST BANG/THE SEGUETION
  MERGIS/MORITIN' THE MY WEY.
  JAMES LAST BANG/THE SEGUETION
  MERGIS/MORITIN' THE MY COVE
  JAMES LAST BANG/THE SEGUETION
  MERGIS/MORITIN' TO ME
  LIPPS, INC./FUNDYTOWN
  CANNING TO ME
  LIPPS, INC./FUNDYTOWN
  CANNING
  MERGIS/MORITIN' OF ME
- LIPPS, INC./Funkytown GARY NUMAN/Cars



- PITTS TERES

  I SERVICE OF THE PROPERTY OF THE

### 30, 31, 32 KORONA/Let Me Be BERNADETTE PETERS/Gee While ON F-105 Boston

ADDS ROGERS & CARNES/Don't Fell in Love. ANDY & OLIVIA/I Can't Melp It

- Bultimore

  1 PINE FLOTD/Another Brick in The
  2 BLUMDIE/Call Me
  2 BLUMDIE/Call Me
  4 RAGES/A, Can't Tell You Why
  5 BLUS SCHORY/Fre Lake
  5 BILLY JOLE/YOU May Be Right
  8 BLUS JOLE/FOW May Be Right
  8 BLUS A THE GANG/Too Not
  10 THE GANG/Too Not
  10 THE GANG/Too Not
  11 SPINEMIS/Sery Kyss
  13 AIR SUPPLY/Lost in Love
  13 AIR SUPPLY/Lost in Love
  14 FLEETEN/OW MC/Tinin About Me
  15 JIMAY RUFFIN/Yold On To My Love
  16 BROTHERS JOMES/MS/STORD
  17 BRIGGRS & CARAS/JODN'E Fell in Love
  18 RAT, GUODAM & STORD FEEL IN LOVE
  19 RAY, GUODAM & BASSON THE SIN LOVE
  10 CHARLE BOOK FEEL TO THE AIR TOO
  10 CHARLE BOOK FEEL TO THE AIR TOO
  10 CHARLE SCHORY FEEL TO THE AIR TOO
  10 SHALMAND/SCHORT FEEL TO THE AIR TOO
  10 SHALMAND/SCHORT FEEL TO THE AIR TOO
  10 SHALMAND/SCHORT FEEL TO THE
  10 JAMS LAST BANG/THOS SOUCH TOO
  11 JOHN TOOLE BROYLER TOO THE
  11 SHALMAND THE SOUCH TOO
  11 JOHN TOOLE BROYLER THOSE SHOPE
  11 JAMS LAST BANG/THOS SOUCH TOO
  11 JOH TOOLE BROYLER THOSE SHOPE
  12 SERVING BROYLER THOSE SHOPE
  13 JAMS LAST BANG/THOSE SOUCH TOO
  11 JOH TOOLE BROYLER THOSE SHOPE
  10 JAMS LAST BANG/THOSE SOUCH TOO
  11 JOHN TOOLE BROYLER THOSE SHOPE
  11 JOHN TOOLE BROYLER THOSE
  10 SHALMAND THOSE SOUCH TOO
  11 JOHN TOOLE BROYLER THOSE
  11 JOHN TOOLE BROYLER THOSE
  12 JOHN TOOLE SHOPE
  13 JOHN TOOLE SHOP
  14 JOHN TOOLE SHOP
  15 JOHN TOOLE SHOP
  16 JOHN TOOLE
  16 JOHN TOOLE
  16 JOHN TOOLE
  17 JOHN TOOLE
  17 JOHN TOOLE
  17 JOHN TOOLE
  18 JOHN
  18

Philadelphia

wifi 92

# **MIDWEST** V//UU 96 FM

- Milwankee
- ALL WOLKER

  AIR SUPPLYLOS In Love
  EAGLES/I Can't Tell You why
  DR. HOME Seway Eyes
  M. MANCHESTRE/Fire In The Morning
  OAYID GATES/Where Does the Lovin'
  KOOL & THE CAMBUTOO HOT
  FELIX CAPAL PERCONNY LONely Meart.
  OCHIS CROSS/Rick Live In the Window
  DRIS GOSS/Rick Live In the Window
  DRIS GEER/Fire Loke
  FLETMOOM MC/Think About Me
  RUPERT HOLMES/Nie
  DIOMY JAMES/Three Times In Love
  DIOME #ARMIOK/AFTEr You
  MARDISA/RIS JORGEN TO 11 The Airwayes
  JIMMY JAMES/Three Times In Love
  DIOME #ARMIOK/AFTEr YOU
  DAN FOCEDERS/Map of Porter
  DAN JOCEDERS/Map of Porter
  LINDA RONSTADT/Map of Bod
  LINDA RONSTADT/Map of Bod
  LINDA RONSTADT/Map of Bod
- - LINDA RONSTADT/Hurt So Bad BRUCE CDCKBURN/Wondering Where The. ANDY & QLIVIA/I Com't Help IT ANDE MURRAV/Lucky Me PHOTOGLO/Ne More Meant...



- 2 1 AIR SUPPLYLOST IN LOVE
  2 1 2 EAGLES/I Con't Teil You why
  3 3 ONRIS CROSS/Rios Like The Mind
  3 4 RUPERT HOLMES/NIE LIKE THE MIND
  15 9 BILLY & SYREETA/MITO YOU I'VE BOYN.
  10 7 OR. HOUR/Say Eyes
  0 0 ONA FOCKLERE/LONG
  9 0 DONAY SUMMER/ON THE GROOD
  10 19 SECERA/FIRE LAND THE AIFVAUSS
  19 19 DONAY SUMMER/ON THE AIFVAUSS
  19 19 ONE SECERA/FIRE LAND
  19 19 19 PAGE SECERA/FIRE ON THE AITVAUSS
  19 15 PAGE ANTI-ONE ON THE AIT YOU GOT
  12 16 TOMMY JAMES/Three Times In Love
  10 17 ROGETS & CARMES/On't Fell In Love.
  11 16 DIRT BANG/NA MARY LOND TEAM
  11 LOVE AND THE AITVAUSS
  10 19 ANDY & QLIVIA/I Can't Help IT
  D ANDER MARKAN/LUCKY MA
- KNACK/Cen't Put A Price.... AMEROSIA/Biggest Part Of Me DAW FOCELBERG/Meart Motels M. MANDAESTER/Fire in The Morning UTOPIA/Set Me Free BLONDIE/Call Me MICHAEL JACKSON/Off The Hall PIMK FLOTD/Another Brick in The BILLY JEE/You May Be Right LIMDA RUNSTADT/How Do I Make You

ADDS

# MCCLO8

# Cleveland

- Cleveland

  1 PINK FLOYD/Another Brick in The
  2 BLOMDIE/Call Me
  3 OBISS CROSS/Ride Like The Wind
  4 RUPERT MOURS/Mile
  4 RUPERT MOURS/Mile
  5 STRINGERS/Moral Hey May...
  5 6 KOUL & THE CANGUTON HOY
  6 PROMARL JACKS MOVIET THE Wall
  13 BLOOD SCERF/FIRE HEY THIS CROSS
  10 BLOOD SCERF/FIRE HEY THIS CROSS
  11 BLILLY CROSS HEY BE REPORTED TO HAVE
  12 IN LILLY CROSS HEY BE REPORTED TO HAVE
  15 SHALAMAR/Second Time Around
  16 SHALAMAR/Second Time Around
  17 BLOOD HAVE MAD GORGY FOUR HEY BLOOD
  18 PRETENDERS/FIRES IN POCKET
  19 PRUSH/Spirit of the Radio
  20 GARY MUMAN/Car
  20 CLEFF RICHARD/Carrie
  21 STRINGERS/FIRES IN POCKET
  22 UTO PIN/Set Me Free
  23 23 CLIFF RICHARD/Carrie
  24 JL STRINGERS/FIRES IN POCKET
  25 PROMARM CROSS
  26 SARAMER LEGAR OF CONTROL
  27 TO SUZAMME FELLINI/LOVE ON THE PROMARMER
  27 TO SUZAMME FELLINI/LOVE ON THE PROMA
  28 SARAMER ZEFOR'S COTT THE GORGE ON THE PROMASS
  28 SARAMER ZEFOR'S COTT THE STRING
  29 UPIS/ERS/AND THE BEAT GORGE ON SHOUTH OF STRING ON THE PROMASS
  21 SARAMER ZEFOR'S COTT THE STRINGER ON THE PROMASS
  28 SARAMER ZEFOR'S COTT THE STRINGER ON THE PROMASS
  29 SARAMER ZEFOR'S COTT THE STRINGER ON THE PROMASS
  21 SARAMER ZEFOR'S COTT THE STRINGER ON THE TIME AND THE STRINGER ON THE STRIN

JIMMY RUFFIN/Noid On To My Love
FELIX CATALLERE/Only A Lonely Heart
PAUL DAYIS/DO RIGHT
MEIL SEDANA/Should've Never Let
ROCERS & CARMES/Don't Fell In Love
N. MANOUS/SERE/FEE In The Morning
OFF BROADMAY/Stay In Time

<u>\_KWK\_</u> STERED WK St. Louis

- JURNE Y/Any May You Went It

  JURNE Y/Any May You Went It

  BASTY/Midnight Randazvous

  Off MOUDANT/Stay in Time

  RIJSM/GOPT Of the Radio

  PINE GOPT Of the Radio

  PINE GOPT OF THE RADIO

  PINE GOPT OF THE RADIO

  FOR THE STAN TOWN THE BASE

  TRIMBHY I CON SUFFICE

  BUS SEGREY OF THE BASE

  TRIMBHY I CON SUFFICE

  RISHIPM OF THE BASE

  RISHIPM OF THE BASE

  MARC TAMMER BAM/HOT AND COID

  BUSH/FOR TAMER BAM/HOT AND COID

  BUSH/FOR TAMER BAM/HOT AND COID

  BUSH/FOR THE BASE

  RICH DEBRINGER/COODER

  ALLAN CLARKE/SIPSTYMEN

  BERT/TOME WEIT ON THE NIGHT

  ROCKETS/Desire

  MARSHALL TUCKER/IT Tahes Yime

  FIREFALL/Love That Got Away

  PAT TRAVERS BAND/Snort! MINISKEY AND

  HORSE

  FIREFALL/Love That Got Away

  PAT TRAVERS BAND/Snort! MINISKEY AND

  HORSE

- BOB SEGEN/Against The Mind T 900 SEGEN/Mar Strut 900 SEGEN/Mar Strut 900 SEGEN/Mar Strut 900 SEGEN/Mar Strut 900 SEGEN 900 SEG



- Milwankee

- Milwankee

  1 | PINK FLOYD/Morther Brick in The
  4 2 SHALAMAN/Sacond Time Around
  3 | ORRIS CROSS/RIGE Like The Wind
  7 | BILLY & SYREETA/WITH YOU I'VE BOYN.
  2 | ARR SUPPLY/LOST In Love
  2 | KOOL & THE GANG/Too Not
  3 | RUPER YOUR STATE
  17 | BILLY & SYREETA/WITH YOU I'VE BOYN.
  18 | BLONGIE/Call Ne
  6 | C. LINDA ROWSTAOT/Not Do I Mane You
  10 | 10 | TOMER JAMES/Three Times In Love
  11 | I JAMPY REFIN/PLOY Do I'VE MONE
  13 | ORR THE STATE THE STATE
  14 | TOM PETTY/Refuges
  16 | TOM PETTY/Refuges
  17 | TOM PETTY/Refuges
  18 | TOM PETTY/Refuges
  19 | TOM PETTY/Ref
- ADDS 30 FELIX CAYALIERE/Only A Lonely Heart. AMBROSIA/Biggest Part Of Mo FIREFALL/Meaded For A Fali BOB SEGER/Ageinst The Wind BOZ SCAGGS/Breakdown Dead Aheed CLASH/Train in Tein GARY MUMMY/Gars UTOPIA/Set No Free OFF BRODAMY/Sary in Time JOURNET/Any Way You Wont it

98 KSLQ STEREO

St. Louis

St. Louis

1 1 BLONDIE/Call Me
2 7 BOB SEGER/Fire Lake
2 7 BOB SEGER/Fire Lake
3 3 MICHAEL JACKSOM/Off The Wall
4 OSHIS CROSS/Ride Like The Wall
4 OSHIS CROSS/Ride Like The Wall
5 BILLY JOEL/YOU May Be Right
5 OF RION DERNINGEN/Coodbys
9 7 AIR SOPPLY/LOST in Love
10 JACKS/RAY Met Tou Wan 11 
2 JACKS/RAY Met Tou Wan 11 
2 JACKS/RAY Met Tou Wan 11 
2 SPINERS/MACHAEL MY TOU WAN 11 
10 12 SPINERS/MACHAEL MY WAT 50 BOB
10 11 FLETHOOD MC/TRIAN ADOUT ME
10 12 SPINERS/MACHAEL MY WAT 12 
11 14 OFFICE MANGIORE/Circle IT AIR YOU GOT
11 15 UTOFIN/AST ME FINERS/MACHAEL MY UNIT WAS 11 
10 UTOFIN/AST ME FINER THE MY WAS 11 
11 16 UTOFIN/AST ME FINER WAS 11 
10 DANALLE ORDER/PITCH OF THE AIR WAS 12 
12 BOLLY & STREET, WAIT TO WAS 12 
13 DEL SCAGES/FOR AND NO MED AREA OF MED AREA
14 DEL SCAGES/FOR AND NO MED AREA OF MED AREA
15 22 BROTHERS JOHNSON/STOMP
16 TOWN JAMES STOMP THE STOMP TO THE MET AND THE MET AND



CRISCIPETI

ORIS CROSS/Ride Lite The Bind
PIRK FLOTO/Another Brick in The
BUSD SEBEVITE Lake
A THE SEBEVITE LAKE
A THE SEBEVITE LAKE
BUSD SEBVITE LAK

# **KDWB** Minneapolis

CHRIS CROSS/Ride Line The Bind BLOBDIE/Call He AIR SUPPLY-LOST in Love BOS SEGEV/Fire Lane Land Bos The Lovin' DATE SEGES/Branes in Pocket PALL DATE/SEGES/Branes Dans The Lovin' DATE SEGES/Branes Dans The Lovin' DATE SEGES/Brane Dans The Lovin' Manufacture In The Manufacture In The Manufacture In The Manufacture In The Heart Land Bos Seges Bos



CHIS CHOSS/MIde Line The Wind BLOWDIE/Call He BLOWDIE/Call He BLUW IS SEETA/WITH YOU I'VE BDYN. CARLES/I CON'T Tall You sky BILLY & SEETA/WITH YOU I'VE BDYN. CARLES/I CON'T Tall You sky BILLY JOBLAND TO BE HIGHT AIR SUPPLY/LOST IN 18 YOU. THE SEETA/WITH YOUR SEETA/WITH SEETA/W



# SOUTH



Tampa

PIRC FLOYD/Another Brick in The BLONDIE/Call No BLONDIE/Call No CORTS CROSS/RICE Like The Wind AIR SUPPLY/Lost in Love CORL & The GAMAC/Too Not? LINDA ROBISTADY/Now Do I Make You GOD & SCEDE/Fire Lake SHALL SHOW CAN BE CAN BE

ADDS

AMBROSIA/Pilgons Part Of Ne 80Z SCAGSS Presh down Deed Ahead JARES LAST BAND/The Seduction ANDY & DLYIA/A Cen't Yelp IT STYX/Borrowed Time S SPECIA/Abechler Into The Nigh RUSA/Spirit or the Redio SMCK/Can't Pay & Price...



Atlanta

1 1 8LONDIE/Ceil Me
2 2 808 SEGER/Fire Lake
3 3 ARS SEPEN/Lost in Love
9 4 PAUL DAYIS/Do Right
3 6 OPRIS CROSS/Ride Like The Wind
3 6 OPRIS CROSS/Ride Like The Wind
5 7 PINS FLOTO/Ambry Ber Bight
3 6 OPRIS CROSS/Ride Like The Wind
5 7 PINS FLOTO/Ambry Ber Bight
8 8 KOOL & THE GAMEN/TO Word
7 10 30 SPECIAL/Rockin' Into The Nigh
6 11 RAY, GOODHAN & D'Special Ledy
11 12 DR. HOCK/SERY Eyes
11 2 DR. HOCK/SERY Eyes
12 13 FLEETHOUD BRC/THIN About Me
19 14 JIMMY RUFF HI/MOID ON TO My Love
20 19 N. MANCES/TEXP/Into In the Morning
10 10 DR MY STATE HI/MOID ON TO MY LOVE
20 19 PRETENDERS/Bress In Pocket
20 11 AMOVES/SER/Fires In Pocket
20 12 LIND ROSS/SON/Fires DAY
20 12 LIND ROSS/SON/Fires DAY
20 14 AMOVES/SON/Fires DAY
20 14 AMOVES/SON/Fires DAY
21 20 DAY FOR MERS/SON/Fires DAY
22 DAY FOR MERS/SON/Fires DAY
23 POCKETS & CARMES/DON'F Fall In Love...
24 RESELIX CANAL SEPTON Fall TIN LOVE...
25 FELIX CANAL SEPTON Fall TIN LOVE...
26 FELIX CANAL SEPTON Fall TIN LOVE...
27 DO MICHAEL JAKKSON/For So DAY OF MERS PART OF MER

28, 30 GARY MUMAN/Cars



3 1 BLONDIE/Call Me
4 2 BLONDIE/The Mandest Part
5 3 LINDA ROWSTADT/New Do I Mane You
6 4 FLART/Yean It Up
1 5 PAT BEDATAN/Yean The Part
1 5 PAT BEDATAN/Yean The Part
1 7 BOB SECEN/Fire Lake
7 BOBESTAN/Year The STRING Ca
21 9 JOURNET/Any Way You want It
24 10 BLLTY JOEL/You May Be Right
11 11 SPHMERS/Morain\* May Way Be Right
11 11 SPHMERS/Morain\* May Way LINDA
12 12 EAGLES/I Can't Tail You will
13 13 FLECTWOOD MAC/Thins About Me
14 50 SLT JOEL/You Might Part
14 10 STYN/Borrowed Timesen Mora
15 15 STYN/Borrowed Timesen Mora
16 15 STYN/Borrowed Timesen Mora
17 JEFS STRASSHE/Girl with Yea Mungry
18 18 JLNDA ROWSTADT/Murt So Bad
19 10 Toe PETTY/Par Joe
14 20 AEROSHITM/Remember .
10 21 DAN FOOLBERG/Conger
14 20 AEROSHITM/Remember .
10 21 DAN FOOLBERG/Conger
16 24 PINE FLOYD/Another Brick In The
18 29 DARIS CROSS/RIde Line The Wind

ACDS 14, 18, 27, 25



Atlanta

THE MUSIC FM

2 | PRETENDERS/Bress in Pocket
| 2 | BLONDIE/Call Me
| 3 | PALL DAYS/DO Right
| 0 | 4 | BILLT JOEL/You May Be Right
| 0 | 4 | BILLT JOEL/You May Be Right
| 0 | 6 | BILDE CODGURBIN/Brondering Where The...
| 7 | 6 | BILDE CODGURBIN/Brondering Where The...
| 9 | TUTO INS/SER BE Free
| 12 | B | DAN FOOLLBERG/Mayor the Test wind
| 6 | 10 | AIR SUPPLY/Lost in Love
| 13 | TOUR SUPPLY/Lost in Love
| 13 | TOUR FLOTO/Honther Brice in The
| 8 | 14 | FELIX CAYAL SER/CONT & Soduction
| 8 | 15 | PINE FLOTO/Honther Brice in The
| 8 | 16 | FELIX CAYAL SER/CONT & Love by Mear T
| 17 | 5 | TLEFTEDOD HOL/THIN Report P
| 13 | TUTO CAYAL SER/CONT & Fall in Love
| 20 | BOEL SCARPY For Common Berk
| 10 | BOEL SCARPY For Common Berk
| 20 | BOEL SCARPY For Common Berk
| 21 | LINER REPORT FOR COMMON BERK
| 22 | CLAAPAT FAIN IN VENT SER
| 23 | CLAAPAT FAIN IN VENT SER
| 24 | LINER REPORT FOR COMMON BERK
| 25 | CLAAPAT FAIN IN VENT SER
| 26 | BOEL BRANDING FOR FOR THE TOWN FOR COMMON BERK
| 27 | BOEL SCARPY FOR THE TOWN FOR THE TOWN FOR COMMON BERK
| 28 | PETER BRANDING FOR THE TOWN FOR COMMON BERK
| 29 | FIRER BRANDING FOR THE TOWN FOR COMMON BRANDING FOR COMMON BRANDING FOR THE TOWN FOR COMMON BRANDING FOR COMMON BRANDING FOR THE TOWN FOR COMMON BRANDING FOR COMMON BRANDING

ADDS 27, 28, 29, 30 SPYRD GYRA/Catching The Sun PHOTOGLO/Ne Here Meant CIN

FOOLS/Beoutliful Wirls

# 104KRBE HOLSTON'S SUPERROCKS

Houston

DAN FOGELBERG/Meer? Motels ANDY & Q.191A/1 Can't Help IT CLASH/Train in Yein PAT EEMATR/We Live for Love STYX/Borrowed Time LEIF GARRETY/1 Wes Looking for ROBBIE DUPREE/Steal Away

H-100 Micmi

PINK FLDYD/Another Brick in The HICHARL ARCKSON/OFF The Wall EAGLES/I Can't Tell You shy ORIS 2005/SYR de Like The Wind Own Sy 2005/SYR de Like The Way.

KOOL & The GANG/Too Mot PAT BRATAR/Mear the resher RAY, GOODMAN & B/Special Ledy LINDA ROSISTAT/Mear Do I Make You TON PETTY/Rafugee BILLY & SYNEETA/WIST YOU GO! TON PETTY/Rafugee BILLY & SYNEETA/WIST YOU GO! TON PETTY/Rafugee BILLY & SYNEETA/WIST YOU GO! BROTHERS JOHNSON/Symmy FOR LOWER THAN THE WIST OWN SYNEETA/WIST OWN SYNEETA/W

ACIDS 37, 38, 39, 40 ON UTOPIA/Set No Free

WEST

# KSCV#11

Los Angeles

17 AMBROSTA/Biggest Part Dt Ne



PINS. FLOYD/Another Brick in The SIDS SEGEN/Fire Leke BILLY JOEL/For Way Be Right MICHAEL SCROSS/PRIOR LINE THE WISH A CHIEF CONTROL OF THE WI

ADDS FELIX CAYALIERE/Only A Lonely Heer?; GREY HUMBH/Care AMDY & OLIVIA/I Con't Help If PAUL DAVIS/Do Right AMEROSIA/Biggest Part Of No.

1 1 BLONDIE/Call No.
3 2 PEACHES & MERBU! Pledge Ny Love
6 3 PIBM FLOTO/Anorhor Brick in The
2 4 SPIBMERS/Morbin' Ny May...
7 5 Pay, COODMAN & MS/Special Ledy
11 6 EARL(S/I Can't Tell You Mby
7 10 INDAEL JAMCSMOYO' Tou May
8 10 MINSPESS/And The Beat Gose On
14 9 LIPS, INC./F MINSYON
10 10 QUEEN/Dray Little Thing Ca
10 12 SHA, AMMA/Sacon Time Around
17 13 PRETENDES/Greas in Pocker
19 18 BRITHES/SPISS/Greas in Pocker
19 18 BRITHES/SPISS/Greas in Pocker
19 19 TERI OES/ARIO/Yes I'm Ready
A 20 B-32-57/ROCk Loopsr
21 22 PARTICE SUSSES/SPISS/Don't September
22 12 BRITHES/SPISS/Don't September
23 25 HONNEL/SPISS/Don't September
24 26 DONNA SUMMER/On The Radio
27 LEGEN HAVYBOO/DON'T Push it Don't
28 DONNA SUMMER/On The Radio
29 CAPILS EXHIBITED/SPISS/Don't Fall In Love.
20 20 CAPILS EXHIBITED/SPISS/Don't September
20 20 RUGGES & CARNES/Don't Fall In Love.
20 20 CAPILS EXHIBITED/SPISS/Don't September
25 30 CAPILS EXHIBITED/SPISS/Don't September
26 20 CAPILS EXHIBITED/SPISS/Don't September
27 LOND SPISS/SPISS/SPISS/SPISS/Don't September
28 30 CAPILS EXHIBITED/SPISS/SPISS DON'T SEPTEMBER
28 AMMANDALTAN TRANSFERS

20 AMBROSIA/Biggest Part Of Me MANNATTAN TRANSFE/Twillight Zone

BOZ SCAGGS/Breakdown Deed Ahead

# KJR**@**950 Seattle

Scettle

BLONDIE/Call No

OSRIS CROSS/File Like The Mind

EARLYEVEN IT UB

BOB SECERTY LE LABE

PIBE FLOYD/Another Brick in The

EAGLES/I Can't Tell You Why

LINDA ROWSTAD/THOW Do I Make You

BILLY JOL(TYOU May Be Right

TOW FETTY/Ratupes

ROOL & The CAMOUTON Not

SPINERS/MOY In! My May...

UTOPIA/SO'N Not Free

FLEET DOOD INC/Trinin About No

OR HOD/CSPIETAWIST YOU

BILLY & SVEETAWIST YOU

JINNEY RUFF IN/MOIL ON TO My Love

BOZ SCAGS/SPEANON DEAD Anead

CHARLE LOSE TAWIST YOU WAND

KEMNY LOGGINS/Keep The Fire

AMBROS LAFE BANOTINE Seduction

KEMNY LOGGINS/Keep The Fire

AMBROS LAFE SHONTINE SEDUCTION

KEMNY LOGGINS/KEEP STORE THE SHON LOVE

LINDA ROUSTAD/HUMP SO Bed

DAN FOGELBERG/Heart HOTE'S BED

RICEPY LANTER HOTE'S BED

RICEPY LANTER SHONTINE SED

BED RICEPY LANTER HOTE'S

BED RICEPY LANTER HOTE'S

BED RICEPY LANTER HOTE'S

BED RICEPY LANTER HOTE'S

BED RICEPY LANTER

BED RICEPY LANT DAN FOGELBERG/Heart Hotels RED RIDER/White Hot



ARGELE

1 PINK FLOYD/Another Brick in The
5 2 BLOND IE/Call Me
5 2 SPINMERS/Morkin' My May . . .
6 4 SHALAMAR/Second Time Around
8 5 EACEST/ Can't Teil You Mhy
7 6 BOB SEGER/Fire Leke
17 7 O'R15 CROSS/RIG Line The Wind
3 8 KOOL & The GANG/Too Mot
18 7 O'R15 CROSS/RIG Line The Wind
18 18 KOOL & The GANG/Too Mot
19 8 BLUT JOEL/TON May De Right
14 10 AIR SUPPLY/LOST in Love
19 11 LINDA ROMS/ROT/THOS Do I Make fou
10 11 O'RECH/Cary Too'R Fladge My Love
10 11 O'RECH/Cary Too'R Fladge My Love
10 11 O'RECH/Cary Too'R Fladge My Love
10 12 TOR TOO RESEARCH TOO RESEARCH
10 12 CROSS A CANNES/Don't Fall in Love
10 13 O'R CHANG SO TOO RESEARCH
10 14 O'RECH/Cary Too'R Fladge My Love
10 15 WING STAND THOSE TOO RESEARCH
10 15 O'RECH/Cary Too'R Fladge My Love
10 16 WHISPERS/AND THE Beat Goes On
10 10 O'RECH/Cary Too'R Fladge My Love
10 10 O'RECH ED ORRE/PIOT O'T The Air-waves
10 20 TANGRE DORRE/PIOT O'T The Air-waves
10 20 TANGRE DORRE/PIOT O'T The Air-waves
10 20 TANGRE DORRE/PIOT O'T The Air-waves
10 21 TORRY JANGS/Brass in Pocke?
10 22 REPERT HOUMES/Three Times in Love
10 27 AND V E OLITIA/I Can't No! Me
10 27 AND V E OLITIA/I Can't No! My Love
10 30 PNLL DAY/STON LINE TOO MY LOVE
10 30 PNL

AMBROSIA/Biggest Part Of Me LINDA ROMSTADIANT'S DBd BROTHERS JUNESON/Stong BOT EKS JUNESON/Stong BOT KAGGS/Breakdown Dead Ahead LEON HATMOO/Don't Mant To Don't BARRY MANILOW/I Don't Mant To Welk JAMES LAST BAMO/The Seduction GARY MANILOW/I Don't Mant To Melk JAMES LAST BAMO/The Seduction GARY MANILOW/I DON't Mant To MAC DAY/S/I's Mand Z De Numble FELIX CAVALIERE/Only A Lonely Magnt,



1 BLONDIE/Call Me
2 2 PISSE FLOTO/Another Brick in The
3 3 SPINESS/Breist In' My Yay...
7 4 EAGLES/I Can't Tail You Siny
4 5 KODL & THE GAME/TO HOT
9 6 ORIS CHOUS/RIGH Like The Wind
1 7 BOD SEGRE/Fire Leihe
5 8 LINDA ROUSTADT/Nov Do I Meha You
6 9 PAT BENETAR/Horst-Breather
12 10 HICHARL JACKSON/DIT The Wall
13 10 GENT Cary LITTLE Thing Ca
11 12 REPETE HOLD MICHAEL BENETAR SINGLE TO HOLD
10 13 PRESENDEN JACKSON/DIT THOUGHT TO HOLD
10 17 DAY STORM JACKSON/DIT THOUGHT TO HOLD
10 18 JACKSON/DIT THOUGHT THOUGHT TO HOLD
10 18 JACKSON/DIT THOUGHT T

GARY NUMERICONS LINDA RUNSTADT/hur? So Had LIPPS, INC./Funkytuen FUROMA/Let No No ADD S

IN ANEMOSIA/Biggest Pert Of No PAT REMATAR/Se Live For Love

Denver

1 OWIS CIROSSMIRA Like The wind 2 BIOS SEGENT/Fire Lake 5 EMBLES/C LORD 1 For 1 Fell You stiny 6 SEMBLES/C LORD 1 Fell You stiny 6 SEMBLES/C LORD 1 Fell You stiny 7 SEMBLES/C LORD 1 Fell You stiny 6 SEMBLES/C LORD 1 Fell You stiny 7 SEMBLES/C LORD 1 Fell You stiny 7 SEMBLES/C LORD 1 Fell You You SEMP 1 Fell YOU ON HOUSE / Semp 1 Fell You You SEMP 1 Fell YOU ON HOUSE / Semp 1 You SEMP 1 Fell YOU SEMP 1 FEM 1 FEM 1 FEM 1 FEM 1 YOU SEMP 1 FEM 1 FEM 1 FEM 1 YOU SEMP 1 FEM 1 FEM 1 FEM 1 YOU SEMP 1 FEM 1 FEM 1 FEM 1 FEM 1 YOU SEMP 1 FEM 1 F

30 ANDY & OLIVIA/I Con'T Moip IT MAZAMETH/Moliday RED RIDER/Wh to Mot ADD'S

JAMES LAST BAND/The Sedection HEIL DIAMOND/The Good Lord L KENNY LOGGINS/Kaep The Fire CLASM/Train in Vain

ALT ROCK FM 98 Phoenix

ZB, DO

YAN HALEM/The Credie Will Roch
JC PERRY PROJECT/Discount Dags
J. GELS BAND/Love Stinks
ROZ SCAGS/Freakdoon Dage Aheed
TRIUMPH/I Can Swrvire
AUMBLE PIE/Fool for Pretty Face
PAT WAVENS BAND/Snortin Whiskey
FOELIALS/Message To Tou. Rudy
+ OOLS/Beeutiful Girls

610 % KFRC

San Francisco

SOE Frencisco

1 1 PIRK FLOYD/Another Brick in The
2 2 BLUMDIE/Call Me
3 JOURNET/Any they You Wan? If
6 4 808 SECRE/Fire Leke
5 9 RAY, ODOSHA 12 BYSpecial Lady
6 0 LINDA ROWS/ADT/How Do I Make Yo
7 SPINGERS/Morshin My Way
3 8 KOOL & THE TANKO/TON MOT
10 10 CALLES /1 Cant 1 Tell You Wan?
10 10 CALLES /1 Cant 1 Tell You Wan?
10 10 CALLES /1 Cant 1 Tell You Wan?
10 10 CALLES /1 Cant 1 Tell You Wan?
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10 10 CALLES /1 Cant 1 Tell You Wan?
10 10 CALLES /1 Cant 1 Tell You Wan?
10 10 CALLES /1 Cant 1 Tell You Wan?
11 10 HOURALL JACK SOW/OTT The Wal!
11 11 BROTHERS JUMESON/STOMP
10 10 PAT BEWATAN/HOW TERMARY
12 11 BROTHERS JUMESON/STOMP
12 12 TELL YOU WAN AND WAN THE WAN AND WAN THE WAN AND WAN THE WAN AND WAN THE WAN

BOZ SCAGGS/Breakdown Dead Ahead AMBRUSIA/Bigges? Perl Of Ma ROCERS & CARRES/Don't Fall in Love 4,000At/Let Ma Ba SMOKET RUBIHSON/Let Ma Ba The Clock

Los Angeles

MICHAEL ANDERDM/She's Out Of My Life BDZ SCAGBS/Break-down Dood Ahead (ROSM) 41 (BOH'S AFF/You Gave Ma Love KEMOMA/Let Me Bu

Parallel I: Selected stations in major markets that are formet dominant's and/or exert a significant national influence.

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

Parallel III: Selected stations in smaller markets that are format dominant' and/or exerta significant local influence. This parellel may contain some secondary market stations that do not quality for perallel two status

Note: ("Normet dominence is based on the Monday Sunday, 6AM-12Midnight, total persons 12 pius shares as published by Arbitron. All present and possible future reporting stations are evaluated and updated twice annually. These evaluations take piece in January and this.

DENOTES FIRST WEEK IN PARALLELS

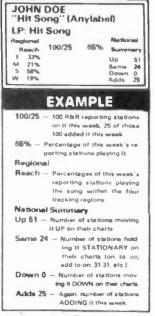
194 REPORTS

MJeQ d JJ M7:00 to 8 MM:00 12:11 MFMG J7:25 14MH 0-29 MCIR on MILL 9 5

MAAY 26 20 MHAY 10 13 MFOS on MCGQ 26 22 MSSS 36 32 MSSS 36 32 MFSS 36 MFSS 36

MEST OF STREET

#8#1 17 17 88DF 30 18 EQD1 on #803 d-37 800# 19 13 #8LC on







No. 1 August

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m 704	•	ADD II II
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m A 3 10	urmr o bil	1104 on
WIR 4 31	E 46 45 14	urbij 5 10
100 PH + 21	HERE & 2 11	urnd 3 10 uyne 8 39 10mm a 21
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10115 + 13 MPGC 3 10 CHUR 4	MEST NO	40 to me
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4884 14 29	Y101 19 12	MARK UD
193 6 24	MAP4 on	MARY J 37
01117 00	8J105 39-31 8894A 35 31	G100 + 37
	95.0G# en	WPOE @ 26
MINDSHIP I	WB60 6 21	MCG0 9 31
1040 0 10	white on	W104 0 31
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WHO 19 27	WHQ I 4-37	CE101 17-
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	MANA 9 35	WERT 0 30
10/015 T	MARY 11-26	TABL 4
SEARTH # 27	AMERICA 81	1000 4 25
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	men.	4961 0 27
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WHYN A	IJRE 6 39	
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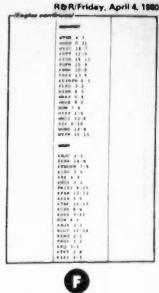
	ican Gigolo" Sc 1/2 9	3%
00-15 re. 00-15 re. 0 918 0 918 0 918	0	Mations] Summary UP 104 AARF 61 DOGN 14 AADD 2
P1	P2	P3
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194 REI 198 LAS			1	
A OI Me (M	VB)		9	
2	Pational Womary UP 24 WARE 27 DUMN 0 ADD: 03	Only A L LP: Castlet 80/	AVALIERE Lonely Heart. In The Air /17 419	%
P2	EAST 3 31 0137 3 11 0137 3 13	Regions; Resin d 134 d 616 d 276 d 656	[N&A]	BARB DOWN ADDO
AUM 27 JS THE J J0 HE	######################################	#*1 EAST  UPIL 0	### 20 27  #### 20 27  #### 20 27  #### 20 27  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  #### 20 20  ##### 20 20  ##### 20 20  ##### 20 20  ##### 20 20  ##### 20 20  ###### 20 20  ##########	BASE  WASO G - G - G - G - G - G - G - G - G - G
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0		P1 MARC 10-16 WILCO 17-12	P2	P3

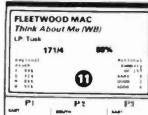
	PI	P 2	P3
	SAST	BOUTH	BAST
	₩ABC 10 1 6	RAUR 5.3	H100 2 3
	MAILO 17 13	HREY \$4 11	MF65 5 3 3 M300 5 5
	WILO 17 12 NF 60 10 7	#PHR 10HT	MIGY 4 7
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	CHUR 15 9	M3DF 10 0 ERRIDG 2 3 WERC 3 12 MSGH 7 6 MLCY 0 5	
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ı	291 1 6	965 11 0	
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	5535 PR 5 3	10180 15 71	FR09 4-4
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1			engl 3-3 arus 7-1
1	HG/ E 10-3 Q102 4 1 HZ/UU 14 10 H3/FY 5 3	W582 3 2 w832 4 2 m408 8 3 WFEN 7 9	APUB TIL
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		MQRP 5	
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	400 10 10	MARY 4 4 HJ120 16 11	MEAG 16-9
	#FR 16-10	W110= 10-11	WEPT 1 4
	0100 0-6	MILESPER TO	MRAR 2-1
	6.1B 2 2		MTBU 14 12
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MIDWEET	HERE 0 0 0 WEGH 17 10	MAAY 19-13 SHHY 19-16
EDWn 13 9 8891Ph 19 13 #8LQ 38 34 #8LQ 39 36 ww8 35 31	V103 32 20 WAPE 14-11	G100 23 19 MFOH 12-15 MCGQ 10 0 MSE2 15 11 MEBE 23 10 MFL0 27 25 MTMA 25 25
WGCL on Q103 24 24 WZUU 15-11 WD09 30-25	0J105 60 36 MSGA 25 23 958GP 24 21 WBBQ 24 20 FRIO0 26 20 MBQ 39 35 MLAC 26 23	CE101 14-13 PR99 24-23
WEB7 HEARTH 20 25 HP1 d 30 HJ0 17-13 HEMH 24 22	WHRQ 20 35 WLAC 26 23 HISTS 6 8 WHIT 21 16 14 WRIT 21 30	MRET 33 17 ELLE 10 28 EBEL 26 30 EPUR 35 L3
P2	MAIE 23 20 MAY8 23-12 MAY8 25-23 MAY8 15 10 MAKF 15 10 MAKF 15 10	#FEL 10 10 #FEL 10 10 #FYP 17 15 #FL0 16 12 WSP7 26-20
WYSS 20 18 WBENFM 31-33 WEST N 37-34	WDEQ 25-23 WTMR 11-10 WMIC 26-20 FETT on	MRAR 38-21 MTRU a-28 MRSR on MGSF 30 17 MROS 32-11
WBBF @ 32 WBFF 25 19 WBL1 34 24 WC101 39 26 WICC 10-37 WEBO 19 17	#100 on #0FM d 20 #MEN 24 20	erat
MESO 18 17 MHYH 35-31 14Q on MBES 33-39	18Amam 33-51	#001 14 11
	#LEG 24-23 #263 19 17 #264 29 24 ##4P 25 16 ##2P 25 26 ##2P 25 26 ##2P 25 ##2P	RBOR 25 30 RBLC 14 11 RBIR 13-4
	WEST	:
	FFER a 20 E2R0 20 26 E7RC 27 25	
	#RJ# 27-25 FLUC a #EW d 27 #RU# 40-37 #RQ 30 27	
CHARLIE	DORE	
LP: Where 1	he Airwaves (f. To Now 1417 78	%
Hegi mai Bean F 904 H 714 H 714	13	Sum ary UP 113 SAME 8 DOWN 6 ADD 7
P1	Pt	P3
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CAO 24 30 105 27-21 85 PH 24 19 8105 24 19 PGI 24 17	MFET 19 20 MFET 19 20 MFET 20 20 MTICFH 21 19	#FBG 10:24 #FBG 10:24
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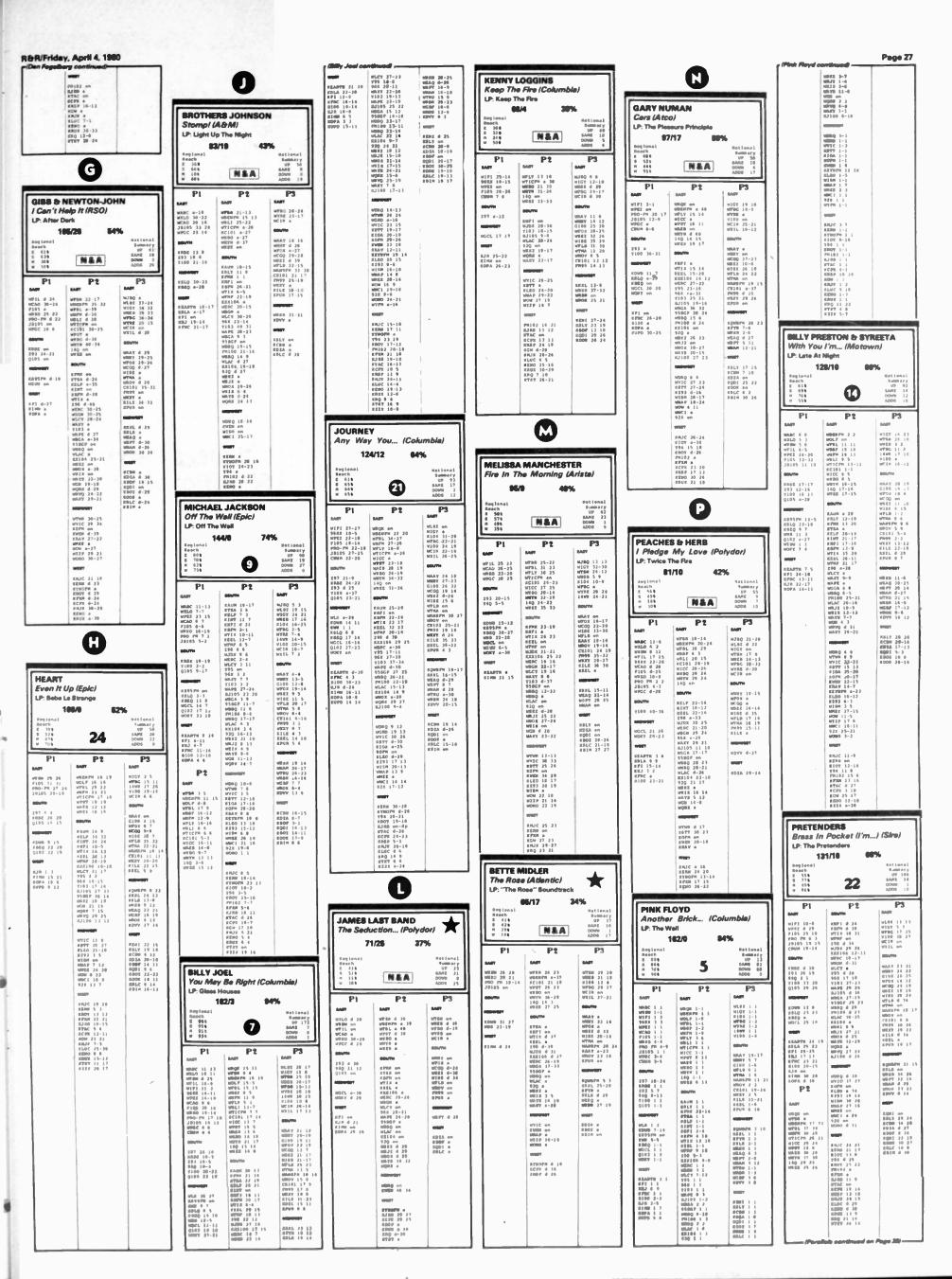




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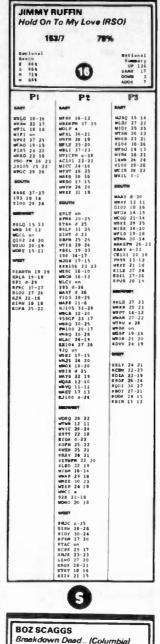






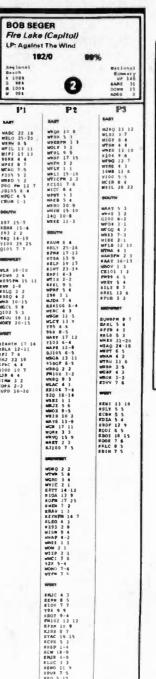


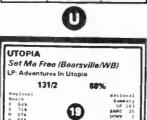
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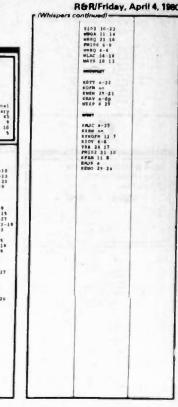
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MVIC a-39	ROOK 4-26 ERLC 29-27
EMEN 0	EB1H d 38
4884 30-23	
RECO a 35	
KEYMPH a-26 RLGO a 35 R293 d-19 WISR d 29	
WHEE on WEEP d 23	
WHC1 on 92x d 25	
WEST	
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ECPE d 29 ERSF d 25	
WGM 26 32	
KLUC d 37	
REHO a RRUI 39 30	
RRU: 39 30 KMQ 19:32 KTHT 10 27 R2EX 25-23	
FSEX 32-53	











# **Others Getting Significant Action**

ROBBIE DUPREE "Stael Away" (Elektra) 18/14 Moves: Up 1, Same 1, Down 0, Adds 14, 840, WERC, KX104, WNOX, KOFM, KWEN, KJRB, KTAC KOW.

BARRY MANILOW "I Don't Went To Welk Without You" (Arista) 18/13 Moves: Up 0, Samd 3, Down 0, Adds 13 including WFIL, KEARTH, WSGN, WLCY, WHBQ.

WHAC, WAKY, WOHO, KIOY, G100:

NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra)

16/9, Moves: Up 3, Same 4, Down 0, Adds 9, WFIL, WRKO, WFBR, WBEN-FM, WICC, WHYN, WBBQ, KXIOL WISE.

WHYN, WBBQ, KX104, WISE.

BOB SEGER "Against The Wind" (Capitol) 16/4

Moves: Up 3, Seme 9, Down 0, Adds 4, 94Q, K283, KJRB, WTMA, KBFM 30-22, WJDX

Moves: Up 3, demis 8, 1611.

STYX "First Time" (A&M) 16/3

Moves: Up 7, same 5, Down 1, Adds 3, Y103, V100, KQWB-FM, 96KX 1-1, WPEZ 17-14, WLAC 13-9, KLUC 18-9, K104 14-10.

KARLA BONOFF "Baby Don't Go" (Columbia) 16/0

KARLA BONOFF "Baby Don't Go" (Columbia) 16/0

Moves: Up 10, Same 3, Down 0, Adds 0, KWEN 16-14, WZZP 30-24, KGW 19-16, KRQ 29-26.

WHEB 34-29, KKXL 9-8, KQDI 13-9.

STEVE FORBERT "Goodbye To Little Jo" (Nemperor) 15/11

Moves: Up 2, Same 2, Down 0, Adds 11, WIFI, WFLY, WKEE, WNOX, KFXM, KCPX, WCGQ, MICCE MANN-EM KENI, KRLC.

STEVE FORBERT "Goodbye To Little Jo" (Nemperor) 15/11
Moves: Up 2, Same 2, Down 0, Adds 11, WIFI, WFLY, WKEE. WNOX, KFKM, KCPX, WCGQ, WISE, WANS-FM, KENI, KRLC.
MICHAEL JACKSON 'She's Out Of My Life" (Epic) 15/4
Moves: Up 8, Same 3, Down 0, Adds 4, 14Q, 96X, FM99, WRKR, WPGC 2:2, 293 29:28, Q106
30:27, KFMK d:27, WRVQ 22:13.
DOTTIE WEST "Lesson In Leavin" "(UA) 15/1
Moves: 9, Seme 4, Down 1, Adds 1, WJDX, WLAC 23:15, 92Q 17:11, WNOX 12:7, WKIX 8-7, WAYS 42, WSEZ 23-18.
SHOOTING STAR "You've Got What I Need" (Virgin) 13/4
Moves: Up 3, Same 6, Down 0, Adds 4, WIFI, WPEZ, WGCL, WCGQ, KBEQ 20:17.
BAR-KAYS "Today is The Day" (Mercury) 13/3
Moves: Up 7, Same 3, Down 0, Adds 3, KYNO-FM, KFKM, WSEZ, PRO-FM 29-27, Y100
24-21, BJ106 33-29, WHBQ 24-19.
DOLLY PARTON "Starring Over Analm" (RCA) 13/3

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

WORY 0-28.

SURVIVOR "Somewhere in America" (Scotti Bros.) 13/2

Moves: Up 1, Same 9, Down 1, Adds 2, JB106, WCGQ, K293 on, KERN on, KRUX on, K104

35-32.

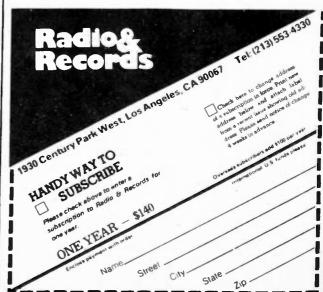
BEACH BOYS "Goln' On" (Carlbou) 12/2.

Moves: Up 3, Seme 7, Down 0, Adds 2, WHEB, WCGQ, KRLA on, WBEN-FM 30-29, Y103
38-35. WIGY 21-15.

JIMMY BUFFETT "Survive" (MCA) 11/2.

MOVes: Up 7, Seme 2, Down 0, Adds 2, KFXM, KBOZ, WLCY 23-20, JB105 38-32, K104
27-23, WANS-FM 17-13.

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



SAMON TOWNS 2233

Participals

Chitcipals The Hit Single
The Hit Single
From The New Album
From The Nouth'
Mouth To Mouth' OBE HUNDER The Hit Single
From The New
From The Humble

H's Hard To Be Humble NBLP 7197 Produced and Written by Steven Greenberg Available on Casablanca Record and FilmWorks, Inc. NBLP 7207 Produced by Lorry Butler Pactual on A Silm Works

# THE PICTURE PAGES

# Warner Bros. Captures Russia



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

# Selecter Selected To Open



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

# **Motors Geared For Action**



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

# **Village People Produce Gold**



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

# **Police Capture Seattle's Attention**



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

# Shirts Button Up "Inner Sleeve"



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

# TEENAGE DEPRESSION STRIKES 2 OUT OF 3 YOUTHS IN EVERY

INDUSTRIALIZED AREA OF THE WORLD...



WRVQ 28-18 WGCL add 24 WIGY add WDRQ 20-15 **KUPD** on CHUM deb 30 14Q add 28 Q105 add 30 V97 LP cut

KNUS add KHFI add WSGN add **WQRK** add KJ100 add **WVIC** add 92X add

KCPX add KRSP add **KJOY** add

WNAP LP cut KCBS add K104 add **WAQY** add WKEE LP cut WRKR add

WCGQ add WSEZ on WISE add

**WBGN** add WTAC **KDVV** on WZAT on



# Black Radio

# Bill Speed

# The Black Radio Arbitron Scoreboard

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

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



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

### Radio's Record Checklist

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

A&M Bob Gaitors (213) 469-2411

(213) 409-241 Arista

Carol Cruickshank (Black Product) Bob Gooding (Jazz/Progressive) (212) 489-7400

Atlantic/Cotillion Pat Metz (212) 484-3081

Capitol Don Mac (213) 462-6252

Casablanca
Jheryl Busby

(213) 650-8300 Rubin Rodriguez (Assoc.) (212) 397-0660

Columbia Paris Eley (212) 975-6848 Elektra/Asylum Primus Robinson (213) 655-8280

Epic/Portrait/Assoc. Labels Vernon Slaughter (212) 975-4692

MCA Jan Barnes (213) 501-1715

Mercury
Tommy Young

(312) 645-6300 Motown Don Carter

(213) 468-3610 Polydor Bob Frost (212) 399-7075

RCA Bill Staton (212) 598-5777 RSO Bob Ursery (213) 650-1234

Salsoul Connie Johnson

(212) 889-6239 Solar Cheryl Appling

(213) 467-6527 TK

Timmy Thomas (305) 888-1685

20th Century-Fox Donnie Brooks (213) 657-8210 Warner Bros.

Warner Bros. Cortez Thompson (213) 846-9090



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

### People

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

# **Places**

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

### Things

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

# A MONSTER. From HERBIE HAN COCK.

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



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

# Pup/Rhythms

**BROTHERS JOHNSON** "Stomp!" (A&M) **ISLEY BROTHERS** "Don't Say Goodnight" (T-Neck) **LEON HAYWOOD** "Don't Push It Don't Force It" (20th) **SMOKEY ROBINSON** "Let Me Be The Clock" (Tamla) SKYY "High" (Salsoul) **JERMAINE JACKSON** "Let's Get Serious" (Motown) **PEABO BRYSON** "Minute By Minute" (Capitol)

STEPHANIE MILLS "Sweet Sensation" (20th) **MANHATTANS** "Shining Star" (Columbia) WHISPERS "Lady" (Solar/RCA)

**VAUGHAN MASON & CREW** "Bounce, Rock, Skate, Roll" (Brunswick) **GAP BAND** 

"I Don't Believe You Want To Get Up And Dance (Oops!)" (Mercury) **CON FUNK SHUN** "Got To Be Enough" (Mercury)

# **LIMBE**

FATBACK BAND "Gotta Get My Hands On Some..." (Spring/Polydor) 50% reporting airplay. In the East it is new at WXYV and medium at WILD. Added at WHRK and WVEE in the South with medium airplay at WAOK, WVOL, WOIC and WJMI and hot at WENN, WGIV and WDIA, Climbing at WWWS, WLOU, WCIN and WKWM while hot at WTLC in the Midwest. Debuting at KDAY in the West.

RANDY BROWN "We Ought To Be Doin' It" (Chocolate City) 47% activity. Added in the West at KDIA; climbing at KDKO and hot at KDAY. New at WBMX and WDAO while climbing at WCIN and WAMM in the Midwest. Added at WJMI in the South with medium airplay at WYLD, WDIA, WVOL and WGIV while hot at KOKY. Climbing at WWRL, WDAS and WKND in the East.

PRINCE "Why You Wanna Treat Me So Bad" (WB) 44% of our reporters are on it. In the Midwest it is climbing at WCIN and WBMX while hot at WLOU. Medium airplay at KDIA in the West. The South reflects medium airplay at WJJS, WAOK and KMJQ while hot at WYLD, WKXI, WVOL, WENN, WOIC and WJMI. Hot at WWRL and climbing at WAMO in the

GQ "Standing Ovation" (Arista) 44% reporting action. Medium airplay at KDKO. KDAY and KDIA in the West. Hot at WDAS and climbing at WAMO and WWRL in the East. Medium at WCIN and hot at WLOU in the Midwest. Climbing in the South at WJMI, WVOL. WKXI, WJJS and WYLD with heavy airplay at WOIC and KMJQ.

MICHAEL JACKSON "Off The Wall" (Epic) 44% reporting airplay. Hot in the East at WWRL. The South shows it climbing at WVID, and WDIA, hot at WILE WKYI, WEND

at WWRL. The South shows it climbing at WYLD and WDIA: hot at WJJS, WKXI, WENN, WOIC, KOKY and WJMI. Medium airplay at WKWM while hot at WDAO, WLOU and WAMM in the Midwest. Heavy airplay at KDIA and KDKO in the West.

in the Midwest. Heavy airplay at KDIA and KDKO in the West.

SYLVESTER "You Are My Friend" (Fantasy) 44% reporting activity. In the East it is climbing at WILD, WDAS and WKND. New at WDIA in the South with medium airplay at WKXI, WAOK, WGIV and KOKY while hot at WANT and WOIC. The Midwest shows it new at KAEZ, climbing at WCIN and hot at WKWM and WDAO. Medium airplay at KDIA in the West.

RAY, GOODMAN & BROWN "Inside Of You" (Polydor) 41% of our reporters are on it. Added in the East at WKND and climbing at WXYV, WDAS, WWRL and WILD. New at KOKY and WYLD in the South while medium at WOIC, WHRK and WVEE; hot at WGIV and WDIA. Heavy airplay at WCIN and WBMX in the Midwest. WDIA. Heavy airplay at WCIN and WBMX in the Midwest

SHALAMAR "Right In The Socket" (Solar/RCA) 41% reporting airplay. The South shows it climbing at KMJQ, WHRK, WVEE, WOIC and WJMI while hot at WGIV and WAOK. Hot rotation at WWIN and WWRL with medium airplay at WDAS, WXYV and WKND in the East Climbing at WKWM in the Midwest. Medium airplay at KDAY in the West.

DRAMATICS "Welcome Back Home" (MCA) 41% reporting airplay. The West re-

DRAMATICS "Welcome Back Home" (MCA) 41% reporting airplay. The West reflects medium airplay at KDKO and KDIA. Hot at WAMM and climbing at WCIN, WBMX and WKWM in the Midwest. The South shows heavy airplay at WYLD and WVOL with medium airplay at WGIV and KOKY. Climbing at WILD; hot at WWRL WAMO and WKND in the East. AL JOHNSON w/JEAN CARN "I'm Back For More" (Columbia) 41% reporting activity. Climbing in the Midwest at WLOU and WKWM. Medium airplay at KDAY and KDIA in the West. Hot in the South at KOKY with medium airplay at WHRK, WVEE, WGIV and WYLD. Hot at WILD while climbing at WWRL WDAS, WKND and WXYV in the East.

BEN E. KING "Music Trance" (Atlantic) 41% of our reporters are on it. Hot in the East at WDAS while climbing at WAMO, WWRL and WILD. The South reflects medium alrplay at WJMI, WGIV, KMJQ, WKXI, WDIA and WYLD. Hot at WWWS and climbing at WLOU and WKWM in the Midwest. Medium at KDKO in the West.

INVISIBLE MAN'S BAND "All Night Thing" (Mango/Island) 41% of our reporters are on it. Added in the East at WILD and climbing at WWRL, WWIN and WXYV. New at WVOL, climbing at WHRK and WVEE while hot at KOKY in the South. Debuting in the Midwest at WTLC, climbing at WKWM and hot at WDAO and WWWS. Medium airplay at KDIA

RUFUS & CHAKA "Any Love" (MCA) 41% reporting action. New at WANT in the South, while climbing at WJMI, WKXI, WDIA and WYLD and hot at WGIV. Hot at WKND and WWRL with medium sirplay at WAMO and WILD in the East. The Midwest shows heavy air-play at WDAO and WLOU; climbing at WTLC and KAEZ.

LA. BOPPERS "Is This The Best" (Mercury) 38% reporting airplay. In the South it is climbing at KOKY, WHRK, WVEE and WYLD. Medium airplay at WILD and WXYV with hot rotation at WAMO in the East. Heavy airplay at WCIN while climbing at WWWS, WBMX and WKWM in the Midwest. The West shows it hot at KDAY and KDKO.

BAR-KAYS "Today is The Day" (Mercury) 38% reporting action. In the South it is hot at WDIA, WKXI, WOIC and WJMI with medium airplay at WVOL and WYLD. New at WILD in the East, climbing at WKND. Medium airplay at WCIN and WAMM while hot at KAEZ in the Midwest, Climbing in the West at KDKO and KDIA.

RAYDIO "Two Places At The Same Time" (Arista) 38% of our reporters are on Climbing at WWRL in the East. Hot at KMJQ and KOKY with medium airplay at WJMI, WOIC, WGIV, WVOL, WDIA and WYLD in the South. The Midwest shows it climbing at WTLC and WLOU. Medium airplay at KDIA and KDKO in the West.
WEBSTER LEWIS "Give Me Some Emotion" (Epic) 35% reporting airplay. The

South shows medium airplay at WJMI, WHRK, WVEE and WDIA. Climbing in the East at WXYV, WWIN and WILD. Hot at WTLC and WDAO with medium airplay at WBMX and WKWM in the Midwest Climbing at KDAY in the West

SISTER SLEDGE "Reach Your Peak" (Cotillion) 32% reporting action. Midwest shows an add at WDAO while climbing at WBMX, WCIN and WTLC. New at WYLD, climbing at WDIA, KMJQ and WJMI, and hot at WAOK in the South. Climbing at WDAS in the East. Medium airplay at KDKO in the West.

LIPPS, INC. "Funkytown" (Casablanca) 32% of our reporters are on it. Added at WTLC and WDAO in the Midwest. New at WYLD in the South while climbing at WHRK, WVEE and WJMI and in hot rotation at WGIV. Climbing at WXYV in the East. Hot at KDKO and

KDAY while climbing at KDIA in the West.

KLEEER "Winners" (Atlantic) 29% reporting activity. Hot in the East at WXYV and WWIN. New at WLOU and WDAO while hot at WWWS and WTLC in the Midwest. Climbing at WAOK and WJMI with hot rotation at WHRK and WVEE in the South.

NARADA MICHAEL WALDEN "Tonight I'm Alright" (Atlantic) 29% reporting airplay. Added at WXYV and WWRL while climbing at WDAS in the East. The South shows it new at WHRK and WVEE with medium airplay at WOIC, KMJQ and WAOK. New at WDAO and climbing at WWWS in the Midwest.

# **NEW & ACTIVE**

MASQUERADERS "Desire" (Bang/CBS) 26% reporting action. Climbing at KAEZ, WLOU and WCIN in the Midwest. Medium airplay at KOKY, WGIV, WDIA and WYLD in the South. Climbing at WILD in the East. Medium airplay at KDIA in the West.

MASS PRODUCTION "Forever" (Cotillion) 26% of our reporters are on it. Added in the East at WXYV. New at WHRK and WVEE, while climbing at KOKY, WGIV, WVOL and WKXI with hot rotation at WANT in the South. Climbing at WTLC in the Midwest.

PHYLLIS HYMAN "Under Your Spell" (Arista) 24% reporting activity. Climbing at WDAS and WILD with hot rotation at WWRL in the East. Climbing in the South at KMJQ. WAOK and WVOL. Medium alrplay at KAEZ with hot rotation at WDAO in the Midwest.

WAOK and WVOL. Medium airplay at KAEZ with hot rotation at WDAO in the Midwest. LENNY WHITE "Best Of Friends" (Elektra) 21% reporting airplay. Added in the South at WDIA. Climbing in the East at WWRL, WKND and WAMO. The Midwest shows it climbing at WTLC, WLOU and WCIN.

SLAVE "Foxy Lady" (Cotillion) 21% reporting action. Added in the Midwest at WAMM; climbing at WTLC while hot at WDAO. Hot at WGIV and climbing at WAOK in the South. Medium airplay at KDAY in the West. Climbing at WKND in the East.

KWICK "Let This Moment Be Forever" (EMI America) 21% reporting activity. Added in the South at KOKY, WGIV and WVOL with medium airplay at WDIA and WKXI. New in the Midwest at WDAO and WWWS.

# HOTTEST

Policiuming are figlied in order of their employ activity	
GROVER WASHINGTON JR	Skylarkin' (Motown)
Cultor sa a constant	Various Cuts
CHUCK MANGIONE	Fun & Games (A&M)
DAVID CANDODA	Various Cuts
DAVID SANBORN	· · · · · · · Hideaway (WB)
AUMAD IARIAI	Various Cuts
AHMAD JAMAL	Genetic Walk (20th)
HEATH PROTUCES	Various Cuts
HEATH BROTHERS Live At The Pu	iblic Theatre (Columbia)
CHICO HAMILTON	Various Cuts
CHICO HAMILTON	Nomad (Elektra)
CEDAR WALTONS	Various Cuts
	oundscapes (Columbia)
SPYRO GYRA C	Various Cuts
DOMEST AND	atching the Sun (MCA)
RONNIE LAWS	Even Concentian U.A.

# **NEW & ACTIVE**

WRVR/New York, NY, Herschel/Prescott. WHUR/Weehington, O.C., Jesse Fex, WEAA/Beltimore, MO, cey Lewis, WYBC/New Heven, CT, Eric Streuss SOUTH: WCKL/Atlenta, GA, Requeye Ward, WYJZ/ort News, VA, Rol Ewell MIOWEBT: WBBY/Columbus, OH, P. Notman Grant. WJZZ/Detrolt, MI, Paster, WEST; KADI/Denver, CO, Chuck Edwards. KRE/Berkeley, CA, Hel Jackson, KKGO/Loe, CA, Monica Riorden; KJLH/Loe Angeles, CA, Lewrence Tenter.

MCA BLASTING INTO THE '80'S! PEGGIE BLUE "I GOT LOVE" featuring the single "I GOT LOVE" "EMOTION" featuring the single "EMOTION" MERRY CLAYTON SHOTGUN "SHOTGUN IV"

SHOTGUN (MCA-3201)

featuring the single "GO AHEAD"

(MCA-41213) STIX HOOPER "THE WORLD WITHIN" featuring the single "CORDON BLEU" HEAT WE THAT WE FOUND! RUFUS & CHAKA "MASTERJAM"

(MCA.5103)

Heaturing the single (MCA.11191) SPYRO GYRA "CATCHING THE SUN" featuring the single "CATCHING THE SUN" The Music Bang DRAMATICS "101/3"

DRAMATICS "101/3"

DRAMATICS "101/3"

MCA 411/38

Teoluring the single MCA 411/38 "THE MUSIC BAND" HAROLD MELVIN & THE BLUE LOTES ON PORCE
HAROLD MELVIN & THE BLUE LOTES
FEATURING SHARON PAIGE
THE BLUE ALBUM
THE BLUE ALBUM
TONIGHT'S THE NIGHT'S
TONIGHT'S THE NIGHT'S
TONIGHT'S THE NIGHT'S
TONIGHT'S THE NIGHT'S featuring the single "I'LL BE AROUND" ALSO WATCH FOR THE NEW ALBUMS BY B.B. KING, "AT OLE MISS" (MCA2-8016); DAMION AND DENITA'S "DAMION AND DENITA" featuring the single "IS IT STILL WARM?" (PIG-41206) LOVE COMMITTEE'S, "LOVE COMMITTEE" featuring the single "I MADE A MISTAKE" MCA 41189

ALL COMING AT YOU ON MCA RECORDS AND TAPES.

MCA RECORDS

POP | Ringthins APril 4, 1980 FAST .

EAST	80UTH	MIDWEST	WEST	
Brothers Johnson Leon Haywood	Brothers Johnson Isley Brothers Leon Haywood Michael Jackson	Brothers Johnson Leon Haywood	Brothers Johnson Leon Haywood	

MIDWEST -

ADDED

## Regionalized Adds & Hots

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

WXYV Beltimore, NED Lavy Wilson

ADOED Mass Production Pesbo Bryson Stephenie Mills Wer Narede Michael Welder Change Fatback Band Jerry Knight

HOTTEST
Whispers "Best"
isley Brothers
Brothers Johnson
Leon Haywood
Kleeer
Manhattans

Hartford, CT Eddle Jordan

ADDED Ray, Goodman & Brown "Inside" Stephenie Mills Pesbo Bryson Damion & Danita

HOTTEST Kool & The Gang Vaughan Mason & Crew Leon Haywood Brothers Johnson Natalin Cole/Peebo Bryson Fat Lerry's Band Isley Brothers Rufus & Chake

SOUTH -

ADDED

HOTTEST

Isley Brothers
Con Funk Shun
Fet Larry's Band
Fathack Band
Whispers "Best"
Michael Jackson

Teri DeSerio w/KC

WHRX Memphis, TN Ron Olson

Change Fatback Band

Jerry Knight

Vaughan Mason & Crew

Narada Michael Welden

WWIN Baltimore, MD Curtle Anderso

ADDED Two Tons O'Fun Jimmy Ruffin Patrice Rushen

HOTTEST Kleeer Manhattans Leon Haywood Shalamar "Right" Trussel Skyy
Jermsine Jackson
Smokey Robinson "Clock! Heavy" Roberta Flack/Donny

WWRL New York, NY Bob Lew/Linds Haynes

ADDED Narada Michael Walden Peabo Bryson David Sanborn Pleasure

HOTTEST Shelamar "Right" Heeth Brothers Michael Jackson Brothers Johnson Phyllis Hyman Rufus & Chake Jermeine Jack Kenny Loggins ine Jackson

ADDED Lakeside B.T. Express Gens Page Manhattan Transfer James Brown Wardell Piper Laurs Greene

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

WAMO Pittsburgh, PA Ken Allen

ADDED Stevie Wonder Jerry Butler Jimmy Ruffin Jerry Knight HOTTEST Vaughen Mesoi Vaughan Meson & Crew Whispers "Beet" Sequence Spinners L.A. Boppers Kool & The Gand Dramatics Ronnie Laws

WILD Boston, MA Crumbi

ADDED
Stephanie Milis
Invisible Men's Bend
Jermeine Jackson
Peabo Bryson
Teene Marie
Rene & Angela
Bobby Caldwell
Bar Kays

HOTTEST Gap Band Whispers "Beat" Leon Haywood Brothers Johnson Skyy Controllers Al Johnson Sheron Paige Roberta Flack/Donny

Jackson, M8 Tommy Marsh ADDED Heat Cecii Parker Cecli Perker
Angele Bofili "Angel'
Grey & Hanks
John & Arthur Simms
Ave Cherry
Vernon Burch

HOTTEST Whispers "Beet" Brothers Johnson Prince Michael Jackson Bar-Kays Leon Haywood Natelie Cole/Peabo B T-Connection
Teddy Pendergrass
Solaris

HOTTEST Vaughan Mason & Crew Jaley Brothers

WYLD

Brothers Johnson Terl DeSarlo w/KC

ADDED
John & Arthur Simma
Herbie Hancock
Brothers Johnson "Trea
Spyro Gyra
Bobby Caldwell
Dionne Warwick
Players Association HOTTET Brothers Johnson Whispers "Beet" Leon Haywood Ronnie Laws Ray, Goodman & Brown "Inside" Heroid Malvin & Bluenotes

faley Brothers Skyy
Teri DeSario w/KC
LA. Boppers

WTLC Indianapolis, IN Jay Johnson

ADDED rvisible Man's Band Manhattans Whispers "Lady" Lakeside Lou Rawis Skyy "Zoo" Stone City Band Rodney Franklin Lipps, Inc. HOTTEST Con Funk Shun Fatback Band Brothers Johns Webster Lawis

Merry Clayton Jermaine Jackson Spinners
Kleeer
Teri DeSario w/KC Peebo Bryson Clifford Coulter WAMM Flint, Mi Enoch Gregory

ADDED

HOTTEST
Vaughan Mason & Crew
Whispers "Beet"
Kool & The Gang
Michael Jackson
Isley Brothers
Brothers Johnson
Dramatics
Shalemer "Second"
Billy Preston & Syreets
Gap Band

KOKY Urtle Rock, AR Jimmy Smith

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

HOTTEST Brothers Johnson Invisible Men's Bend Leon Haywood Al Johnson Raydio Michael Jackson Randy Brown Isley Brothers Manhantina

WGIV Cheriotte, NC Chris Turner

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

HOTTEST HOTTEST
Brothers Johnson
Rufus & Cheks
Lou Rawis "Blessing"
Slave "Foxy"
Lippe, Inc.
fatbeck Band
Shalamar "Right"
Rey, Goodman & Brown
"Inside"
Ronnie Laws
Peabo Bryson WLOU Louisville, KY

ADDED
Petti Labelia
Jimmy Ruffin
Jermaine Jacki
Petrice Rushen
Kleser HOTTEST
Merry Clayton
Leon Heywood
Prince
Michael Jackson

ADDED S.O.S. Band Kwick Kwick HOTTEST Invisible Man's Band Vaughan Mason & Craw Brides Of Funkenstein Stone City
Leon Haywood
Ben E. King
Leonere "Best"

Oklahoma City, OK Steve Scott

ADDED ADDED
Sylvester
Grey & Hanka
Stephenie Milla
Dr. Hook
HOTTEST
Leon Haywood
Spinners
Brothers Johnson
Peabo Bryson
Donna Summer
BanKaye Bar-Kays Whispers "Lady" Skyy Sharon Peige Chuck Classi

KATZ St. Louis, MO Earl Parnell ADDED

None
HOTTEST
Whispers "Beet"
Vaughen Meson & Crew
Dramatice
Rufus & Chaka
Yellow Magic Orchestra
Brothers Johnson
Nool & The Coan Kool & The Gang

Jenne Alexander

ADDED
Peebo Bryson
Randy Brown
Change
Gledys Knight
Stephanie Mills
HOTTEST
Gep Bend
Brothers Johnson
Vaughen Mason & Crew
Isley Brothers
Whispers "Best/Lady"
Leon Heywood
Ray, Goodman & Brown
"Inside"
Herold Melvin & Bluenote
Shalamar "Second"
Andrae Crouch
WDAO WDAO
Deyton, OH
Turk Logen
ADDED Parilement "Big" O'Jaya Hamilton Bohani Eggles
Kleen
Alton McClain & Deatiny
Sister Siedge "Peek"
Stephanie Mills
Narada Michael Welden
Tavares
Jerry Butler
Randy Brown
Lippe, Inc.
Sendra Feva
Kwick
Paul Humphrey
HOTTEST
Sylvester
Michael Jackson
Teddy Pendergrass
Andres Crouch
Slave "Foxyl Just"
Phyllis Hymen
Rufus & Chaka
Webster Lewis
Invisible Man's Band
Herb Alpert
WKWM Herb Alpert
WKWM
Grand Rapida, MI
Grand Robida, MI
Frank Grant
ADDED
John & Arthur Simma
James Last Band
O'Jaya
William Hart
Stephanie Millis
Crown Heights Affair
Hamilton Bohannon
Parliament "Big"
Stix Hooper

HOTTEST Chapter 8 Isley Brothers Vaughen Mason & Craw Gap Band Silk Skyy Whispers "Best" Leon Haywood Sylvester

#### WEST .

KDIA Oakland, CA Jerry Boulding ADDED ADDED
Randy Brown
Skyy
HOTTEST
Brothers Johnson
Vaughan Mason & Craw
Yellow Magic Orchestra
Parliament "Theme"
Michael Jackson
Gan Band Michael Jeckson Gep Bend Leon Haywood Isley Brothers Roberts Fisck/Donny Hathaway Harold Melvin & Bluenotes

KDAY
Los Angeles, CA
Steve Woods
ADDED
B-52's
Dr. Hook
Chocolate Jam Company
Feiback Band
Bloodle Bernedette Peters HOTTEST Leon Haywood Whispers "Lady" Isley Brothers Invisible Man's Band Brothers Johnson Lippe, Inc. Jermaine Jackson Smakey Robinson Smokey Robi LA Boppers Randy Brown

KDKO Denver, CO John Anden

ADDED Dante's Inferno

HOTTEST HOTTEST
Parliament "Therne"
Vaughan Meson & Grew
Brothers Johnson
Gap Band
Michael Jackson
Roberts Fleck/Donny Ha Leon Haywood Natalie Cole/Peebo Bryson Lippe. Inc. L.A. Boppers

Brothers Johnson Leon Haywood Kieeer Manhattans WDIA ohie. TN Ron King ADDED
Jermeine Jeckson
Lenny White
Sylvester HOTTEST Bar-Kays Smokey Robinson Skyy Brothers Johnson Manhattens Ray, Goodman & Brown

SITM Lynchburg, VA Robert Goine ADDED HOTTEST HOTTEST
Brothers Johnson
Whispers "Beat"
Spinners
Kool & The Gang

Michael Jackson

Rey, Good Andy Gibb Veughen Meson & Crew Parliament "Theme"

HOTTEST

WVEE Atlanta, GA Scotty Andr

ADDED Mesa Production Peabo Bryson Stephania Mills Narada Michael Walden Change Fatback Bend Jerry Knight

HOTTEST Whispers "Beet" Isley Brothers Brothers Johnson Leon Haywood

WANT Richmond, VA Ben Miles

ADDED Rufus & Chaka Gil Scott-Haron

HOTTEST Isley Brothers Brothers Johnson Futures Mass Production Yellow Magic Orchestra Smokey Robinson Sylvester

WOIC Columbia, SC Bob Walters

ADDED B.T. Express B.T. Expression of Jaya Hamilton Bohann Stephanie Milis Paabo Bryson Parliament "Big"

HOTTEST
Prince
Isley Brothers
Shelemer "Second"
Kool & The Gang
Whispers "Beet"
Michael Jackson
Sylvester
Ber-Kays
Brothers Johnson
GQ

WAOK Atlenta, GA Norbert Bain

ADDED Stephanie Mills Jermaine Jackson Jermaine Jackson
M'Ledy
Alton McClein & Deatiny Afton McClain & Drametica Bobby Thurston John & Arthur Si Bobby Caldwell Melba Moore Spyro Gyra

HOTTEST Ronnie Laws Chuck Mengione Shaismar "Right"

Yellow Magic Orchestra Grover Washington Jr. DUMN Houston, TX Jack Patterso

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

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

WJMI Jackson, MS Carl Haynes

HOTTEST

ADDED Whispers "Lady" Rendy Brown Parliament "Big" Smokey Robinson

Gap Band
Leon Meywood
Brothers Johnson
Michael Jackson
Teddy Pendergrass
Con Funk Shun

WVOL Nashville, TN Fred Hervey

ADDED Invisible Man's Bend Manhattane Kwick Toveree Sugar Hill Gang

Isley Brothers
Whispers "Beet"
Kool & The Gang
Spinners
Prince
Teri DeSario w/KC
Brothers Johnson
Chuck Clasei "Hot"
Dramatics

New Orleans, LA Willie Jey Johnson

ADDED Ray, Goodman & Browninside"
Sister Sledge "Peek"
Lippe, Inc.
Crown Heights Affair
9th Creation
B.T. Express

HOTTEST Terl DeSarlo W/KC Gap Band Parliament "Theme' Dramatics Ronnie Laws Leon Haywood Isley Brothers Michael Jackson Prince



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



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



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



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



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



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



# Jeff Gelb-ACTR

AM AOR:

## "All We Want Is A Piece Of The Action"

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

#### WZAM: A Ratings Booster For WMYK

WZAM/Norfolk is an AM AOR daytimer which rebroadcasts its sister FM station WMYK's AOR programming during drive times, and broadcasts live during middays and on weekends. WZAM shows up in the 1.5-2.0 ballpark each ratings period,

perennially in the ratings shadow of WMYK - and that's just the way Program Manager John Heimerl wants it. He explained, "It relates to the Norfolk market, which was one of the first five impact markets for FM. A lot of AM's were dying on their feet while FM's were beating them in the ratings. WZAM is a 50,000 watt daytimer and we had to sit down and decide what to do with the station in a market with such heavy FM penetration



John Heimerl

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

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

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

#### KFML: Battling The Daytimer Blues

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



Ira Gordon

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

playlist is long; we're not afraid to go three or four cuts deep on albums we believe in. The jocks are not so tightly-structured that every show sounds the same; they retain a lot of creative freedom."

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

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

#### KEZY-AM: So. Cal's AM AOR Alternative

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

KEZY's catch phrase, "KEZY Kicks Ass," which has undeniable earstopping power on the air, is also an adequate means of describing the station's all-rock musical format. "We're a tight-listed station playing a lot of new product, but not a lot of tracks from those new albums." Jocks are encouraged to be creative but also to be brief. As Forman put it, "If I tell



Dave Forman

them to tighten up on the air, I'm not saying to be sterile; I'm saying become potent."

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

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

#### **KZAM-AM: Mono Music For Moderns**

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

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



Paul Sullivan

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

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

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

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

#### **KLIV: First AM Superstars Station**

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



niche; we had to offer John McLeod something our listeners could count on as being the same thing 24-hours a day."

Continued on Page 40

# VAN HALEN



Women and Children First



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

# Jeff Gelb AM AOR: "All We Want

# Is A Piece Of The Action"

Continued from Page 38

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

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

#### PROMOTION OF THE WEEK



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

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

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

#### EVOLUTION

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

#### COLOR

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

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

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

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

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



IF THE SOURCE FITS ...: Epic's Ted Nugent (left) dropped by the Source's headquarters for an interview with Dan Formento (right), who pre-sented Ted with something new for his ward-

#### UPDATE

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

CONCERTS & CONVERSATIONS

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

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

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



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

FEATURING THEIR NEW SINGLE "HEADED FOR A FALL"



#### FIREFALL

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

HUMBLE PIE
On To Victory (Atco)
"Fool" "Infatuation" "Savin"
51% of our reporters on it.
Total album reports: 80. A-63,
M-14, H-3. Debuted this week
at No. 25.



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



Summary

Another banner west

for SEGER, who main-

tained his lead both in

hots and total reports. Hs seams certain to hold

onto the top spot for awhile. LINDA moved

into second place this week, growing both in hots and total mentions.

HEART, FLOYD and JOEL

all garnered nearly identical amounts of airplay.

JOURNEY and GEILS held

rock steady as COSTELLO continued his climb. TRA-

VERS rose while CLASH

Inched up. TUCKER, CROSS, PERRY and NU-

MAN all had a good week

of increased airplay. TRI-UMPH leaped upward.

PIE was the week's high-

est debut with significant reports in all rotations in

cluding as a single. SLICK

jumped. FIREFALL debuted with impressive adds

while CRETONES climbed.

CITY maintained as Ri-

DER rose. SCAGGS de-

buted with significant

adds. STEWART and NILE debuted as ROMANTICS

resurged. MOTORS and

SUE SAAD came close

to charting this week

Chart

## Album Airplay/ 40

-	3/21		44	<b>April 4, 1980</b>	156 REPORTERS	Album cuts are listo of airplay prefer
4	1	1	1	BOB SEGER & SILVER BULLET	Against The Wind (Capitol)	"Strut" "Betty" Title "
2	4	4	2	LINDA RONSTADT	Mad Love (Asylum)	Title "How" "Can't" "
3	3	2	3	HEART	Bebe Le Strange (Epic)	"Even" "Rockin" " Title
1	2	3	4	FINK FLUYD	The Wall (Columbia)	"Rrick" "Numb" "Lust
9	5	5	5	DILLY JUEL	Glass Houses (Columbia)	"Right" "R&R" "Fente
	6	6	6	JOURNEY	Departure (Columbia)	"Ammuou" "Whore" '
•	7	7	7	J. GEILS BAND	Love Stinks (EMI America)	"Come" Title "Night"
14		10	8	ELVIS COSTELLO &	Get Happy!! (Columbia)	"Five" "Ctand" "High"
2		8	9	PRETENDERS	Pretenders (Sire)	"Prope" "Sobbing"
1	11	9	10	WANNER ZEVUN	Pad Luck Ctrook (Applicant)	1104-1-11 TIAL 11 1
_	20	15	11	PAT TRAVERS BAND	Crash And Burn (Polydor)	. Certain litte Jeanni
3	13	13	12	CLASH	London Calling (Epic)	VVNISKOY TITLO "IS" "I
	9	12	13	RUSH	Permanent Waves (Mercury)	"P " " " Superma
	8	11	14	TOM PETTY & HEARTRREAKERS	Damn The (Backstreet/MCA)	"Hadio" Freewill" "No
2	23	17	15	MARSHALL TUCKER RAND	Tarab (MD)	"Girl" "Refugee" "Los
7	17	14	16	ROBIN TROWER	Tenth (WB)	"Time" "Cattle" "Blues
5	22	20	17	CHRISTOPHER CROSS	Victims Of Fury (Chrysalis)	"Shout" Title "Madhou
ŝ	16	16	18	NAZARETH	Christopher Cross (WB)	"Ride" "Mine" "Never
	36	_	19	JOE PERRY PROJECT	Malice In Wonderland (A&M)	"Holiday" "Heart's" "S
	25		20	GARY NIMAN	Let The Music Do (Columbia)	Title "Dogs" "Train" "N
	35		21	TRIIIMPH	Pleasure Principle (Atco)	"Cars"
	15		22	DAN FOCEI PERC	Progressions Of Power (RCA)	"Weekend" "Survive"
	14		23	KNACK	Phoenix (Full Moon/Epic)	"Fire" "Longer" Title "I
	19		24	T PHINDSPENUITORIA	But The Little (Capitol).	"Tell" "Price" "Baby" "
			25	T. RUNDGREN/UTOPIA	Adventures In (Bearsville/WB)	"Set" "Road" "Last"
	21	24	26		On To Victory (Atoo)	11F 111 111 1
		36	27	STOCK THE STATE OF	Chooting Ctou/Vivein)	44.00
		-	28		Lireanne (DCA)	// A /// // // // // // // // // // // /
	_	34	29		I Indortous (Atlantia)	T'44 444 44 44 44 44 44 44 44 44 44 44 44
	18		30		Thin Wood Line (Dlanet)	11D 111 11D 0 111 11D 11
		31	31		Union lacks (Chausalia)	11D 1 11 11D 1
		26			Face In Face (Epid)	118 A 11 11 11 11 11 11 11 11 11 11 11 11 1
	38		32		Ino Long Dun (Acadama)	11T 1111 111 1
	30	30	33			
	30	20	34	DOE 00/1000	Middle Man (Columbia)	//D 1 1 // //
	32		35			
	32		36		Tuck (M/D)	
			37		Uream Rabiae (2a "/DCA)	// Th
	29	33	38		Ing Mamantice (Nomenana)	118 ° 11 11 11 11 11 11 11 11 11 11 11 11 1
	24	20	39		Willia Nila (Arista)	"AA" " 1" "A
,	24	28	40	ROCKETS	No Ballade (BSO)	"D : ""D

**156 REPORTERS** Against The Wind (Capitol). . . . . . "Strut" "Betty" Title "Lake" Mad Love (Asylum) ...... Title "How" "Can't" "Cost" Bebe Le Strange (Epic). . . . . . . . . "Even" "Rockin" "Title "Night" The Wall (Columbia)....."Brick" "Numb" "Lust" "Hell" Glass Houses (Columbia) . . . . . . . . "Right" "R&R" "Fantasy" "Leyna" Love Stinks (EMI America)....."Come" Title "Night" "Wait" Get Happyll (Columbia)......"5ive" "Stand" "High" "Amsterdam Pretenders (Sire)....."Brass" "Sobbing" "Neck" "Wait" Bad Luck Streak... (Asylum) ..... "Certain" Title "Jeannie" Crash And Burn (Polydor)......"Whiskey" Title "Is" "Born" London Calling (Epic) ..... "Train" Title "Supermarket" Permanent Waves (Mercury)..... "Radio" "Freewill" "Nous" Damn The... (Backstreet/MCA) . . . . "Girl" "Refugee" "Losers" "Don't" Tenth (WB) ..... "Time" "Cattle" "Blues" "Soul" Victims Of Fury (Chrysalis)......"Shout" Title "Madhouse" .. Christopher Cross (WB) ........... "Ride" "Mine" "Never" "Don't" Malice In Wonderland (A&M) ..... "Holiday" "Heart's" "Showdown" Let The Music Do... (Columbia) . . . . Title "Dogs" "Train" "Mist" Pleasure Principle (Atco). . . . . . . . "Cars" Progressions Of Power (RCA) ..... "Weekend" "Survive" Phoenix (Full Moon/Epic) ..... "Fire" "Longer" Title "Moon" ...But The Little... (Capitol)......"Tell" "Price" "Baby" "Want" Adventures In... (Bearsville/WB) . . . . "Set" "Road" "Last" On To Victory (Atco) ..... "Fool" "Infatuation" "Savin" Shooting Star (Virgin) ..... "Got" "Stop" "Bring" "Tonight" Dreams (RCA) ...... "Angel" "Face" Title "Diablo" Thin Red Line (Planet) ..... "Real" "Mad" "Cost" · · Union Jacks (Chrysalis). . . . . . . . "Back" "Rendezvous" Don't Fight It (Capitol) ..... "Hot" "Girl" Title .. Middle Man (Columbia)....."Breakdown" "Imagination" Title What's Next (Columbia) ..... "Roadhouse" "Rock" Tusk (WB) ..... "Think" "Sara" "Moon" "Dream Babies Go..." (RSO)......"Thunder" "Hollywood" "Spirit"

Willie Nile (Arista)....."Moon" "Lord" "Over" "River"

"Desire" "Don't"

#### Album cuts are listed in orde of airplay preference

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

## MOST ADDED.

						_
		4/4	3/28	3/21	3/14	3/7
- 1	FIREFALL	88/75	16/16	0.00	0/0	0/0
	Undertow (Atlentic)	M-7	M-0			
_	Title	H-8	H-0	1		10
2	BOZ SCAGGS	72/64	0.10	0.10	0.10	0.10
	Middle Man (Columbia)	M-8				
	"Breakdown Dead Ahead	H-2				
3	HUMBLE PIE	80/83	9/9	0/0	0.10	0.40
	On To Victory (Atco)	M-14	MO			
	"Fool"	H-3	HO			
4	LITTLE RIVER BAND	52/50	8/7	0.10	0.40	0/0
	Backstage Pass (Capitol)	M-1	M-1		1	0,0
	"Red Shoes"	H-1	H-0			_
5	GRACE SLICK	68/33	57/50	10/10	0.10	0/0
	Oreams (RCA)	M 22	M-4	M-0		0,0
	"Angel"	H-13	H-3	H-0		
6	GREG KIHN	29/25	3/3	0.40	0.00	0.40
	Giass House (Beserkley)	M4	M-0			0,0
_	'Things To Come"	H-O-	H-0			
7	JOHN STEWART	56/21	51/41	17/17	0.00	0.40
	"Dream Babies Go" (RSO)	M-24	M-6	MO		
- 07	'Thunder"	H-11	H-6	H-0	1 1	
8	RODNEY CROWELL	36/18	33/32	1/0	0.00	0/0
	But What Will The (WB)	M-13	M-0	M-1		
_	'80's ''	H-4	H-1	H-O		
	TRIUMPH	81/18	71/35	85/60	9/9	0.10
The	Progressions Of., (RCA)	M 54	M-31	M-4	M-0	
	'Weekend"	14-9	H-5	H-1	H-0	
	VAN HALEN	18/18	0.10	0/0	0.00	0.10
	Women & Children (WB)	M-0				
	"Everybody"	H-0				
10	RED RIDER	62/17	53/28	13/7	0.10	0/0
Tie	Don't Fight It (Capitol)	M-40	M-21	M 5		
	White Hot"	14-5	H-4	H1		
10		38/17	36/21	34/33	1/1	0.10
Tie	Tenement Steps (Virgin)	M-14	M-11	M-1	M-0	
	"Loneliness"	H-7	H-4	H-0	H-0	
10	do.iboit cidifff (O)	36/17	25/24	0/0	0.10	0.10
	Dreem Street Rose (WB)	M-12	MO			
11	Title	H-7	H-1			
11	KINGBEES	14/14	0/0	0/0	0.10	0.10
	Kingbees (RSO)	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

No Ballads (RSO). . .

		4/4	3/28	204	1 2/4	1 00
1	CLASH	107/		3/21 103/73	3/14	
	London Calling (Epic)	A-O	A-1	A-2	A-4	7 87/49 A-5
	'Trein in Vain"	H-46	H-38	14.29	H-33	H-33
2	MARSHALL TUCKER	108/8		100		3/0
	Tenth (W8)	A-6	A-16	A 34	A-73	A-3
	"It Tekes Time"	H-42	H-31	H-22	H-2	H-O
3	PAT TRAVERS BAND	114/6				0.10
	Crash And Burn (Polydor)	A-6	A-14	A-92	A-37	0,0
	"Whiskey"	H 49	H-31	HB	H-2	
4	WARREN ZEVON	121/5	125/70		1	90/47
	Bed Luck Streek (Asylum	AO	A-5	A-3	A-10	A-12
	"Certain Giri"	H-43	H-50	H-44	H-42	H-31
5	ELVIS COSTELLO &	119/5	7 115/61			
Tie	Get Happy!! (Columbia)	A-1	A-2	A-8	A-14	A 50
	SIVE GEETS	H-81	H-62	H-44	H-38	H-20
5	SHOOTING STAR	62/57	87/57	73/62	76/62	
	Shooting Star (Virgin)	A-0	A-1	A-O	A-5	A-6
	"Got What I Need"	H-6	H-9	H-11	Н9	H-10
6	TRIUMPH	81/54	71/31	85/4	9/0	0/0
	Progressions Of (RCA)	A-18	A-35	A-60	A-9	
_	'Weekend'	H-9	H-6	H-1	HO	
7	NAZARETH	81/51	94/54	105/65	102/62	82/52
Tie	Malice In (A&M)	A-0	A-O	A1	A-1	A-1
	"Holiday"	H-40	H-40	H-39	H-39	H 39
7	JOE PERRY PROJECT	80/51	74/22	47/10	0.10	0/0
	Let The Music (Columbia)	A-12	A-41	A-35		
	ROBIN TROWER	H-17	H-11	H-2		
•	Victims Of Fury (Chrysalis)	94/50	94/55	99/59	99/60	82/58
	"The Shout"		A-0	A-7	A-6	A-7
	CRETONES	H-42	H 39		H 33	H-19
•	Thin Red Line (Planet)	80/46 A-12	53/30	55/10	33/1	2/0
	"Real Love"	H-12	A-22		A 32	A-2
10	KNACK	69/45	H 1		H-0	H-0
	But The Little (Capitol)	A-O	A-2	106/58 A-0	112/55	105/46
	'Tell Me"	H-24			A-0	A:1
11	GARY NUMAN	71/42	59/34	62/42	H-67	H 68
	Pleasure Principle (Atco)	A-6			71/54 A-3	57/41
	"Cars"	H-23			H-14	A-3
12	RED RIDER	62/40	53/21	13/5	0/0	H 13
	Don't Fight It (Capitol)	A-17	A-28	A-7	0,0	070
	"White Hot"	H 6	1	H-1		
13	PRETENDERS	110/39	108/43	112/49	110/58	98/47
Tie	Pretenders (Sire)	A0	A0			A 6
		H-71				H 46
13	MAHOGANY RUSH	47/39	54/49	58/48	66/52	46/34
	What's Next (Columbia)	A-0	A0	42	1.7	4.5

H8 H6 H6 H7 H7 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

Entry

1	BOB SEGER & SILVER	4/				
	Ageinst The Wind (Capit	154/		745 152/		
	"Her Strut"	M-1	M4	A 2	A-16	A 108
2		1.2.	132 141/	M-4	M-8	M-3
	Glass Houses (Columbia	A-2	A 3			
	"Mey Be Right"	M-12	M 21	A.7	A-123	A 13
3	HEART			M 30	M-5	M-0
	Bebe Le Strange (Epic)	A-0	A-1			128 129/10
	"Even It Up"	M-13	M-7	A-1	AO	A-1
4	LINDA RONSTADT			M-8	M-12	M 24
	Mad Love (Asylum)	A-0	A-0			26 127/96
	Title	M-16	M-13	AO	A 2	A-11
5	PINK FLOYD			M-13	M 16	M-20
	The Well (Columbia)	A-0	A 0			38 130/12
	"Brick 2"	Ma	M4	A-0	0.0	4.0
6	JOURNEY	-		M4	M-2	Mis
	Departure (Columbia)	A 0	A-0	A-4		- 1
	"Anywey"	M-22	M 21		A 38	A-73
7	J. GEILS BAND	123/E		M-32	M-33	M-6
	Love Stinks (EMI America	1 00	A-0			-
	"Come Back"	M-34	M 37	A-0	A-0	0.0
	PRETENOERS	110/7		M-48	M-45	M-40
Tie	Pretenders (Sire)	A-0	A-0			-
110	"Brass In Pocket"	M 39	M-43	A-2 M 49	4-4	A-5
8	TOM PETTY &	92/71			M-68	M-47
	Damn (Backstreet/MCA	AO	A-0	A-1		3 122/112
	"My Glet"	M 21	M 20	M-16	A-0	A-1
9	RUSH	97/85			M-14	Me
	Permanent (Mercury)	A-0	A.0	4.0		1
	"Spirit Of The Redio"	M 28	M-31	M 22	A-0	A-0
10	WARREN ZEVON	121/63			M-29	M-28
	Bed Luck Streek (Asylum)	40	A-5	A-3	1	
	"Certain Girl"	M-58	M 70	NA-74	A-10	A-12
11	ATTIO OPPIETED G	118/01			M-86 105/34	M-47
	Get Happyll (Columbia)	A-1	A-2	A-6	A 14	1
	"Sive Gears"	M-67	M-61	M 43	M 63	A-50
12	PAT TRAVERS BAND	114/48			40/2	M-23
	Crash And Burn (Polydor)	A-6	A-14	A 92	A-37	0/0
	"Whiskey"	M-80	M-67	M 12	4.1	
13	DAN FOGELBERG	70/48	83/54	98/73	108.82	****
	Phoenix (Full Moon/Epic)	A-0	A-0	AO		112/90
	"Face The Fire"	M 22	M 27	M 25	A-0	A 0
14	CLASH	107/45	103/30	103/28	104/33	M 22
	London Calling (Epic)	A-O	4-1	A-2	10033	87/33 A-5
	'Train In Vein'	M-62	M-04	M-73	-	A-0

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



YOUR SPECIAL PASS TO HIGH-ENERGY, LIVE ROCK 'N' ROLL! BACKSTAGE PASS FEATURES THE FORTHCOMING SINGLE

"IT'S NOT A WONDER"
AND THE NEW ROCKER"RED SHOES!



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

RADIO & RECORDS ALBUM AIRPLAY/40

4TH MOST ADDED

# **BREAKERS**

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

#### FIREFALL

**Undertow (Atlantic)** "Love" Title "Fell" "Alone" 56% of our reporters on it. Total album reports: 88. A-75, M-7, H-8. Debuted this week at No. 28.





**HUMBLE PIE** On To Victory (Atco) 51% of our reporters on It. Total album reports: 80. A-63, M-14, H-3. Debuted this week at No. 25.

## SINGLES

BLONDIE "Call Me" (Chrysalis)

2 SUE SAAD & NEXT

"Gimme Love, Gimme Pain" (Planet) 3 MOTORS

"Love & Loneliness" (Virgin)

PAT BENATAR "We Live For Love" (Chrysalls) 5

"Night For Beautiful Girls" (EMI America)

ZZ TOP "I Thank You" (WB)

7 **TOURISTS** 

"I Only Want To Be With You" (Epic)

**WISHBONE ASH** 

"Helpless" (MCA)

OFF BROADWAY 'Stay In Time" (Atlantic)

10 QUEEN

"Crazy Little Thing Called Love" (Elektra)

These 66's received significant AOR airplay reports this week. These singles are either not available on an aibum or are from an aibum not currently on the Album Airplay/60 chart. The chart is listed in order of total mentions received this second.

## JAZZ ON ASR

SPYRO GYRA ..... Catching The Sun (MCA) CHUCK MANGIONE ..... Fun And Games (A6M) . . . . . . . . . . . . . . . . . . . "Give 3 "Moments" "Mind" PASSPORT......Oceanilner (Atlantic) DR. STRUT...... Struttin' (Motown) J. LEE & G. BROWN .... Chaser (Columbia) 7 PAT METHENY GROUP ... American Garage (ECM)

Title "Heartland" "Airstream" RONNIE LAWS..... Every Generation (UA) 10

These albums received significant sirpley reports this week but did not chart on the Album Airpley/40 fieting. This chart represents activity based on a combination of add, medium and hot reports, as well as special jess programming. The album's preferred sirpley outs are listed.

# REGIONAL ASR ACTIVITY

# EAG

FD: ADD: COSPER ALST. FD: BMH BOTLE

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Albany

Notices (1970)



Added HUTGPS (1(rgin) HARBLE PIE (ATEM)

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#### Baitimore

Hoffers
Rufe: (RerCord)
PARE F(DYD (Chiamble)
HEAST (Belc)
\*Strong Right\* "Quee (I Up\*
\*Shocks Homeon\* Title
Linda Booktopt (Aprilm)
\*Shirly Fair\* "Copps or Love"
\*Cond & Left (or "None Op 1 " 119)
\*\*Illiant (Chiamble)

Binghamton

PCBS 2 Let for "Time to ...

11914 BCB MCBP 8... (CQp17e1)
BCB MCBP 8... (CQp17e1)
BCB MCBP 8... (CQp17e1)
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FORM BCD MCD (Cp1 comp1e)
-FLSE\*FECCO MCD (cp1 comp1e)
-FLSE\*FECCO MCD (cp1 comp1e)
-FLSE\*FECCO MCD (cp1 comp1e)
-FLSE\*FECCO MCD (cp1 comp1e)
-GLOCAL BCD (Cp1 comp1e)
-GLOCAL BCD (Cp1 comp1e)
-GLOCAL BCD (Cp1 comp1e)
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Allentown 215-894-0511



-COMITORN RATE (COTAMBIA)
-OMISTONER CROSS (IM)

ACT COMP PROJECT CONTROL (A)

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CLIFF BIORDO (DR) Reser (ca)

CLIFF BIORDO (DR) Reser (ca)

FELOR INSERT (DR)

FELOR INSERT

FIGURE STREET & . (Columbia) Non-PAT TRAFERS BAND (Polydor)

CRETONES (Pignor)
PAT TRAVERS BAND (Polydor)
"Miletey"
MELECTER (Chrysolis)

MileTim (Chrymeles Peter 16,000 (Chrismile) Peter 16,000 (Chrismile) Peter 16,000 (Chrismile) Peter 1900 (Chrismile) J. Gill's Bébou (Shr Amurica) (100A ROMETAD (Chrismile) (100A ROMETAD (Chrismile) Chrismile (Chrismile) Chrismile (Chrismile) Chrismile (Chrismile) Chrismile (Chrismile) Chrismile (Chrismile) (Chrismile) FORD (

Boston 617-247-0850

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MOST ADDED

Undertow (Atlantic)
BOZ SCAGGS 18/17 Middle Man (Columbia) HUMBLE PIE 18/16 On To Victory (Atco) 18/15 LITTLE RIVER BAND Backstage Pass (Capitol) 14/14
GREG KIHN

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

Glass House... (Beserkley) 14/12



Added CO. (Addis (Opingale))

\*\*The med born ...

\*\*ZORE STEMENT (SEC)

\*\*The Transport of the Transport of

SINGIAS SUZARRE FELLINI (Cosoniance) GARGE PIE (Arcol



Added FIREFAL INTERVECT "Bover Change" BD/ MCAGES (Columbia) "Sitome" \*20jo\* 149 (Capital) OR. STRUT (Motous)

On. STRUE (Bofown)

Medium

CHEST MARKICHE (AME)

CHEST MARKICHE (AME)

CHEST MARKICHE (AME)

FELLIE CAPALITHE (Exic)

ANDRES ANDRES (Exic)

ANDRES ANDRES (Exic)

ANDRES ANDRES (Exic)

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(Fill Nown/Exic)

AFTEC TIO-STP (Instantance)

Cape Cod

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(Corambia)
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IDD 114 MB/Cory)

Anti
H18 MBT (DBB/H2)
(Tapon Zer/Cor)
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PRI RETORN CROP ((B))
PRI RETORN (B)
DATE (DATE (B))
DBB/MBC (B) (B)
DBB/MBC (B) (B)
DBB/MBC (B) (B)
THE DOWN (B)
THE DOWN

MEDIUM PAT TRAVERS BAND

Crash And Burn (Polydor) 24/18 London Calling (Epic)
JOE PERRY PROJECT 30/14

Let The ... (Columbia) 19/12 NAZARETH Malice In... (A&M) ROBIN TROWER

Victims Of... (Chrysalls)
DARYL HALL 18/12 Sacred Songs (RCA) 17/12

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

#### Glass Houses (Columbia) 32/31 LINDA RONSTADT Mad Love (Asylum) PINK FLOYD 32/31 The Wall (Columbia) HEART 30/28 Bebe Le Strange (Epic) 29/27

THE HOTTEST

33/33

BOB SEGER &

WBLM :

PO	BULL BUSHES	
Addies	FIRETOL (	FIRETOL)
FIRETOL (	FIRETOL)	
FIRETOL BOTS (	Get	Bush
EACH BOTS (	Get	Bush
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ND JOSE DIAZ PO: NISE BUSHEY

Against.. (Capitol)
BILLY JOEL

SILVER BULLET BAND

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

Lewiston-Portland

PAT THATES BODD (Polyace) BOTOS (Firgle) ADD FORM (POLEY (Oblimate) BALFARD (FORM (POLEY (Oblimate) BALFARD (ODE) BALFARD (ODE) BALFARD (ODE) AND (BALFARD (ODE) - BODD (COME) -

-Outilité (finance)

Outilité (discourse)

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Added ONL BIND (hoperate)
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ADDE PIE (Afc.)
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RED RICHM (Capitoti
HAZARETH (AAM)

Long Island NO MARIE CONTRA

Added VAN HA (M 100)
FA/THANIAN DENIES (MB)
FMD (Cop)Tol)
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HAMBEL Pi( IATOR)
FFOO!

Hartford DARY HALL (REA)

Hartford

RUSH (Marcury) M.CHD11 (Chryselis) 400mer ChOMEL (MD)

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516-587-1023 #15-MONES (100-1)

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-Paristo Sistem

Bod on

Bod of Section (Introduce)

AURISIA (Columbia)

AURISIA (Colu Singles OHP HANDING ACE'S & B S Long Island 516-727-1570

G MARKINGTON AN (Markeyen) HINGUS DYNASTY (Electro)

PM 104 AM 1570

WRCN

Modilya gardiga ZileQn (Anylya) NCB do Thickella (Chryslatia)

\$18-727-151
\*\*\*IAECOR AVTOP (a ...)
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\*\*Boars 1-

#### EAST

#### Long Island 518-485-9200

PORTIONER (Attentic)

-WEN MARKET (Spice)

MONTH TO THE STATE OF T

Manchester

MAINTERSON

803-825-8915

\$22000 FELLIOI (Ganda) onca)

9009, MALL (EED)

FTEYE bid, 50 (Elrahour)

REMONITICS (Emporer)

\$45 SAD & MET (Plant)

REMONEMENTO (AND PLANT)

(Boravillo/B)

9001105 STAR (Virgin)

CLASH (Epic)

CLASH (Epic)
HOPTOT

BUT SECTION

BUT SECTIO

**Montreal** 

NOTION PAT TRAVERS BAND (Polydor JOJUNEY / Columbia) SILLY JOEL (Columbia) SILLY JOEL (Columbia) SILAY LEGIO. SEAS SERVER 6... (Coul Pol) SIDAY REGION 6... (Coul Pol) RUDA ROSETADT (Roy I was partie stiller (Colimbia) JOHN L SIDA (Colimbia) SIDAN (Morcory) PRETENCER (Sire) MAN (ANGE PAITHFULL (MB) CARY MIDDAN (Rhos)

New Haven 203-777-6617

**New York** 

Northoot
GEN SCORE A... (Capital)
FRETTHORIST (Sira)
FRETTHORIST (Sira)
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GEN

AGONG
MISC ELING (Governley)
Will rel (Atlantic)
MISC ELING (Governley)
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Total Lab.

SAPENTRAGER (AAH)

DAY10 SARROUNE (WB)

30-975(10) (AAR)

LED ZEPT(11) (AAH)

LED ZEPT(12) (AAH)

CARDON (AAH)

CARD

ONE C CAREN ANDERSON

Added FIRSTALL (ATTENTIC) GREG KINN (Beachtoy) GRACE SLICE (RCA) LRB (CQUITO!) JOHN STEWART (RSG) -AMBROSIA (MB)

Jess

СНОМ-ГМ

Medium

8.8. (##OII)

711,100% (ELC.)

8ACMEL SMEET (ELC.)

8ACMET (ELC.)

8ACMET (ELC.)

9ACMET (ELC.)

9AC

**WPLR** 

Adood FIREFAL [ATLONTC] BOS SCAGES (Columbia) TOURISTS (Epic) END (Capitol) (AN HARRES ARG) (AN HARRES ARG) VAN PALEN (MB)

Madel No.

PAT TRANSIS BAND (Polymor)
BLYIS COSTILLO 6... (Columbia)
CACOS COSTILLO 6... (Columbia)
CACOS COSTILLO 6... (Columbia)
CACOS COSTILLO 6... (Columbia)
COSTILLO 6... (Columbia) T. PD. DICK MEDI

Singles

Added MARKE PIE ERICO) ASTEC TWO-STEP Emeror to LINE (Cop) FOT? FIREFALL (ATLANTIC)

Medium J. DELES BAND (EDI) Americ MEANT (EDIC) MAZANETH (AME) FLEETWOOD MAC (ME) MADREN 22VON (Amylum) MODEL (Comple) MODEL (AMPLUM) MODEL (MEXA) MODEL (MEXA) MODEL (MEXA) MODEL (MEXA) MODEL (MEXA) MODEL (MEXA) MODEL (MEXA)

WPLJ 95.5

PIET PLOYD (Columbia) BILLY JOEL (Columbia)

105.5 FM WOLLINGER ON BOR LINGER POI 100RL DISPRIGE?

Added
FIREFALL (ATTOMYTE)
TIPTO "Doly Time..."
"Love Ther Gor."
"Love Ther Gor."
"Love Ther Gor."
"If You Head No."
"Tipto "Dol Head No."
"Dolle Y Chickel. (No.)
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Medium, Medium

ID ONES TOWNINGTON Ottawa 613-563-1919

Jezz

Added CAMP | Added CAMP | Added CAMP | ANDRES (Sire) | JOH & YANGGI IS IPO1400\* I TEDMAGE HEAD | JOHN STEMAT\* (HSO) TOURISTS (Spic) | -QUEEN (Elentre)

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WISD, POL STEVE SUTTON

Added DAMPY SPANDS (Windsorg) BOZ SCANDS (Columbia) HAMBLE PIE 1ATCOI

MARKEL PILL INTOO!

Medium
SHOOTING STAM (Verigin)
AMODEL SEET (SITE)
MOTELS ZEVON (Apprium)
AMODEL SEET (SITE)
MOTELS SEED (SI

Philadelphia

PAGES (CRITICADE LANGE)
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GALLAGHER (LA)

UALL NORTH (UA)

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(Observation of the service of the

(MCA/Grunt) EZ TOP (MB) PLEETHOOD MAC (MB)

Rochester

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716-232-7550 -0.0016 (Oryanis) -QUEEN (Elektre)

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Washington, D.C. 105 Washington, D.C. **105** 

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Medium (LASH (Epic) RAMCHES (Sire) "Remember RAR" HUMBLE PIE (ATCO) "Foo!..." Jazz

Singles PAT BEWATAR (Chrysells) RED RIBER (Capttol) MDTORS (Virgin)



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THE CONTROL CO

MEACH BOYS (Cor(sou)

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Added RODEY CHOMBLE (1811 CHETONES (Pleast) LIBS (Capital) FIREFALE (Atlantic) REACH BOYS (Caribou)

Wheeling 614-676-5661

TOO SIMP Added

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Face... Wind"

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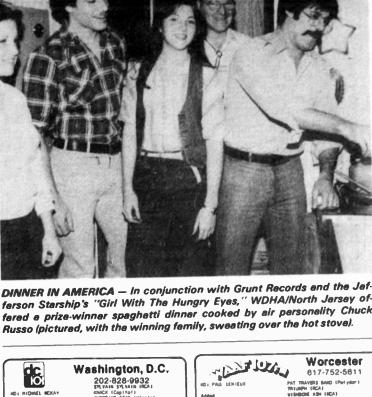
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JARE DAVID SAMBORN (MB) SPYRD GYRA (NCA)

Singles (M.OMDIE (Chrysolis) STEVE FORMERT Linumperori QUEEN (Elentra) SEARCHES (Sira) CRACK THE SKY (Lifesong)



ferson Starship's "Girl With The Hungry Eyes," WDHA/North Jersey of-fered e prize-winner spaghetti dinner cooked by air personality Chuck Russo (pictured, with the winning femily, sweeting over the hot stove).

202-828-9932 SYLVAH SYLVAH REAL GOMCK (Capitot) SHOOT HIG STAR (VIrgin) HAZARTH (AMI) HOB IN TROVER (Chrysella TRILMPH (RCA)

Washington, D.C.

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BILLY JOEL (Columbia)
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HEART (Epic)
HECKET'S (RSD) LLOL

Say What You Feel!

Your Comments Are Welcome, Signed Or Anonymous. Selected Comments Will Be Published Each Week. All Signed Comments Will Be Verified Before Publication

**CALL THE R&R** 

OPINION LINE

37/36

38/35

37/38

36/32

34/32

THE HOTTEST

BOB SEGER &

HEART

BILVER BULLET BAND

Glass Houses (Columbia)

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

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UNDA RONSTADT

Med Love (Asylum)
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ANTO SAMBLES (#) DESIGN MESCAMPLES (FOC AFFE) DAFID FRITZONED (Inner City) BILLY BURETTE (Mylyan) B. AASHIMETOD (B. (Maloun)

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Lexington ##### (##)

MEDIUM

ELVIS COSTELLO 6 ATTRACTIONS Get Happyll (Columbia) 27/19 MARSHALL TUCKER BAND Tenth (WB) 27/19 SHOOTING STAR

Shooting Star (Virgin) WARREN ZEVON 18/18 Bad Luck .. (Asylum) 28/17 CLASH London Calling (Epic) 21/17

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**UMMS** 

ROZ SCAGOS (CO1-um ta)

\*\*ROMERT PTE (ATC-0)

\*\*ROMERT (ATC-0)

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#### MOST ADDED

FIREFALL Undertow (Atlantic) BOZ SCAGGS 22/20 Middle Men (Columbia) HUMBLE PIE 17/15 On To Victory (Atco)
GRACE SLICK 20/14

Dreams (RCA)
JOHN STEWART
"Dream Bables..." (RSO)
LITTLE RIVER BAND 23/12 15/9 11/9 Backstage Pass (Capitol)

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



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SINGION
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NETTIDEES (Sire)
EAGLES (Anylun)
NEDGERA/VIOPIA
(Barrow) (114/85)
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JOSE MATINE BON (MEA) PASSAGRIT (APIGNIE) STYPO BYAN (MEA) BASAN RAISCAMELLA (PMC AFTO TON SCOTT (Dai umbia) LANDY CONTREL I THOMHOM PAT METHERY SROUP (ECHI

#### MEDIUM

**FLVIS COSTELLO &** ATTRACTIONS Get Happyll (Columbia) CLASH 30/20

London Calling (Epic)
TRIUMPH 29/19 Progressions Of... (RCA) 24/19
PAT TRAVERS BAND

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



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Cresh And Burn (Polydor) 33/18 MAHOGANY RUSH What's Next (Columbia) 19/17

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MAZARETH (Asmr "Shoutown..." "Hot (pay" JOE PERRY PROJECT (Columbio) "Discount Dogo" Title

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313-444-1010 PAT TRAYERS BARD (POLYBER) SME SAMD & MERT (Plemet) 100Y POP (Arlata) 9000THS STAR (Virgin) THE TRANSPORT OF THE TR

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PO: RICK MEST NO. J B SMITH

Ft. Wayne 219-484-0580

Tampa
813-224-0742
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PAT TRAVERS SAND (Pot "Whiteney" STVE (AMM) ACROSSITH (Cotumble) AND PRINT PROJECT (CO -0LONDIE (Chrysotie)

Hartest EARLES (Asylum) PINE FLOTO (Columbia) OAM FORE METIG (Full Moon/Falc) 56-SPECIAL (AAM) 71910

TIPLE
22 TOP (IB)
IO NUKES (Apylum)
LED ZEPPELIN (Seen Song)

THE HOTTEST SILVER BULLET BAND 38/37

Against... (Capitol)
JOURNEY Departure (Columbia)
PINK FLOYD 36/34 The Wall (Columbia) 35/34

Bebe Le Strange (Epic) LINDA RONSTADT 36/33 Mad Love (Asylum) 37/31

Glass Houses (Columbia) 35/31 Two numbers follow each album title. The first represents total number of Midwest stations playing the album this week. The second is the number of those stations who reported it in hot rotation this week.



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Kansas City 818-531-3400

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Glass Houses (Capitol)
PINK FLOYD

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

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MOST ADDED

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KINGBEES

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

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Early 1800's Mansion Houses **Modern Country Station** 



Not everybody's new facilities are downtown in sleek glass and chrome affairs. WGNA/Albany, NY, opted for a 20-acre country estate with a mansion built in the early 1800's, complete with pond and rolling hills overlooking the entire Hudson Valley. Moving into the "Red House Farm," as the well-known county landmark has been called for decades, WGNA and sister station WHAZ owners WPOW Inc. retained the facade, including the original red brick, shutters, and wroughtiron hardware. Inside they refurbished and renovated with up to date broadcast equipment and studios.

After moving in, staff members found old American flags behind the paneling which "could date back 100 years or more," commented PD Chris Warren, and in the Sales Manager's office, formerly the library, they discovered old school yearbooks with members of the famed Kennedy family peering from the pages.

Incorporating its unusual dwelling into a station identification, WGNA calls itself "Your place in the country," a logo many city and apartment dwellers might like to take literally.

A FOOLish Letter

Editor's Note: Ten days after this letter was mailed to R&R from New York, it was received here in Los Angeles. (Let's hear a Bronx cheer for the U.S. Mail.) Even though you won't see this in time for April Fool's Day 1980, you might want to file it away for next year. Some of the songs listed have been recorded by different artists, such as "A Fool Such As I," not only recorded by Elvis, but originally by Hank Snow. Same for "Statue Of A Fool" — Jack Greene had the first country hit of that recording, as did the listed Brian Collins. "Fooled Around And Fell In Love" by Elvin Bishop and/or Mundo Earwood was not mentioned, as were, we're sure, a few other forgotten gems. Thanks to Ed and Pam for taking the time to put together this fun-FOOLed letter:

Dear R&R Country:

With April Fool's Day coming up, Pam and I have compiled a music list from the WHN library of songs appropriate for the day and we thought we'd share them with you.

- A FOOL Such As I Elvis Presley, RCA (1959)
- Everybody's Somebody's FOOL Connie Francis, MGM (1960) Every Time Two FOOLS Collide Kenny Rogers & Dottie West, UA
- FOOL John Wesley Ryles, ABC/MCA (1977)
- FOOL Elvis Presley, RCA (1973)
- The FOOL Sanford Clark, Dot (1956)
- FOOL Me Lynn Anderson, Columbia (1972)
- FOOL #1 Brenda Lee, Decca/MCA (1961)
- FOOLED By A Feeling Barbara Mandrell, MCA (1979) 10
- FOOLS Jim Ed Brown & Helen Cornelius, RCA (1979) FOOLS Fall In Love Jacky Ward, Mercury (1977)
- FOOLS Rush In Rick Nelson, Decca/MCA(1963) 12
- 13 Poor Little FOOL - Rick Nelson, Imperial/UA (1958)
- Statue Of A FOOL Brian Collins, Dot (1974)
- Wisdom Of A FOOL Jacky Ward, Mercury (1979) We're noticing a greater than ever interest in specials and I'm working on a book of similar lists: "Country Radio Specials You Can Do At Home In Your Spare Time For Fun And Profit.

Edward R. Salamon **Program Director** Pam Green Music Researcher

#### **News Notes**

Took a day out last week to take part in the NARM (National Association of Record Merchandisers) convention in Las Vegas. With a lot of country music being featured that day and the Country Music Association board being guests at the Wednesday (3-26) luncheon, I thought it would be a good chance to see what the record merchandisers were up to these days. Plus fellow CMA board member and good friend Barrie Bergman, owner of the Record Bar chain, is NARM's 1980 President and I thought it would be a fun surprise to be there. It also gave me a chance to meet Doug Shane, Group PD of Broadcast Associates (KVEG/ Las Vegas), and KRAM's new PD Chuck McKay. Seeing longtime Country personality and programmer Bob Jackson, also of KVEG, was a pleasure. KVEG and KRAM are in a very competitive ratings battle. Each has many good elements, which makes the race even more interesting . . . As far as the convention (see related photo on the Country "Picture Page"), the music of the Oak Ridge Boys, at the luncheon, and the Kenny Rogers-Dottie West shows were, as always, superb. Rogers and West, along with comedian Gallagher, entertained at the NARM banquet. Wayne Newton hosted the NARM awards following the show at the MGM Grand Hotel. Country music's best selling albums, according to the 22nd annual NARM Convention, were the Charlie Daniels Band for "Million Mile Reflections" on Epic; Kenny Rogers's "The Gambler" on United Artists and Anne Murray's Capitol album "New Kind Of Feeling." Counterfeiting and the growth of the video industry as being merchandised at record stores were the main topics. This year's theme was "Give The Gift Of Music." It was a good In other news ... Congratulations to Bill Figenshu, OM of KIKK-AM-FM/Houston, and GM Al Greenfield on their appointments with VIACOM Radio. (See Page 1 for more details.) Charlie Ochs, KIKK's morning man, has been appointed Figenshu's replacement as Operations Manager . . Scott Free, formerly of WIRK-FM/West Palm Beach is the new PD of WIXZ/Pittsburgh ... Farris, former PD of WXOR/Muscle Shoals, AL, is new PD and midday personality at WKUL/Cullman, AL . . . Rick Walker is now the MD of WBAX/Wilkes-Barre, PA. Vince Webber remains with the station, but decided to step down as Jay Phillips, from WJQS/Jackson, MS, is the new MD at WMC/Memphis Jessi Collins is doing evenings on KIKX/Tucson. She had been at KTOM/ Salinas, CA... WYND/Sarasota PD/MD Dave Kay has exited the station to become PD of a new Country station in Springfield, GA. WGEC-FM, I am told, is part of the Savannah market ... FICAP (Federation of International Country Air Personalities) has announced a special comprehensive retirement plan for FICAP members. Contact Georgia Twitty at (615) 320-0115 or write FICAP, 1201 16th Ave. South, Nashville, 37212 . . . Hope to see some of you at the NAB Convention, April 13-15 in Las Vegas . . . So what's NEWS with you?



#### Radio Bags Wild Turkey Promotion

Wild Turkey whiskey manufacturer Austin, Nichols & Co. is sponsoring a "Country Star of The Future" search, culminating in a gala outdoor Jamboree to be held in Columbia, TN on June 7 and 8. A network of 20 Southern and Midwestern radio stations, in conjunction with Austin, Nichols, are sponsoring talent competitions during April and May, with each of the 20 local winners receiving a \$1000 prize, space on the Jamboree showcase, and the chance to vie for \$20,000 in final prize money

The nonprofit festival (proceeds less operating expenses go to charity) stars Marty Robbins, Lynn Anderson, Jerry Reed, Merle Haggard, Asleep At The Wheel, Nashville Super Pickers, and Carl Tipton. All 20 of the radio sponsored talent winners will perform, and a panel with representatives from BMI, National Songwriters Association, SESAC, ASCAP and Country Music magazine will judge the contestants.

The radio stations involved in the Wild Turkey Jamboree include:

WYDE/Birmingham WDOD/Chattanooga WSAI/Cincinnati WPNX/Columbus, GA WFNC/Fayetteville, NC KIKK-FM/Houston WIRE/Indianapolis WQIK/Jacksonville, FL WDAF/Kansas City, MO KXLR/Little Rock

WINN/Louisville WMC/Memphis WXBM-FM/Milton, FL WKDA/Nashville WSHO/New Orleans WCMS-FM/Norfolk WHOO/Orlando WBKR/Owensboro, KY WWSA/WCHY/Savannah WACO/Waco



# BREAKERS

#### JEANNE PRUETT **Temporarily Yours (IBC)**

On 65% of reporting stations. Charts: 34-18 WSLR, 27-17 WWVA, 29-20 WSUN, 37-29 KNEW, 20-11 KFTN, 35-19 WAXX, 32-23 KRAK, 32-22 WSM, 28-20 KMPS, 41-28 WHBF, 27-20 WXCL. Adds include KSON, WHOO, WDEN, WKSJ, WDAF, WCUZ, WKCQ, WADR, WBAX. R&R Chart: Debut 33.

#### KENNY ROGERS W/KIM CARNES

#### Don't Fall In Love With A Dreamer (UA)

63% of reporting stations on this record. New adds: WMAQ, WINN, WSLR, KEED, KNIX, KRZY, KRAK, KHAK, KVOO, WGTO, WUBE, KHEY, WKSJ, WOKQ, WPOR. Charts: 43-25 KRAM, 35-28 WQQT, 32-27 KLZ, 27-21 WCUZ, 25-14 KCKC, 31-25 WPOC. R&R Chart: Debut 38.

#### **GAIL DAVIES** Like Strangers (WB)

On 66% of reporting stations. Charts: 40-25 WFMS, 29-21 KEEN, 32-26 WMZQ, 29-21 WWVA, 27-22 WCOS-FM. Adds include KLZ, WBAP, WHBF, WIL, KRZY, KNIX, WNOW, WADR, WPOR, WSEN. R&R Chart Debut 39.

# EW & ACT

The first represents total number of our reporting stations playing the record this week. The second is the number of this week. The second is the number of those stations that added it this week.

KENDALLS "I'm Already Blue" (Ovation) 68/16, WJJD, WSAI, WUBE. WDEN, WQQT, WSUN, WNVY, KRAM, KKAL WKCQ, WHBF, KWMT, WHOO, WGTO, KVET, WSEN, Charts, 49-30 CKLW-FM, debut 24 KLAK, debut 26 WADR.

LEON EVERETTE "I Don't Want To Lose" (Orlando) 64/5, wwva, winn, wsun, wbap, kram. Cherts: 29:21 KRMD, 39:30 KFTN, 26:22 KKYX, 14:9 WCOS-FM, 30:23 KLZ, 24:19 KUZZ, 27:21 KHAK, 37:29 KSO.

JANIE FRICKE "Pass Me By" (Columbia) 62/12, WIRE, WHK, KLAC, WINN, KENR, KOKE, WYDE, WINN, WMZQ, WPOR, KWMT, KMAK, KRAM, Charts: 34-28 KFTN, 36-30 KCUB, 34-30 KNEW, 39-28 KFEQ.

30 KNEW, 39:29 KFEQ.

ANNE MURRAY "Lucky Me" (Capitol) 60/41. The "Most Added" of the week. Some new stations include KMPS, KIKX, WHK. WUBE, WDAF, WIRE, WSM, KIKK, WMC, WEEP, WHN, WCMS, WMZQ, KCUB, KRAK, KSOP, KLAC, KRAM, CKLW-FM, KHAK, KSO, WSLR, WYDE, KVOO, WCOS-FM, WUNI, WSUN, WQQT, WPOR, debut 29 KLZ, 29:19 KCKC.

JOE SUN "Shotgun Rider" (Ovation) 58/5, WCXI, WHK, KEBC, KOKE, WMZQ. Charts: 25-25 WKKN, 36-26 WWVA, 28-23 KRMD, 26-20 WLWI, 35-26 KHAK, 27-22 WVOJ.

ED BRUCE "Diane" (MCA) 57/7, KLAC, WHK, WINN, WSAI, WTSO, KSO, KIDN. Charts: 30-21 KIKK, 34-28 WCMS, 21-13 WMZQ, 32-24 KHAK, 28-16 KUZZ, 36-29 WSEN, 28-20 KNIX, 35-29

RONNIE McDOWELL "Lovin' A Living Dream" (Epic) 55/15, WEEP, WINN, WSLR, WFMS, KRZY, WMBF, KYNN, WTSO, WITL, WDEN, WNVY, WNYR, WWVA, WCMS, Charte: 35-30 KFGO, 27-20 KCKC, 22-18 WVOJ, 38-26 KSO. MAC DAVIS "Hard To Be Humble" (Casablanca) 54/14, KNEW, WMAQ, WSUN, WEEP, WMZQ, WOKK, WVOJ, KHEY, WCOS-FM, WVMI, KHAK, WAXX, WXCL. WKCQ. Charts: 30-16 WPOC. 20-10 KNIX, 30-24 KEEN, 21-16 WDGY, 31-24 WKMF, 46-19 CKLW-FM, 24-19 WSEN, 7-6 KCKC, 45-30 KHAK, 38-33 KIKK, 16-10 WMC.

7-5 KCKC, 45-30 KHAK, 38-33 KIKK, 16-10 WMC.

CRISTY LANE "One Day At A Time" (UA) 53/17, WIRE, WDAF, WNRS, WJJD.

KIKK, WWVA, WGTO, WBAM, KHEY, WVOJ, WKKN, WKCQ, KWMT, KKAL, KRAM, KMAK.

Charta: 36-30 WCXI, 30-25 WDGY, 33-29 CKLW-FM, 34-25 KSO.

Charte: 38-30 WCXI, 39-26 WGVI, 39-26 KCVVIII AVECTOR WILL, WIRE, CKLW-FM, KVOO, WQQT, KLVI, WMC, WQKK, WGTO, Charte: 19-15 WEEP, 10-6 KNOE, 34-26 KFTN, 9-6 WLWI, 16-10 KFEQ. 38-30 KUGR, 21-16 KLZ, 37-27 KHAK, 31-24 WKSJ, 7-6 WMZQ.

TOMMY OVERSTREET "Down In The Quarter" (Elektra) 51/11, WINN, KOKE, WHBF, KCEY, KLAK, WDEN, KNOE, WLAS, KLVI, WVOJ, WPOR, Cherts: 31-22 WWVA, 35-26 KRMD, 15-11 WLWI, 34-25 WMZQ, 37-29 KHEY, 36-28 KUGR, 24-19 KLZ.

RHMU, 15-11 WLWI, 34-25 WMZQ, 37-29 KHEY, 36-28 KUGR, 24-19 KLZ.

DAVE & SUGAR "New York Wine And Tennessee Shine" (RCA) 50/18, KMPS, KRAM, WCXI, WSUR, WTHI, KHAK, K8O, WITL WNVY, KVOO, WINN, KNOE, KZIP, WCOS-FM, WQQT, WLAS, WUNI, WADR, WMZQ, 36-29 KUGR.

JOHNNY RODRIGUEZ "Love, Look At Us Now" (Epic) 46/14, KEEN, WDAF, KENR, KCUB, KMPS, KUZZ, WKKN, KYNN, KWMT, CKLW-FM, WKMF, WDEN, WNVY, KVET. Charts: 38-30 WSM, 30-26 WVOJ.

#### रक्षिण संस्थार्थ

#### RPLAY/40 TONALA

	Weeks	Week		April 4, 1980
8	6	3	0	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
4	1	2	2	BELLAMY BROTHERS/Sugar Daddy (WB/Curb)
10	7	4	0	CHARLEY PRIDE/Honky Tonk Blues (RCA)
3	3	1	4	CONWAY TWITTY/I'd Love To Lay You Down (MCA)
19	13	6	0	DOTTIE WEST/A Lesson In Leavin' (UA)
24	16	11	Ŏ	GEORGE JONES & TAMMY WYNETTE/Two Story House (Epic)
20	14	8	0	BRENDA LEE/The Cowgirl And The Dandy (MCA)
27	18	12	0	EMMYLOU HARRIS/Beneath Still Waters (WB)
15	12	7	9	HANK WILLIAMS JR./Women I've Never Had (Elektra)
26	19	14	•	DEBBY BOONE/Are You On The Road To Lovin' Me Again (WB/Curb)
16	10	10	11	RAY STEVENS/Shriner's Convention (RCA)
32	26	21	Ø	EDDIE RABBITT/Gone Too Far (Elektra)
37	31	28	0	MERLE HAGGARD/The Way I Am (MCA)
22	17	17	14	ROSANNE CASH/Couldn't Do Nothing Right (Columbia)
17	15	13	15	JERRY LEE LEWIS/When Two Worlds Collide (Elektra)
33	27	26	0	JIM ED BROWN & HELEN CORNELIUS/Morning Comes Too Early (RCA)
40	33	25	D	LARRY GATLIN & GATLIN BROS./Taking Somebody With (Columbia)
1	2	5	18	RONNIE MILSAP/Why Don't You Spend The Night (RCA)
_	35	28	. 0	DOLLY PARTON/Startin' Over Again (RCA)
34		23	0	DANNY DAVIS & WILLIE NELSON/Night Life (RCA)
35		29	0	BILLIE JO SPEARS/Standing Tall (UA)
25		19	22	ALARAMA/My Home's In Alabama (MDJ)
6	5	9	23	STATLER BROTHERS/(I'll Even Love You) Better Than I Did (Mercury)
_	38	32	3	EDDY ARNOLD/Let's Get It While The Gettin's Good (RCA)
	36	30	0	KENNY DALE/Let Me In (Capitol)
2	4	15	26	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
7	8	16	27	CHARLY McCLAIN/Men (Epic)
_	-	36	0	DON WILLIAMS/Good Ole Boys Like Me (MCA)
-		35	0	JOE STAMPLEY/After Hours (Epic)
_		37	0	JOHN WESLEY RYLES/Perfect Strangers (MCA)
_	_	38	• •	LORETTA LYNN/Pregnant Again (MCA)
-	40	33	32	CHARLIE DANIELS BAND/Long-Haired Country Boy (Epic)
_		-	<b>3</b>	JEANNE PRUETT/Temporarily Yours (IBC)
31	1 28	22	34	REX ALLEN JR./Yipple Cry Yi (WB)
5		20	35	MEL TILLIS/Lying Time Again (Elektra)
	_	39	36	CON HUNLEY/You Lay A Lot Of Love On Me (WB)
-	_	40	37	JOHN ANDERSON/She Just Started Liking Cheatin' Songs (WB)
_		_	0	KENNY ROGERS w/KIM CARNES/Don't Fall in Love With A Dreamer (OA)
			õ	GAIL DAVIES/Like Strangers (WB)
		-	- 40	BILLY "CRASH" CRADDOCK/I Just Had You On My Mind (Capitol)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled nu from the majority of our reporters.

T.G. SHEPPARD "Smooth Sailin'" (WB/Curb) 45/23, KCKC, WDAF, WSLR, WFMS, WIL, KVET, KRMD, WSM, WUNI, WMC, WEEP, WWVA, WCMS, KFTN, KRAM, KMAK, WTSO, WKKN, WTHI, CKLW-FM, KVOO, KNOE, WQQT.

BUCK OWENS "Love Is A Warm Cowboy" (WB) 44/12, KIKX, WSLR, WXCL, WKKN, WNRS, KWMT, WKMF, WTSO, WNVY, KZIP, WLWI, WGTO.

EDDY RAVEN "Dealin" With The Devil" (Dimension) 44/7, WSLR, WSAI, WHK, KSO, WIRK-FM, KOKE, WMZQ, Charts: 32-27 WWVA, 19-16 WUNI, 25-21 KHEY, 33-25 KHAK, 34-26 KMM, 40-19-10 MMPC

RIKK, debut 30 KMPS.

LARRY G. HUDSON "I Can't Cheat" (Mercury) 42/11, KLAK, KKYX, KLVI, KOKE, LARRY G. HUDSON "I Can't Cheat" 34/26 KUZZ, 33/27 KHEY, 38/29 KHAK. WVOJ, WHBF, KHAK, KSO, KWMT, WHK, WITL. Charts: 34/26 KUZZ, 33/27 KHEY, 38/29 KHAK. RONNIE MILSAP "My Heart" (RCA) 40/40 One of the "Most Added" this week, Some new stations include KCKC, KLAC, KEEN, KMPS, KCUB, KLZ, KRAK, WNRS, WIL WFMS, CKLW-FM, KSO, WLWI, WQQT, WHOO, WCOS-FM, WBAM, WUNI, WMC, KRMD, WVMI, WYII, WWVA, WADR, WCMS, For filp side see "Others Getting Significent Action,"

### Others Getting Significant Action

DON GIBSON "Sweet Sensuous Sensations" (WB/Curb) 38/8, WINN, WDEN, RRZY, KEED, WHBF, KLAK, KMAK, WWVA, 38 28 KRMD.

JERRY REED "Workin" At The Carwash Blues" (RCA) 31/11, WXCL WKMF, KFGO, KHAK, KUGR, KSO, WITL KNOE, WWVA, WOKQ, WCOS-FM, "Age" added at KNEW, WXCL KYNN, WITL KEEN, 37-25 WSM.

SONNY CURTIS "The Real Buddy Holly Story" (Elektra) 26/10, WIRE, KLAC, WITL KHEY, KOKE, WUNI, WNYR, WIRK-FM

RONNIE MILSAP "Silent Night (After The Fight)" (RCA) 25/24. Added at KNEW, KLAC, KRMD, KCKC, KIKK, KZIP, KKYX, WIRE, WWVA, WMZD, KUZZ, KCUB, KVET, WLAS, KTOM, KRAM, WTSO, WITL, KSOP, KFGO, WHOO, WCO8-FM, KNOE, on WSUN

MOE & JOE "Tell Ole I Ain't Here, He Better Get On Home" (Columbia) 22/22.
Adds at KIKK, WYDE KLAC, KEEN, KRAK, KUZZ, KMAK, KRZY, KFTN, KNIX, WCXI, WXCL. Adda at KIKK, WYDE, KLAC, KEEN, KRAK, KUZZ, KMAK, KHZY, R WAXX, KFEQ, KFGO, KBMR, KHEY, WMZQ, W8M, WYII, KMPS, KIKX.

JOHNNY PAYCHECK "Fifteen Beers" (Epic) 22/10, WIRK-FM, KVOO, WITL KFGO, WGTO, WAXX, WFMS, KFTN, KEEN, WPOR.

WGTO, WAXX, WFMS, KFTN, KEEN, WPOR.

MARTY ROBBINS "She's Made Of Faith" (Columbia) 20/12, KRMD, WIRK-FM, KNOE, WNYR, WAXX, KMAK, KCEY, KNIX, KEED, KCUB, KRAK, KUZZ, 33-26 KCKC, 33-29 K8OP.

ROY CLARK "If There Were Only Time For Love" (MCA) 20/9, KIKX, WXCL KVOO, KNYR, KEED, KBMR, WBAM, KUZZ. KFGO, 36-26 KCKC.

GEORGE JONES "He Stopped Loving Her Today" (Epic) 19/18, KCKC, WCXI, KNOE, KRMD, WYII, KRAK, KCUB, KEED, WMC, KLVI, WSEN, KFGO, KSO, KBMR, WBAM, WFMS, WIIZZ KANY.

KUZZ, KNIX.

BILL ANDERSON "Make Mine Night Time" (MCA) 18/12, KSOP, KNIX, KLAK, KSO, CKLW-FM, KTOM, WGTO, KFEQ. WUNI. KKYX, WKKN, KVOO.

GENE WATSON "Bedroom Ballad" (Capitol) 17/17, KIKK, WMC, KCKC, KEEN, KRZY, WKKN, WAXX, KFGO, WADR, WYDE, WBAM, WSM, WLAS, KIKX, KEED, KMPS, KUZZ.

JIM REEVES/DEBORAH ALLEN "Take Me In Your Arms..." (RCA) 14/14, KMPS, KRAK, KCKC, KTOM, KEED, WFMS, KIKK, WSM, WLWI, KRMD, WMZQ, KMAK, KNIX, KSOP.

ZELLA LEHR "Rodeo Eyes" (RCA) 14/14, KRMD, KMAK, KLAK, KRAK, KCUB, KMPS, WAXK, WOKO, WYII, KRZY, KNIX, KSOP, KEED, KRAM.
HOYT AXTON "Evangelina" (Jeremiah) 11/8, KCKC, KIKX, KNEW, KEEN, KKYX. WMZQ, KEBC, KVOO.

OAK RIDGE BOYS "Trying To Love Two Women" (MCA) 8/8, WMC, CKLW
FM, KFEQ, WNRS, KUZZ, WCOS FM, WKKA, WMZQ.

Numbers (Columbia)
GEORGE BURNS
I Wish I Was 18... (Mercu
JOHNNY DUNCAN Play Another Slow Song (ColuMAYLON JENNINGS Ain't Living Long... (RCA)

singles that have charts but still she sales and or reque

Most Requested

RAY STEVENS (RCA)
CONWAY TWITTY (MCA)
BELLAMY BROTHERS (WB/Cu
DOTTIE WEST (UA)
EDDIE RABBITT (Elektre)

MAC DAVIS (Casablanca) GEORGE & TAMMY (Epic)

CRYSTAL GAYLE (Columbia DEBBIE BOONE (WB/Curb) DOLLY PARTON (RCA) **Active Re-Currents** 

> MOE BANDY One Of A Kind (Colu

Man (Epic)
BARBARA MANORELL RONNIE MILBAP

You Spend The Night (RCA)
ANNE MURRAY

Daydraam Bailavar (Capitol)
WILLIE NELSON
My Harons Have Always... (Colum
STATLER BROTHERS
(I'll Even Lova You) Better... (Marc (Columbia)

DITATER BROTHERS
(I'll Even Love You) Better... (Marcury)
MEL TILLIS
Lying Time Agein (Elektra)
GENE WATSON
Notbles Suid Loted
(Contact) Nothing Sure Looked. (Capitol



**Biff Collie** Inside Nashville

NEWSLINES: Marty Stuart, the young instrumentalist who started with Lester Flatt at the age of 13, joined Johnny Cash to play fiddle, mandolin, accoustic, and banjo. The Tennessee Three band now is the Great Eighties Eight, heading in a new direction this decade, according to the Man in Black Loretta Lynn opened in Reno for an 18-day stay, and found that she's sold out for every performance! "Coal Miner's Daughter" grossed \$19 million its first three weeks! ABC's "20/20" crew has been following Loretta around making a major profile on the Girl From Butcher Hollar for that show

George Burns is shown here with Country Music Association President Ralph Peer, being presented with a CMA membership card. Burns recently joined the CMA because of his recent success on the Country charts with "I Wish I Was Eighteen Again" on Mercury . seventh annual Music City Tennis Invitational, a benefit for the Nashville Memorial George Burns.



Hospital is set for May 20-22 Ralph Peer at the Maryland Farms Racquet & Country Club. Wesley Rose and the CMA's Helen Farmer will again chair the event, with BMI's Francis Preston being named Honorary Chairperson. For more details write to Connie Bradley at ASCAP, 2 Music Square West, Nashville, 37203. Donna Fargo, Larry Gatlin, the Oak Ridge Boys, and 10 performers nominated as best new vocalists (John Anderson, Razzy Bailey, R.C. Bannon, Randy Barlow, Rosanne Cash, Lacy J. Dalton, Gail Davies, Big Al Downing, Louise Mandrell, and Sylvia) have been set to perform on the 15th annual "Academy Of Country Music Awards" special on NBC-TV May 1. Also performing are hosts Loretta Lynn and Charley Pride, who will duet with Janie Fricke. Claude Akins is the third host scheduled for . Tom T. Hall made his homecoming to the Opry last Friday night, then returned to his tour

While Mickey Gilley hosted such superstars in the entertainment galaxy as Sean Connery, Jessica Lange, John Travolta, and Herve Villechaize at a sold-out crowd at the Palomino in L.A., his cousin Jerry Lee Lewis was playing in Pasadena (Texas) at Mickey Gilley's Club. . Johnny Rodriguez's recordbreaking appearance at the San Antonio Livestock Show and Rodeo reminds me of the days when the boy from Sabinal, Texas wanted to go to the San Antonio Rodeo and couldn't afford it; his buddies created their own solution: they collected the centerfolds from old Playboy magazines for enough money to buy everybody rodeo tickets! (And Hugh Hefner thought his only contribution to country was Barbi Benton!)

NAMEDROPPER: Danny Davis, with the success he's enjoying on the "Danny Davis with Willie Nelson and the Nashville Brass" album, is thinking of doing it again with other artists; maybe a series of them, B.J. Thomas, Helen Hudson, Terry Bradshaw, Zella Lehr, Louise Mandrell, and Mel Tillis guested on three "Pop Goes The Country" tapings

with new host Tom T. Hall . . We mentioned hearing of the death of Warren Smith, well-known to those of us who were active in the late '50's and early '60's, but didn't publicly recall his first hit, a rockabilly Sun record cut by Sam Phillips in Memphis, a song credited to Johnny Cash called "Rock & Roll Ruby." Grace Mikel of the Texas Proud Country paper says Cash bought that song from George Jones. (Remember when Jones made a couple of rockabilly records under the name of Thumper Jones?). Wynette was in St. Elizabeth's Hospital in Beaumont after a performance at the Palace Club in that city

That "Elvis Presley - The First Year" album which has been advertised on TV lately is off the market and into the court after a restraining order injoined six corporations from further manufacturing and dis-

tributing, as a result of a suit by RCA, and Joseph A. Hanks, Priscilla B. Presley and the National Bank of Commerce, co-executors of the Presley estate . Barbara Mandrell and Larry Gatlin are seen during the recent Home Box Office "Country Pop" musical special. The Bellamy Bros. left last Thursday (27) for a 30-day concert and media tour of Europe, during Barbara Mandrell, which they'll work the "Val



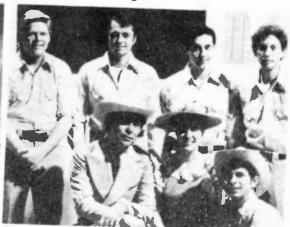
Larry Gatlin Doonican Show," Germany's "Musikladen," "Disco," and Switzerland's "Carousel," all nationally televised Bobby Bare invited to appear in the American Country Music Series October 1, 1980, because "he has managed to blend the sincerity of country music and folk tradition with spontaneity and humor. Bobby Bare represents the best in American country music, and we at the Smithsonian Institute are deeply honored to have the support of an artist like him. Congratulations to WWVA's Buddy Ray and his

wife Karen McKenzie on the birth of their boy Courtney, who was born March 18th weighing nine pounds,

COMING ATTRACTIONS: Kenny Rogers to star in a Broadway musical? . . . Kris Kristofferson and Wille Nelson to star in a movie called "Songwriter?" Songwriter Joe Allen will be the new bassist in the Johnny Cash show . . . Tom & Jenny Collins's boy Courtney will henceforth celebrate his birthday with Charley Pride. They were both born on March 15th (Courtney this year, Pride another!). Pride is Chairman of the Board of PI-GEM Music, Tom Collins is President, and producer of Barbara Mandrell, Helen Cornelius, Jim Ed Brown, David Wills, etc. Nelson's concert at the Nashville Municipal Auditorium this week (8) features new soloists with the Nelson show Johnny Gimble and Grady Martin

"HANK WILLIAMS: The Man And His Music" a 2hour syndicated TV special is the result of a unique television technique melding videotaped musical transitions to filmed dramatic scenes, plus an intimate "sharing" and remembering time where Hank's real friends "sit around" with Hank, Jr. and talk about the man and his life and music. Hank, Jr. hosts Minnie Pearl, Roy Acuff, Jimmy Dickens, Faron Young, Johnny Cash, Kris Kristofferson, Brenda Lee, Teresa Brewer, the Original Drifting Cowboys, and Waylon Jennings. In the dramatic sequences, longtime Nashville songwriter Jim Owen, who's spent the past six years of his life portraying Hank Williams in his own one-man show, all over the world, relives pivotal moments in Hank Williams's life, culminating with the "last ride" on New Year's Eve 1952 when Hank died in that Cadillac convertible on the way to the show in Akron, Ohio. After watching the show, after the many New Year's Day Hank Williams Tribute shows I did on radio, after having had a more than casual acquaintance with Hank, starting in 1947 when he still lived in Montgomery, I feel that this TV special is, along with the first "History Of Country Music" specials on the tube in 1976, perhaps the most important TV document on the real country music star (many call him the most important ever). I urge you to inform your audience on the playing date of this syndicated special in your market. The show will be airing between now and June in many areas. Check your local listings.





THEN AND NOW - In the vintage 1949 photo the "Original Drifting Cowboys," Jerry Rivers, Sammy Pruett, Cedric Rainwater, and Don Helms are shown with Hank Williams, Minnie Pearl, and "Big Bill" Lester. In the second photo you see the Drifting Cowboys look alikes from the Jim Owen's production of "A Tribute To Hank Williams." Pictured are Adrian Marshall as Jerry Rivers; Gary Gentry as Sammy Preutt, Tim Dean as Cedric Rainwater; Doug Clements as Don Helms; Jim Owen as Hank; Nan Gurley as Minnie Pearl; and Russ Jeffers

New: Moves: NIPPER NOTES CKLW-FM WWVA 40-32 KBOX 11-8 FLOYD WIRK-FM **WINN X-39** KRAM 47-39 WIL WPLO 14-13 KRAK 50-45 CRAMER WDAF **WYDE X-30** KCEY 51-41 KFDI **KBBQ 49-44 KMAK X-30** WMC **KZIP 44-38** "Dallas" **KLZ 21-16 WMZQ7-6 KGEM X-29** CB\*52 (Theme From The RW\*42 Television Series "Dallas")



#### WEST

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Gas Bidge Boys
Roy Clars
Roy Clars
Roe & Joe
Johnny Rodrigue
Gene Watson
Starty Robbins
George Jones
HOTTEST:
George & Temmy
Emmylou Harris
Brende Lee
Eddy Arnold

Desires, OD

Zella Lehr
Romnie Hillep "Himb
Dom Gibbon
Tommy Dverstreet
Tommeals & Gisser
Lerry G. Hudson
Bill Anderson
HOTTES!
Dottie Went
Hann Hillems Jr.
Eddie Rabbitt
Drends Lee
George & Tommy
KLZ

T.G. Sheppard Joe Stampley Kendalls Cristy Lane Ronnie Hilsep Leon Everette Sonny Curtis Dave & Sugar Jamie Friche Zello Lehr HOTTLST: Bosene Cash KLZ Destv res, 00 Sonnie Hilsap "He Joe Stemplep. "Crash" Craddock Geil Davies EMED Employe CO

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CUGB Cross Evec, WY Jerry Reed "Carmish" Eagles Bonnie Miljaso "Heart Anne Murrey Paul Davis HUTTEST bellamy Bros, Oon Fing Larry Gatlin Rogers & Carmes John M. Pyles
kendells
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gjegw Outstand-8.F., CA

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T.G. Shepperd Rogers & Carnes Bobby Hood Mar & Joe Berry Grant Johnny Paycheck

Anne Murray Ronnie Hilsap "Night" Zella Lebr Bill Anderson Recess & Allen HOTTEST Crystal Gayle Commay Twitty Aciliany Bros. Charley Prior Man Williams Jr. Con Milliams Linda Ronstadt Ed Bruce Jeanne Pruett HOTTEST: Eddie Reobitt Ray Stevens Loretta Lynn

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Johnny Rodriguez
Mor B Jose
Johnny Parcheck
Jerry Reed "Age"
Dave & Sugar
Gene Matton
MOTITST:
Charlie Deniels Band
Dottle west

Most Added .

ANNE MURRAY Lucky Me (Capitol)
RONNIE MILSAP My Heart (RCA)

Hottest

CRYSTAL GAYLE (Columbia)
BELLAMY BROTHERS (WB/Curb) RAY STEVENS (RCA) EDDIE RABBITT (Elektra) DOTTIE WEST (UA)

#### REGIONAL **ADDS & HOTS**

#### **EAST**

George Jones Kendalls Springer Bros, Gail Davies HOTTEST: Emmylou Marris Charlie Daniels George & Tamby Rogers & Earnes Tanya Tucher

SOUTH

Oab Pidge Boys Don Williams Morle Maggard Con Kunley Monste Milsep' MOTTEST: Dan Fogelberg Brenda Lee Debby Boome Brown & Cornel Dolly Parton Anne Murray
Zello Lehr
Donna Fargo
Jerry Red "Carmes
MOTIEST:
Willie Relson
Bellamy Bros.
Billie Jo Spears
Dolly Parton
Crystal Geyle

Brown & Cornelius Anne Murray Don Milliams Bob Seger HOTTEST: Crystal Gayle Rupert Holmes Ray Stevens WCMS Norfolk, VA

E Long 16

Larry Gatlin Dolly Parton Jim Weatherly HOTTEST Hohe Williams Jr. Bellamy Bros. Dotter Hest Brende Lee Emmylou Harris

Anne Murrey T.G. Sheppard Ronnie Hillson HDTESI: Comway Twitty Bellamy Bros. Nac Davis Eddie Rabbitt Larry Gatlin

Anne Burray
Rogers & Carnes
Joe Stampley
Johnny Paychet
Gail Davies
Jame Frickle
Tommy Overstreet
MOTTEST:
Bellamy Bross
Crystal Gayle
Hank Hilliam JF.
George & Templou Herris

Ronnie McDowell Roy Clark Sonny Curtis Marty Robbins David Allan Coe MOTTEST. Umbby Boone Engelbert Humper Donna Fargo

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WWYA WY Leon Everette
Don Gitnen
T.G. Shepperd
John Anderson
Jerry Reed "Co
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Don Milliam
HOTES!
Ray Stevens
Rosanne Cash
Billia Jo Spen
Jeanne Pruett

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#### **MIDWEST**

Dave & Sugar Eddy Raven Romate RcDowell T.G. Sheppard Buck Owens Anne Marray Rogers & Carnes ROTTEST: George & Tarmy

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Guild Allan Com
Gally Parton (Flip)
Fave & Stopen
Boyeri & Carmesi
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Country

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Ed Bruce
Eddy Raven
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Rosanne Cash
Con Milliams
Eddie Rabbitt WURE CINCINNST. OH

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Doe Milliams

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Rogers & Carnes

Jamle Fricha

John Anceson

HOTTEST

Ray Stevens

Con Humley

Eddie Rabbitt

brenda Lee

Rosanne Cash WHEEL Conventions ON

Clevelend. OH

Ed Bruce
Brobly Hood
Donne Farge
Eddy Baven
Janie Fricke
Larry 6. Nudson
Joe Sun
Anne Murray
HOTTEST:
Bellamy Bros.
Crystal Gayle
Charly McClain
Charlis Deniel's
Statier Bros.

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WCEJ Defrort, MB

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Ropers & Carmes
Jerry Reed "Carmes
Jerry Reed "Carmes"
Ronnie Milsap "Night"
George Jone
Tompall & Glaser Proj.
Johnny Paghheck
Roy Clark
Roy Clark
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Cherley Pride
Crystal Gayle

Must, MD
Buck Deens
More Bandy
John M. Byles
John M. Byles
Johnny Rodriguez
Stephante Winilow
Don Milliams
HOTTES!
Loretta Lynn
Ray Stevens
Dolly Parton
Wogers & Carnes
Mac Davis

EWWT PL Dodge M

Al Dodge M
Janie Fricke
Rendelli
Lerry G. Hudson
Buck Deems
Johnny Bodriguez
George Hamilton IV
Cristy Lane
HOTTEST
Crystal Gayle
Ray Stevens
Debby Boone
Hank Milliams Jr.
George & Tammy WCU2 Grand Bapids, MI

Larry G Hudson Merle Humpard Jeanne Pruett Don Milliams HOTIEST Commay Twitty Evende Lee Ray Stevens Rogers & Carnes

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Flord Cramer
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Romens CTY, MO
T.G. Sheppard
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Don Williams

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Anne Murray
Ronnie Milsap (Both)
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Crystal Gayle
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Larry Gattin
Revie magard
Dolly Parton

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Mac Davis
Buch Owens
Roy Clark
Jerry Reed (Both)
The Shoppe
How & Joe
HOTEST
George & Temmy
Debdy Boome
Eddia Rabbitt
Jeenne Pruett
Herle Naggard

HOTTEST TRACKS:

Don Williams
Eddy Arnold
Rogers & Carn
Laretta Lynn
HDTTEST
Bellamy Bros.
Dottle Mest
Mor Bendy

Rogers & Carnes John M. Ryles John M. Ryles John Anderson Billie Jo Spears Loretta Lynn MOTEST: Ronnie Milsap Eddie Rabbitt Ray Stevens Larry Gattin Ootile West

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Cristy Lam
Billie Jo Speers
Gene Mation
Bill Anderson
T. G. Sheppard
Buck Duens
Jonney Rodriquez
Billy Larkin
HOTTES!
Ray Stevens
Bellewy Bros
Crystal Gayle

WKCQ Sogsnow, MI Don Milliams
Jeanne Pruett
Mec Davis
Cristy Lane
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HOTTEST:
Commany Twitty
Charley Pride
Millie Melson
George & Temmy

Ronnie Miliao "Meai Anne Merray Riger à Jos Johnny Cash Zalla Cehr Reeves à Allen Gerr Metton Louise Randrell Tompall à Claser lis Dave à Suger Johnny Rodrigus, MOTEST: Pag Roberts Rosanne Cash

Puppas, AZ
Ronnig Rilsep (Both)
Anne Murray
George Jones
Zalla Lenn
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Rardur Bodrigus
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Eddie Rabbitt
Ray Stevens
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Don Milliams

ECUB Tucson, AZ

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Roy Clark
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Hoyt Aston
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Anne Hurray
Oak Nidoe Burs
HOTTEST:
Brown 8 Cornelius
Debby Boone
Herle Haggard
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John Anderson

George Mamilion IV Das Bidge Boys Bidge Boys Boys George Boys For 8 Joe Ponnde Milsep Heart Johnny Cash MDTEST Merle Nagger Floyd Gramer Eddie Rabbitt Commany Twitty

T.G. Sheppard
Gail Davies
Floyd Cramer
David Allan Coe
Ronnie Milsap "Meert"
HDTTEST
Debby Boone
Eddie Rabbitt

Eddie Rabbitt
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Anne Murray |
Rogers & Carnes |
Dave & Suger |
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Crystal Gayle |
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Eddie Rabbitt

Western, E3

Anne Nurray
Sonny Wright
Daw Bost
Tompall E claser Bros.
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Anne Murray
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Dave & Super
Bonnie Milsep
WOTTEST
Larry Gatlin
Merle Haggard
Floyd Cramer
Jeanne Pruett
Loretta Lynn

AMERIC TE Austh, TX

"Crash" Craddock
Jonie Fricke
Joe Sun
Don Williams
Larry G. Hudson
Tommy Overstreet
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"If You Don't Want Me To" (RCA)
RONNIE MILSAP 1 "Dancin' Cowboys" (WB/Curb) BELLAMY BROTHERS

Album cuts receiving airplay and activity. Listed alphabetically. Cuts in bold indicate heaviest reported airplay. BELLAMY BROTHERS - You Can Get Crazy - (WB/Curb) "Dancin" Cowboys" "Fast Train Out Of Texas" "You Can Get Crazy" "I Could

Be Makin' Love To You" DEBBY BOONE - Love Has No Reason - (WB/Curb) "Love Put A Song In My Heart" COAL MINER'S DAUGHTER - Soundtrack - (MCA) "Coal Miner's

Daughter" "Blue Moon Of Kentucky" "You're Looking At Country"

LACY J. DALTON — Lacy J. Dalton — (Columbia) "Beer Drinkin' Song" "Are There Any Cowboys Left" JOHN DENVER - Autograph - (RCA) "Wrangell Mountain Song"

"Song For The Life" "How Mountain Girls Can Love"

JANIE FRICKE - From The Heart - (Columbia) "Gonna Love Ya" JERRY LEE LEWIS - When Two Worlds Collide - (Elektra) "Alabama

LORETTA LYNN - Loretta - (MCA) "Naked In The Rain" "Sweet,

Sweet Daddy" "Honky Tonk Angels" RONNIE MILSAP - Milsap Magic - (RCA) "She Thinks I Still Care"
"If You Don't Went Me To" "Misery Loves Company" "Still In Love"

"It's A Beautiful Thing" OAK RIDGE BOYS - Together - (MCA) "Whiskey Lady" "Beautiful You" "Ready To Take My Chances"

CHARLEY PRIDE - There's A Little Bit Of Hank In Me - (RCA) "You Win Again" "Honky Tonk Blues" "There's A Little Bit Of Hank In Me" KENNY ROGERS — Kenny — (UA) "Goodbya Marie" CONWAY TWITTY - Heart & Soul - (MCA) "Smoke From A Distant

DOTTIE WEST - Special Delivery - (UA; "All He Did Was Tell Me Lies"



# P/A

POP/ADULT®

# Mike Kasabo

#### How To Beat Up The Music FM Station

In the midst of all the screaming about music on AM radio dying comes one voice in Philadelphia that is roaring, "It ain't necessarily so." That voice belongs to WIP Program Director Al Herskovitz (pictured) who is ecstatic about the Jan/Feb Arbitron results for the City of Brotherly Love, which gives WIP the largest overall total share of any music station, AM or FM.

Herskovitz described his 8.6 ratings as "highly significant" and took the time to express other views as well

R&R: You must feel as if you've pulled off the impossible dream?

AH: Well, it's very gratifying, considering what FM has done to AM music radio, to be able to put ourselves in a position where we lead the market among stations that play music, let alone being second to an all-News operation.

R&R: The obvious question is how'd you do it?

AH: We zeroed in on our demographic target which of course is 25-50, and hit it right on the head.

R&R: Explain the zeroing in .

AH: What we've been trying to do for over a year is we've noticed all these other AM stations that are similar to ours that were taking it on the chin from their FM competitors and the usual fragmentation of the markets, so we just decided to determine what really appeals to the demographic we were after — specifically in the area of music. We found what we feel is a proper balance of popular adult music, and that's what we've been hammering at — trying to sell both on our own air and our external advertising and promotion. We've been hammering this for some time, and it is just now beginning to show serious returns for us. As you know, it's not easy to turn a radio station around that has been suffering serious erosion. It takes time, and fortunately for us, we've got the king of general managers around here in Don Kelly and the corporate people at Metromedia that give out responsibility plus the authority to exercise that responsibility.

R&R: What other factors came into play?

AH: One of the things we noticed is that as the FM stations have become more successful, whether they're AOR or Beautiful Music or whatever, they have begun to adopt some of the techniques and some of the methods of the AM stations that have formerly been so successful.

R&R: How so?

AH: For example, they're increasing their commercial load as their ratings go up; they're also increasing their talk level, plus they're increasing their features and news in input. And the one thing that caused so much movement from the AM dial to the FM dial was the low level of material between records. It was wall to wall music on FM. Now that they have enjoyed a certain amount of success there's been pressure brought on them, so they've decided to go after AM for the available commercial dollars to competitively deal in the marketplace.

R&R: So in a sense you're saying that FM has taken a more full-service approach and now needs the funds to support it?

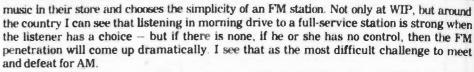
AH: Right. They are now really competing against the AM stations with quality of staff, with size of news departments, and all the other things that go to make up a successful radio station. Now the question that comes to mind is if the choice is not purely music against everything else, then it (AM vs. FM) becomes a real choice. So if we as a radio station can deliver the right music and the more appealing personalities, news, etc., we've got as good a shot as anybody at getting listeners.

R&R: What about the actual aural appeal — surely FM will always have that advantage?

AH: Yes, that's right. They will have that advantage, and the hardest battle for an AM is to win that locked-in, in-office, in-store, in-shop audience where a listener has no control over the dial, or some secretary or some supervisor decides they want background



In conjunction with the producers of the smash prime time soap, "Dallas," KFMB/San Diego personality Scruff Evans (left) and Program Director Mark Larson "crown" the winner of the stations "J.R. Ewing Hat Contest." The hat, by the way, was one actually worn by Larry Hagman (who plays J.R.) during the 78-79 season.



R&R: What you've proven, according to Arbitron, is that music on AM is still alive and kicking. You're by no means giving up?

AH: No, no way. In fact I think the chances are, and I see the first signs of it, that we are now able to give a listener a choice, so if he likes the personality that goes along to introduce it and the entertainment values that go with that, I'd say there's a golden opportunity here for AM radio stations playing music.

R&R: You're saying to AM stations, "don't panic?"

AH: Yes, don't panic. We've seen a lot of them do it recently. They've been running off with these enormous shares for so long and now they're being eaten away — and panic sets in and many in my opinion have switched formats too soon. All I'm saying is if they can take a careful look at their markets and do research to see what is happening at the FM level, their observations might take on a similar pattern to what we've had here at WIP. So for the future of music on AM, on a relative basis, those big numbers of the past are going to be unattainable, but the effectiveness of delivering an audience can be just marvelous.

#### Update

FROM THE COUNTRY SIDE: WBOW/Terre Haute is conducting the first ever (and how) Slim Whitman (a veteran country artist) look-a-like contest. The winner of this tonguein-cheek promotion will receive a hefty cash prize . . . Last week WGY/Schenectady celebrated the arrival of spring with a broadcast from its front lawn. Listeners were invited to come by and meet the station's personalities; the turnout was most impressive, with many hundreds coming by for the event . . . WGIR/Manchester sportscaster Ken Cale has been reporting live each day from baseball's spring training camps in Florida, with special attention given to the Boston Red Sox, whose games WGIR airs . . . WORG/Orangeburg has a free movie day for those locals who get bored — its an ad lib promotion they do when listeners have nothing else to do - latest example (and movie) was they sold out "Kramer vs. Kramer" in a matter of hours . . . KSTP/Minneapolis has joined the ABC Information Network featuring the legendary Paul Harvey (. . . good day . . .) three dimes daily . . . As of last march 31, WTAR/Norfolk began airing a local call-in talk show hosted by Charlie Huddle - who is, by the way, a professional magician; an occupation shared in common with many media people . . . KDKA/Pittsburgh newsman \_\_fred Honsberger reported live from Three Mile Island during the (ominous) anniversary week of the nation's worst nuclear accident - the reports were originated from Harrisburg and included local residents and state legislators during his reporting stay in that state's capital ... FM97/ Pittsburgh has become the exclusive affiliate of the RKO radio network beginning March 24 by introducing the service with its "Morning Magazine" - adding to the station's continuing commitment to increase its new and information service to the area.

#### Transition

Dave Popovich has resigned his PD position at FM97/Pittsburgh to take over the newly-created position of Operations Manager at WWWE/Cleveland effective Thursday (4-3). Dick Frasier remains PD at WWWE, with Terry Patrick retaining his MD slot. No replacement for Popovich at FM97 at press time. comes to KEX/Portland as the station's new evening talk show host from WGNT/ Huntington, WV, where he was News/Public Affairs Director. Program Director Bob Miller commented, "Ed is an articulate, dynamic individual guaranteed to bring a new dimension to Portland radio." . . . Sherry Medford to middays at WREC/ Memphis from across town at WHBQ, to replace Rick Kaucher, who leaves the station . . . Mike Greene leaves WDIF/Marion, OH as Music Director, with PD Jim Roberts taking up music chores in addition to his other duties. Scott Morris now 7-12mid at WFIR/Roanoke from the overnight spot; replacing him is Mike Mathis . Rick Summers leaves his position as PD/MD at WHAG/Hagerstown to become Assistant Station Manager of WQZQ/Chesapeake, VA, which is owned by the same group - but he will continue to do music for WHAG until a replacement is found Dee Shannon comes to WMAZ/Macon for an air shift and production work from WWGS/Tifton, GA, replacing Debbie Allen, who went to WMLT/Dublin, GA... Robert W. Conrad (MD) and Mike Brophey (PD) are now doing a two-man morning show, which is a magazine-type format including guest spots, heavy on information and the like — already they're being referred to as the "dynamic duo". Veteran broadcaster Danny Davis is returning to radio in Denuer at KPPL. General Mana broadcaster Danny Davis is returning to radio in Denver at KPPL. General Manager Jim Teeson offered, "Danny is one of the best communicators in broadcasting and we are delighted to welcome him back." Davis will do middays

#### Color

SOME HAREY PROMOTIONS: Just in time for the Easter Bunny, KSTP/Minneapolis is running its "Easter Family Reunion" promotion. The five-week affair will have listeners qualifying to have their relatives flown into the Minneapolis/St. Paul area for an Easter celebration. Qualifiers are taken around the clock and once per week a drawing is held and the lucky person can have two family members jetted in from anywhere on earth (sorry, the Coneheads don't qualify). The first week the station was hit with Honk Kong, the next week it was knocked off for Sweden. I suggested they immediately quit radio and get into the travel agency business. So far the station has qualifiers requesting travel from every continent — including Antarctica.

For its Easter contest, WHOK/Lancaster is giving away 35 six-foot Easter Bunnies, one of which is concealing a \$1000 bill. There will be a postcard drawing, with staffers calling out the names and waiting for the listeners to call (35 of them that is). All the bunny winners will qualify for the full ten yards.

One more bunny story: KRKK/Rock Springs, in conjunction with McDonald's, is staging an Easter egg hunt for the little guys and girls along with their parents. All jocks and Mac people have hidden eggs, some with prizes and money inside along with the normal Big Mac certificates.

Friday Night, March 21st, More Than 47 Million People\* Heard This Song!

# 66DALLAS99

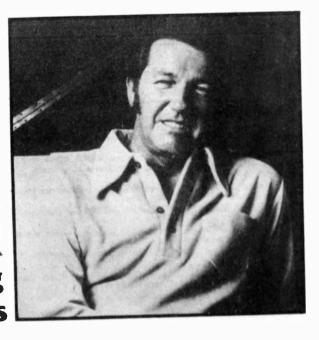
(\*The highest rated entertainment episode of the season . . . on any network!)



Now Available For A Pre-Sold Average Audience Of 35 Million Viewers Each Week

# THEME FROM "DALLAS" "FLOYD CRAMER

From The Forthcoming "DALLAS" Album On RG/I Records





POP/ADULT &

# BREAKERS

#### **KENNY ROGERS & KIM CARNES** Don't Fall In Love With A Dreamer (UA)

71% of our reporters are now on it. One of the fastest rising duets in recent memory - latest adds include WHAS, WGY, KEX, WOWO, KAKZ, WHDH, WHBC, KNBR, KSL, WBEN, WPRO, WFTL, WNFL, WGIR, KFQD, WEBC, WSGW. Key moves: 26-20 WBT, 24-21 KMPC, 27-19 KDKA, 28-20 WSM-FM, 28-20 KFMB, 28-24 WCWA, debut 13 WISN, debut 16 WTVN, debut 18 KMBZ, debut 22 WVMT, debut 26 KBLF, debut 28 KWOS, debut 29 KSTP. Soars 40-22 on P/A charts.

#### **DAN FOGELBERG**

#### **Heart Hotels (Full Moon/Epic)**

67% of our reporters are on it. New adds include WELI, WBT, KAKZ, KNBR, WFIR, KSTP, KUGN, WRVA, WHEN, WCMB, WOWO, WISN, WNFL, WIS, KRMG, KGGF, WEBC. Key moves: 26-21 WMAZ, 29-22 WCWA, 27-24 KFMB, 21-19 WTVN, 34-29 KBLF, 33-25 WHBC, 34-28 FM97, 23-18 WSM-FM, debut 22 WBEN, debut 26 WVMT, debut 27 WPRO, debut 31 WCSC. Debuts at No. 29 on P/A chart.

# **NEW & ACTIVE**

SPYRO GYRA "Catching The Sun" (MCA) 63/8 add KAKZ, WSTV, WHAM, WFTL, KAFM, WIS, WHAG, WWWE. Key moves: 15-11 WBEN, 17-13 WRIE, 30-24 KRKO, 32-29 KMBZ, debut 24 KEX, debut 28 WLNH, debut 30 WBOW, debut 30 WJBO. Heavy rotation: WCSH, WNEW, KGGF, Increased 30-25 on P/A chert.

BOB SEGER "Fire Lake" (Capitol) 45/1 add KMRJ Key moves: 8-4 WNEU, 29-19 WYMC, 10-1 WVMT, 20-16 KBLF, 14-6 WPRO, 14-9 WHIZ, 20-16 WFIR, 10-6 WCWA, 20-11 KRMG, 12-8 WFYR, 14-9 KDKA, 12-6 WBZ, 9-1 WOWO, 12-7 WGR, Increased 29-26 on P/A chart.

ENGELBERT HUMPERDINCK "Love's Only Love" (Epic) 48/5 add WGR, WSTV, WGSH, KOB, WPRO, Key moves: 15-11 WHAG, 27-20 WRIE, 32-27 WHBC, 31-28 WSGW, debut 23 KEX, Hot WSB, 32-32 on P/A chart.

FLEETWOOD MAC "Think About Me" (WB) 45/6 add WTVN, WHAM, WBOW, WFYR. WNFL, KFQD. Key moves: 26-17 WYMC, 27-17 WPRO, 16-12 WLNH, 27-21 KWOS, 19-15 KDKA, 29-20 WCSC, 26-20 KRKO, 26-22 WNEU, 20-16 WCWA, debut 17 WGR, debut 18 WBZ, debut 19 KRMG, debut 26 WSM-FM, Increased 35-33 on P/A chart.

JIMMY RUFFIN "Hold On To My Love" (RSO) 43/9 add WEBC, WJBO, WHIO, KEX. KUGN, WNEU, WHIZ, WHAG, KBLF. Key moves: 15-9 WCWA, 11-9 WSM-FM, 12-9 WCSC, 19-14 WOWO, 21-16 WMAZ, 26-20 KDKA, 25-19 KWOS, 27-21 WQUD, 25-20 WFIR, 18-15 WPRO, debut 19 WBZ, debut 20 KRMG, Increased 38-34 on P/A chart.

KENNY LOGGINS "Keep The Fire" (Columbia) 41/7 add wQUA, KOGO, KMRJ, WTAE, WMAZ, WYNY, WOWO. Key moves: 28-23 KBLF, 28-25 WFIR, 26-22 WHBC, 20-17 FM97, 32-26 WHAG, 29-23 KWOS, debut 29 WJBO, debut 31 WBOW. Debuts at No. 35 on P/A chart.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It" (RSO) 41/13 adds include KOY, WGIR, WBZ, WQUA, WISN, WSBA, KFOR, KNBR, WIS, WCHV, WCWA, Key moves: 21-18 WBEN, 29-19 WWWE, 31-23 WBT, debut 23 WVMT, debut 27 KWOS, debut 30 WLNM, debut 30 WPRO, debut 31 WORG, Debuts at No. 37 on P/A chart.

JENNIFER WARNES "When The Feeling Comes Around" (Arista) 48/12 adds include WBT, WISN, WSBA, WBEN, KFMB, WHBC, KDWN, KSL, KUGN, WFDF, Key moves: 28-18 WRIE, 35-30 KRKO, 31-28 WORG, 30-27 WSGW, 30-26 KMBZ, 26-21 WLNH. Heavy rotation: WSIX. Debuts at No. 38 on P/A chart.

# POP/ADULT AIRPLAY/40

	Two Weeks	Last	This Week	April 4, 1980
5	4	2	0	AIR SUPPLY/Lost in Love (Arista)
11	5	4	2	EAGLES/I Can't Tell You Why (Asylum)
4	3	3	3	TOMMY JAMES/Three Times In Love (Millennium)
2	1	1	4	RUPERT HOLMES/Him (MCA)
14	7	6	0	KOOL & THE GANG/Too Hot (DeLite/Mercury)
18	12	9	0	DR. HOOK/Sexy Eyes (Capitol)
12	10	7	7	BILLY PRESTON & SYREETA/With You I'm Born Again (Motown)
15	11	8	8	DAVID GATES/Where Does The Lovin' Go (Elektra)
32	22	12	0	CHARLIE DORE/Pilot Of The Airwayes (Island)
22	18	14	0	FELIX CAVALIERE/Only A Lonely Heart Sees (Epic)
23	20	13	0	CHRISTOPHER CROSS/Ride Like The Wind (WB)
24	21	16	Ø	RAY, GOODMAN & BROWN/Special Lady (Polydor)
17	15	15	13	MELISSA MANCHESTER/Fire In The Morning (Arista)
35	28	17	0	PAUL DAVIS/Do Right (Bang)
3	2	5	15	CHUCK MANGIONE/Give It All You Got (A&M)
1	6	10	16	DAN FOGELBERG/Longer (Full Moon/Epic)
6	8	11	17	SPINNERS/Working My Way Back To You (Atlantic)
	39	25	0	DIONNE WARWICK/After You (Arista)
34	29	23	0	KARLA BONOFF/Baby Don't Go (Columbia)
36	32	26	20	JOHN DENVER/Autograph (RCA)
27	27	24	21	MAUREEN McGOVERN/We Could Have It All (WB/Curb)
	-	40	2	KENNY ROGERS & KIM CARNES/Don't Fall In Love With A Dreamer (UA)
9	9	21	23	ANDY GIBB/Desire (RSO)
16	14	18	24	CRYSTAL GAYLE/It's Like We Never Said Goodbye (Columbia)
-00	35	30	<b>3</b>	SPYRO GYRA/Catching The Sun (MCA)
39	33	29	0	BOB SEGER/Fire Lake (Capitol)
13	13	19	27	STARLAND VOCAL BAND/Loving You With My Eyes (Windsong)
38	30	28	28	WILLIE NELSON/My Heroes Have Always Been Cowboys (Columbia)
		$\rightarrow$	<b>②</b>	DAN FOGELBERG/Heart Hotels (Full Moon/Epic)
7	16	20	30	NEIL DIAMOND/September Morn (Columbia)
33	31	31	31	KENNY NOLAN/Us And Love (We Go Together) (Casablanca)
40	38	32	32	ENGELBERT HUMPERDINCK/Love's Only Love (Epic)
_		35	33	FLEETWOOD MAC/Think About Me (WB)
mine		38	34	JIMMY RUFFIN/Hold On To My Love (RSO)
_		$\rightarrow$	35	KENNY LOGGINS/Keep The Fire (Columbia)
dade		36	36	ENGLAND DAN & JOHN FORD COLEY/In It For Love (Big Tree)
-		$\rightarrow$	37	ANDY GIBB & OLIVIA NEWTON-JOHN/I Can't Help It (RSO)
_	_	<b>→</b>	38	JENNIFER WARNES/When The Feeling Comes Around (Arista)
-	40	39	39	SHALAMAR/The Second Time Around (Solar/RCA)
	-	$\Rightarrow$	40	BETTE MIDLER/The Rose (Atlantic)

This chart is based solely on statistics compiled weekly from our reporting stations Black circled numbers indicate significant upward movement from at least 60% of our reporters

**New Entry** 

BETTE MIDLER "The Rose" (Atlantic) 41/18 adds include WHEN, WELI, WGY, WSB, WMAZ, KLYD, KSTP, WDIF, KGGF, KUGN, WVMT, WCWA, WRIE. Key moves: 25-19 WSM-FM, 35-29 WHBC, 27-23 WOWO, debut 20 WGR, debut 22 WORG, debut 23 WBEN, debut 28 WPRO.

#### Others Getting Significant Action

ANNE MURRAY "Lucky Me" (Capitol) 36/27. Super week for a super ertist — adds include KMBZ. KSTP, KOY, WASH. KFOR, WNFL, WRVA, WTAE, WCFR, WWWE, WDIF, WSB, WIOD, KNBR, KRMG, WHDH. KEX, WHBC, WRIE, WFTL, WPRO. Moves 32:26 WBT, debut 18 WISN, debut 25 WSM-FM.

BERNADETTE PETERS "Gee Whiz" (MCA) 34/14 adds include KFQD, KDWN, WHAM WLNH, WRVA, KSTP, WSGW, WCSC, KGGF, WRIE, WHBC, FM97. Moves 23-19 WBEN, 20-16 WGR, 27-19 WBT, debut 30 WORG,

STEVIE WONDER "Outside My Window" (Tamla) 34/2 add WFIR, WYNY, Moves 16-11 WMAZ, 23-19 KRKO, 28-25 WORG.

J.D. SOUTHER "White Rhythm And Blues" (Columbia) 34/1 add KAKZ. Moves 18-14 WHBC, 21-16 WHAG, 27-22 KRKO.

DOLLY PARTON "Starting Over Again" (RCA) 33/7 add KFOR, WVMT, WYMC, WHOK, WHDH, KWOS, WHEN, Moves 31-28 KBLF, debut 29 KOLO, debut 30 KMBZ.

DIANA HUBBARD "Rose Coloured Lights" (Waterhouse) 33/1 add WIOD. Hot

PHOTOGLO "We Were Meant To Be Lovers" (20th) 32/8 add wJBO, KAKZ, WBOW, WSIX, WCHV, WHBC, WREC, WWWE, Moves 30:25 WRIE, debut 30 WYMC.

JIMMY BUFFETT "Survive" (MCA) 28/1 add KGGF, Moves 34:30 WHBC.

HERB ALPERT "Street Life" (A&M) 27/1 add KMRJ.

EDDIE RABBITT "Gone Too Far" (Elektra) 26/6 add whas, wsix, kPPL, what, KBLF. Moves 28-19 KMBZ.

NEIL DIAMONO "The Good Lord Loves You" (Columbia) 25/16 edds include WHIO, KEX, WBT, KOY, KFQD, KDWN, WSIX, KSTP, WRVA, KSL, KUGN, WJON, WPRO.

DANN ROGERS "China" (International Artists) 23/9 add wsix, wjbo, kfqd, wchv, kmri, krko, kppl, krmg, kqgf, moves 35:30 whag

NEIL SEDAKA & DARA SEDAKA "Should've Never Let You Go" (Elektra) 22/9 add wgir, wlnh, kwos, wsix, whiz, wlod, krmg, kqgf, wcfr.

JACKIE DeSHANNON "I Don't Need You Anymore" (RCA) 22/2 add wLNH.

LINDA RONSTADT "Hurt So Bad" (Asylum) 21/6 add WNFL KDKA WORG, WIP, WCHV, KRMG. Moves 17-6 WWW. 25-17 WLNH, 24-21 WCWA, 24-19 FM97.

BEACH BOYS "Goin" On" (Caribou) 21/4 add WHIZ, KRKO, WCSH, WHIO. Moves 30 27 WBT, 27-24 WMAZ, debut 29 WCSC.

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 21/4 add WORG, WFDF, KUGN, KRNT. Moves 9.6 KRMG, 30-25 WMAZ, debut 30 KOLO.

BILLY JOEL "You May Be Right" (Columbia) 19/3 add wHOK (dp), wQUD, wBz. Moves 19-11 WCSC, 34-21 WFIR. 17-13 WMAZ, debut 18 KRMG, debut 18 WGR, debut 24 WNEU. BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 17/6 add wHIO, wyMT, wORG, KRMG, WSIX, WEBC, Moves 21-16 WSM-FM, 25-21 KRKO.

B.J. THOMAS "Walkin" On A Cloud" (MCA) 15/5 add WYMC, WFDF, KWOS,

WSGW, WHIO. Moves 28:25 WHAG.

AMBROSIA "Biggest Part Of Me" (WB) 14/14 add KRMG. WMAZ. WBT, KRKK. WASH, WORG. WSM.FM. WDIF. WTAE, FM97, WFVR. WGIR. WHIO, WGR.

KORONA "Let Me Be" (UA) 14/4 add WCWA. WREC, WCFR, WOWO. Moves 27:24 WCSC. 28:25 WBT. 25:20 WMAZ. debut 24 WBEN.

LARRY GATLIN "Taking Somebody With Me When I Fall" (Columbia) 14/1 add WJBO. Moves 29:23 KMBZ.

CHIP HARDING "Where Is The Woman" (RSO) 13/5 add WPRO, WHIZ, WHOK,

KBLF, WHIO. Moves 22-19 WLNH.

SHELLIE JACOBS "You Bring Out The Best Of The Woman In Me"

(Venture) 13/2 add KMRJ, KGGF. Dabut 29 WYMC.

JAMES LAST BAND "The Seduction (Love Theme)" (Polydor) 12/5 add WIP, WYMC, WREC, WSM-FM, WBZ, Moves 40:30 FM97, 28:23 WMAZ, debut 30 WVMT. CLIFF RICHARD "Carrie" (EMI America) 12/1 add KRKO. Moves 30:24 WFIR. 20:17

BOZ SCAGGS "Breakdown Dead Ahead" (Columbia) 9/4 add WCHV, KBLF, KRKK, WHIO (dp), debut 23 WCSC, debut 24 WSM-FM.

#### **Most Added:**

ANNE MURRAY

Lucky Me (Capitol)

ed at 29% of our reporting

KENNY ROGERS & KIM CARNES
Don't Fell In Love With A Dreamer (U
Added at 29% of our reporting station 29% of our reporting stations.

DAN FOGELBERG

DAN FOGELBERG

Heart Motels (Full Moon/Epic)

Added at 23% of our reporting stations.

BETTE MIDLER

The Rose (Atlantic)

Added at 20% of our reporting stations.

NEIL DIAMOND

The Good Lord Loves You (Columbia)

Added at 17% of our reporting stations.

AMBROSIA

Biggest Part Of Me (WB)

Added at 15% of our reporting stations.

BERNADETTE PETERS

Gee Whiz (MCA)

Gee Whiz (MCA)
ded at 15% of our reporting stations

#### **Hottest:**

Hottest:

EAGLES

I Cen't Tell You Why (Asylum)
Reported hot at 59% of our stations.

AIR SUPPLY

Lost In Love (Arista)
Reported hot at 55% of our stations.

DR. HOOK

Saxy Eyes (Capitol)
Reported hot at 34% of our stations.

PRESTON & SYREETA

With You I'm Borm Agein (Motown)
Reported hot at 34% of our stations.

KOOL & THE GANG

Too Hot (DeLite/Mercury)
Reported hot at 25% of our stations.

CHRISTOPHER CROSS

Ride Like The Wind (WB)
Reported hot at 25% of our stations.

RUPERT HOLMES

Him (MCA)
Reported hot at 25% of our stations.

# Judy Collins Running For My Life

Her new album, containing the single

'Almost Free'

Produced By Judy Collins



April 5 Tarrytown, NY 11 Augusta, ME 12 Glens Falls, NY

April 13 Toronto, Conada 16 Columbus, OH 17 Cleveland, OH

The Judy Collins Spring Tour, 1980

April 19 Atlanta, GA 20 Houston, TX 21 Dallas, TX

April 24 Denver, CO 25 Santa Monica, CA 26 Claremont, CA 29 Tempe, AZ

May 1 Coopertino, CA 2 Berkeley, CA 7 Vancouver, BC

May 8 Partland, OR 9 Partland, OR 11 Seattle, WA

Tour Direction Charles R Rothschild 330 E 48th Street New York, NY 10017 (212) 752-8753

On Elektra Records and Tapes





## **REGIONAL ADDS & HOTS**

#### **EAST**

### Preston & Syreeta A Gibb & ONJ

NOTIEST
Ray, Goodman
& Brown
M Jackson
Down
M Jackson
M

WBEN/Buffalo Roger Christian Warnes Rogers & R. Carnes TTEST reston & Syreeta

Humperd TTEST Oure r Supply

WVNIT/Burlingto Bary Wheelock

Spyro Gyra
WYNY Yow York
John's Subthon
Air Supply
S. Wonder
M. Manchester
K. Loggins
HOTIES?
F. Mac
Freston & Syreeta
Kool & The Gang
Eagles
Dr. Hook

Boo Russo

L Ronstadt
(Hurt)

J Last Band

F Sinatra
(You S Me)(1p)
HOTTEST
M, Jackson
Flack & Mathaway
A Gibb & ONJ

PM97/Pittaburg Dave Popovich

KDKA/PHttsburgh Bondy Ficil Rondy Fich
L Ronstadt
(Hurt)
F Cavaliere
M Jackson
B Manilow
(Malk)
HOTTEST
R. Holmes
Kool & The Gang
C Cross

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sool & The Gen
C Cross
Eagles
Shalamar
8. Seger
Preston & Syreeta
C. Dore
ir Supply
Hook

Fogelberg (Heart) TTEST ol & The Gang

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D. Marwith
J. DeShannor
R. Bonoff
D. Peters
D. fogeborg
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D. Hidler
Well & Dera
Sedaka
HOTTEST
C. Cross
Lagles
D. Gates
Air Supply
f. Mac
L. Ronstadt
(Murt)
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Well / Manches Karen Anderser

Koren Andersen

A. Gibb & ONJ
Neil & Daria
Sedata
Ambrosia
K. Rogers &
K. Carnes
HOTTEST
T. James
R. Holmes
Eagles
Air Supply

D fogelberg (Heart) D Marwick B Midler HOTTEST Air Supply P Davis Eagles

Don Berna
R. Loggins
Ambrosia
A. Murray
(Lucky)
HOTTEST
Kool à The Gang
Eagles
L. Ronstadt
(Hurt)
Preston & Syrenta
J. Ruffin WCSH/Portland Dean Rogers

WPRO/Providence
Dave McNomes
K. Rogers &
K. Carnes
A. Murray
(Lucky)
N. Diamond N Dismond
(Lord)
D Warwick
C Harding
E Humperdinch
HUTIEST
Kool & The Gang
Eagles
C. Cross
B Seger
Air Supply

WHAM/Roch

cagles
WNRW/New York
Joff Mozzel
W. Nelson
(Sunny)(Georgia)
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Newton
Marwick
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\*\*TV/New-\*\* Spyro Gyra F. Mac B. Peters HOTTEST D. Gates C. Dore

C. Dore

WGY/Schenecto
Poul Casady

K. Ropers &
 K. Carnes

B. Midler

P. Davis

40TTEST

1. Holmes

1. Gibb

Dol & The Gang

7. Mook

CFB/Fe WCFR/Spri

Korona
A. Murray
(Lucky)
Neil & Dara
Sedaka
HOTIEST
Kool & The Gang
C. Cross
P. Davis
J. Ruffin
Eagles

WEST

Paul Douglas
Preston & Syreeta
Kool & The Gang
E. Humperdinck
HOTTEST

T. James Starland Wocal Band Eagles

KFQD/Anchoroge Tom Rivers

KLYD/Bokersfle Larry Crawford B. Midler HOTIEST J. Kirk D. Warwick B. Mandrell

WHEN/Syrocuse Bob Carolin

WASH/Washington, DC Bob Duckman

Mob Duckmon
Ambros la
A. Murray
(Lucky)
B. Joel
(Still)(Ip)
HOTTEST
C. Dore
WSBA/York
Jim Horn
J. Marnes
B. Manilon
(Walk)
A. Murray
(Lucky)
K. Rogers &
K. Garnes
G. Davids
D. Fogelberg
(Longer)
Spinners
Preston & Syreeta
Air Supply

WHBC/Canto Rich Jacoba Bick Jocobs

D. Marnick
A. Murray
(Lucky)
K. Rogers &
K. Carnes
J. Marnes
Photoglo
B. Peters
E. Rabbitt
HOTTES!
R. Holmes
Praston & Syreata
F. Cavaliere
Mar Supply
C. Cross
J. D. Souther
WFTR/Chicogol
John Wetherbee
F. Mac F Mac MOTTEST R. Holmes C. Cross Eagles Preston & Syr L. Ronstadt (Make) Dr. Hook K. Rogers & K. Carnes

**MIDWEST** 

WHO/Daytor Kris Rankin N. Diamond (Lord) J. Ruffin

KRNT/Dee Moi Scott Hustey Mac Oavis WEBC/Dututh Rick Morgan Rick Morgan

D. foge berg
(Weart)

K. Rogers &
K. Carnes
J. Ruffin

D. Marwick
B. Cockburn

M. Tucker

(Without)(1p)
HOTIEST

C. Cross
C. Dore

WTOP/Fini
PoulLandino

B. Midler
Mac Usvis
B. J. Thomas
J. Mornes
B. Peters
HOTIEST
R. Holmes
T. James
Preston & Syreeta
Lagles
T. Zaweitere

F. Mac
Ambros ta
B. Manitou
(Malla)
HoffEST
Blondle
Spinners
Ray, Goodmai
B. Brown
R. Holmes
B. Seger
Eagles
M. Jackson
WWWE/Cleve
Terry Potrick
Ray, Goodman
A. Brown
P. Davis
P. Dovis
Rourray
(Lucky)
HOTTEST
R. Molmes
Eagles
C. Manglone
F. Cavaliere
L. Ronstadt
(Hurt)
Gool & The Gang KOOF/Coffey Bill Miller Menhattan Ira S. Jacobs B. Peters D. Rogers D. Rogers T. Orlando J. Buffett B. Hidler C. Dore Meil & Dara Sedaka HOTIEST M. McGovern Eagle J. Ian Spyro Gyrs N. Diamond (Sept.)

O. Rogers
E. Rabbitt
HOTTEST
Eagles
Air Supply
Kool & The Gand
C. Cross

KUGN/Eugen Rick Hubbard

B. Midler
J. Ruffin
Dan Hill
N. Diamond
(Lord)
J. Marnes
Mac Davis
D. Fogeth
(Heart)
A. Murray
(Lucky)
HOITEST
Dr. Hook
J. James
Air Supply
K. Bonoff
Eagles
C. Dore
Photoglo

1. Orlando
A Cibb & ONJ
J Marnes
D Fogelberg
(Heart)
HOTITEST
Air Supply
O Gates
Eagles
Kool & The Gang
F Cavaltere
P Davis
O Marwick
K Rogers
E. Cernes
B Midler
D Fogelberg
(Heart)
B. Peters
A. Murray
(Lucky)
N. Diamond
(Lord)
HOTICST
C. Mangione
T. James
Air Supply
Preston & Syreeta
M. Manchester
Eagles
D. Hook B. Seger KMBZ/Konsos CHy Steve Bell P. Davis J. Olivor A. Murray

KRKO/Everett R.P. McMurphy B. Peters Beach Boys B. Midler

Robinson Rogers Richard OTTEST Vinners

Spinners
Eagles
T. James
C. Cross
M. Manchester
C. Dore
M. PicGovern
D. Gates
P. Davis

P. Davis
F. Cavaliere
HOTTEST
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Kool & The Ga
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Ray, Goodman
& Brown

WHOR/Lancaste Oreg Eyerman

orona

Rogers &
K. Carnes
Fogelbers
(Heart)
Loggins
OTIEST Bellamy Bros C Dore F. Cavaltere C Harding B. Joel (dp) Dan Hill (dp) HOTTEST Peaches & Herb Eagles Air Supply B. Seger Eagles Air Supply Blondie P. Devis J. Ruffin F. Cavaltere KPOR/Lincoln Marityn Kokee

WISTL/Green Bay Bob Hooper F. Hac K. Rogers & K. Carnes K. Rogers & R. Carnes A. Murray (Lucky) L. Ronskadt (Murt) D. Fogelberg (Heart) HOTTES D. Fogelberg (Romeo's) Styn (Babe) Air Supply

ARS
B. Midder
T. Tack
M. Mugrage
R. Clark
A. Murray
(Lucky)
HOTTEST
R. Stevens
E. Humperdinck
C. Gayle
R. Mittaker

KDWN/Las Vegas Jack London

A. Murray (Lucky) J. Warnes N. Diamond (Lord) C. Dore B. Peters D. William

P. Davis
KAMPC/Los Anguies
Tages Tussell
F. Cavaliere
J. Denver
HOTTEST
R. Holmes
T. James
Air Supply
Dr. Hook
Kool & The Gang
P. Davis

P. Davis

KDY/Phoenix

A. Murray
(Lucky)

N. Diamond
(Lurd)

A. Gibb & DNJ

HOTTEST

M. Manchester

Spinners

WJBO/Baton Re Susan Flanegin L. Gatlin
Photoglo
J. Ruffin
D. Rogers
HOTIEST
C. Manglone
Air Supply
Eagles
Dr. HOOk
D. Gates
Flack & Hathaway
Starland Vocal
Band

KEX/Partiano 800 Swanson

H. Diamond (Lord)
J. Ruffin
A. Murray (Lucky)
HOITEST
Preston & Syri
T. James
D. Gates
C. Mangione
Eagles
Air Supply
Dr. Hook
F. Cavaltere
K. Bonoff
P. Davis

- Scaggs Rabbitt - Murray (Lucky) - Harding - Garrett - Diamond (Lord)

ARS
J. Ruffin
HOTTEST
Spinners
Preston & Syreeta
Or. Hook
Afr Supply
Eagles
B. Seger
Kool & The Gang
P. Davis

Diamond (Lord) Rogers E. Carne Rogers Alpert Fogelbe (Heart) Seger Loggins Hidler Jacobs TIEST

KMRJ/Pittel Lonnie Swor

WS8/Affanta George Fisher

T. DeSario/KC (Spanish version) (Yes, 1'm Ready) The Knack ARS B. Midler T. Tack

SOUTH

K. Royers & K. Carnes B. Peters B.J. Thomas

B.J. Thomas
ARS
HOTTEST
R. Holmes
Kool & The (
Afr Supply
D. Gates
Eagles
Dr. Hook
f. Cavaltere
M. McGovern

WCSC/Cha Randy Scott

Rondy Scott

K. Rogers & K. Carnes
L. Rawls
B. Peters
HOTIEST
C. Cross
M. Jackson
Eagles
M. Jackson
B. Seger (dp)
J. Ruffin
B. Joel (dp)
F. Cavaliere
Processor

WET/Charlotte

F. Cavaliere
Preston & Syreeta
WBT/Charlotta
Andy Bicket
J. Marnes
D. Fogelberg
(Heart)
Ambrosia
M. Diamond
(Lord)
R. Holmes
(Answering)(1p)
B. Joel
(Mhy)(1p)
MDITESI
T. James
Afr Supply
Kool & The Gang
Dr. Hook
C. Dore
D. Gates
P. Davis
F. Cavaliere

KOLO/Reno Mike Hoperly P. Davis D. Marwick S. Whitzaker (Miracle) Zevon (Gorilla)(1p) ITTESY Holmes James

Manhattan Transfer Ambrosia Boz Scaggs A. Gibb & ONJ Aps

WETY/Steub Oreg McCuto D. Marwick E. Humperdi Spyro Gyra HOTTEST T. James C. Dore M. McGovern P. Davis

Fogelberg
Fogelberg
Fogelberg
Heart)
Marnes
hotoglo
Mac
Heart
Hear

WCWA/Totedo
Doug Biver
A. Gibb & ONJ
Korona
B. Midler
HOTTEST
C. Gayle
Air Supply
B. Seger
C. Dore
J. Rufrin
P. Davis
F. Gavaltere

WCHV/Chadomeeville
Thomae M. Twine
Bor Scaggs
K. Rogers &
K. Carnes
J. Jackson (dp)
Bros. Johnson (dp)
A. Gibb & ONJ
D. Rogesr
Photogio
D. Joel
(Mhy){1p}
L. RonsEadt
(Hurt)
Styr
(Ffrst){1p}
MOTIEST
B. Seger

(Ffrst)(1p MOTTEST B. Seger Eagles Ray, Goodman & Brown C. Cross Adr Supply WTB/Cembid Mine Collins Spyra Gyra D. Fogelberg (Meart) J. Genver A. Gibb & ONJ M. Jackson MOTTEST R. Molmes Spinners R. Gibb F. James Jueen

KSL/Soft Loke City
Ocorpe Lemich
K. Rogers &
K. Carnes
N. Diamond
(Lord)
J. Warnes
HOTTESY
D. Marwick
C. Mangione
Air Supply
Eagles

KPMB/Son Diago Larson/Anthony J. Marnes Ray, Goodman & Brown HOTYEST

KAPM/Dollas Ron Dean

M. McGovern J. Denver Spyro Gyra HOTTEST Dr. Hook

Or. Hook
WFTL/P. Lauderdale
Tom Oprae
Spyro Gyra
A. Murray
(Lucky)
K. Rogers
K. Carnes
HOTTEST
R. Holmes
Preston & Syreeta
O. Gates
WHAS/Louisville
Jarry Mostloy
K. Rogers
&. K. Rogers
E. W. R. Rogers
E. W. R. Rogers
E. Rogers

Jerry Medicy
K. Rogers &
K. Carnes
E. Rabbitt
HOTIEST
Edgles
Preston & Syreeta
Air Supply
D. Warwick
C. Dore

K090/San Diego Chuck Brinkman

Chuck Brinkman
K. Laggins
HOTTEST
Air Supply
Preston & Syreeto
D. Fogelberg
(Longer)
Ray. Goodman
& Brown
J. Denver

Bryon Eaton
G. Siick
D. Fogelberg
(Heart)
K. Rogers A
K. Carnes
A. Gibb & ONJ
A. Murray
(Lucky)
HOTTEST
Dr. Hook
C. Dore

D. Marwick
E. Rogers &
K. Carnes
D. Fogelberg
(Meart)
Photoglo
J.D. Souther
Spyro Gyra
HOITEST
Presion & Syst
Air Supply
Dr. Hook

RARE/Wichis

Doug Rupe

WHEZ/Zones
Dava Criss
J. Ruffih
Beach Boys
J. Marnes
C. Harding
Heil & Dara
Sedaha
D. Valery
HOTTEST

WMAZ/Miccon Steve Morphy K. Rogers & K. Garnes Ambrosia K. Loggins B. Midler MOTTES! R. Holmus Eagles C. Dore P. Davis Kool & The ( Dr. Hook

S. Monder
WYNC/NoyTek
Roberl Conrad
A. Gibb & ONJ
J. DeShannon
J. Marwick
Last Band
Parton
J. Thomas
In Hill
Midler
Garrett
TTEST
Cross

r. Hook . Jackson . Wonder

B. Cockburn
W089/Orongobs
Shw Wright
D. Fogelberg
(Heart)
Hac Davis
B. Cockburn
A. Murray
(Lucky)
L. Ronstadt
(Hurt)
Ambrossia
HOTTEST
R. Holmes
Ray, Goodman
B. Brown
Eagles
Cock Show
Eagles
The Geng
Dr. Hook
C. Cross

WDBO/Orlando
Tom Renningtor
K. Rogers &
K. Carnes
Co-Teros
Fool & The Geng
P. Davis
HOTTEST
O. Fogelberg
(Longer)
R. Holmes
Air Supply
Eagles Davis Joel Cavaliere TTEST

WREC/Mem

Dick Gront

D. Fogelberg (Heart)
H. Diamond (Lord)
B. Peters
A. Murray (Lucky)
HOTIEST
Preston & Syreeta
C. Dore J. Last Band Photoglo Karona HOTTEST Eagles B. Seger Air Supply

Preston & Syreeta C. Dore WTMP/Roomoda Ceft Riddledorger 5. Wonder Whitspers D. Fogelberg (Heart) Flack & Mathaway WOTTEST U. Ronstadt (Pake) Blondie C. Cross B. Segery ART Supply Air Supply
WOO/Momi
Yolondo Poropor
Kool & The Gang
P. Davis
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WBB/ Moahville
Dove Michole
Ray, Goodman
& Brown
Photoglo
N. Diamond
(Lord)
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D. Rogers
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8. Cockburn
HOTIEST
Eagles
P. Davis
Preston & Syreeta
J. Marnes Air Supply
KNEL/Wheele
Dave Amoe
J. Ruffin
K. Rogers &
K. Carnes
Mhispers
HOTTEST
Shalamar
B. Seger
T. James
Air Supply
C. Cross
Blondie (dp)

Album Airplay Tracks (The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

HERB ALPERT (A&M) "1980" HERB ALPERT (A&M) "1980"
BEACH BOY'S (Caribou) "Endless Harmony"
BEE GEES (RSO) "Wind Of Change"
KARLA BONOFF (Columbia) "Restless Nights"
DEBBY BOONE (WB/Curb) "With All My Love" "Never Say Goodbye"
JIMMY BUFFETT (MCA) "Dreamsicle" "Chanson Pour Les Petits Enfants"
GLEN CAMPBELL (Capitol) "I Was Just Thinking About You"
CAPTAIN & TENNILLE (Casablanca) "Deep And Dark"
RITA COOLIDGE (A&M) "Sweet Emotion" "Pain Of Love"
JOHN DENVER (RCA) "In My Heart"

JOHN DENVER (RCA) "In My Heart"

NEIL DIAMOND (Columbia) "I'm A Believer" "Mama Don't Know" "That Kind"
"The Shelter Of Your Arms" "Stagger Lee"

EAGLES (Asylum) "Sad Cafe" ROBERTA FLACK & DONNY HATHAWAY (Atlantic) "Disguises" "Stay With

FLEETWOOD MAC (WB) "Honey Hi" "Never Make Me Cry" "Sisters Of The Moon" "Angel" "Over & Over" "Storms" DAN FOGELBERG (Full Moon/Epic) "Gypsy Wind" ANDY GIBB IRSO) "After Dark" "Rest Your Love On Me"

MEART (Ent.) "Dilot"

HEART (Epic) "Pilot"

RUPERT HOLMES (MCA) "Answering Machine" "Partners In Crime"
MICHAEL JACKSON (Epic) "She's Out Of My Life" "I Can't Help It"
BILLY JOEL (Columbia) "Don't Ask Me Why" "C'Etait Poi" "Through The Long
Night" "It's Still Rock And Roll To Me"

Night" It's Still Mock And Moll To Mie

MICHAEL JOHNSON (EMI America) "I Just Can't Say No To You" "Doors"

JACK JONES (MGM) "Quiet Please, There's A Lady On Stage" "Evergreen"

NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Janeiro Blue" "Back In My LOBO (MCA/Curb) "A Day In The Life Of A Love"

MELISSA MANCHESTER (Arista) "Don't Want A Heartache" "Holdin' On To The

BARRY MANILOW (Arista) "Rain" "Why Don't We Try A Slow Dance" "Sundey Father" "Where Are They Now" "One Voice"

JIMMY MESSINA (Columbia) "Free To Be Me" "Lovin' You Lady"

ANNE MURRAY (Capital) "You've Got Me To Hold On To"

ANNE MURRAY (Capital) "You've Got Me To Hold On To"

CLIFF RICHARD (EMI America) "Fallin' In Love"

KENNY ROGERS (UA) "Goodbye Marie" "She's A Mystery"

LINDA RONSTADT IAsylum) "Girls Talk" "Look Out For My Love" "Mad Love"

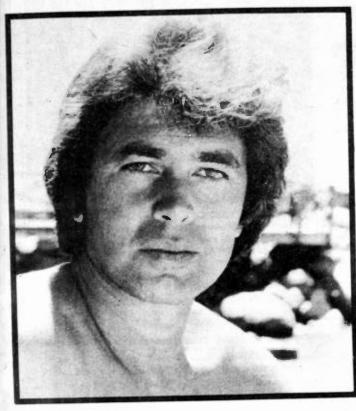
CARLY SIMON (Elektra) "Love You" "Coming To Get You" "Just Like You Do"

"Love You Ry Mand" "Love You By Heart"

BARBRA STREISAND (Columbia) "Niegara" "Come Rain Or Come Snow"

JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More STEVIE WONDER (Tamla) "Power Flower" "Black Orchid" "Come Back As A

# EPIC LOVE SONGS





# ENGELBERT "Love's Only Love"

# Look What They're Saying About Engelbert:

**DEAN TYLER, KLIF** "Excellent phone response The more you hear it on the air the more you like it."

**PAUL CASSIDY, WGY** "Typically Engelbert — smooth and romantic."

**DAVE DARIN, KGNR** "We've always done well with Engelbert The new single rates right up with everything he has released to date."

KRIS RANKIN, WHIO "Engelbert is consistently good and programmable."

**CAROL STRIPLING, KVI** "It's the best Engelbert record, in my opinion."

SUSAN FLANEGIN, WJBO "Immediate audience pleaser, good phones."

MIKE ELLIOT, WTMJ "Excellent for our format; one of the best Engelbert records."

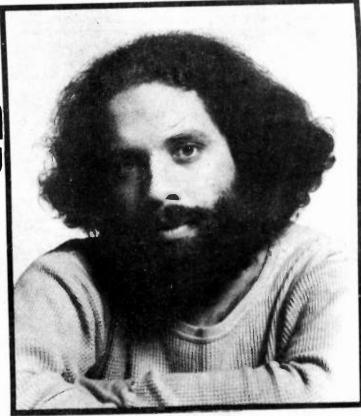
**HARV MOORE, WYSL** "Buffalo's only love is Engelbert."

PAUL DeDOMINICIS, Manager Record Theatre
"Sales following the same pattern as 'After The Lovin'."

**STEVE BELL, KMBZ** "Great with females 25+; will be a top 10 record for us."

# DAN HILL "I Still Reach For You"

Just Arrived





## The Basics Of Beautiful Music Promotion: Part II

In the first part of this promotion guideline, we covered the "Whys" and "Wheres" of effective promotion for the Beautiful Music format. Part II takes up the questions of "Who" (you, the BM station), "How Much" (do you spend), "What" (do you do), and "How" (do you accomplish it). Answers and examples follow...

#### What & How Much

A couple of categories are combined here because "how much" in most instances determines "what." Some broadcasters designate anywhere from two to usually 10 percent of their gross billing for promotional use. Here's another method that can be used. When *initially* putting together a campaign, totally ignore costs. Plan what you believe would be a totally effective multi-media campaign. For example: (a) TV: 30 spots a week on preselected TV programs, (b) a one hundred showing of posted billboards plus three painted billboards, (c) one weekly ad in the morning newspaper for five weeks, etc.

The size of the campaign you've designed is unimportant. What is important is the determination of what you'll need to accomplish your purpose most effectively and realistically. After you've done that, fill in the costs and see what your most effective total promotion cost would be. For example let's say the cost computes to \$125,000. You feel your top figure is \$100,000. Now it's time to trim the budget without devastating the campaign. It's similar to buying a car. You may want a Mercedes but, because of economics you settle for an Audi or Volvo or even a Ford Granada. Many of us have champagne taste and a beer budget. The key is to make the most with what you have to spend. At this point, the "Chicken or Egg Syndrome" comes up. You've heard it before. "Get me some ratings that will bring some business, and I'll spend some money in promotion." In radio, you must be willing to "roll the dice." If you don't have enough confidence in what you're doing on air to feel that promoting is the final element to success, you need to fix the for

#### Campaigns And Contests

Regardless of budget, remember that "simplicity" is the essence of the Beautiful Music format. Your promotion campaigns should be simple, but that doesn't mean totally devoid of creativity. In addition to the Patrick O'Neal spot, there are other good ideas, including a campaign created for KJOI/Los Angeles by Barzman J. McCormick; and an award-winning campaign designed for KQYT/Phoenix by the Schlesinger/Yarnoff Agency in

One of the most common contests on Beautiful Music stations is the "Mystery Song" contest. This is usually a mail-in contest where several songs (4-7) each day are designated as the mystery songs. Listeners, through on-air promos, are invited to guess the title of the tune. You need only to correctly guess the title of one of the many mystery tunes aired during the promotion to be qualified to win a grand prize. The contest usually airs for three weeks.

If you decide to air contests remember

**1** Don't be juvenile. Third-caller T-Shirt ripoff types of promotions aren't even effective for contemporary stations and never were for Beautiful Music stations.

**2** Keep it simple and fun. A positive aspect of the mystery song is that listeners can play the game in their minds and don't have to be active participants. It also concerns your main product, the music. And .... it's very easy.

Remember who your audience is. This is especially important in prize selection. Just because your sales department has landed 100 free "Big Mac Attack" coupons is no reason to use these as contest prizes. A dinner at a local exclusive restaurant is certainly more appropriate.

Beautiful
Music

A WILD & CRAZY KYND OF GUY — KYND/Houston staged a concert with Liberace, tying in a contest in which listeners were able to meet the star. Pictured with the flamboyant pianist is KYND GM Vici Williams.

vital. Who has a bigger interest in the success of a promotional campaign than yourself? Here are some key questions/points to consider in the various media.

TV: Have you studied the latest Nielsen or Arbitron to see what your target demos are watching? Do you buy because you watch a particular program or have a preconceived notion that your target demo watches a particular type of program? Have you done a reach

"You must be willing to 'roll the dice.' If you don't have enough confidence in what you're doing on air to feel that promoting is the final element to success, you need to fix the format."

#### Who & How

Abdicating the responsibility for the total content and placement of your campaign to an advertising agency is very risky. Certainly using the expertise of advertising specialists is advisable. However, your input and approval from the conception through implementation stages is

and frequency calculation on your buy? Where are your spots alring? If you purchased a spot in a local newscast and it runs at the conclusion of the newscast, it has far less impact or reach than it would if it were the first spot inside the newscast.

**2** Outdoor: Did you "ride the boards." This means getting in the car with your outdoor salesman and actually driving by your locations. If they are poor locations... refuse them.

**3** Print: Which day did you choose to run in your daily paper? Why? What section? Are you in Monday's paper adjacent to the gardening tips? Wouldn't it make more sense to be in Sunday's entertainment section?

#### **On-Air/Listener Promotion**

One of the most consistent results of research, in many diverse markets, is that radio listeners in general and Beautiful Music listeners specifically have burned out on contests. The theory espoused by many programmers is that the Beautiful Music listener tunes in that station to relax . . . not to win two movie passes or even a \$10,000 shopping spree. However, many Beautiful Music stations do air contests/promotions . . . some successfully and some less so. Cash is the most universally appealing prize.

Another interesting type of promotion conducted by radio stations has been the concert or Broadway play promotions. WEZI/Memphis, for instance, hosted a Ferrante & Teicher concert. A WEZI announcer was the concert emcee. Call letters appeared in print advertising, and listeners were given the opportunity to win free tickets by writing to register for a drawing. KYND in Houston has conducted a couple of "Celebrity Events." one with Liberace in concert, another involving a play starring Carol Lawrence and Howard Keel. In addition to viewing the show, the invited guests attended an after-show party where they had the opportunity to meet the stars. Invitations were bottles of wine with a custom label printed in calligraphy. KQYT/ Phoenix sponsors a celebrity golf tournament every year. These types of promotions do serve to raise the profile of a Beautiful Music station. Again, though, the celebrity or type of event you associate with is important. They must be readily identifiable to your target demo.

Promotion by and large is common sense combined with a mental and economic commitment . . . and it is a key element to ratings and sales success.



SNAKES ALIVE! — Another unusual promotion is KABL/San Francisco's annual St. Patrick's Day Snake Races, which celebrate the saint's forcible exile of the serpent population from Ireland, with an average of 80 snake charmers and their pets participating for trophies and cash. It's an official city event, with up to 5000 spectators and heavy media coverage. Pictured are a couple of contestants and their handlers.

# **OPPORTUNITIES**

#### Openings

Immediate opening for full time jock, Pop/Adult experience. Beginners considered. Also pert-time openings. Send tapes and resumes to John Certer, Box 657, Torrington, CT 06790, EOE (4-4)

1490 WEMJ/Laconia, NH has immediate opening for afternoon news person. Good voice, writing and typing skills a must. Meny benefits. Send tapes and resumes to Garret Clancy, ND, WEMJ, Box 1490, Laconia, NH 03248. EDE I/4.

WOAI-FM in historic San Antonio is looking for ex-perienced eir personality for its mellow adult rock for-mat. Rush tapes and resumes to John D'Angelo, PD, WOAI-FM, 8222 N.W. I-H 10, San Antonio, TX 78201.

The new KJ100, America's hottest station has lost 3 people in the last 3 months to top 10 markets. If you are looking to join e winning radio station, become a teem member in Derby Country, send tepe, resume and cereer goals to C.C. Matthews, PD, KJ100, 307 West Muhammad Ali Bivd., Louisville, KY 40202. Minorities encouraged to apply. EOE (4-4)

KCLD-FM, #1 contemporary needs air personality immediately. Send tapes and resumes to Mike Moffett, KCLD-FM, Box 1458, St. Cloud, MN 58301, or call (812) 251-1450. EOE (4-4)

KQFM/Portland, OR has an opening for a PD with a minimum of 8 yrs experience in radio and 3 as a PD. Cell Jack McForley, Golden West at (503) 226-0100.

WQBK-FM/Albany, New York's AOR station is seeking tapes and resumes for possible future part and full-time openings. Send information to WQBK-FM, Box 1300, Albany, NY 12201. EOE (4-4)

1270 WT8O/Dover, NH is looking for an afternoon news person. Good voice, writing end typing skills a must. Paid vacation, retirement plan plus many other benefits. Send tapes and resumes to Don Briand, ND, WTSN, Box 400, Dover, NH 03820. EOE (4-4)

For the first time in over 4 yrs, WOAI is looking for a Sports Director. This 50,000 watt clear channel powerhouse is home to the Spurs, Rangers, Cowboys and the Southwest Conference. The person chosen for this lucrative position will be responsible for morning and afternoon sports reports and a daily helf-hour talk show. If you think you can cut it, send your tape and full particulars to John W. Barger, VP & GM, WOAI, 8222 N.W. I-H 10, San Antonio, TX 78201. EOE (4-4)

WAZY-FM/Lefeyette, IN needs afternoon drive at 50,000 wett Top 40 FM in Midwest secondary. Strong production a must! We are part of a 12 station chain production a must! We are part of a 12 status claims and want you to come grow with us. Excellent facilities, women and minorities encouraged to apply. Tapes, resumes and references to Jeffrey Jay Weber, Operations Manager, WAZY-FM, Box 1410, Lafayette, IN 47902. (4-4)

Needed immediately: One super morning person who knows radio music and has outstending personality and knows radio music and rasumes and other pertiknows reado music and nead resumes and other perti-sense of humor. Tepes and resumes and other perti-nent info to Paul Peyton, PD, WCCC-FM-AM, 11 Asylum St., Hartford, CT 08103. Calls OK after tape's in the meil. (203) 549-3458 2:30-5:30pm only. EOE (4-4)

#### Openings

Broadcast Group Invites tapes and resumes from air telents interested in growth-oriented, challenging positions in the Portland, OR, Vancouver, WA area. Applicants are being considered now for future openings at 10,000 watt KGAR/Vancouver. Plasse send material to Bill Cole, KGAR, Box 4638, Vancouver, WA 98662, or call (206) 256-9043. Women and minorities ancouraged to apply (4-4)

Brend new Country AM in chellenging market. Our FM is a winner and the AM will be too. To do it we need a couple of pros who sren't afraid to work. Tapes and resumes to Blaise Matz, KESY, Box 31037, Omeha, NE 68131. EOE M/F (4-4)

Good opportunity for talented jocks with strong production skills. No beginners. Tapes and resumes to Bill Knight, WUNI, Box 2587, Mobile, AL 38801. EOE M/F (4-4)

Immediate opening, KFXM/San Bernardino needs creative, high energy morning person. Top production skills a must. Send tapes and resumes to Craig Powers, KFXM, 666 Fairwey Dr., San Bemardino, CA 92408.

WFWL In Northwest Tennessee is now taking applica-tions for on-air personnel. Call Terry Hudson (901) 584-4608. Looking for someone from this region, EOE (4-4)

WRAW/Reading, PA has immediate opening for afternoon drive person. New equipment and facilities Good bucks. Strong production a must. Send tape and resumes to David Blaise, WRAW, 1265 Perking men Ave., Reading, PA 19602. EOE M/F (4-4)

WHA8/Louisville, KY has opening for female personality to do all night show on 50,000 watt clear channel station reaching over 40 stations. Please send tape and resume to Jerry Melloy, WHAS, Box 1084, Louisville, KY 40201. EOE (4-4)

Central California's Top 40 rocker serving Fresno has immediate opening. Tapes and resumes to Carl Soares, Box 1101, Tulare, CA 93274. EOE M/F (4-4)

KTRM and KALO/Beaumont, TX has immediate opening for news anchor/reporter anchoring morning drive, general reporting for the #1 and #5 stations in the market. Good on-air delivery essential. Tapes and resumes to Brad Moore, KTRM/KALO, Box 5425, Beaumost to Brad Moore, Brad Moore, Brad Moore sumes to Brad Moore, KT mont, TX 77702. EOE (4-4)

WNOE-AM-FM/New Orieens needs Operational/
Program Director for separate 50,000 watt AM and
100,000 watt FM. Programming, promotions and supervisory experience; at least 5 yrs experience programming
large market, knowledge of news and seles helpful. Resume and selary requirements to Eric Anderson, GM,
529 Bienville, New Orleans, LA 70130. EOE M/F (4-4)

Steve Werren needs two people. Afternoon drive for WRKR/Milwaukee and PD for WWEG/Racine. Tapes and resumes to 2200 N. Green Bay Rd., Racine, WI 53405. EDE (4-4)

Capitol Broadcasting Corp. of Mobile, Louisville, Charleaton, WV and Spartanburg, SC is building a talent bank. If your future includes working for a young, aggressive, atable organization, lat me hear from you. Bill Robbins, Corporate PD, Capitol Broadcasting Corp., 3943 Airport Blvd., Mobile, AL 36608. EOE M/F (4-4)

#### **Openings**

Do you have the experience to do a good country show, production and play-by-play? KPSA has an opening now. Tapes and rasumes PDQ to Mike Donnell, KPSA, Box 720, Alamogordo, NM. Salary commensus. rate with experience. No calls please. (4-4)

WWTR-FM/Bethany Beach, DE needs mid-morning emoon replacement. Heavy in production, experced only. Tapes and resumes to J. Perker Connor, N. WWTR-FM, Box 368, Bethany Beach, DE 19930

Morning Drive. Community-oriented Adult Contemporary station seeks strong personality who can communicate one-to-one in very competitive market edjacent to Cincinnati. We're looking for a stable and experienced pro interested in long term essociation with growing company and Arbitron rated #1 station. Good salary for right individual. Tapes and resumes to Joe London, PD, WMOH, 220 High St., Hamilton, OH 45011. FOE MIF (4-4) EOE M/F (4-4)

KOBO/Yuba City has opening for creative announcer who can also handle news coverage. Position requires person of multiple telents including super production, authoritative news delivery and creative DJ show. Above all, show us what you can do. Tapes and resumes to Jason W. Fine, KOBO, Box 1056, Yuba City, CA 95991. EOE M/F (4-4)

Need air talent, not announcers. Mass appeal FM going live soon, assembling enthusiastic team, all day parts. If you want to help make the station #1, send tapes and resumes to PD, Box 3110, Springfield, MA 01101. Women encouraged. EOE (4-4)

News opening at very respected Midwest AM/FM. Experience necessery. Great facilities and staff. Good community just outside metro. Apply to KFMH/KWPC, Box 116, Muscatine, IA 52761, or call Pet Ryan or Steve Bridges at (319) 263-2442. Females and minorities encouraged. (4-4)

couraged. (4-4)
WTMA has opening for PD. Strong audience and
music research, AM drive airshift, 3 hours good promotion budget and autonomy. Immediate opening at
920,000. Tapes and resumes to John Trenton, GM,
Box 31089, Charleston, SC 29407. (4-4)

K-BEST is looking. #1 adult station needs #1 moming communicator with strong production skills. If you're ready to move to the beautiful Texas south plains today, let's communicate! Tapes, resumes and production sample to Greg Cole, KBST, Box 1632, Big Spring. TX 7972U. EUR MIF (4.4)

KUKI/Ukiah, CA looking for weekend and full-time air telent. Great place to work and live. Tapes and resumes to Steve Stone, Box 638, Ukiah, CA 95482. No calls please. EOE (4-4)

Operations Manager, WSYR-AM-FM. Expansion position. Solid opportunity for qualified broadcaster with hands-on experience and strong administration skills. AM is full service market leader; FM Supersters AOR. Send detailed resume, production/air tape if applicable. Hugh Barr, Mgr., WSYR, 1030 James St., Syracuse, NY 13203. EOE (4-4)

Music Director and midday air personality needed immediately for Superstars AOR. Superstars experience preferred but not essential. Call Y95/Rockford PD Brent Alberts et (815) 877-3075. (4-4)

#### **Openings**

KTOM/Salinas, CA is now accepting tapes and resumes for on-eir opening in May. Wa're modern Country and looking for a person with FCC 1st who wants to work with a winning team. Tapes and resumes to Lloyd Carr, Box 1380, Salinas, CA 93902, or call (408) 422-7884, EOE M/F (4-4)

WMVO/Mt. Vernon, OH looking for morning en-nouncer. Pop/Adult format, stereo. Production skills re-quired. Send tapes and resumes to Ron Stasts, WMVO, Box 348, Mt. Vernon, OH 43050. (4-4)

5,000 watt central coast mass appeal radio giant seeks news person for immediate opening. Send tapes and resumes to Ed Bedwell, ND, KUHL, 211 E. Fesler St., Sente Marie, CA 93456. EOE M/F (4-4)

WTMA/WPXI has opening for News Director. 4 per son staff plus part-timers. AM drive sirshift, aggressive and innovative. \$16,000-\$18,000. Tapes and resumes to John Trenton, GM, Box 31089, Charleston, SC

WTOD/Toledo needs announcer, preferably Country music experience. Production required. Tapes and resumes to Bill Manders, 3225 Arlington Ave., Toledo, OH 43814, or call (419) 385-2507. EOE (4-4)

WOKO/Albany, NY now accepting tapes and resumes for future air performers. Send to Bill Cranney, PD, WOKO, 12 Colvin Ave., Albany, NY 12205. EOE M/F

Top-rated modem Country station in Sunbelt medium market needs top notch MD/moming personality. Good production skills a must. If you want to be part of a top notch operation, send tapes and resumes to Darrell Ward, KYXX, Box 3509, Odessa, TX 79760. EOE M/F (4-4)

WVO8/Liverty-Monticello, NY seeks experienced air telent. Immediate opening. Salary commensurate with experience. Call between 9am-5pm EST (914) 292-5533 or (914) 794-6543. EOE M/F (4-4)

WNRS/Ann Arbor looking for lock for possible future opening. Tapes, resumes and selary requirements to Mark Thomas, Operations Dir., WNRS, Box 8605, Ann Arbor, MI 48107. EOE (4-4)

Experienced full-time announcers for Adult Contemporary formets medium to large markets. Needed by BBS. Tapes and resumes to Botik Broadcast Services, Rte. 6, Box 49-B, Austin, TX 78737. (4-4)

#### PLEASE NOTE:

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

#### CHANGES

#### Record

DAVID HOWELLS has been named Managing Director of Ovation, U.K. Records. MYRON A. HYMAN has been appointed Vice President of Business and Administration for CBS Video Enterprises.

DOUG HAVERTY has been named International Operations Manager for A&M ANNETTE JOHNSON has been appointed Coordinator of Secondary Pop Promo-

tion for 20th Century-Fox Records. TERRY McEWEN has been appointed a consultant to Polygram Classics.

JOANNE GIOVIA upped to Album Research and Product Coordinator for Atlantic Records.

DON SILVER named A&R Manager for Arista Records.

J.W. BOWEN named National Promotions Director Big "L" Productions, Ltd. Inc.

#### Radio

JERRY TURNER, former MD at KBIM/Powell, NM, named PD at KRIZ-FM/Roswell,

MAX CACAS, former Assistant MD at WEEL/Fairfax, VA, joins WXAM/Charlottesville, VA as News Director.

ANDREA KESSEL, formerly with WCHV/Charlottesville, VA, joins WXAM/Charlottesville, VA as News Reporter.

JOHN OWEN BUTLER, formerly the PD at KPRE/Paris, TX, joins KIKT-FM/Greenville TX as OM/PD. HOWARD MODELL joins WRKA/Louisville, KY as News Director, from WAKY.

CHARY SOUTHMAYD joins WRKA as afternoon news anchor, from WAKY.
BRIAN BURNS, former MD and morning personality at KFLY/Corvallis, OR, joins KLUC/Las Vegas, NV.

L.J. WAGGONER has been named Production Manager for KNIX-AM-FM/Phoenix,

JAY PHILLIPS joins WMC/Memphis, TN as MD and midday jock.

BUTCH BRANNUM appointed PD at WKDA/Nashville, TN from Operations Mana-

ger.
MARY JO MONETTE, formerly with WWOK/Mlami, FL, joins WKDA/Nashville, TN as 10am-3pm personality.

J.D. WELLS, formerly with KEYY/Provo, UT, joins FM-102/Secremento, CA as 7pm-12mid jock

MARK PRESTON moves from mornings to middays at FM-102/Sacramento, CA. JACK ACUFF promoted to Ass't. PD at WSGA/Savannah, GA.

JOHN QUINCY promoted to Ass't. PD at Z-102(WZAT)/Savannah, GA NANCY BROOKS promoted to Ass't, MD at Z-102(WZAT)/Savannah, GA

SCOTT FREE, former Production Director Country WIRK-FM/West Palm Beach,

FL, moves to PD at WIXZ/Pittsburgh, PA. TOM EVANS joins the Retail Sales Division at 68RKO/Boston, MA

CONNIE SCHAFER appointed Promotions Director for KLAK-KPPL-FM/Denver, CO. LES GAMBREL joins KIKX/Tucson, AZ from KRGT/Las Cruces, NM. JESSE COLLINS from KTOM/Salinas, CA to KIKX/Tucson, AZ

#### Industry

BOB (TEX) WHITSON named Vice President of Hag, Inc. and Shade Tree Music

JIM WOODWORTH has been appointed President of IGM Communications South-

JANE AYER joins Kragen & Company as Media Coordinator

#### Station Line-Ups

KIKX/Tucson, AZ LINE-UP: 5:30sm-10sm Ted Bear, 10sm-2pm Bob Jones, 2pm-6pm Tim Tyler, 6pm-12mid Jassi Collins, 12mid-5:30sm Les Gembral Weekends: Bob Longonia, Joe Brewster.

FM-102/Sacramento, CA LINE-UP: 6am-10em J.D Wells, 10am-2pm Mark Preston, 2pm-6pm Billy Menders (MD), 6pm-10pm Rick Gilletta, 10pm-2am Jim Croft, 2am-6am Stava Wray Weekends: Donna

CK101/Cocoa Beach, FL LINE-UP: 6am-10am Stan Anderson, 10am-2pm Chip Taylor (Ass't. PD), 2pm-6pm Gabrial Aaron Burton, 6pm-10pm Stave Ocean (MD), 10pm-2am Tom Gilligan, 2am-6am Bruce Devlin, Weekends: Pat Robinson, Jan Moore, Paul Gardner. Naws Director: Monics Fenton

WIXZ/Pittsburgh, PA LINE-UP: 6am-10am Bob Kwessal, 10am 2pm Scott Free (PD), 2pm-6pm Bill "Chilly Billy" Cardille, 8pm-12mid Patti-Ann, 12mid-6am Martie Gray

"Chilty Billy" Cardille, 8pm-12mid Patti-Ann, 12mid-8am Martle Gray

WJON/St, Cloud, MN LINE-UP: 4:30am-9am Galen Johnson, 9am-11am Mike Diem, 11am-3pm

Tom Scott (MD), 3pm-5pm Mike Diem, 5pm-11pm John Pratt, 11pm-4:30am Lärry King (All Night Talk Show)

Weekends: J.J. Bonley, Buzz Kemper, Perry Novis. a

KMJC/San Diego, CA LINE-UP: 6am-10am Chuck Lakefield, 10am 2pm Chris Collins, 2pm-6pm

Willie B., 6pm 10pm Pat Michaels (A.J. Roberts, MD), 10pm-6am Tarry Gibb (Jeff Salgo, PD). News Director

KQID-FM/Alexandria, LA LINE-UP: 6em 10am Ron Harper (PD) 10am 3pm Jim Steele (MDI, 3pm-7pm Ed Buckley, 7pm-12mid Al Terry, 12mid-8em Chuck Ellis

# **OPPORTUNITIES**

#### **Openings**

Hey, is there a competent announcer/production person out there anymore? Our requirements are simple Good pipes, seasy going, dependable, able to handle some production, willingness to work with automated Popi Adult and Beautiful Music. Night shift. If you're ready to move to sunny Celifornia right now, contact Chris Edwards, Box 937, Bakerefield, CA 93302. EOE M/F (4-4)

Outstanding seles career in radio seles with #1 rated AM/FM group station in Top 40 ADI merket. Sales experience preferred, broadcasting background helpful. Be a part of an established, fest growing corporation that provides excellent benefits and training. Selary and commission. Call WKEE (304) 525-7788. EOE M/F (4-4)

Creetive and Production Director needed for major Midwest Pop/Adult. Must have exceptional writing and production skills. Significant on-sir experience in competitive market and stereo multi-track expenence. Tapes and resumes to Jack Kelly, WCLR, 875 N, Michigen Ave., Chicago, IL 60611, EOE (4-4)

Superstars WRCN/Long Island has immediate opening for a Production Director. Experienced only. Will also do part-time air work. Tupes and resumes to Paul Hamis, WRCN-FM, Box 686, Riverhead, NY 11901. (4-4)

Looking for exceptional News Director to institute all news format in major market. Tapes and resurries to Carl Cramer, Frank N. Magid & Assoc., 2225 Randol Mill Rd., Arlington, TX 78011, EOE M/F (4-4)

WGRQ/Buffelo, NY needs full and part-time air people to kick ass. Supersters AOR. Send tapes and resumes to George Hawras, WGRQ, 59 Virginia Place, Buffelo, NY 14202, EOE M/F (4-4)

WMAZ/Mecon looking for announcer with strong production. Tapes and resumes to Bill Powell, Box 5008, Mecon, GA 31208. EOE (4-4)

KLAV/Las Vegas needs a creative Production Director, with a good voice, and ability to do heavy production work; some airwork involved. Send tapes and resumes to Alan Mack, KLAV. Box 15290, Les Vegas, NV 89114 EOE (4-4)

Morning person needed with good production. Country experience preferred. Salary open: Live on the beautiful Celifornia coast. Rush tapes and resumes to Ron B. Fineman, KKAL, 129 N. Helcyon, Arroyo Grande, CA 93402. (4-4)

KLAV/Les Vegas is looking for a combo jock engineer who is needed immediately for transmitter and studio maintenance plus night shift. Must be experienced in both. Send tape and resume to Alan Meck, KLAV, Box 15290, Las Vegas, NV 89114. EOE (4-4)

Program Director for new 100,000 wett AOR-FM station. Air shift, excellent production skills, FCC regulations. Top money and benefits for right person. Cessette and resume to Manager, KQDS, Box 6167, Duluth, MN 55806. (3-28)

Adult Contemporary station looking for afternoon drive announcer with production skills. Some experience necessary. Minorities encouraged to apply. Send tape and resume to Announcer Opening, Box 2231, Sumter, SC 29150. EOE (3-28)

If you're a communicator, heavy in production and looking for a chance to join a Rocker that's going places, WIXX-FM, the #2 FM station in the nation would be what you're looking for Send aircheck and production tape to WIXX-FM, 115 S. Jefferson St., Green Bay, WI 54301. (3-28)

K-PEOPLE is looking to add a member to an already talanted staff. If you have Pop/Adult and Top 40 background and posess warmth with a personality that can relate, call Jim Heath, KPPL, Denver at (303) 989-1075.

WDIZ/Orlando, FL looking for air telent, Minorities encouraged. Send tapes and resumes to Joe Krause, 2699 Lee Rd., Suite 470, Winter Park, FL 32789, EOE (3-28)

Attention All experienced radio announcers with 3rd class license, male or female. Job opening at a successful small market station. Great pay, working hours and benefits. Call (806) 872-2404. EOE M/F (3-28)

Uncoin's top Pop/Adult station has opening for mature announcer who can communicate with audience Great town, great station. Send tapes and resumes nght away to Jim Miller, KFOR, 825 Stuart Bidg., Lincoln, NE 88508, or cell (402) 475-6806. EOE M/F (3-28)

We are a major Midwest Adult Contemporary FM with a rare opportunity for the right individual. We're seeking the best morning talent in America. Salary and benefits are commensurate. All inquiries treated in strictest confidence. Reply to Redio & Records, 1930 Century Perk West. #182. Los Angeles, CA 90067. EOE

WLOM/Cape Cod looking for part-time and weekend air personalities with possible future full-time. Two yrs experience necessary. Contect Larry King, WLOM, Box 1170, Orlanas, MA 02653, or cell (617) 255-3220. (3-28)

KEWI is looking for an all-night announcer. Applicants must have minimal (60 days) experience as partitime or full-time announcer at a commercial or non-commercial station. Applicants must have desire to work the all-night hours (12mid-7am approximately). This is not an antry level position. Send tapes and resumes to J.R. Greeley, PD, KEWI 5315 W. 7th, Topeke, KS 88604. (3-28)

Very market to the state of

#### Goods & Services

#### Comedy Material

Funny funny stuff, Unique comedy bits that fit any format. For freeble write HYPE INK, Box 69581, Los Angeles, CA 90069.

#### Free Sample! Radio Jobs!

Free sample of "JOBSHEET," the most complete listing of radio jobs! Hundreds of subscribers have proven us right! MEDIA CONSULTANTS, 2504 Regent Court, Lafayette, IN 47905.

#### Your Audition Tape Is Critical . . .

and when it comes to audition tapes, THE PROGRAM DIRECTORS know what to listen for! We offer a thorough written critique PLUS recommendations to effectively spotlight your talents and ensure impact.

THE PROGRAM DIRECTORS, with major market experience in every radio format, is headed by Jerry Stavens (Programming: WMMR and WCAU-FM, Philadelphia; On-Air: WBZ, Boston, WIBG, Philadelphia, WNEW, New York). GO WITH THE BESTI

We report within two (2) weaks of receipt of your tepe

Evaluation fee: \$30.00

Contingent upon our evaluation and your agreement, your tape may merit job placement efforts with our CLIENT STATIONS and established station listings.

Listen. IF YOUR TAPE DOESN'T MAKE IT. YOU WON'T.

LET US LISTEN FIRSTI

THE PROGRAM DIRECTORS, The Warwick, Suite 1810, Philadelphia, PA 19103, (215) 627 0440.

#### Poor Promotional Record Service?

Successful Veteran Programmer reveals NINE PROVEN steps to establish and meintain promotional record service in all markets without "red tape." A must for ALL music programmers. \$10.00. SKYLINE MEDIA SERVICES, 311 Killamey Court, Box E, Lynchburg, VA 24502.

#### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of redio's most popular humor servicel O'LINERS, 1448-R West Sen Bruno, Fresno, CA 93711 or phone (209) 431-1502.

#### Program Consultant Help!

Let a national radio program consultant see and hear your material and forward you a critique. Send tapes, resumes and \$5.00 to C V.L A., Box 3087, Hollywood, CA 90028

#### Lola's Lunch

DROP YOUR PANTS, greb your socks, here comes the laffs, here comes the yocks. Complimentary sneck "LOLA'S LUNCH," 1789 Hamlet Drive, Ypailanti, Michigan 48197.

#### Radio Personality Development

"BUILDING WITH THE BASICS". A handy reference book for experienced radio people, and a training program for beginners. "... A new book on radio basics that appears to be a cut above the rest... Michael has taken all the basic knowledge surrounding the job of a radio personality and organized it into an easy-to-comprehend text that I wish I could have read before I took my first radio gig." — John Leader, R&R. Price, including postage, \$11.70 in US Funds, \$13.79 in Cenadian Funds. MICHAEL MAY, Box 127, Billings, MT 59103

#### **News Directors**

Your Program Director can use Page Seven, the weekly publication focusing on Improved infoprogramming in music radio. So can you, It's from the NewScnpt people. 2 free issues, then \$60.00 a year. David McQueen or Bob Rogers, NEWSCRIPT, 210 California St., San Francisco, CA 94111, (415) 362-3045.

#### Broadcaster's Action Line

Job referral Service — \$40.00 for 12 months. R 2, Box 25 A, Lexington, IN 47138, (812) 889-2907. Free to employers.

#### **Program Directors**

Your News Director can use Page Seven, the weekly publication focusing on improved infoprogramming in music radio. So can you. It's from the NewScript people. 2 free Issues, than \$60.00 e year. Bob Rogers or David McQueen, NEWSCRIPT, 210 California St., San Francisco, CA 94111, [415] 362-3045.

#### Goods & Services

visking your classifieds come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri et (213) 563-4330, or write us at 1930 Century Park West, L.A., CA 90067

#### **Positions Sought**

A "new" ambitious, young, black famale DJ, family, stable, looking for commercial radio station in Soul-Disco, Rock, Super Sounds or News. Willing to relocate. Write SISTER DJ, Box 371, Wilkes-Berre, PA 18711 or cell (717) 344-6349, (4-4)

#### **Positions Sought**

Female jook seeking employment. Experienced in a facets of broadcasting. Call (312) 320-6471, (4-4)

5 yr pro, seeks a new gig (AOR, Jazz, Pop/Adult, Top 40 or Music Director). If you can help, call NEIL MAS-TERS (805) 967-7230 or (805) 882-8924. (4-4)

Former WHB, KIRL, KSAS jock with 8 yrs experience looking for air position. Would like to get music research MD position in stable merket or willing to progrem a small to medium market station. Call MARK at (816) 373-7388, (4-4)

Is your stetlon heavy into sporta? High school athletic director with college degree in radio & TV looking for play-by-play job combined with on-eir work. Prefer warmer climate. Have coaching experience in banketball, football and baseball. CHUCK SMITH (517) 531-4884 (4.4)

Over 10 yra experience. Pro ready to relocate to your area. Want Top 40/Contemporary full-time. Decent bucks. Write to call M&S BROKERS, Box 701, Frederick, MD 21702. Phone (301) 694-9122. Teps and resume upon request. (4-4)

Dedicated professional radio newsman looking for the right challenge in West or Northwest. In hope of living closer to immediate family. Strong enchor and reporter for a station that cares about gathering and presenting news. Excellent references. Currently employed top 30 market. (415) 573-7294, (4-4)

Former WKBW jock seeks full time at Top 40 or Pop/ Adult in Northeast or Midwest. Natural sounding, no hype, excellent production. Call MEDIA CONSULTANTS at (317) 474-5888 for tape and resume. No charge to employer, (4-4)

Former Seattle personality with good voice currently programming small top reted small market Pop/Adult station. Seaking major market Ass't PD or medium market PD gig. Prefer Northwest but West Coast would be great. Undying enthusiasm, creative production and terrific music knowledge. (206) 883-6773. (4-4)

AOR announcer, 8 years experience, with pley-by play and sales experience. Will relocate anywhere. Call (608) 788-7198 after 3pm and ask for TOM. (4-4)

Young highly talented morning news anchor at top rated Southwest 50KW glant seeks first News Directorship/Ass't News Directorship in medium to mejer market. Gell (918) 437-1545 after 1:30pm CST. (4-4)

Sports Director at medium Midwest market station seeking position with play-by-play. Expenenced in mejor college hockey, basketbell and football level. Former pro athlete. Contact JIM at (617) 696-1442. (4-4)

MARSHALL PHILLIPS, former News Director at KWST/Los Angeles and KLOS/Los Angeles seeks new post. 15 yrs of radio news experience. Cell (714) 622-1921. (4-4)

On-air telent and PD's available now for Top 40, Pop/ Adult, AOR or Country formets. Strong production, community involvement and natural on-air delivery are important assets. If you've got the jobs, we've got the jocks! No charge to employer. Call Media Consultants at (317) 474-5888. (4-4)

Aggressive air personality. Greet numbers, good production, top 20 market experience. Cell (412) 795-0859 evenings or write Box 231, Verone, PA 15147. (4-4)

VERNON KAY, 7 yrs experience, including KWKH, KVET looking for personelity Country radio. If you need me, I need you. Call (512) 454-0055 after 8pm or write 3110 Crosscreek Dr., Austin, TX 78758, (4-4)

Experienced, several years, Top 40 jock with good voice seeks secure gig for decent bucks. Not a super screemer, but definitely rock 'n' roll format style end delivery. Get the leid beck blees off your station. Call the COSMIC TRUCKER at (516) 423-0167 (4-4)

ROCKY MARLOWE, 5 yrs experience including WOKI, WISE, WSKY. College grad. Strong production and on-eir personality. Call (704) 274-4707. Available now. (4-4)

PD, I want to make your medium market station a winner that sounds like it belongs in the majors. Cell BOB (201) 374-7976, (4-4)

Solid pro evellable. Mejor merket telent and PD, medium merket GM with great credentials, excellent numbers. Looking for PD and/or elr telent position. I centurn your mornings into an event. Cell JIM STEWART (515) 223-0160. (4-4)

Looking for position in advertising and promotion. 6 yrs with 50,000 wett stetion, New York market. Heve MS degree in radio and TV. My forte is getting things done. Dependable, conscientious and herd working. Strong organizational skills. Free to trevel and relocate. Available immediately. Call GAIL (518) 957-1449. (4-4)

Humorous enterteiner, natural friendly delivery. I was a winner in this city give me the opportunity to be a winner on your station. There's a "million of 'em" left in this 10 yr personality. Relieble, dedicated, good beckground. (702) 871-4254. (4-4)

Ex-KUKI night personality still looking for on-eir work in major or medium market. Also posesses 1st ticket and office skills. Call FRANK BUTERA at (415) 223-1534. (4-4)

I went to to stay in Dixle. 6 yrs experience. Seeking stable position at your AOR, Pop/Adult or Top 40 station. Experienced MD with good production. Call MARC at (404) 252-7079. (4-4)

#### **Positions Sought**

3 yrs in Chicago market, 5 yrs in radio. Seeks Adult Contemporary or MOR/Talk formet. Medium or major market. Also, programming experience. University gred. STEVE DALE (312) 676-0785, (4-4)

Experienced minority announcer in Top 40 and Adult Contemporary. Worked leat 2 yrs in top 20 market Likable personality and excellent knowledge of all music. Resdy to work for you. Cell GEORGE ANTHONY (317) 636-2060 or (317) 271-8413. Will relocate. (4-4)

Vacancy with clean sheets, the hotel TF can be yours, now. Room for AOR, Pop/Adult, any checkout time. Make reservations with TF at (315) 673-1442. Have towels will travel. (4-4)

I'm in radio for one reason, Sportal Have done hockey, basketball, football and some baseball on Minnesota's Iron Range. Seeking Sporta Directorship with the opportunity to do hockey in a medium to major college market. If you're serious about your sports call MARC afternoons at (218) 749-4983. (4-4)

DAVE DILLON WKAP, WKBO, Q106 end WEEO looking for PD or jock position. Call (215) 820-8224 snytime. (4-4)

Attention General Managers or owners Southern Oregon went to relocate Medford, Eugene or 7. Management, programming or consultancy. Umited eir shift. Track record, major market, big numbers, can do the same for you. Call (714) 561-6547 attannoons. (4-4)

Top 10 market, young anthusiastic male/famale combo or individually seeking announcing and/or MD position(s) in AOR or Pop/Adult. Telented, natural, hard working and dependable, broadcast trained. Will relocate. Call MAX (305) 463-6723, (4-4)

Young, mature communicator looking for Top 40 position. Also looking for start at PD position in small market. 4 yre experience. Call SHOTGUN (201) 689-6258, (4-4)

JOHN STENNETT dynamite air talent and production seeking to get back into radio in either Top 40, Adult Contemporary or AOR. Willing to relocate to medium size market or will except PD job in small market. Cell (805) 831-4224, (4-4)

RUDY FERNANDEZ, 7 yrs experience in medium market of 150,000 population. Have worked as Public Affeirs Director, Public Relations Mgr., MD and Ass't PD. Worked at two #1 stetions, currently Production Mgr., at #1 station in town. For more info or eircheck contact RUDY at (915) 677-5383. (4-4)

Marketing grad with 3½ yrs professional programming and production experience wents job in objective programming, promotion or research. Degree emphasizes advertising and promotion. Available immediately. MIKE NEAL (314) 625-1635 or (314) 441-5121. (4-4)

Looking for programming position small/medium merket. 10 yre AOR expenence as PD/MD/announcer. Excellent references. Currently working as jock in suburban Los Angeles. Went to return to programming and will relocete. Call (213) 851-2690. (4-4)

Awerd-winning announcer/MD with college degree looking for a move up. 5 yrs experience. Positive attitude and #1 ratings. Midwest and Southeast locations. Cell M.G. at (614) 494-2447. (4-4)

Air personality now evallable for your Top 40 or Rock station. 3 yre expenence on-eir end in production. 1 yr MD end 1 yr PD. Currently mronings in Ohio. Play-by-play experience. Call TOM et (419) 492-2349. (4-4)

I love radio, MICHAEL McKAY is looking for full-time evening shift at a Rocker. Currently at 100,000 KRNA, lows City.

Already experienced female newscaster graduating from my college in May. Looking to move to warmer climate and medium market. 3 yrs experience in small market, currently assistent News Director. If you're looking for a young person but one with experience, I can fill the bill Cell ELLEN (716) 368-5132 mornings and evenings; (716) 368-1410 afternoons until 6:30pm (EST), (4-4)

#### Miscellaneous

I em 16 yrs old and work at 2 fairly large radio stations in NC and would like to correspond with other teenagers across this country of ours that are in this business. Contact Mark Knapp, WFNC-WQSM, Box 35297, Feyetteville, NC 28303, (4-4)

I have many air checks from NY, Los Angeles, etc., end would like to trade. Covers most of the 1970's. For free list write to Rick Kaplan, 208 W. 1st St., Bloomsburg, PA 17815. (4-4)

Newly acquired FM is in dire need of albums and singles. Please add to your meiling list and send all care packages to WAGF, Box 639, Dothan, AL 36302. Any questions contact Gil Anthony (205) 792-1101. (4-4)

KPLX/Dallas-Ft Worth needs record service from all lebels for albums, oldies and currents. KPLX FM, 411 Ryan Plaza, Dallas, TX 76011 (4-4)

WSBV/S. Boston, VA new Country station. Target date May 1st. In dire need of all Country record service, LP's and 45's. Send to Don Joseph, PD, WSBV, Box 678, S. Boston, VA 24592. (3-28)

WSOQ/Syracuse needs record service from all labels for Disco and R&B product. Send to Butch Charles, Box 20, North Syracuse, NY 13212, (315) 458-1220, (3-28)

# **OPPORTUNITIES**

#### **Openings**

Immediate opening for middley personality. Looking for someone who can relate to housewives. Send tapes and resumes to Neil Hunter, c/o WMBD, 3131 N. University, Peorie, IL 61604. EQE M/F (3-28)

WEET/Richmond, VA is looking for middey ennouncer. Must have experience and/or appreciation of contemporary Country. Send tapes and resumes to Jim Edwards, Box 11163, Richmond, VA 23113. EOE (3-28)

Need personality with production wizardry. Big bucks for nice small market. Letest Mediestat rate is #1 with 48%. Cell immediately Andy Monday, KHSN, Coos Bey, OR, or cell (503) 267-2121. EOE M/F (3-28)

WKTK-FM/Baltimore, a Top 40 station needs pert-time (weeklands) news person. Writing, production and interviewing skills a must. Send tapes and resumes to Brande Care, ND, WKTK-FM, 5200 Merania Rd., Baltimore, MD 21208. EOE M/F (3-28)

News anchor wanted for Pop/Adult station in college town. #1 requirement is good delivery; creative writing helpful. Above everage selery for this size market. Tapes and resumes to Roger Davis, KXIC, Box Lett. Tapes and resumes to Roger Davis, KXIC, Box Lett. Journal of the Pop Lett. P

KNBQ (97FM)/Tecoms 100,000 wett Top 40 blow torch seeking applications for future openings. Looking for entertainers. Women and minorities encouraged. Send tapes and resumes to Gery Bryan, 948 S. Grant, Tacoms, WA 98405. No cells please. EOE M/F (3-28)

E. Alvin Devis & Associates is looking for outstanding radio talent. We need to staff our newest client Z105/Toledo. Looking for PD, on-eir personalities, News Director, news talent, production whizes, etc. Also looking for talented people to fill future openings at our other client stations. Please send cassette eircheck, resume and complete information to E. Alvin Devis & Assoc., 3515 Bookmark Place, Lenden Farms, OH 45039. EOE M/F (3-28)

WQPM/Princeton, MN Program Director/announcer, modern Country formst. Contact Jack Montgomery, Box 188, Princeton, MN (812) 389-1300. (3-28)

Eager, aggressive young news person wanted for strong small market news operation. Females and minorities encouraged to apply. Tapes and resumes to Andy Grossman, WLOI, 902½ Lincoln Way, La Porte, IN 46350. EOE (3-28)

KARN/Little Rock searching for experienced news/ music people for future openings. MOR and all-news persons preferred. Send background information to Mike Maloney, PD, KARN, Box 4189, Little Rock, AR 72204. EOE (3-28)

A rere opportunity to join Maine's #1 news teem. Looking for a digger with very strong delivery for either morning or afternoon drive. Experienced only please. Tapes and resumes to Deve Wolf, ND, WLAM, Box 929, Lewiston, ME 04240. EOE (3-28)

WNRS looking for jock for possible future opening. Tapes, resumes and salary requirements to Mark Thomas, Operations Dir., WNRS, Box 9805, Ann Arbor, MI 48107. EOE (3-28)

The Northwest's best Beautiful Music station is on a talent search for good music hosts. The nation's most liveble city ewerts your docile tones. Looking for announcer with previous major market adult music experience. Stable staff, but we need your name on file in case someone moves on. General starting selary \$12,000 per yr. Contact C.E. Rorebaugh, KBRD, 2000 Tacoma Mall Office Bidg, Tacoma, WA 98411. EOE M/F (3-28)

WCIR-FM/Beckley, WV is now accepting tapes and resumes for future openings. Send information to Jey Q, PD, Box 1063, Beckley, WV 25801 or cell (304) 252-6452 EOEM/F (3-28)

KWY, 10,000 watt Country needs energetic experienced News Director, Position includes good selery, peid life, health and dental insurance and profit shanng. Tapes and resumes to John Ramsey, KWY, Box 926, Cheyenne, WY 82001, or cell (307) 632-0651. EOE M/F (3-28)

Production Manager for Pop/Adult station. Good copy and leadership ability. Light air shift. Tapes and resumes to Don Hofmann, KAKZ, Box 1240, Wichita, KS 67201. EOE (3-28)

KERR-AM/Polson, MT, 80,000 wett modern Country in one of the most beautiful crees in the continental U.S., looking for night person, 7-12midnight, Minimum 1½ yrs experience. Prafer some production skills. Contact Ron Howard (408) 883-5256 or send tape and resume to Box 1508, Polson, MT, 59880. EOE (3-28)

T98/Wichita Supersters FM seeks semi-loco, lifestyleoriented newsperson end/or morning news anchor person for sward winning farm show on Ag./Country sister station KFRM immediate openings. Topes and resumes to Janie Harrison, ND, 14700 W. Kellogg, Wichita, KS 67235 EOE M/F (3-28)

KTEM/Temple, TX needs a natural sounding air talent with solid production skills. Send tapes and resumes to George Franz, KTEM, Box 1230, Temple, TX 76501. EOE M/F (3-28)

WAEB/Altentown, PA has immediate opening for full-time newscaster. We are top AM station in Pennsylvaria's 3rd largest market and need somebody good, feat flush tapes and resumes to Matt Kerr, ND, WAEB, Box 2727, Lehigh Valley, PA 18001. EOE M/F (3-28)

#### Openings

Meture Pop/Adult communicator needed for morning drive. Quick wit and music experience are pluses. Tapes and resumes to WYBR, E114 Cherryvale Mall, Rockford, IL 61112. (3-28)

WYRE/Annapolis, MD now accepting tapes and resumes for mid-day eir personality. An ear for music and excellent production skills a must. Steve Kingston, WYRE Programming, 25 Silopenna Rd., Annapolis, MD 21402. EOE (3-28)

WDIF/Marion, OH needs overnight Pop/Adult person yesterday, Rush tepes and resumes to Jim Roberts, PD, WDIF, Box 10,000, Marion, OH 43302. EOE M/F (3-28)

WVMI & WQID needs News Director and morning drive anchor. Previous experience necessary. Conversational delivery style. Journalism degree preferred. Must have own means of transportation. Tapes and resumes to Bob Lims, OM, WVMI-WQID, Box 4808, Biloxi, MS 39531, or call (601) 388-2323. (3-28)

Needed immediately. Outgoing production wizard. Board shift as well as music responsibility. 100 KW FM Top 40 Rock. Minimum 2 yrs experience. Send tapes and resumes to Don Paustian, KJCK-FM, Box 789, Junction City, KS 86441. EOE M/F (3-28)

Swanson Broadcasting has several openings for air talent, research coordinators and Music Directors in Midwest medium markets. Goals, resumes and tapes to Merc McCoy, OM, KLEO, 5610 E. 29th St., North, Wichita, KS 67220. EOE M/F (3-28)

KZST/Senta Rosa, CA needs experienced production person. Tepes and resumes to Charles Hancock, Box 55, Senta Rosa, CA 95402. EOE M/F (3-28)

Adult PD needed for solld position in beautiful Pecific Northwest medium market. Excellent opportunity. Programming background helpful. Contact Mark Blinoff, Consolidated Consultants, 5125 Briggs Ave., La Crescenta, CA 91214 or cell (213) 957-0957. EOE (3-28)

KLEO/Michita looking for a young, aggressive street reporter with a conversational writing style and delivery. Tapes and resumes to Mark Elikott, ND, 5810 East 29th St., North, Wichita, KS 67220. EOE M/F (3-28)

Eastern North Carolina's legendary station is searching for the personality wanted for air shift and production. Send tepes, resumes and salary requirements to Danny Jacobson, Big WOOW, Box 647, Greenville, NC 27834, No cells please. EOE (3-28)

WEEX/Easton, PA is looking for Adult Contemporary communicators for future openings. Contact Charle Ryan, OM, WEEX, Box 190, Easton, PA 18042. (3-21)

Part-timers from the Vermont area needed immediately. Tapes and resumes to Tom Richerds, WDOT, 396 College St., Burlington, VT 05401. EOE (3-21)

South Florida Pop/Adult FM looking for PD. 100 KW No. 1 Arbitron rated station in coestal growth area. Excellent staff and new studios. Prefer experienced PD with amooth delivery, mature voice and strong production ability. Minimum 5 yrs commercial radio experience required. Tapes and resumes to Randolph Millar, Pres., WOW-FM, Box 3192, Ft. Pierca, FL 33450. EOE (3-1)

292 . . . one of the world's outstending Rock stations is now accepting tapes and resumes for possible future openings. Send to Bob Linden, Meredith Broedcasting, 11128 John Gelt Blvd., Omeha, NE 68137, EOE (3-21)

KEZY/Southern California looking for communicator/AOR jock who understands Top Tracks radio and telephone talk. (AFTRA, LA Metro psyscale.) Contact Dave Forman, PD with tapes and resumes only to 1190 E. Bell Rd., Aneheim, CA 92805 EOE (3-21)

People to fill one full-time on-air news/one pert-time entry level reporter positions. Tapes and resumes to Cynthia Heath, KCBQ, Box 1629, Sen Diego, CA 92112.

#1 rated Top 40 FM seeks tapes, resumes and referces for possible afternoon drive opening. We're a 50,000 wett facility with a winning team. Strong production a must. Very competitive market with signals from Indianapolis to Chicago. Send tapes, resumes and raferences to Jeffrey Jay Weber, OM, WAZY-FM, Box 1410, Lafayette, IN 47902, Women and minorities encouraged to apply. (3-21)

Looking for a New Englander, Beginners with the besics down ere encouraged to apply, Interest in sports and music is essential. Tapes and resumes to Tom Richards WDOT, 395 College St., Burlington, VT 05401. EOE (3-21)

Belee Manager wanted for large market operation Experienced seles person willing to learn management Write to John Demeter, WCUE Radio, 424 Seckett Ave. Akron, OH 44313 EOE M/F (3-21)

If you're interesting, professional, bright and a team player we want your tope and resume. Bill Moyes, The Research Group, 1422 Monterey Plaze, Sen Luis Obiepo, CA 93401 EOE M/F (3-21)

WLEQ/Ft. Meyers, Ft. looking for 7-12midnight jook with good production skills. Best weather in the country on the Gulf Coest Contect Tony Sends, 96 Super Q Blvd , Rt. 22, Ft. Meyers, Ft. 33908 (3-21)

#### **Positions Sought**

South Florida programmers, read this! I am currently doing afternoon drive at a great sounding "life-style" radio station in the Miami-Ft. Lauderdale market. (One that has gained a tremendous amount of notoristy in the pest 6 months.) I'm looking for a change. If interested cell NOLAN CRUISE (305) 432-1544, (4-4)

News professional, 4½ yrs at Midwest news gient. GORDON HARRIS, WISM. (608) 271-1488 or (608) 221-9759. (4-4)

You think inflation is bed where you are? Budget cutbecks put me right out of a job. Proven track record as both PD and MD. Available for relocation. A.J. ROBERTS (714) 897-3410. (4-4)

Do you need an excellent ennouncer? DICK FARRELL of suburban New York wants to be yours. A college gred with 4 yrs medium market MOR/Top 40 experience eveilable now (212) 539-6698 nights. (3-28)

Creative and semi-crezed female air personality seeks AQR alot in medium or major market, Call (517) 799-9999, (3-28)

Meture merried minority broadcasting school grad. Former weatherman for U.S. Nevy, community-oriented, Jaycee, Legion, etc. Would like to move back to West Coast in some medium or small market station. Good with production. Hard worker. I give 150%. Former selesman with Rem Rand. Nose for news type. Call (218) 881-6364 or (218) 253-4135 days. ED SMITH (3-28)

I can do snything. Lady JD, 5 yrs experience, MD, 1st phone. Excellent references. Presently employed and looking for an offer I can't refuse. Cell LINDSEY ROCK at (213) 878-0582. (3-28)

Young enthusiastic jock with 50,000 watt FM Rock experience evailable immediately and seeking AOR work on East Coast. Excellent tapes and resumes upon request. Cell PAUL at (201) 852-5750 or write 171 Blvd., GlenRock, NJ 07452. (3-28)

Top 40, Pop/Adult, AOR, Disco, AM-FM likeble personality with MD, PSA Director, promotions, remotes and production experience plus much more. Would appreciate an immediate opening as DJ with responsibility. Cell (218) 478-1208 or (218) 478-0440 ASAP, Ask for LJD. (3-28)

BOBBY MAGIC former Ass't PD on-air KUTE102/ Los Angeles, KYA/Ssn Francisco. Now tooking for on-air and/or programming position. Will relocate. Cell (213) 396-9368 or leave message at (213) 482-1133. (3-28)

Why are so many stations up-grading their sports depertment? Is your station missing the big bucks with sports? I can help! Sports announcer with play-by-play, reporting anchoring, telk show, sales experience. A real pro. Let me make your sports department a winner. (315) 342-3102. (3-28)

The tide of history is at lest on the side of stations that care enough to talk to, rather than at their listeners. Personalities who can communicate and are aware that the sun doesn't rise and set with 33 and 45rpm's are once again becoming important components of successful Pop/Adult radio. Cell MARV at (315) 342-2503. (3-28)

Do you seek quality? Do words like telent, experience, dedication and imagination mean anything to you? If so, you'll want to hear my audition tape. I've got a B.S. in TV and Radio. 7 yrs AOR experience, 1½ yrs in advertising, primo production and a head full of ideas. If you'd like to fire someone on your airstaff who can't deliver, call someone who can: MIKE (203) 227-8844. (3-28)

Redio-holic looking for first time PD position. Degree, experience in all aspects, programming, sales, promotions and acting PD. I'm not used to being less than #1. Let's talk. Write to "Looking" 513 Longview Dr., Belleville, IL 62223. (3-26)

DAVID LONDON formerly with John Rook KTLK/ Denver, and Bill Drake KYNO/Fresno. Left radio business to finish college. Have returned, now at KACY/Oxnerd past 4 months. Looking for better bucks! Heve 1st phone. Tape ready. (805) 488-2346, (3-28)

Is News/Talk radio the AM format of the 80's? Can AOR be combined with adult personalities, news and features? 1 yr pro looking to return to great Southwest wants to program your medium or small station(s). DOUG CLIFFORD 29 Emerson St., Chicopee, MA (413) 781-5204. (3-28)

Suburban Chicago newsman wishes to return to Ohio erea. Experienced street and studio reporter. Contect MARK A. BEALL 567 Locust, Apt #4, Valpareiso, IN 46383, (219) 464-2706 (3-28)

Available immediately! Broadcast professional, top 30 merkets, experience in 6-yr career. Looking for air and production work, music or news in smaller market. Any formet. Degree, 3rd phone and versatility. Cell now (303) 243-4177 and leave message for ROB, (3-28)

T. RICHARD SMITH, R&B Coordinator at KTKT99/ Tuoson seeks program position and midnight shift at small large Black stations on the West Coset or South seet Coset Ratings low? Other stations in your city or town have no respect for RBB, Soul, Funk or Jezz? Well if they don't you need to get on the phone and cell me and lats do something about it. (602) 623 1706 or (602) 623-1637 before 9em or efter 8pm (3-28)

Creative, award winning well respected copywriter with good production skills seeks medium market station. If you're looking for a winner, so am I. Call STEVE at (208) 734-6560. (3-28)

#### **Positions Sought**

Telented Rock & Roll jock in need of experience. 5 months training at KIMN/Deriver, 2 yrs on own. Tape available, 20 yrs old. Like to work in Southern California. Call (303) 773-1298 or write RIC DAVIS 7212 S. Xeniz Circle, Englewood, CO 80112, (3-28)

Music (PGM) Director. Specialized knowledge, skills production of lets 1950's to early 1970's. Source library 25 yrs in making, included. Current population mass numbers graw up on this Gold. Tasteful, proven, complete. Degree with broad communications experience. ROGER DORFMAN (415) 388-2177. Latest ARB for special program on KSFO/Sen Francisco increased audience by 120%. (3-28)

MITCHELL STONE, Florida pro. Top ratings in Miami and Jacksonville emong others. I'd like to do the seme for your station. Cell (305) 279-4256. State you evallabilities (3-28)

MD and air talent. BUDDY VanARSDALE, WIUSt. Louis. Call (314) 821-4332. (3-28)

Calm, Intelligent night Jock/MD vastly underpeld Looking to move on. Interested? Call DAN et (412 687-0348, (3-28)

RANDY MARS is hungry for work! 2 yrs air and production experience seeking immediate full time and/or creative job with medium to major market station or production company. West Coast. Cell (415) 885-2481. Act now! First 10 callers receive free tape and resume. (3-28)

13-yr veteran ready to move on to larger market in or around North Caroline. Relexed, personable mid-day type will jock any slot. Good esset if given the right breek. Top 40, Contemporary and AOR background with limited PD experience. Cell BOB JACKSON (819) 226-4109. (3-28)

Up-State New York's News Director seeks position as anchor or reporter in medium or major market. Willing to relocate. Call after 7pm EST (914) 794-5092. (3-28)

I'm the best sportsdaster evallable today who has not worked in a major market. 4 yrs commercial experience, now doing college ball in medium market. Looking for spot with play-by-play in top 150 markets only. (516) 781-0037 GARY. (3-28)

College grad seeks first job. Michigan, Ohio, Indiana area. Call HARRY (313) 522-0144. (3-28)

Looking for eirshift in Celifornie. Competitive minded etations preferred. Celi ANDY TYLER at (209) 625-3218 (3-28)

Medium merket Music Director looking for creative Top 40 position. 3 yrs experience in programming, promotions, production and public service. Major markets only. Will relocate anywhere. Cell JACK (702) 886-4179 after 6pm EST. (3-28)

JOHN DAVIS, 1½ yrs experience seeking Top 40 air personality opportunity. Markets in the West preferred but will listen to all offers. Cell anytime (213) 459-5473. (3-18)

If you're looking for a bright, young but mature jock that can talk, you're lookin' for me. Have what it takes. Examples: MD, PSA Director, promotion, remote and production experience. Seek immediate employment only. Write to THE POSITIVE THINKER, 2901 Wise Ave., N.W., Canton, OH 44708. (3-28)

Sportscester/play-by-play. 28 yrs, 7 yrs experience, M.S. Communications. 3 yrs university football-basketball play-by-play. Currently own sports production company. Tapes, resumes and references. TOM (316) 231-9200. (3-28)

Large, medium to major market air personality/ PD/Production Director looking for position with good company. Available 4/1. Cell GEORGE BENSON (609) 547-4377. (3-28)

How about me? KEN E. MARKS. I'm looking for a Top 40 or Pop/Adult gig. I give 110% on air and in production. Currently working on the air in Los Angeles (pert-time). Will travel. Call me at (213) 838-5364, Looking forward to hearing from you soon. (3-28)

Available Immediately, Programming, production, onair team, STEVE CASSIDY and DAVID POWERY, Experienced in Rock, Top 40, Country, Excellent with automation, Know FCC rules and regulations. References. (602) 296-0877. (3-21)

Experienced announcer/programmer in Top 40, Pop/ Adult and Country seeks similar challenge. References include only up ARB's. Research beckground at KABC Radio and Audience Studies. Formerly with KADE/ Boulder, CO Available now. Cell JOHN at (303) 429-4769 or write me at 700 Bronoo Rd., Denver, CO 80221. (3-21)

A young and very eager AOR air personality, Have 19 months experience. Have vast musical knowledge and am capable of being a good MD. I just want enough money to make ende meet, Seeking full time employment. Call ALAN HALL (502) 895-2142, (3-21)

Award winning news pro. 12 yrs experience. Serious journalist dedicated to comprehensive coverage over the headline service. Seeks same in Western US medium or major merket outlet. Preferably slif-News. Excellent enchor, street reporter, writer, menager, editor. I can do it all for the right station. Call RON (807) 432-0360 after noon EST. (3-21)

14-year pro seeks medium market Program Director position at Pop/Adult station with opportunity to win Cell after 8pm EST (914) 292-4926. (3-21)

# REAKE

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

#### LINDA RONSTADT **Hurt So Bad (Asylum)**

70% of our reporters on It. Moves: Up 75, Same 18, Down 0, Adds 42 Including WKBW, Z97, Q102, B100, KIMN, KUPD, WBLI, KFMK, WAKY, WDRQ, WNAP, WMEE, KMJK. See Parallels, charts at number 28.

#### **DAN FOGELBERG Heart Hotels (Full Moon/Epic)**

63% of our reporters on it. Moves: Up 75, Same 24, Down 0, Adds 24 including WPEZ, WCAO, KS95-FM, KJR, KC101, KXX106, KLEO, WOW, KJRB, KCPX, KGW, KMJK. See Parallels, charts at number 30.

# NEW & ACT

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist /title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song up on their charts, held it the same (on to on, add to on, 31-31, etc.). Indicate the same in the charts, or added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

ANDY GIBB & OLIVIA NEWTON-JOHN "I Can't Help It"

(RSO) 105/26, Moves: Up 61, Same 18, Down 0, Adds 26 including F105, KIMN, KOPA, WFBL, WPST, KELP, WTIX, WAXY, Y103, WSGA, WLAC, WNOX, WMEE, WOW, KYNO-FM, KRUX

GARY NUMAN "Cars" (Atco) 97/17

Moves: Up 56, Same 18, Down 6, Adds 17 including WPGC, Z93, KSLQ, B100, KOPA, WBEN-FM, WICC, KHFI, 96X, 92Q, WNCI, KIOY, FM102, KFXM.

MELISSA MANCHESTER "Fire In The Morning" (Arista) 95/9, Moves: Up 62, Same 23, Down 1, Adds 9, KS95-FM, WOKY, KEARTH, KHFI, WHBQ, WISM, KFXM, WFBG, KSEL.

CLIFF RICHARD "Carrie" (EMI America) 91/8

Moves: Up 76, Same 7, Down 0, Adds 8, WFIL, WPST, Z98, KSTT, KIOA, KYNO-FM, KILE, KBDF.

BROTHERS JOHNSON "Stomp" (A&M) 83/19

Moves: Up 56, Same 8, Down 0, Adds 19 including WABC, KRLA, WTIC-FM, WKBO, KXX106, WSKZ, WRJZ, KERN, Y94, KENO.

PEACHES & HERB "I Pledge My Love" (Polydor) 81/10 Moves: Up 55, Same 9, Down 7, Adds 10, KFRC, Z98, 96X, WSKZ, WQRK, KRAV, KMJC, WFOX, WCGQ, KILE.

FELIX CAVALIERE "Only A Lonely Heart Sees" (Epic) 80/17 Moves: Up 43, Same 19, Down 1, Adds 17 incl-iding WFIL, WIFI, WCAO, 293, WOKY, KOPA, WARY, KSTT, KFXM, KMJK, KRQ.

WHISPERS "And The Beat Goes On" (Solar/RCA) 75/5 Moves: Up 45, Same 9, Down 16, Adds 5, KELP, KSTT, KRAV, KMJC, KMJK, WABC 16-12, WKBW 18-13, Y100 8-5, Q105 20-14, KFI 20-16, WFBL 27-20, KC101 10-4.

CLASH "Train In Vain" (Epic) 74/15

Moves: Up 39, Same 20, Down 0, Adds 15 including PRO-FM, KXX106, WBBQ, WSKZ, WVIC, WNAP, KYNO-FM, WKXY, KKLS, KBDF.

JAMES LAST BAND "The Seduction" (Polydor) 71/25 Moves: Up 25, Same 21, Down 0, Adds 25 including WCAO, Z93, WGCL, WKBO, WTIX, 95SGF, WQRK, KYNO-FM, KRSP, KTKT.

KENNY LOGGINS "Keep The Fire" (Columbia) 68/4
Moves: Up 49, Same 10, Down 5, Adds 4, Z97, WTIC-FM, WQRK, KSTT,
WIFI 25-14, WFLY 13-10, WHYN 31-26, WZZP 14-7, KENO 25-16.

BETTE MIDLER "The Rose" (Atlantic) 65/17

Moves: Up 37, Same 10, Down 1, Adds 17 including WBEN-FM, KTSA, KEEL, WLAC, WAKY, WNAP, WKBW 26-20, WRKO 29-23, PRO-FM 18-14, KDWB 31-27, WHB 23-19.

### Others Getting Significant Action

KORONA "Let Me Be" (UA) 47/11

Moves: Up 16, Same 20, Down 0, Adds 11, 96KX, 94Q, B100, 95SGF, WAYS, KOFM, WZZP, WCIR, WXIL, WCGQ, WANS-FM,

SMOKEY ROBINSON "Let Me Be The Clock" (Tamla) 45/4 Moves: Up 24, Same 17, Down 0, Adds 4, KRBE, WJDX, WSGA, WVIC, WRKO d-27, KRLA 26-23, WKBO 27-22, KIOY 14-11, WFOX 20-16.

WARREN ZEVON "A Certain Girl" (Asylum) 45/3 Moves: Up 21, Same 20 Down 1, Adds 3, WKBO, 95SGF, KRQ, WIFI 28-20, 94Q 20-18, KDWB 25-23, WBBQ 27-22, WCGQ 30-26.

BERNADETTE PETERS "Gee Whiz" (MCA) 40/21 Moves: Up 10, Same 9, Down 0, Adds 21 Including PRO-FM, JB105, Q105, KC101, WHYN, WSGN, WLCY, WAPE, WHBQ, KX104, WRVQ, KRAV,

BRUCE COCKBURN "Wondering Where The Lions Are" (Millennium) 40/16, Moves: Up 15, Same 9, Down 0, Adds 16 including WPEZ, WCAO, 14Q, KHFI, WLAC, KGW, KLUC, WHEB, WCGQ, KDZA.

KNACK "Can't Put A Price On Love" (Capitol) 31/16

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# NATIONAL AIRPLAY/30

AGO				April 4, 1980
6	3	1	0	
7	4	3	3	The state of the s
4	2	2	3	CHRISTOPHER CROSS/Ride Like The Wind (WB)
5	5	5	0	EAGLES/I Can't Tell You Why (Asylum)
1	1	4	5	PINK FLOYD/Another Brick In The Wall (Columbia)
13	8	6	0	AIR SUPPLY/Lost In Love (Arista)
25	13	8	O	BILLY JOEL/You May Be Right (Columbia)
22	15	12	0	DR. HOOK/Sexy Eyes (Capitol)
19	12	9	0	MICHAEL JACKSON/Off The Wall (Epic)
3	6	7	10	KOOL & THE GANG/Too Hot (DeLite/Mercury)
27	21	14	0	FLEETWOOD MAC/Think About Me (WB)
16	11	11	12	RAY, GOODMAN & BROWN/Special Lady (Polydor)
29	27	17	13	CHARLIE DORE/Pilot Of The Airwaves (Island)
_	24	16	0	BILLY PRESTON & SYREETA/With You I'm Born (Motowi
B	7	10	15	LINDA RONSTADT/How Do I Make You (Asylum)
28	26	18	O	JIMMY RUFFIN/Hold On To My Love (RSO)
_	29	23	<b>O</b>	PAUL DAVIS/Do Right (Bang)
-	30	27	O	KENNY ROGERS & KIM CARNES/Don't Fall In Love (UA
30	28	24	O	UTOPIA/Set Me Free (Bearsville/WB)
)	10	15	20	SPINNERS/Workin' My Way Back To You (Atlantic)
_	_	30	2	JOURNEY/Any Way You Want It (Columbia)
_		28	2	PRETENDERS/Brass In Pocket (I'm Special) (Sire)
2	9	13	23	RUPERT HOLMES/Him (MCA)
6	25	21	24	HEART/Even It Up (Epic)
8	20	20	25	SHALAMAR/The Second Time Around (Solar/RCA)
-	-	29	23	BOZ SCAGGS/Breakdown Dead Ahead (Columbia)
-		<b>-</b>	<b>3</b>	AMBROSIA/Biggest Part Of Me (WB)
-	-	$\rightarrow$	2	LINDA RONSTADT/Hurt So Bad (Asylum)
1	16	22	29	QUEEN/Crazy Little Thing Called Love (Elektra)
-	_ =	$\rightarrow$	30	DAN FOGELBERG/Heart Hotels (Full Moon/Epic) on airplay statistics compiled weekly from our Top 40 reporting stations ate significant upward movement from attaches.

ipward movement from at least 60% of our reporters.

#### **MOST ADDED** ®

AMBROSIA "Biggest Part Of Me" (WB) LINDA RONSTADT "Hurt So Bad" (Asylum) BOZ SCAGGS "Breekdown Dead Ahead" (Columbia)
ANDY & OLIVIA "I Can't Help It" (RSO)
JAMES LAST BAND "The Seduction" (Polydor)
Complete Regionalized Listings on Page 22 and 23.

HOTTEST

BLONDIE "Call Me" (Chrysalis) PINK FLOYD "Another Brick In The Wall" (Columbia)
BOB SEGER "Fire Lake" (Capitol)

CHRISTOPHER CROSS "Ride Like The Wind" (WB) BILLY JOEL "You May Be Right" (Columbia)

Parallel Listings Begin on Page 26

Moves: Up 5, Same 10, Down 0, Adds 16 Including KDWB, KS95-FM, WGCL, WAEB, KEEL, KROY, WIGY,

OFF BROADWAY "Stay In Time" (Atlantic) 32/3

Moves: Up 14, Same 14, Down 1, Adds 3, WKEE, Y103, KJ100, WIFI 26-24, WLS 27-20, KSLQ 24-15. STYX "Borrowed Time" (A&M) 32/0

Moves: Up 14, Same 18, Down 0, Adds 0, 96KX 21-18, JB105 26-24, Z97 20-16, KSLQ 27-25, Y95 30-23, BJ105 28-23. FIREFALL "Headed For A Fall" (Atlantic) 30/22

Moves: Up 2, Same 6, Down 0, Adds 22 including WOKY, WKEE, WFMF, WBBQ, WNOX, WZZP, KJRB, KLUC, WXIL, WISE, KKXL. NAZARETH "Holiday" (A&M) 30/9

Moves: Up 8, Same 11, Down 2, Adds 9, KIMN, KX104, KCPX, KRUX, WSEZ, WANS-FM, WRKR, WRBR, KQDI, KBEQ 28-25

JERMAINE JACKSON "Let's Get Serious" (Motown) 30/2

Moves: Up 14, Same 14, Down 0, Adds 2, PRO-FM, KYNO-FM, JB105 30-28, WPGC 26-23, Y100 32-29, KBFM 28-23, WSGA 21-16, WRVQ 32-26, KIOY 21-15.

PAT BENATAR "We Live For Love" (Chrysalis) 28/18

Moves: Up 3, Same 7, Down 0, Adds 18 including Q105, KTSA, WSKZ, WGH,WDRQ, KZ93, KTAC, KRUX, WXIL, RED RIDER "White Hot" (Capitol) 28/7

Moves: Up 8, Same 13, Down 0, Adds 7, WIFI, KJR, KIMN, Y103, WCGQ, WRBR, KQDI, KDWB 32-29.

PETER McIAN "Solitaire" (ARC/Columbia) 26/9

Moves: Up 9, Same 8, Down 0, Adds 9, 94Q, KHFI, KEEL, WSKZ, KFXM, KCPX, KRUX, WHHY, Y100 37-33, WBBQ

PHOTOGLO "We Were Meant To Be Lovers" (20th) 26/4
Moves: Up 8, Same 14, Down 0, Adds 4, 94Q, WAKY, WCGQ, KBDF, KRLA 23-21, WGH d-15, KENI 18-11.

LIPPS, INC. "Funkytown" (Casablanca) 23/14

Moves: Up 7, Same 1, Down 1, Adds 14 including WRKO, WPGC, KRBE, KFI, KFRC, B100, WXLO 20-10, KEARTH 10-4, KRLA 18-1, KHJ 14-9.

MAC DAVIS "It's Hard To Be Humble" (Casablanca) 23/7
Moves: Up 9, Same 7, Down 0, Adds 7, WGCL, WKBO, KFMK, FM100, WLAC, WGH, KWEN, WCAO 27-23, WPGC 25-18, WTIX 20-15.

ANNE MURRAY "Lucky Me" (Capitol) 22/3
Moves: Up 9, Same 10, Down 0, Adds 3, WKBW, WJDX, WAPE, JB105 28-26, KS95-FM d-20, WHB 29-26.

J. GEILS BAND "Love Stinks" (EMI America) 19/14

Moves: Up 3, Same 2, Down 0, Adds 14 including Q105, WGCL, 14Q, KHFI, WSGN, WQRK, KJ100, WVIC, KCPX.

RAY PARKER JR. & RAYDIO "Two Places At The Same Time" (Arista) 17/0
Moves: Up 12, Same 5, Down 0, Adds 0, Z98 31-29, WSGN 27-22, WLCY 25-19, WAPE 20-15, WSGA 29-24, WBBQ

DAVID GATES "Where Does The Lovin' Go" (Elektra) 17/0 Moves: Up 6, Same 7, down 4, Adds 0, WZUU 10-6, WVIC 35-31, KWEN 9-7, KKXL 22-21, WEAQ 14-7.

Continued on Page 28