# Batio? 

 The Status Of MediastatSEEPPIGE: 14 Popping The Question - How To Design Survey Questions

SFF: PIGIF. 16 Country Oldies Programmers Discuss How Far Back To Go

## Fitzgerald, Smith Promoted At RSO

RSO Records announced two key promotions Tuesday (8-28), as Rich Fitzgerald was named Sr. VP of A\&R/Promotion and Bob Smith was appointed VP/Promotion.

Fitzgerald. formerly VP/Promotion, will now supervise RSO's $A \& R$ activities as well as its promotion efforts. He has been with RSO since label President AI Coury launched the present regime in 1976

Smith, with over a decade in the music business, was most recently National Promotion Director. He worked at Warner Bros., Capitol, and Columbia before joining RSO in 1976.


Pictured (l-r) : Bob Smith, Al Coury, Rich Fitzgerald.

## Carta Named PD At WIL

Mike Carta was appointed PD at WIL-AM-FM/St. Louis this week. filling one of the most coveted programming positions open in Country radio. Carta was most recently morning man and PD at neighboring WMAY/Springfield, IL. WIL President/GM Wall Turner told R\&R, "I interviewed a great many people in the past few weeks, and Ifeel Mike is the best man for the job. He is going to be a super addition for us. He's sharp, he's not afraid to work, he knows the radio business, he knows how to work with

Coury, commenting about the two promotions, stated, "I am pleased to announce the promotion of Rich Fitzgerald, who has been an important member of the RSO Records family and a significant contributor to the label's success since it was started. His experience and involvement in all areas make him ideally suited to his new position . . . RSO Records takes great pride in its policy of promoting from within, and I am pleased to announce the promotion of BobSmith. His outstanding efforts during his years with RSO have been an integral part of our success."

## Roving Station Fined $\$ 10,000$

WPRA/Mayaguez, Puerto Rico \& WRPGFM/San German, PR, co-owned by WPRA, Inc., were fined $\$ 10,000$, the maximum amount that can be levied by an FCC administrative law judge. The station was found guilty of intentionally disobeying an order to originate the bulk of its public affairs and news programs from its main studio at Monte del Estrado. PR

A complaint in May, 1976 by a competing station, WOYE/Maya-
guez, PR was followed by an FCC investigation. The Commission had given WRPC the right to use other studio locations in April, 1975, and determined that even though the rules were violated, WRPC did not completely abandon its home base (located 13 miles from Mayaguez) in its programming. "Although the station's conduct does not warrant disqualification, or even a shortterm renewal ... it does warrant imposition of a maximum forfeiture," said Judge Lenore Ehrig.
people, and I know he will be able to contribute to our future success here at WIL."
Carta added, "I was glad I could move on to something bigger and better as far as my career goes. I'm really excited about the opportunity and challenge, and working with Walt Turner, who has had a great deal of programming experience. I feel we will make one hell of a promotion and management team." No replacement has yet been named for Carta at WMAY. He joins WIL September 7.


SOLAR STATION - Aerial view of WBNO/Bryan, OH. America's first solar-powered radio station. On Wednesday (8.28) the 500 watt daytimer began broadcasting via power supplied by the 33,600 photovoltaic calls which cover $1 / 3$ of an acre in the foreground.
TESTING NEW SOLAR SYSTEM

## WBNO First Sun-Powered Station

At 1 pm Wednesday afternoon (829). WBNO-AM/Bryan, $\mathbf{O H}$ became America's first solar-powered commercial radio station. 80 percent of the electricity required to run the 500 -watt Country-formatted daytimer will be produced by a new photovoltaic (PV) power sys-
tem, designed by the Massachusetts Institute of Technology's Lincoln Laboratory under contract from the U.S. Department of Energy.
The experiment began 18 months ago, according to WBNO General Manager Luke Thaman, when the Energy Department and MIT

## KOY Sues Arizona State Over Sports Bidding

KOY/Phoenix and parent company Southern Broadcasting have filed an antitrust suit against Arizona State University over the school's sports broadcasting policy. According to the suit, Arizona State required that stations bidding to air its foothall games also air school basketball and baseball contests. In bidding, KOY offered two plans, one to air football games only for three years and one to cover football and some basketball for one year. Rival station KARZ offered to take on all three sports, and was awarded the rights.
KOY's legal action contends that Arizona State "illegally tied together different products" in requiring that all three sports be aired, restraining trade in violation of the state's antitrust laws, and states that the defendants "have acted illegally, arbitrarily, capriciously, and beyond the scope of their authority by illegally tying the right to do live radio broad casts of ASU football games with the requirement that a radio station also broadcast ASU basketball and baseball." KARZ is also named as a defendant for having 'acquiesced in and conspired so as to advance this illegal contract."

According to KOY GM Gary Edens, "In this highly competitive market, we have found that basketball and baseball do not have nearly the audience appeal of ASU football, so from a programming standpoint we cannot justify live broadcasts of baseball and basketball, and thereby, under ASU's sys tem of bidding, we don't stand a chance of even being considered for football." Before filing the suit. KOY had appealed to ASU to reopen bidding, but the school had refused, according to Edens. The lawsuit will be watched with interest by stations in other markets who have experienced similar situations in bidding for college sports.
solicited 500 daytimers around the country as to whether they would be willing to participate in the ongoing testing of a PV-powered broadcast operation. Several factors led to WBNO's selection, Thaman told R\&R: the station's operating hours concurred with sunlight hours, the outlet's low wattage and constant, predictable power load as well as the space to erect the solar cells, the station's willingness to contribute financially to the project (besides installing a new transmitter, WBNO spent $\$ 50,000$ constructing a battery storage building), and WBNO's Midwest location. "MIT knew the solar station could work in Califormia, so they wanted to test it soniewhere to see whether seasonal cont ditions would affect the operation," noted Thaman.

15 kw Peak Power
Briefly, the system consists of $36,000 \mathrm{PV}$ cells, divided into 100 panels capable of producing 150 watts per panel and covering is of an acre of land. While each silicon and wire cell converts about 10 percent of the sunlight it re-
wbno-am/ See Page 3

## R.T. Simpson Takes KLZ PD Position

R.T. Simpson has been appointed PD of KLZ/Denver, ending a period of considerable suspense in Country radio circles over the much sought-after position. Most recently he was an air personality at KOSI/Denver, and he previously served as PD of KERE/Denver for three years.
KLZ Station Manager Ed Hardy commented, "R.T. Simpson comes to KLZ with a wealth of experience
as a country music Program Director in Denver radio. He'll be a great asset to our continued gnowth." Simpson told R\&R, "It's good to be back in Country radio. KLZ is a fantastic facility with the best signal in the market. Former PD Ron Jones (now programming WHK/Cleveland) did a great job with the station, and I am looking forward to the challenge of following in his footsteps."

## ADD SOME WYDOD TO YOUR TOG...

## LADRBNA DODOD <br> "PHPRS5 <br> 

R\&R/Friday, August 31, 1979
KYYX Jock Mounts Mt. Ranier For Charity Broadcast

KYYX/Seattle morning man Terry MacDonald will soon be scaling new heights in his broadcasting career. MacDonald began a five day climb of $14,300-\mathrm{ft}$. Mt. Rainier Monday ( $8-27$ ) and will be broadcasting throughout the mountainous assault, culminating in a summit air shift scheduled for September 1-3. The broadcasts (which add a new dimension to the term "remote") are on behalf of the Muscular Dystrophy Association, and Washington Governor Dixy Lee Ray has renamed Mt. Rainier Char-


## Sullivan

## Appointed KHTZ GM

As revealed in $\mathbf{R \& R}$ last week, Tim Sullivan has been named GM of Greater Media's KHTZ/Los Angeles. Greater Media, in officially announcing the appointment, said Sullivan would take up his new duties in early September when the station's new owners formally take over from Storer Broadcasting.

Sullivan had been VP/GM at KHJ/Los Angeles since 1973, having previously served as General Sales Manager of KLAC/Los Angeles and VP of Metro Radio Sales. He commented, "After seven years as General Manager, the decision to leave KHJ was a difficult one: however. the opportunity of joining an expanding, privately-owned company, and being able to share in the birth and development of a new radio station in Los Angeles
is an exciting and most attractive career move that highly appeals to me. I have the highest respect for Dwight Case and the many professionals at KHJ. I will miss the people of KHJ and RKO Radio and wish them the best of everything.'

KHTZ, under Storer, recently assumed the Top 40 stance and staff belonging to TEN-Q, which was recently converted to a Spanish format by its new owners, K-Love Broadcasting. No format has been announced by Greater Media, but it is widely viewed as likely that the Top 40 direction will be retained. As mentioned in R\&R last week. RKO Radio President Dwight Case will be assuming GM duties at KHJ until a successor to Sullivan is chosen.

## Sun Showing Flare For Static; Radio May Be Affected

Every 11 years the sun reaches a peak in solar flare activity (violent explosions on its surface). This week the solar orb is in the midst of another high point, with a particularly mighty flare Sunday ( $8-26$ ) projected as a potential cause of severè radio static. So if your station suffers, you can call interference on the sun.


The precaution is probably a sound idea. since MacDonald claims the "highest" he's ever been was "two weeks ago Thursday at McRory's" (presumably a local tavern, not a mountain). He'll be doing a daily broadcast as he ascends, concentrating on regular programming plus pledge appeals, but with pro visions for mountain-climbing actualities should anything dramatic occur. Listeners will be able to call MacDonald once he reaches the top. Stay tuned to R\&R next week for further coverage of this mountain melodrama as MacDonald achieves the peak of his ambitions.
Page 3
INSIDE R\&R: WASHINGTON REPORT ..... 4
WHAT'S NEW ..... 6
GARY OWENS ..... 10
RIP 'N' READ ..... 12
RATINGS \& RESEARCH. ..... 14
MEDIA MARKETING ..... 16
STREET TALK ..... 18
TOP 40 SECTION ..... 20
DANCEMUSIC SECTION ..... 34
PICTURE PAGES ..... 36
BLACK SECTION. ..... 39
AOR SECTION ..... 42
COUNTRY SECTION ..... 55
POP/ADULT SECTION ..... 59
OPPORTUNITIES ..... 62
LETTERS

## A Firing Questioned

Dear R\&R:
The recent cutback of personnel by CBS/Epic is understandable as far as the economic
aties of the record Industry are concerned. From our research. we know that record realities of the record Industry are concerned. From our research. We know that record
sales are "sof." that peopie are being more careful with their expenditures on music and
entertainment. and thap cassette and strack blank tape sales show the trend toward entertainment; and that cassette and \&-track blank tape sales

What I can't understand is that among the many people CBS/Epic "fired" was a prom tion person out of the Cincinnati Branch whose reputation and effectiveness with the broadcasters of Central and Southern Ohio was unquestioned by our industry. I believe I am speaking for the majority of he Program and Music Directors in this area, because as soon as word of this person's firing reached us, a petition began to circulate among all the broadcasters protesting this indiscriminate action. According to the information we have.
this person was fired because she was not getting the records played. True. this may not be this person was fired because she was not getting the records played. True. this may not be
the complete story, but from our point of view. nothing could be further from the truth. She was certainly as effective as any other promotion person in the area. If the product was solid and ft our music policy. she consistently provided us with all the information that we normally request on any product we play. She always displayed the highest level of professiona
visits.
Visits. Even though it might embarrass her by printing her name in this letter. Julie Godsey's firing saddens all of us. The real clincher is the fact that Julie has been with CBS/Eplc longer than most of us have been in the radio business. Julte had only two years to go before she could retire from that company. Why did the company make a decision that grossly affected a long. lerm and productive employee? I only wish we knew. It doesn't seem just. but as stated. all the facts aren't in. Julie. we'll miss you; but you can all be assured that
this radio station, and $\mathrm{I}^{\prime} \mathrm{m}$ sure all the others in Ohio, will continue to base our music choices on the product. even though a good friend and smart promoter won't be visiting WNC anymore. Good luck. Julie Godsey

## On Target

Dear R\&R:
Your editorial in the August 24 issue of Radio \& Records was right on target. It's about time

Again. many thanks for such a well written editorial. Best wish $\qquad$

## WBNO First Sun-Powered Station

## Continued from Page 1

ceives into electricity ( $1 / 2$-watt of DC current), the system has a peak power capacity of 15,000 watts. Due to the inconsistencies of solar output (cloudy days and the earth's rotation), 60670 -watt hour battery cells are used to store electricity in excess of the station's $3-4000-$ watt demand. The station can also revert to conventional power when necessary.

## Jazzmaster Stan Kenton Dies

Stan Kenton, whose innovative, hard driving compositions and arrangements spanned a jazz career of almost 40 years, died Saturday (8-25) in Hollywood at age 67. Kenton was hospitalized last week after suffering a stroke.
Kenton first captured the public's imagination when he debuted his original "Artistry in Rhythm" orchestra at the Rendezvous Ballroom in Balboa, CA in 1941. Radio broadcasts soon followed, and in 1941, the orchestra was chosen Iaok Magazine Band Of The Year.
However, World War II forced several of the group's original members to be drafted, and the post-
war decline of ballrooms and big bands led Kenton to establish a variety of experimental groups including the Progressive Jazz Orchestra, the Innovations Orchestra (1960) and the Neophonic Orchestra (1965). Despite his never regaining the mass acceptance of his earlier works, Kenton's groups continued to feature some of jazz's leading exponents: Kai Winding, Shelly Manne, Maynard Ferguson, Bud Shank, Stan Getz, Gerry Mulligan, Pete Rugolo, Lee Konitr, and Art Pepper, among others. In recent years he formed his own record label, Creative World, to sell his albums by mail.

To prevent overcharging the batteries, the unit's control system automatically connects additional loads to drain excess energy. Thaman told R\&R that in addition to "most of the studio lighting," WBNO planned to operate "the AP wire and weather service," along with the studio and transmitter by the solar system.

## More By Mid-80's

Although WBNO's solar-powered system will cost about $\$ 5-6$ per watt, as opposed to $\$ 2$ per watt for conventional electric power, the gap between the two power sources is expected to narrow in the future. due to decreasing costs for solar cells and the rising costs of conventional energy. The Department of Energy predicts that solar systems such as WBNO's could be economically feasible for many AM, FM, and TV stations by the mideighties.

Thaman stressed the long-term, ongoing nature of the experiment, mentioning that it was part of his station's commitment to solar power to create as much media awareness of the project as possible. "I feel we're part of another step in the evolution of a new energy source," said Thaman.

# WASHINGTON REPORT 


F.C.C. STIRS UP FCC - It's the quiet season for the FCC IFederal Communications Commis sion), bup the building was livened up recently when it was visited by the F.C.C Flight recording act Funky Communications Committee. The group was in town for a club date (reportedly aftended by several FCC staffers and officlals), and decided to drop by the headquarters of their namesake organizallon. Pictured (l-r) are group members Lonnie Led. ford, Jimmy Evans, Steve Gooch, Dennis Clifton, Weyne Chaney, and J.B. Christman.

## Update

By Jonathan Hall

## Controversy Flares On Reimbursement

"Most people are on to him . . . he's lost a lot of ground." FCC Commissioner Jim Quello told R\&R this week referring to accusations by Marcus Garvey Wilcher, head of the (San Francisco) Bay Area Community Coalition for Media Change.

Wilcher has been a thorn in broadcasters' sides, filing numerous petitions to deny and negotiating large sums of money in return for assurances that he'll back out of petitions to deny, according to several sources. For example, Wilcher reportedly received $\$ 80,000$ from Shamrock Broadcasting which purchased the Starr group. He got $\$ 10,000$ in the KRE/ Berkeley sale. He took in $\$ 5000$ on the KSOL/San Mateo deal and reportedly asked for but didn't get an additional $\$ 20,000$. In addition to other settlements, Wilcher is seeking $\$ 145,000$ from GE plus a $\$ 25$ million fund to finance minority ownership in broadcasting, sources indicated.

Quello, is on record opposing individuals or small groups claiming to represent the public-at-large. "Wilcher has the right to file petitions to deny," he commented, "but the Commission has the right and obligation to see that FCC processes aren't abused."

Wilcher had criticized Quello for allegedly calling certain activist group reimbursement practices "extortionist." Wilcher contended that such expenses were legitimately incurred in efforts to coax licensees to respond in a "meaningful manner" to black community concerns, and that Quello's comments ran contrary to FCC encouragement of discussions between broadcasters and citizens' groups, and agency support for legitimate reimbursement. He said remarks such as Quello's would encourage licensees to avoid such discussions.

## People

## Washington Small Named NBC News President

William J. Small was appointed President of NBC News Tuesday (8-28). Small had been VP/Washington for CBS, Inc. He assumes responsibility for all NBC broadcasting news operations, and reports to Vice Chairman Richard S. Salant. Salant who worked with Small at CBS for years, commented, "I could not be more delighted that Bill and I will be working together again We are committed to making news a more important part of NBC's broadcast services in the 80 's . . . and the leadership that Bill Small will provide is central toward building the organization that we need."
NAB ups Wanda Townsend from secretary to Minority Employment Clearing House Coordinator

## Duluth

Midwest Radio has promoted Don Hoberg to GM of WEBC/Duluth. Hoberg had been Sales Manager at WEBC since October 1977 and previously worked in programming and as an air personality at Y103/ Jacksonville.


Irwin Segelstein

## New York

NBC "Corporate" adds new radio responsibilities for Irwin Segelstein and Ted Walworth, who were named respectively President and Exec. VP, NBC Television Stations/ Radio. Additional duties come on heels of best recruiting ever by radio network, which has recently picked up KFWB/Los Angeles. WKY/Oklahoma City, WWOK/Miami and KMBZ/Kansas City.

Bob Madigan joins NBC's "Source" network. His first assignment will be to develop a special program on the record industry. Also, Morrie Trumble joins NBC Radio as Director of Sports

# A Prelude To "WARC" And "REGION 2" 

There's been talk! And plenty of it! Since radio waves don't acknowledge national boundaries, the United States has been forced to make treaties with the rest of the world From the inaugural Berlin Wireless Telegraph Convention of 1903 to preparation for next month's World Administrative Radio Conference (WARC '79) in Geneva, U.S broadcasters have been active in recommending international telecommunications policy. Outraged by new laws restricting broadcasters input during international talks, industry representatives were successful in getting Congress to lift its ban before adjourning this month

In addition to WARC, countries in the Western Hemisphere (nicknamed "Region $2^{\prime \prime}$ ), will have their own regional meeting in Buenos Aires next March. The outcome of this conference with North and Latin American countries will determine if the AM Band should be restructured. In this country, there is a lot of infighting already among radio broadcasters about the various AM alternatives: 9 kHz , expanded dial, breaking down the clears, increased power for daytimers. Here's how it stacks up so far:

## The Government

FCC. The Commission has formed a Region 2 task force for further study, but is on record as favoring an extended AM Band, from 1600 to 1800 kHz on the upper portion.
NTIA: The National Telecommunications and Information Administration, which submits policy ideas to the White House, disagrees with the FCC's position, and supports a reduction in AM bandwidth to 9 kHz . The NTIA has been the principal government agency to give daytime broadcasters hope for change

The Department of State: This agency will actually do the negotiating for the United States. The U.S. delegation to WARC is being headed by former FCC Commissioner Glen Robinson.

The Industry
Industry comments on an FCC Inquiry regarding Region 2 were submitted last week Several players responded as follows:
ABC: As in other comments having to do with proposed spectrum alterations, ABC was quick to suggest a combined industrygovernment study; especially, it said "in view of the severe time restraints under which the Commission is laboring. "

## Extra, Extra

KSRT/Tracy, CA doesn't stand a chance in its challenge to BMI over the payment of license fees, according to several Washington attorneys contacted by R\&R. KSRT has written radio broadcasters claiming they don't have to pay because they are airing promotional copies ( $R \& R$ 8-24). Not so, is the consensus of the Washington legal community

Broadcasters in increasing numbers are speaking out against the idea of breaking up AM-FM combo stations. ABC and Meredith Corp. led the way last week. Speculation is however, that the proposal may surface again next week as a suggested tradeoff for radio deregulation during a special FCC meeting

FCC decided to ask the Supreme Court to review a lower court's mandate telling the Commission it must involve itself when a broadcaster decides to switch from an "endangered" format

Finally, radio came out on the short side - again - last week when NPR failed to get the $\$ 368$ million it wanted from the Corporation for Public Broadcasting. CPB might have been questioning NPR's stewardship, however, since the non-commercial network had spent $\$ 28,000$ on one live stereo transmission via satellite the same week

## Sales Talk

First-place winners in RAB's "Local Sales Break-through Awards" contest were KCVL/Colville, WA; KGLC/Miami, OK; KANE/New Iberia, LA; WHBF/Binghamton NY: and WMAL/Washington, DC

Ed \& Helen Huse have purchased WHLT-AM-FM/Huntington, IN for $\$ 330.000$. Ed Huse is President of WKHM \& WJOX/Jackson, MI and a VP and stockholder in Patten Com munications, licensee of KLNT \& WKNQ/Clinton, IA; WMPX/Midland, MI; and WYXE/ Sun Prairie, WI. Helen Huse is Exec. Secretary of Photo Marketing Association.

is pleased to announce the acquisition of the STARR BROADCASTING GROUP, INC. Effective July 18th 1979 with headquarters at 6464 Sunset Boulevard, Hollywood, CA 90028 (213) 462-7711

SHAMROCK BROADCASTING CO. INC.

KITV
WTVQ
KABL/AM-FM WWWW-FM
KMGC-FM
KYOK-AM
KUDL-FM
WBOK-AM
KXLR-AM
TM Productions \&
Programming
Le-Bo/Omni Products
Arlhus Publishing

Honolulu (ABC)
Lexington, KY (ABC)
San Francisco
Detroit
Dallas
Houston
Kansas City
New Orleans
Little Rock
Dallas
New York
New York

Roy E. Disney, Chairman of the Board
Bruce F. Johnson, President and
Chief Executive Officer

# WHAT'S NEW 

## Multi-Format Funnies <br> A collection of cartoons entitled "The Other Side Of ... RADIO" is a

 light-hearted look at the inside workings of the modium from Gregory A.
"after you set up your audition tape I WANT TO TALK ABOUT THE PRODUCTION WORK you claim to mave done in chicago."
Whek, whose lengthy career as an air personality includes atints at WZAM/ Norfolk and EGB/San Diego. While several of the situations depicted are doubtlessly based on true incidente, the tone of the tome recalls "WKAP In Cincinnati" in its most inspired moments (see above sample). Available from: COMCO General lac., P.O. Box 382, Coronado, CA 92118. Coat: \$4.44

Meredith's 4th Quarter, YearEnd Move Up

Meredith Corporation, which owns five radio stations including KCMO/Kansas City, recently announced that its fourth quarter net increased 28 percent to $\$ 4$ million, up from $\$ 3.1$ million for the corresponding period of 1978 . Fourth quarter revenues rose 6 percent to $\$ 77.1$ million, up from $\$ 72.8$ million in 1978.
Year-end net for the firm climbed 12 percent to $\$ 16.3$ million, up from $\$ 14.5$ million for the yearprevious with year-end revenues rising 11 percent to $\$ 318.1$ million versus $\$ 286.8$ million during 1978. (plus tax).

Sonderling 2nd Quarter, Half Up Sonderling Broadecasting recently announced that the lirm's second quarter net reached $\$ 1.1$ million lor 1979, up from $\$ 1$ million in the year-previous. Second quarter revenues rose to $\$ 10.9$ million versus $\$ 10.4$ million in the corresponding period of 1978.
Sonderling's six-month net likewise showed a slight increase to $\$ 1.5$ million from $\$ 1.4$ million in 1978 while six-month revenues climbed to $\$ 20$ million trom $\$ 18.9$ million in the preceeding year.

## Xerox Asks FCC Approval <br> Of "EMS"

The Xerox Corporation has proposed institution of an "Electronic Message Service" that would provide for end-to-end, high-speed digital information transfer between offices of business and governmental organizations in major metropolitan areas nationwide. The "EMS" would utilize radio, specifically the 130 MHz bandwidth between 10.55-10.68 (currently allocated to mobile services). The FCC is asking for comments on the proposal; due October 31.

## 45-Second Spots?

In what may be a trend that will spread to radio, Proctor \& Gamble


## Remote Controlled

Start cassettes or change records with just the touch of a button with Dual's hand-held remote-controlled unit (inset). Distributed by: United Audio, 120 S. Columbus Âve., Mt. Vernon, NY. Cost: $\$ 1470$.

has unveiled 45 -second TV spots in the form of back-to-back commercials which will run for 52 weeks in major markets across the country. Although the firm has been experimenting with the unconventional length for some time, chiefly via its own network soap opera productions, only recently has it decided to utilize the new length in spot buys.

Spokespersons for the tirm, which is the nation's number one TV advertiser, have assured station reps that the twin $45^{\prime}$ s will be sold as a 90 . second combo and in no way do they wish to create 15 -second "holes" that would add to commercial "clutter." Stations are pricing the twin 45's at the equivalent of three 30 -second spots. While rep sources indicate minimal resistance to the new package, there is some concern over whether P\&G's move could lead to twin 15 -second spots (sold as one 30) in the future.

## Tape Cues Shape

For many dieters simple willpower is not enough - a get-tough attitude is needed to hold the waistline and keep those calories down. To aid Americans in their battle of the bulge, Lelsure Time Development has introduced a tiny tape-playing device that fits inside a refrigerator. Each time the door is opened a voice sounds off: "Are you eating again? No wonder you look the way you do. Do yoursell a favor and shut the door."

## Career Opportunities

The Music Business: Career Opportunities And Self-Defonee is a new 246-page paperback by lormer session musician and songwriter Dick Welssman. Covering a wide spectrum of possible careers, including arts management, piano tuning, radio and studio engineering to name several, the book is probably of greatest value to those just starting out.

In addition to pointing out the multiplicity of careers available in the musical world, the book addresses topics such as how to copyright songs, whether union membership is necessary, and how to utilize a college education in the musical field. While the amount of space devoted to each facet is understandably brief, the lengthy appendix provides plenty of information for those who wish to delve further into a specific area. Available from: Crown Publishers Inc., One Park Ãenue, New York, NY 10016. Cost: \$6.95.

## All Time Top 10 Hits Basis For Air Special

Eris Stevens Enterprises Inc. has recently completed a radio programming special entitled, "The Top 10 Hits Of All Time," spanning 1955 to the present. The 24 -hour program, in addition to being a chronological countdown of the top tunes, features interviews with the artists who recorded the hits as well as providing background information on these artists plus the styles, trends and events of each year. TM Special Projects, the Dallas-based tirm, will be marketing the program to radio stations on a worldwide basis.

## Radio\& Records



# Top-40 Radio Has Discovered Life on Different Worlds. 

KSTP add KING add JB105 37-34 WHYN add WICC on WAEB add WBBQ on Z98 38 -31 KNOW 26-20 WRJZ on KGWadd KRKE 29-28 WHEB add 13FEA add


FROM THE SMASH ABC-TV SERIES, "ANGIE"

## MAUREEN McGOVERN

COEF

# WHAT'S NEW/ 

## 10 FILMS ON TAP

## Azoff Sets Cinema Shedule

Irving Azoff, manager of eeveral of rock's top name acta and head of Full Moon Records, is further strengthening the ties between the record and film industries. In addition to coproducing with Paramount's Robert Evans "Urban Cowboy," currently shooting in Texas and starring John Travolta, Azoff has scheduled ten films to begin production in 1980. Among the projects under development are
"Jester Hall," distributed by 20th Contury-Fox and scripted by Gordon Hoban from Aaron Latham's Esquiro article, "Life In A Co-Ed Animal House," the picture is described as an "American Grafhti" on campus.
"High Adventure Dope Story," directed by Phil Kaufo man from a Bill Rirby script, the film will feature music by Azoft client Ilmmy Buffett and is said to have a "Treasure Of The Sierra Madre" feel.
"Chess Match," scripted by Marilyn Goldin from her up. coming novel, Azoff capsulized the story as a "paranoid comedy about games and politics" centered around a world championship chess match involving hypnosis and drugs.
"Sabrina" will be a remake of the 1954 Billy Wilder film. updated as a contemporary musical. This will also be a joint venture between Paramount's Evans and Azoff.
"The Last Days Of Hank Williams," based upon an original idea from Azoft client Boz Scaggs and Lewis Macßdams, the film will star Scaggs, who will also do the soundtrack, and is reportedly a tale of "rock ' $n$ ' roll meets terrorism."
"Desperado," based upon the Eagles' (also Azoff clients) album of the same title, will be directed by Frank Pierson and will sport a new score from the Eagles.

Also under various stages of development are: "Happy Hour" (Floyd Mutrux scripting about a five-day reunion of four old friends); an as-yet-untitled project being written by Rolling Stone staffer Cameron Crowe: "Same Auld Lang Syne" (written by and starring Azoff client Dan Fogelberg and described as a contemporary "White Christmas"); and "Windward Passage" (Marc Brewer scripting from his novel of dope smuggling).

## Roller Skating: 8-Wheeled Menace?

Roller skating has become one of the late 70's booming fads - prompting entire lines of clothing, a disco-skating craze and roller skating trout fishing (even if the latter was just a ligment of Bill Murray's imagination). However, it has also produced a sharp increase in insurance claims for skating-related injuries. Hartford Life Insurance Co. reported in the Wall.Street Journal that it has seen a substantial increase in claims and is concerned about the possibility of a sizable jump in claims involving productliability coverage.

A few years ago, at the height of the skateboard fad, there were an estimated 375,000 injuries attributed to sidewalk surfing. Insurers say roller skate injuries are catching up. The Consumer Products Safety Commis sion says roller skating mishaps caused 100,000 injuries last year - nearly double the number reported in 1974. Children incurred the majority of the scrapes, breaks and bruises, but $20 \%$ of the victims were 25 years or older.

## Pope Goes Pop With First LP

A former Cardinal (though not from the Atlentic Records vocal group of the 50's), Pope John Paul has scored a papa! first by embarking upon a recording career of sorts. The current pontiff's rich bass tones can be heard alone and with students singing six folk and religious tunes recorded during his Polish pilgrimage last June.

Authorized by the Polish Episcopate, the album also fea tures "The Moment Of The Entire Lile," a choral setting of a text by the pontiff performed by the Krakow Symphony Orchestra, and six songs recorded in Krakow churches during the Sacrosong Festival, which John Paul lounded 12 years ago when he was archbishop. In addition to singing on the album, the pontiff also wrote lyrics to several of the numbers. According to Crystal Records' Bernd Gooke, the album will be sold worldwide.


## Gospel Pic-Disc Genesis

Good News Recards and Word Inc. have joined forces to create the first gospel music picture-disc, a reproduction of the front cover photograph from Chuck Girard's fourth and latest solo album, "Take It Easy." Only 3000 of the picturediscs will be pressed, most of which are earmarked for U.S. sale with the remainder to be marketed in Europe, Canada, Australia and New Zealand.

Pictured disc-cussing the pictorial platter are ( 1 -r) Good News Records President Freddie Piro. Girard, and Good News Records GM Dan Lienhart.

## 3M To Sell Digital Recording Systems

After offering its digital recording system to studios on a lease-only basis for the past year, 3M will begin selling the digital units outright beginning in September. The two-recorder system will sell for $\$ 150,000$, but the 32 -track pre-mix recorder and the four-track master digital recorder will be available separately, for $\$ 115,000$ and $\$ 35,000$ respectively. 3M will also offer a disk lathe preview unit for $\$ 4800$.

3M Mincom Division Marketing Director Bob Brown, in announcing the policy change, explained that the units were previously available on a lease basis so that 3 M could "share the responsibility" for launching the novel process. 3M will also introduce an electronic digital editing system shortly. Under development for more than a year, the digital editing unit prototypes will be field tested at the studios which were previously involved in testing the digital recording system.

## Spector Records, Capitol

## Enter Distribution Deal

Spector Records International and Capitol Records have announced the signing of a distribution agreement for the United States. First album released under the pact will be by veteran rock artist Mike Pinera and marks the initial American album release for Spector. Label President Bayard Spector formed the company in 1974, concentrating primarily on publishing and international licensing throughout Europe until linking up with Capitol

## Money For Soap

Billed as "the ultimate status symbol for the bath," all-purpose Limited Edition body soap looks like a bar of gold complete with hand-stamped serial numbers, assay symbols and a money bag case. While buyers will not be getting an inflationary hedge, the soap (soon to be available nationally via department and gift stores) will retail at $\$ 20$ a bar, which is a lot of money down the drain any way you look at it. The status soap is manufactured by IPC Co. of San Jose, CA.

## Captain Embarks Upon <br> Studio Venture

Daryl Dragon. aka the Captain of the Captain \& Tennille, recently opened a $\$ 1.5$ million recording studio in the Western end of the San Fernando Valley. The studio's leatures include a 52 -input Neva Necam mixing console and an isolated, below ground level drum booth.

## U.S. Buying More, Shopping Less

A recent survey conducted by the International Councll Of Shopplag Conters disclosed that the nation's consumers are making fewer trips to shopping malle but that they are buying more when they shop, with mall sales rising 8.12 percent over levels for last June/July. The survey also noted a greater incidence of car pooling, with approximately 25 per cent more occupants per car when shopping as well as increased evening and Saturday shopping.

Results of the July poll of U.S. consumers conducted by Ad Ige magazine appear to bear out this riend. 51 percent of those consumers polled claimed they were not cutting back their day-to-day spending (an eight percent improvement over the previous month), but 75 percent reported cutting back in their driving - principally due to ińcreased gasoline pricee. Additionally, thoee polled in July noted that they were lens likely to cut back on spending money for clothes ( 53 percent to June's 60 percent).

## MBI Offers Professional Music Courses

The Music Businese Institute, headed by Mort Paul, former Marketing VP for CBS Records, has announced the beginning of a three-month program with courses to include the structure of the music industry, production techniques and legal affairs. The MBI provides in-depth instruction to men and women who wish to make a career in the industry.

A Board of Directors is being formed to provide direction for the Music Business Institute to insure that curriculum content remains current. The MBI is receiving support from the record labels, NARM, and other various industry organizations and hopes to provide specialized areas of instruction taking less time than the three-month program. For more information contact: Mert Paul, The Music Business Institute, 2970 Peachtree Road N.W., Buckhead Towers, Suite 400, Atlanta, GA 30305, (404) 231-3303.

## GAMES, TRAVEL, TRENDS \& SEX

## Newsletters U.S.A.

Beginning in 1918 with Huntington Whaley's WhaleyEaton American Letter on business, there are now 6000 newsletters in the U.S., ranging from the AAAM Quarterly (the journal of the American Association for Automotive Medicine) to the Zins Weokly Nows Bulletin (an organ of the Zionist Organization of America). 1500 of these are available by subscription, offering specialized material rarely round in either newspapers or magazines for which consumers pay as much as $\$ 2691$ per year - the rate for the D.C.based Daily Roport For Executives. Currently, the crop of notable newsletters includes, according to People magazine:

The APBÁ lournal, based in Lancaster, PA, serves those who play a series of table games that reflect reallife performances in pro sports. At $\$ 7.50$ per year, the monthly journal primarily features analysis of the games' rules and readers' reports on their results. For example, Stan Soldel of Topeka recently wrote that in his replay of the 1974 American League baseball season, Rod Carew hit . 373 instead of his real-life figure of .364 .

The loyer Travel Report at $\$ 29$ for 12 monthly issues focuses on reviewing packaged tours, detailing the latest in health hazards (typhoid, drinkability of the water, jellytish on the beach) and clarifies those complicated discounts on plane fares and rent-a-cars. It also contains a section for those who wish to swap homes.

The Kiplinger Washington Letter, which began in 1923, is the largest U.S. newsletter with a weekly circulation of . 300,000 at $\$ 42$ per year. Noted for its concise style, the publication offers updates on current events, trends and business.

The Tab Report, a relatively new monthly, is devoted to commercial sex. Described as the Now England Journal of Medicine for pormographers, for $\$ 48$ per year, readers receive legal information, and reports on trends in prostitution massage parlors and adult book stores.

# Wolfman Jack GetsThe Wolfman is Number 1 in Adults... 



Bob Travis, PD, WGCL-FM before wolfman with wolfman OCT/NOV 78 APR/MAY 79 ADULS 18-34
7.1
21.8

ADULTS 18-49
5.4
19.2

## THE <br> WOLFMAN JACK SHOW



Gary Berkowitz, PD, WPRO-FM before wolfman with wolfman OCT/NOV 78 APR/MAY 79 ADULTS 18-34
$11.3 \quad 20.9$
ADULTS 18-49
$9.6 \quad 17.1$


Mike Scott, PD, KTFM-FM
beFore wolfman with wolfman OCT/NOV 78 APR/MAY 79 ADULS 18-34
$10.2 \quad 18.0$ ADUUS 18-49
8.2
17.7

WOLFMAN JACK'S DISCO PARTY

Wolfman and The Staff of Audio Stimulation congratulate all the Wolfman Jack stations around the world who had Great Numbers!

Producers of
The Wolfman Jack Shows, Charlie Tuna, Cbarlie e3 Harrigan and The Electric Gazette

1680 N. Vine St.
Suite 900 Hollywood, CA 90028


Call Collect 213
466-5201

Just the other noon, shortly after performing a TV trunk commercial with Winnie Ruth Judd, a long-time friend shuffled by the GOBuilding.

The super-advanced soul is a man in the record industry who is not crying the blues. Bruce Hinton, the independent disc major domo, was actually cheery about business.

I asked the musical question. "Say something good about the sales of the industry!"

Bruce sat there delicately masticating his large dish of fried wolf and answered with one word, "Country."

He had after all just notched four country No. 1 hits from his promotion of "Every Which Way But Loose.'

Country music is booming and hasn't ebbed" he continued. pointing to the mustard stain on my jacket which was just below the ketchup stain but slightly above the guava jelly smear.
"Country is not bothered by a recession because the people who buy country have always been in a recession.'
"Hey, you're probably right," I gulped . . . noting that C Artists have a roster of folk who always seem to sell . . . sometimes modestly, but they always sell.

I tried to recall the first time Bruce and I had actually met, all the while sticking a carrot up my left nostril.

It was in the early 1960's and he had just started working for Joe Smith at Warner Brothers. Boh Crane and I had been given the first LP's of Allen Sherman's, "My Son The Foik Singer" . . . Within 24 hours, the Southern California stores had completely sold out of their
original stock. We agreed that one reason the record took off was because there was nothing else like it at the time . . . it was indeed unique!

And that's the beauty of the record biz . . . among the casual effluvia floating around in somenne's creative mind out there . . . a great left field hit will spring forth and folks will start flocking in as they did before.

Everything in life is ephemeral as well as AM-eral, we agreed, falling to the ground at the posh Melrose Avenue restaurant where we were dining and leg-wrestling each other for the check. Bruce had gotten a quick Nel on me . . . (that's wrestling talk for a Half Nelson) and had bettered me in the first round.

Thanks for the tip about Country, I muttered, toadying to the erudite Hinton for the info. However, I've always been a trifle slow in picking up on trends . . . for the last few months I've been busy stockpiling Nehru jackets!
Several readers have commented about the boating safety and boat theft prevention radio spots that I'm on. State Farm Fire and Casualty Company did them gratis and so did I. Most folk that I've talked to loved their term . . . FREE Public Surface announcements!
Ervin "Magic" Johnson, the Laker's new basketball star, has been doing a DJ show in Michigan for several years. Wink Martindale has rented "Magic" his old smile.
(WEARS AGO


## TV Violence Scrutinized By Citizens Group

It's definitely the time of the season for televiston violence to undergo scrutiny from various public interest organizations. Last week we brought you the PTA's survey on violent programming; this week It's the National Citizens Commitiee for Broadcasting, which monitored network programming for four weeks in May to count "violent incidents." These are defined as volience with guns (including gunlights, gun threats, and shooting at a person), personal physical violence (beating, strangling, manhandiling, fistighting - or inflicting wound, stab, attempted drowning and attempled suiclde), and capital episodes (killing, kidnapping, suicide) - all definitions straight from the NCCB cover ietter.

The organization found a slight decrease in total violence compared to tall 1977, the last occasion on which they checked. ABC was labelled most violent network, with NBC a close second, and CBS by far the least violent. NBC's series were more violent than anyone's, but ABC compensated with more violent movies than its rivals. The NCCB also ranked 63 May programs for violence, with the ten most vilent running as lollows (with PTA rankings where applicable in parentheses, just for contrast): 1) "Young Guy Christian" (ABC) (not covered by PTA survey) 2) "The Duke" (NBC) (3) 3) "Clifithangers" (NBC) (1) 4) "Buffalo Soldiers" (NBC) (-1 5) "Charlie's Angels" (ABC) (5) 8) "Greatest Heroes Ot The Bible" (NBC) (-) 7) "Rocktord Filles" (NBC) (7) 8) "Dukes Of Hazzard" (CBS) (2) 9) "Wall Disney" (NBC) ( - ), and 10) "Incredible Hulk" (CBS) (9).

MUSIC ON TV - The L.A. Forum "Tribute to Muhammad All," starring Dlana Ross, Waylon Jennings, Mellsea Manchester, Richard Pryor, and more, will be taped for a syndicated tentatively set for Seplember 7 ... CBS is planning a "Tribute To Mother Maybelle Carter" for next season, with Linde Ronstadt, Johnny Cash, Emmyiou Maris, Waylon Jennings, Wille Nelson, Kris Kristofferson, Lynn Anderson, Ray Charles, Larry Gatiln, and the Carter Family among the guests so far ... Dolly Parton is on the "Tonight Show" September 19, plus NBC's "Ford Theatre Special" Oclober 2.

## ABC Obliterates Competition In Ratings Romp

ABC swept to an easy Nieleen victory for the week ending August 19, scoring a 16.2 average rating to beat CBS by over two full points. CBS had a 14.0, while NBC was a close third with 13.5. ABC and CBS, as usual recently, split the top ten, with ABC taking six places. Top show was "Three's Company" (ABC), tollowed by 2 ) "WKRP In Cincinnat" (CBS) 3) "Taxl" (ABC) 4) "MASH" (CBS) 5) "Detective School" (ABC) 8) "Charlie's Angels" (ABC) 7) "Happy Days" (ABC) 8) "Vegas" (ABC) 9) "Lou Grant" (CBS) and 10) "The Jeffersons" (CBS).

## SHDEDSOOPN:

The Sony Betamax SL-5400 home VCR features the "BetaScan" system, which enables the user to locate the exact segment desired at three times the normal viowing speed in elther forward or reverse, while keeping the plcture In vlew at all times. Addifional features Include: stil-frame capablilty, a remote control syatem permitting commands from up to 15 feet away, and the ablilty to automatically record one program on any channel (or record the same channel and time) for three consecutlve days... TEXT ON TV: Already in use in several forelgn countries, TV text systems (written Information displayed on home TV screens, ranging from news and weather to recipes and horse-racing tips) will be Introduced In the U.S. In the near future. TV text aystems presently divide into two types: the "teletext," In which signals are carried in the unused space between the frames in the TV picture-signal; and the "vlowdata," In which the TV is connected to a computer's data bank via phone IInes. Currently, the Electronic Industries Association ls studying various verslons of the two systems and will propose technical standards to the FCC by eariy 1980. While several U.S. cable systems offer a channel of written news and weather reports to subscribers and specialized data-retrieval services are on the upswing, these TV text systems offer more general information and allow viewers to choose items by means of key-pad devices. Furthermora, the texts can be augmented with maps, graphs, cartoons (In color), and several syatems permit two-way "conversations" or transactions between viewers and stores. Further detalls next week.

## ERR WAVES



## "SHE DOIT REPIT"

## BROKERS

## "GOPHER BROKE"

## THE SANFORD/ TOWNSEND BAND



## THEIR NEW SINGLE

Produced by Ed Sanford and John Towñsend

ON WARNER BROTHERS RECORDS


Brad Messer's

## Rip "N" Read

## Grabbing Women In A Businesslike Way

Women nuat be grabbed at junt the proper time. when they're in the mood and have nothing more interenting going on.
The time is now. The firmt few days of school offer radio ite potentially golden opportunity. Think about it. Mom is home, the kids are Thank God In School, she can spend time with other adulta and not have to worry that some atray sound fron outhide is Junior being run over by the trash truck or Missy strangling in the storm drain, and for the next few days these stay-home women in their $20^{\prime}$ 's $830^{\prime}$, are going to be experimenting with new houmehold routines

They'Il want to be entertained, informed. diverted from dishwater and transported emotionally to the Good Old Day, via mongs and fentures. and they'll want to keep up with what's new in the Real World.

The radio station that makes itself an ideal companion now. mepa the wonderful result around Christnaas when the expanded cumes show up in the Oct-Nov book . . . but the opportunity in ever so brief and the right moves must be nuade imniediately.

Consider how many homes have radios controlled by kids. "Yes. I hear you on the radio." an adult will tell me, "because my kids have it on." While that's the case these mornings. it's time to promote ahead to your midday product while your captive adults are exposed to your efforts.

## Daypart Your Music? Try News, Too

The PD carefully dayparts the music and aims promotions toward this potential female audience. It may be as simple as the smatl town practice of announcing tomorrow's school lunch menu at midmorning. or as expensive as hiring a midday entertainment reviewer or consumer reporter. but whatever is being created for the adult female audience surely must be promoted during morning drive.

Newspeople know there are subtle changes in story formatting during non-drive times, based mostly on the fact that the pace of activity is more leisurely and the at-home listener is more likely to be alone, easily able to concentrate on listening. Aiming to please a woman is not much different than trying to target a man. because both sexes are interested in pretty much the same things . . . although the approach to the same topic might be handled differently for one. With the temporary opportunity for increased adult fennale listeners these next few days, newspeople might consider dayparting gtories and features.

Some local projects might include a series of one-minute essays on your town's neighborhoods and tourist attractions, reports on the area movie theaters including revenue and demographic draw. actual price comparisons at supermarkets, your own consumer surveys in which volunteers test products at home. multipart reports on local volunteer agencies ahd what the vols do. even a little daily teature called "The Cheapest" in which people call in the cheapest price on a certain home item like kids' jeans or electric blankets or sewing machines.

What you decide to create is probably less important than the decision to create, because whatever you do come up with makes you different and thus probably interesting/relatable/local/timely and so on.

With potential female adult audience at its annual peak, now's the time to do something (anything! Ito grab em while they're in the mood.

## Monday September 3: Labor Day

The first Labor Day was in New York City in 1882. It was the idea of Peter McGuire, the man who founded the United Brotherhood of Carpenters. The idea didn't catch fire right away, because the union had to do a lot of campaigning before even one state declared Labor Day a legal holiday. That was Colorado, in 1887, and the first national Labor Day wasn't until $1894 \ldots$ a dozen years after the first organized observance honoring the working people of the United States

The Revolutionary War officially ended on this date in 1783 . Forty years ago France und Britain declared war againat Germany ( 1939) as Hitler got his act in high gear

Birthdates: Al Jardine 1942, Memphis Slim 1916. Alan Ladd Sr. 1913. Kitty Carlisle 1914.
It was on this date in 1492 that Christopher Columbus set sail from Palos, Spain for the New World, which turned out to be us.

## Tuesday September 4: The First Edsel

Timing is so important. If yorbought an Edsel from Ford during the first couple of years you were later proved to be a dummy with poor taste and absolutely no sense. But if you bought an old Edsel a few years ago you were proved to be a brilliant investor knowledgeable in rolling classics. The first Edsel was introduced 22 years ago (1957) and ballyhooed as the most-researched car in history. although amateur psychiatrists were happy to point out immediately that the grill was designed to subconsciously turn us on by its supposed vagina shape and that turned some people off when they thought about it. All things considered. the Edsel was a failure. whereas the alleged grill-inspiring female body part seems to retain a fantastic level of popularity worldwide.

The first coast-to-coast TV broadcast was 28 years ago today with President Harry Truman in black-and-white. from the "Japanese Peace Treaty Conference" at San Francisco. The hookup was facilitated by a chain of 107 receive/transmit towers placed thirty miles apart.

Massachusetts put the first anti-drinking law on the books on this date in 1693, outlawing the social practice of toasting with alcohol. They gave up on enforcing that rather quickly, and six years later threw the law out.

## Wednesday September 5: Miss Liberty

The cornerstone for the Statue of Liberty was set on this date in 1884. The message still carried by Miss Liberty indicating our national policy on refugees is somewhat outdated, says the outgoing Immigration boss, because the U.S. doesn "t really want the "tired" or "poor" and certainly not the "wretched masses yearning to breathe free." Commissioner Castillo says instead we want the educated workers and upper-class people of financial means and occasional despots like Somoza or maybe the Shah Of Iran.

Birthdays include John Mitchell at 66. Bob Newhart hitting 50. Joan Kennedy becoming 43. Raquel Welch arriving at 39, and three people who become 33 are Buddy Miles, Loudon Wainwright III and Freddy Mercury. Outlaw Jesse James would have been 132 today, born in 1847

## Thursday September 6: Assassination of '01

President William McKinley was shot to death at Buffalo, NY by Leon Czolgosz in IM)I. JoAnne Worley is 42. Roger Waters is 32.

## Friday September 7: Buddy Holly

Buddy Holly would have been 43 today. In 1940 the German blitz began with the bombing of the London docks Full moon tonipht
her new single...

## DANCN' ROUND AND ROUND

already bustin' wide open Country $\mathcal{E}$ Pop/Adult
from her "TotallyHot"album:


Produced by John Farrar
"We are the only service that offers a unigue dialogue with the listeners."

## AN INTERVIEW WITII JIM SEIIER, PRESIDENT OF MEIDIA STYATISTICS. INC.

## The Status Of Mediastat

R\&R wanted to present to our readers an interview with a most unique gentlemam. Jim Seiler, founder and President of Media Statistics, Inc. Seiler is in a unique position in the radio ratings inclustry since he was also, the founder of the American Research Bureau, known now as Arbitron. Thus. Sciler's Mediastat firm is in the position of trying to sell itself to the broadcasters and agencies as an alternative to Arbitron, the first service he started

## Burke Comeback Possible?

Q: Jim, there have heen some major casualties lately in the battle to become the alternative scrvice to Arbitron. How do you assess these efforts by Trac 7 and Burke?

A: Any new second service has to plan to cope with 5-10 years of ad ageney inertia, and the service has to offer something broadeasters can afford to support in the meantime. When not one but two major new alternatives were offered at the same time it diminished any chance either had for success.

Q: What about a possible Burke revival? They ssem to be getting-more broadcaster and agency support lined up.

A: As far as the Metromedia decision to support Burke, I don't think Metromedia really expects to see Burke revive, but they did want to express a show of industry support

Q: What about the major agencies? People at Ted Bates, BBD\&O and Leo Burnett have expressed either support for Burke or general dismay that Burke and Trac 7 uent out of business.

A: Many in the key agencies were very excited about either or both of the new services, only to be bitterly disappointed when they went under. It's interesting to note that one agency official was quoted as saying that Mediastat was going about the ratings service issue all wrong, and that A\&S and Burke went about it properly. He didn't point out that they went broke using their approach. It's kind of like saying that the Edsel is really the kind of car to buy.

Q: So you don't see Burke getting back into the radio ratings field?

A: Let's say we're watching with interest but are not unduly concerned. By the way, it's interesting to note that regarding Metromedia, we already have three of their stations as clients.

## Mediastat's Future

Q: What does the future look like now for Mediastat?

A: It all scems to be shaping up now for us. We're in the black and getting money for expansion. We'll gradhally build up, paying our way. I think
the biggest service we can provide the broadeasters is to stay in the black.

Q: What about your methodologyi Some agency media people feel that the Mediastat telephone recall technique is not really approved by the industry.

A: As soon as our clients want extra leatures, we'll be glad to add them. Il we adkied werkend calling wed be a virtual duplicate of the Burke technique. If we called each home for seven days, then we'd have the best feature of Trac 7. We'll add any worthwhile features our clients are ready to support financially.

## MEDIASTAT

Q: What about sampling unlisted telephone households, sompthing not currently done in your sys tem?

A: As seon as our clients are ready to support it, we could incorporate it. However, there are some disadvantages with sampling unlisted phones. Research has shown that in many of the homes where there is an unlisted phone there is also a listed number, and when you use random digit dialing to select sample, these homes have twice the opportunity to be a part of the sample. That kind of potential bias can be a problem. I don't happen to agree with the need to sample homes with the unlisted phones. I'd rather take the money involved and add 30 percent to the sample size in our markets. But, if the industry wants unlisted homes sampled and is willing to pay the extra costs, we'll add it to our service.

Q: In terms of markets sampled and measured by Mediastat, how many do you currently survey?

A: We are in 220 markets anywhere from one to six times per year. We do monthly measurement in 16 markets, and we look forward to expanding to cover the top 25. Broadcasters in San Diego, for example, have contacted us about measuring that market.

Q: What timetable do you have for expanding to cover the top 2.5 markets?

A: We really have no set timetable since we want to expand only as support is evident in each market.

Q: Speaking of San Diego, what are your feelings about the only remaining alternative service. RAM Research, which is based in San Diego?

A: RAM has a major problem, and that is their one-day diary. The radio industry is alreadly measured by one diary system. Arbitron's, and no agency is going to switch from a seven-day diary to a one-

Stations call and ask frequently, "What is the best kind of slogan to use to get proper credit with Arbitron?

Since Arbitron primarily uses call letlerś for crediting diary entries, any station that doesn't use calls in an audio logo is asking for trouble. While there are exceptions, it is best to have an audio logo or slogan that contains three characteristics - call letters, a short "hook" that describes your station or your music, and the station dial position. In this way you have given a respondent several ways to identify your station.

## Week In Review

Read what Arbitron's founder has to say about the ratings scramble: Interview with Mediastat's Jim Seiler on this page.
Burke Halfway There?
Efforts to revive the "suspended" Burke Broad. cast Research serviee are one-third to one-half of the way toward the financial figure needed to renew ratings service for Fall sweep. Burke looking for over $\$ 750,000$ from broadcasters, and is close enough that a commitment from CBS will assure that the top 20 markets will see Burke sweeps over the next two years.

## Arbitron-Advisory Council Meeting A

"Blow-Up?"
Officiak of both Artitron and the Radio Advisory Council were closemouthed following the special August 22 meeting regarding the on-air diary announcement issue. Neither side was willing to speak to an R\&R reporter who made himself available for reactions after the meeting. There was discussion of the results of the latest questionnaire sent to stations by the Advisory Council, particularly the question of who the stations felt should act against stations that run the announcements. Regular Arbitron Council meeting set for this week.
day diary. I believe that the industry wants another methodelogy, and that the telephone recall is that alternative.

Q: Some wondered recently whether the departure of your sales manager, Jim Carnegie. meant Mediastat was having prohlems: How would you respond to that?

A: We have decided to take our time in replacing Jim, but in the meantime we are expanding by looking to open an office in Chicago. Jim handled a number of Midwestern clients, and we feel that we can better cover these stations and agencies by having an office in the Midwest. Jim Carnegie will be replaced, but we will take our time bringing in his replacement.

Q: Jim, leave our readers with a thought about what is unique or positive about the Mediastat service.

## Unique Dialogue Available

A: The two points prople should remember alxout our service is that we provide very rapid, monthly tracking of station movement, and we are the only service that offers a unique dialogue with the listeners. Through a series of special questions added to the end of our questionnaire we can interview heavy listeners to find out sales or programming related information. We can provide data on product usage by station or qualitative data of station audiences, and the cost is very low, 20 cents apiece for the interview questions. This is a service the industry doesn't use enough.

Jhan Hiber, R\&R's Research Editor (and former Manager of Arhitron Radio), welcomies your questions alout ratings and rescarch. Call Jhan at 213-553-4330 during lusiness hours, California time. If you care to leave your message or question anonymously, or need to call during non-business hours in California, call and leave your message on our 24-hour line, 213-552. 3525. Jhan will get back to you ASAP.


## Going...

 Going... . $\rightarrow$
## Gomm

## Ian Gomm's New Single "Hold On"

## The Best Way To Get A "Hold On" Your Audience.

WNOE add KNOW on KXX106 add WFOM add WGLF add WANS deb 34 CKLW add KSLQ 38-35 wOKY add 92X add

B100 deb 26
KMJC add 30
KRKE add KBDF on KBOZ add KRLC add wQXI add 91X add KHTZ add KYYX add

WMEE ado KEYN-FM on KawB on KKLS add WAKX on WEBC on WEAQ deb 21 WSPT deb 30 WKAU add KEARTH on

140 on
WICC deb 27
WLBZ 30-27
WTSN on
13FEA add
14WK on
WCIR 26-23
WXIL add
940 30-25
WAXY add

## More On How To Question

There are many different kinds of information which can be gathered from respondents via a survey; it is useful to break these types of information into categories:

- What people know or think they know (knowledge)
- What people like or dislike (attitudes)
- What people do (behavior)
- What people are (attributes)

Any survey may be concerned with information from each of these categories, and each presents a different kind of problem for the construction of appropriate questions for tapping that kind of information

## Recognition vs. Recall

0ne basic distinction in the form of question to be used is along the lines of how much "help" you give respondents in answering the question; there are three basic forms:

> - Recognition
> - Aided Recall
> - Unaided Recall

A recognition question is the "easiest" form of question for people to tell you what they "know," because it "shows" respondents the information and asks if they recognize it. Aided Recall questions provide some choices for the respondents, while Unaided Recall questions provide no hints whatsoever, making them the most "difficult" to answer. Some examples might help to show how each of these question forms can be used profitably
sponse than a recall test, due to the fact that many songs are not recognizable to respondents when identified just by their titles. Only when the title appears prominently in the refrain might recall yield the same results as recognition. For "Don't Bring Me Down." it might happen, but don't count on it for the Righteous Brothers' oldie. "Unchained Melody," for example.

Arecognition question is helpful in call-out music research because it helps to establish between the researcher and the respondent that they are both talking about the same song. Also, familiarity with the song is generally less important to the station than attitudes toward the song. So the recognition/familiarity question is intended to be instrumental in setting the stage for the attitude question which follows, designed to tap "burnout."

## "Mirror, Mirror, On The Wall . . ."

0ne of the most revealing questions which can be included in a survey is the following:
"Please list the radio stations you listen to (either by call letters or dial position)."
This is an unaided recall question because it provides respondents with no response choices. What makes this question particularly revealing and useful is that it is an excellent predictor of listener preferences. That is, even though it is ostensibly a "recall" question in that it simply asks for a list of stations listened to, it really provides a good assessment of attifudes toward the stations. In a variety of marketing contexts, it has been
"It has been shown that the order of stations listed (by Unaided Recall) closely responds to the order of listener preference."

## Music Recognition

Perhaps the most common form of recognition question that I am aware of in radio research is the "down-the-line" procedure used by many stations in their call-out music research systems. Under this procedure, respondents are not simply asked, for example.
"Are you familiar with the song 'Don't Bring Me Down' by ELO?" but instead are first played a few identifying bars of the song and then asked to state their familiarity with the tune. In this case, it is assumed that a recognition test will give a more unbiased re-
shown that the order in which the stations are listed closely corresponds to the order of preference. Respondents are likely to "recall" their favorite station first, then their second, and so on. Aggregated across all the respondents in the sample, this question can be useful approximation of the "share" of each station in the market (assuming your sample is representative!).

## "Making A List, And

Checking It Twice . . ." (S. Claus)

An unaided recall question such as the one shown above may not accurately capture all the stations respondents listen to. It will pick up their "favorite" stations, but not

necessarily the ones less frequently listened to, because respondents can't "free recall" the call letters on dial position. In the case where you are really concerned with getting a complete inventory of stations listened to, an aided recall question is called for For example.
"Which of the following radio stations do you listen to?" (READ LIST)

$$
\begin{aligned}
& \text { WRIP }(650) \\
& \text { WARP }(720) \\
& \text { WAMM }(1020)
\end{aligned}
$$

The list should contain all stations in the market and should be read in different orders to different respondents in order to avoid bias. This type of question has the drawback that people may overestimate the number of stations to which they listen. It is easy for them to say, "Yes, I listen to that station," when they may not really know for sure. In many cases, it may be useful to use both an.unaided and an aided recall form, in that order, to control for repsponse bias. The unaided recall question provides a fairly stiff test, while the aided recall question is less stringent.

## Questions Of Interest

Recognition, aided recall, and unaided recall questions are useful in measuring listener "knowledge." There are many areas of interest where these kinds of questions might be applied. A partial list might include:

- Names of local air personalities
- Identifying stations' ad slogans
- Matching call letters and dial positions
- Listening by daypart
- Total amount of listening
- Reasons for listening

Next week, a few final pointers on writing clear, concise, readable, answerable, non-biased, non-vague, interesting, short (!) questions.

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


# BREANTNA 



KRTH 22
WZZP 31
WISE 17-13
KERN 29
WROQ 30-24
WGAD 30
WRFS 24-20
WSTV 31
WEVA $40-35$
KCAP 33
WLSQ 23
WAYN 32-29

WORX 37
KOXL 28
WHLW 49
14GBF 32
WHAG 30-24
WTAR 40
WHB 25
KINT 14-12
WRAQ 19-16
KSLY 28
WPFM 18-16
WVLD $38-32$

WTMA 30 KRIB 28 WDAK 33 KGHO 27 G105 28 WBAW 17-15
KTGA 31 WWUN 18-13 WWBZ 33
WPAX 40
WATR 18-16
WONN 29

WTIX 33-27
KHTZ 28
FM100 30
KRQ 38
WWWD 25
880 35-24
WSEZ 40-37
KGMO 34
KALB 19
W100 29-25
WLAY 18
WJRI 20

WNOE 39-32
KLEE 30
KZZO 37
WJRZ 35
KUKI 35-28
WYMC 22
WOKV 22-18
WBBF 28-22
KTLK 32-29
WXXX 6
WHSY 18
WEBI 18

WORK 35
KIXI 19
WTSN 24
WLOE 36-29
WJZM 33
WTMC 22
KEOS 43 -39
WFJA 38
WORG 22-19
WHIZ 31-28
WCAU 24

## - ALSO ON -

|  |  |
| :--- | :--- |
| KFI | WIFI |
| 13Q | WBBQ |
| WSM-FM | KSTN |
| WZIX | WGSV |
| WWPUB | WWKE |
| KFMD | KJMO |
| KMHT | KLOR |
| KIDD | KTIX |
| KPUG | KITI |
| WCFR | WMJC |
| WEEB | WCSC |
| WRNZ | WPPI |
| WCCO | KMOX |
| KRKO | KMBZ |
| WCKY | WHIO |
| WDIF | KHNY |
| KGGF | WIBW |
| WDXR | KJMO |
| WSMB | KSEE |
| WHAV | KOWL |
| WCER | KMLO |
| WTRX | WJR |
| KBMW | KROC |
| KBLL | KPTL |
| KFOR | KXLF |
| KLIN | WSJS |
| WGHQ | KBCQ |
| KJLA | WNIA |
| WDMT | KSET |


| WEFM | KBEQ | WFIL |
| :--- | :--- | :--- |
| KRUX | WRPL | WOOO |
| KLI | KHYS | WRFC |
| WNEX | KCBN | KBIM |
| WOMI | KOBO | WALG |
| KICK | WDOL | KLSS |
| WKOR | WFRL | Z96 |
| KAYK | KJCK | KCUZ |
| Z104 | KOID-FM | KRPL |
| WIKZ | KRDG | WARE |
| WDNG | WRAR | WATO |
| WIP | KMGK | WKLN |
| WGY | WZZ | KBLF |
| KCBS | WTBQ | WQUD |
| WHOK | WKHM | KDWN |
| KTHO | WCHV | KRKK |
| WAKR | KBLI | WXEL |
| WSPD | WKIO | KBND |
| KWRO | KAST | KAGO |
| KTIX | KPNW | KTBB |
| WHAP | WEJL | KHQ |
| WHIS | KGY | WSAU |
| WBLX | WRJN | KOKY |
| KITT | KXTC | WKYS |
| WDON | WSEA | WEZB |
| WOUE | WIKS | WMAS |
| WDRQ | WCAV | WDMS |
| WFMX |  | WZZD |

The rumors continue to fly regarding the status of Capricorn Records. Reportedly the label's remaining acts are "shopping for new homes, and already the Billy Thorpe "Children Of The Sun" LP and single are showing up with Polydor labels on them. As near as we could tell Capricorn was still "officially in business" as late as this Tuesiday (8-28), although there was no answer at their L. A. office when Street Talk phoned.

Will there be a new PD named at KHTZ/Los Angeles very soon? We hear the answer is not only yes, but that all the smart money is betting on a recently repatriated Southern Californian who just returned from New York. More on this one later.

Not only is the new Eagles album getting very near, but a radio show will be released in tandem with the LP. The show, which is being produced through the office of manager Irv Azoff, will feature the Eagles themselves taking the listeners on a "guided tour" of the new cuts. The show will be offered free to all stations.

Speaking of Irv Azoff, manager to many rock superstars . . . we heard one that's too rich not to pass on. Seems that Irv went to see his doctor last week in L.A. and was kept waiting in the doctor's outer office over an hour. Running out of patience. Irv left. returned to the Frontline Management office and promptly sent his doctor a bill for $\$ 1500$ with a note stating that the $\$ 1500$ was Irv's bill for time he wasted waiting for the doctor. Right on!

Congratulations to Alan Hague on being promoted to the position of Executive Vice President of Operations for Holiday Broadcasting, owners of KRSP-AM-AM/Salt Lake City. Alan will continue to oversee the programming of the AM Pop/Adult and FM Top 40 stations for Holiday as well as taking part in the company's future planning decisions.

Sharp-eyed radio fans will spot "Meatballs" star Bill Murray sporting a KGB-FM/San Diego Chicken T-shirt in one of the film's scenes. Could it be because Bill's brother, Ed Murray, is an account exec at the Southern California AOR outlet? You got it. you knucklehead . . . now get outta here, I mean it.

Big talk in both Jacksonville and Memphis that the Greaseman, WAPE's legendary bluemouthed morning man, will sign a big-money deal with WHBQ. The move from Florida to Rick Dees's old slot in Memphis would hopefully reboost WHBQ's sagging morning numbers.

They met, made beautiful music together, and are now man and wife: Former WBCN/ Boston MD John Brodey, currently working East Coast AOR promotion for Casablanca, and former KZOK/Seattle MD Mavis Mackoff, now working New England promotion for EMIAmerica/UA, met three weeks ago and were married last week. Brodey, who still does occasional fill-in air work at WBCN, proposed to Mavis while on the air by saying that he would marry the third caller. She was conveniently waiting on line three . . . ah, show biz.

Is the new PM drive jock at KFRC/San Francisco, J.B. Barron, the same person as Buddy Baron? Whether he is or he isn't, word is he sure sounds like dynamite!

Street Talk says look for Bill Garcia to exit within the nex́t couple of weeks as PD of WNDE/ Indianapolis. His destination is presently unknown, but we think you'll see him back in a top 20 market working on a FM'er.

WAKY/Louisville has a midday opening with some pretty good bucks to spend on the right person. Contact PD Mike McVay.

Suzanne Emil has been promoted to Assistant National Promotion Director at Sire Records. Our congratulations to her, and allow us to quell the rumor that she is going to adopt the new middle initial of "M". . . not true.


THE KID FITS RIGHT IN - When KRBEIHouston hosted the local premiere of the Who's movie "The Kids Are Alright" "local MCA Promotion rep Roger Ramsev brought along his five year.old, Roger Ramsev II. Caught in the act so to speak, the young Roger was snapped in front of the lobby display. Later, when the fans pressed him for autographs. little Roger looked for big Roger, who happily bailed him out because the kid is alright!


HERB ALPERT
Rise (A\&M)
$66 \%$ of our reportere on it. Moves: Up 51, Same 15, Down 0 , Adds 40, inctuding WNBC, CKGM, WLCY, Q105, KSLQ, KBEQ, KIMN, KOPA, PROFM, WHYN, WIRK, WGH, WNOE, WRVQ, WHBQ, KTSA, KIOA, KRSP. See Parallels, charts at number 27.

ATLANTA RHYTHM SECTION
Spooky (Polydor)
71\% of our reporters on it. Moves: Up 75, Same 12, Down 0, Adds 28, including WRKO, KSTP, WGCL, B100, KJR, F105, WPST, WTRY, WAXY, WTIX, WLAC, WFMF, WYRE, WCGQ, WNAM, KDZA. See Parallels, debuts at number 23.

## To

# GOROU : KIIPLIM AJSOCIRTと 

# TOP-40 

## John Leader

## Top 40 Mail Bag

Dear John:
You're often talking to various radio notables about what is right and what is wrong with our medium, and I thought you might like to hear the point of view of a smaller market jock. In a recent column you were wondering just why there aren't many good.personality jocks around these days. I think there are two major reasons.

The first one (which you hit upon) is that personality radio is still largely discouraged by management. I've heard a lot of California (the only state I've worked or lived in) stations in all market sizes and the "shut up and play the hits" philosophy still prevails as far as I can hear. The major markets simply play it safe and most of the mediums and smalls just play follow the majors, which is why I think radio sounds very dull.

I started my radio career six years ago working in the newsroom at KMPC/Los Angeles, and I think I know what good personality radio sounds like. When I started my air career a little over two years ago. I wanted to be a personality in the worst way and sometimes I was. But I also brought some fun and informality to the local airwaves. Now, I'm working for more money in a bigger market, but personality is restricted in favor of the music. If more jocks were encouraged. I think they could do some meaningful concise talking for more than eight seconds without punching a button ... I know I can. The point is most of us just aren't encouraged to be personalities whether we're capable or not. Then, if one of the few remaining personality stations is looking for an air talent, all we can send is a 'time \& temp' air check. Good luck.

Another major problem for young jocks is just how we're expected to talk. Regardless of content, most jocks sound like they're 'on-the-radio' with little one-to-one communication. What many PD's consider to be a 'polished' voice or a deep voice (yes, I think a deep voice
"If more jocks were encouraged, I think they could do some meaningful concise talking for more than eight seconds without punching a button.'
still helps a lot) often sounds plastic and pukey to me. Yet, these trained voices are placed way ahead of true creativity in most PD's priorities. I might have wit and creativity but I may never develop that 'radio voice' that seems to be almost mandatory in all large markets.

I may be just one relatively unimportant disc jockey. but how many other young jocks are ready to give up on radio because of its lack of opportunity for a real-sounding human being? I know that there are exceptions but I'm trying to deal with the rule of reality.

If I can add one other thought . . . I think radio's lackluster existence is analogous to what is going on in TV. Both media often do the minimum just to get by and make money. Many TV sitcoms rely on double-entendre sex jokes the same way a radio station tries to pass off "best suntan," "best ass," or a "Dolly Parton lookalike" contest as being creative. A look through $\mathbf{R} \& \mathbf{R}$ will show you how few radio innovators there really are

As long as the powers that be stick to the same old formulas with the same-sounding radio voices, I don't see any hope in the near future, and I doubt that I have the patience to wait much longer.

Thanks for listening, John.
Sincerely,
Ron B. Fineman
Ron asked me to leave off his current station's call-letters because as he put it, "The views I present are mine and not necessarily the views of my bosses." What Ron seems to be missing in radio is the innovation that smaller and medium market stations used to be famous for. He's right in one respect - the major market stations are setting the pace for all the smaller stations to emulate. It's been a long time since anything really new has come to light in radio with the possible exception of the birth of an entirely new radio format this year: Disco radio. However, Disco radio has not been instrumental in furthering the cause of "Personalities." In fact, the opposite seems to be true.

So where does that leave the young developing personality trying to learn his or her trade in the smaller markets? It leaves them in a position that is difficult but not impossible. And whoever said only the easy things are worth doing?

Any format, no matter how restrictive, has room to express your own personal style If you, as a personality, know yourself to be "different" from all the other "radio voices" out there. then work on those differences . . . refine them. polish them and make them work even if it must be within a framework that you consider to be highly restrictive. Radio has become far too competitive, even in the smaller markets, for any programmer to say to you. "Okay, here are the records and the spots. you're on from 10 to 3 . Have fun!" There has to be some continuity (format) to tie the whole package into one recognizable radio station. But there should always be room, even if it's only an inch, within that framework for a good jock to be different, or, if you like, creative.

In the formative stages of one's career it seems far wiser to flow with the system rather than oppose it at every turn. Later, when the resume lists enough experience to warrant it, your voice will be heard when it comes to things like format restrictions and the pervasive "shut up and play the hits" philosophy. Maybe then it will be time for the young generation of radio professionals to form their own set of winning principles and act upon them, rather than making their stations sound like Chicago, New York, or L.A. If what's currently being done doesn't thrill you, find someone who agrees with you and act to set things right.

It's time for a little innovation. If no one is offering it to you, then perhaps you should offer it to them.

Thanks to Ron for his thoughts. As always, your input is encouraged.

## Bits

WAAY/Huntsville is another of the many radio stations that sponsor yearly raft races and this year was its 2 nd annual effort. Over 900 people entered the contest and more than 5000 spectators lined the banks of the eight-mile stretch of river. WAAY held several different contests for different categories of rafts, including a prize for the most creative craft, going to a floating outhouse appropriately christened "Little Johnny." The station had a hot air balloon high above the action, a live broadcast from the race sight and they held a giant outdoor music festival at the race's conclusion.

WROK/Rockford held simultaneous remotes from two Rockford skating rinks in its effort to raise money for the American Cancer Society. The two skate-a-thons were highly successfuly, raising over $\$ 10,000$ through the donations of the skaters and the spectators.

KRNA/Iowa City did a live remote from a local shopping center to help the Iowa City Red Cross increase its dwindling supplies of fresh blood. Officials were hoping for 30 units of blood during the course of the remote, but were pleasantly surprised when the station banked over 130 units in just 10 hours. As a special incentive to donate blood, all donors were given a special KRNA Blood Line Card which enabled them to get discounts at all stores in the mall.

WRKO/Boston has found a unique way to serve the Kennedy Memorial Hospital. The station will have its personalities, local celebrities and other guest chefs offer a hot dog and coke for only $\$ 1.00$ from a stainless steel "Wonderful Weiner Cart." By elevating the tubesteak to charitable haute cuisine, all proceeds will go to the benefit of Kennedy Memorial, a rehabilitation and in-patient hospital for children with special needs. The Wiener Cart will park in the heart of downtown Boston during lunch hours throughout the summer.

THIS BONUS IS REALLV MAGIC - If you think these guys are happy, you're right Pictured at KMJC/San Diego are PD Jeff Salgo lon the left) and morning man Willy B, both with fist. fuls of cash. The monev was in the form of bonuses handed out by management for their recent impressive performances in the ratings. Willy B captured the 12-plus Top 40 lead in morn ings and Jeff collected on the overall station's increase in women 25-49 and their number one ranking in teans. The sales department was so pleased with KMJC's book overall that they throw a party for the entire programming and jock staff. All of us at R\&R get the feal. ing this photo will be shown to a lot of General Managers in the next few days, as well it should be. Our congratulations to Jeff and Willie and the KMJC crew.





WOHN RECAUITS ATTRACTIVE SIDEKICKS - WOHNIHerndon, VA staffers attended a Washington Diplomats soccer garme, and stormed the field for a photo session with the team's cheerleaders, the Sideklcks. Pictured (1.r) with their trusty Sidekicks are air personality Neal Michaels, PD Chuck Dickemann, and D.J's Rob Clayton and Leo Chambers; Dlplomet plaver Paul Cannell Is in front


O-CREW IN MERIDIAN - Congregating for a group shot are some of the air staff at Q101 and WDAL.AM/Meridian. MS. Pictured (l-r) are WDAL's Dan Wright Q101's Jack Watkins, Lisa Landau, and Bill Loggins, WDAL a101 newsperson Maureen Christian, WDAL's John Walker, both stations' MD Larry O'Neal, and Brock Boulette (PD for both). WDAL's Jay Rogers and Q101's Kim Martell were not pictured.


PREVIEWING REED - KXं104/Nashville staffers saw a preview of RCA's Jerry Reed's new film, "Hot Stuff," and met with the men himself in the lobby. Pictured (1-r) are KX104 Asst. PD John Anthonv. PD Michaal St John, Reed, air personality Steve Lake, and RCA VP Joe Galante.


TA YLORED FOR THE OCCASION - Backstage after James Taylor's recent L.A. Greek Theater engagement, the singer met with various entertain. ment community members. Pictured is one such quartet, feoturing (!-r) Stephen Blshop. KRTH MD Guv Zapolean, Tay/or, and Columbia's Greg Phiter.


IF YOU CANT GIVE ME LOVE, HOW 'BOUT AN AIR SMIFTT-RSO'S Suzi Quatro visited WTIX/New Orfeans recently and wound up co-hosting MD Terry Young's 6.7pm stint taking charge of most of the show's elements. Young and Quatro are pictured above stumb/ln' in to another intro.


OAK GROWS IN BOSTON - Mercurv's Oak visited F105/Boston recently after a concert appoarance. Pictured (standing, fr) are F105 MD Tom Connelly, Oak's Rick Pinette, F105's Bill Stevans and Pete Falcond, and group's Scott Weatherspoon and George Borden; (front $1-$ r), Oak's David Stone and Danny Caron and F105's Jeff Baker.


GOODBYE STRANGER HELLO CHUM - Supertramp visited CHUM/Toronto during a concert tour. Pictured (1.r) are Supertramp's Roger Hodgson and Dougle Thomson, and CHUM's Jeannie Becker and Larty Wilson.


## DOOBIES, MAUREEN TO COME HOME FOR LABOR DAY!



THE D00BIE BROTHERS "Dependin' On You"

## Tileientici

BREAKERS
Tact Paee breakers" are thoee nowor rece


DOOBIE BROTHERS

## Dependin' On You (WB)

e3\% of our reporters on it Movee: Up 73, 8eme 11, Down 0 . Ads 18, trelvidng WRKO, KHJ, KFRC,KIMN, KLIF, WAKY WHBQ, WLAC, pOx, wSBM, WJBQ, WAAY, KLE, KDZA See Purclicls, chertis et number 26.

## MAUREEN McGOVERN "Different Worlds"

99X-FM on
WFIL 9-9 WCAO add 29 WKBW 7-5 KVIL on CKLW 15-12
KSTP 13-11 WOKY add 20 WGCL 21-19 WZZP deb 28 KFI on
KING 18-16
WBBF 17-12
WPST 24-22
14Q 7-7
WHYN 23-21
WICC 25-22
WTRY 19-16
KLIF 30-25

WAYS 35-29 Y103 27-23 WIRK deb 27 WTIX deb 37 WNOE on WBBQ 16-12 92Q 27-24 KTSA deb 23 WFLI 29-27 WRJZ 30-28 WJDX 17-15 KSTT deb 30 92X 39-30 WNDE 17-16 KCPX 20-17 KGW 15-14 WTSN add 27 WHEB 13-9 13FEA 14-13

WFBG add WEEO 16-13 14WK 13-12
WXIL 2-5 WFOM add 28 WISE 31-29 WTMA 17-11
KAAY 8-5
KKXL 14-10
KFYR 20-17
WEBC 17-16 WRKR deb 35 WROK deb 18 Y94 20-19
KYSN $32-26$ KDZA 20-18 KBDF 21-14 KBOZ 3-3

Produced by Michael Lloyd for Mive Curb Productions


KANSAS FOR KYYX - Kansas and KYYX/Seattle staffers ancountered each other recently as part of a meet-the group promotion. Picrured (1.r) are Epic's John Kirtzer, group's Phil Ehart, KYYX's J.J. Jelleff, Robby Steinharde and Kerry Livgren of Kansas, two winners, and air personality Sean Lynch.

REX ANSWERS KORL FROM HONOLULU -- Columbia's Rex Smith visited KORLHonolulu recently for an on-air interview. Picrured at the station (1.r) are CBS's Kally Conway, Smith KORL PD Lan Roberts, and GM Dick are CBS
Curtis.
Curtis.
N


BEACH BOYS ALL OVER KNOXVILLE - The Beach Boys recently played Knoxville, and the group's Carl Wil son dropped by WRJZ for an on air interview. Pictured (l.r) are Epic's Lewis Lewow, WRJZ's Pam Lipscomb Son dropped by WRJZ for an on-air interview. Pictured (l.r) are Epic's Lewis Lewow, WRJZ's Pam Lipscomb,
WRJZ PD Bob Kaghan, Carl Wilson, CBS's Jessica Falcon, and Beach Boys road manager Jason Raphillian


WNBC WINNER ON THE DOT ON THE SPOTS - WNBCINew York offered listeners a pair of autographed leopardskin (or the synthetic equivalent) pants from Rod Stewart if they could guess the correct number of spots. The most accurate spot checker is pictured trying on his prize for size accompanied by WNBC Asst. Program Manager Buzz Brindle.


Single written by Mark. Phillips and B. Mann

- produce by oall eric for ghate dall productous


| MIDWEST | WrPPClowland OH Caionolomd Rormoich |
| :---: | :---: |
| Parallel One |  |
| cruwnototh mi |  |
| hoasilo Trombler | \%REATHLEES |
| ${ }_{\text {cosma }}^{\text {cos Suntr }}$ | ) |
| IAN Gom | LLO |
| comer | Parallel Two |
| Eto 16 -9 |  |
|  |  |
| mbeincman Ciry MO | ans |
|  |  |
| (taray erfery |  |
| canolyne mas |  |
| arsimptr maruts | Doobtit erothens Reconos (ip) |
| Luven mooos | Hoteest |
| Hoteret |  |
| довERT Jon | CHSC ${ }^{\text {S-3 }}$ |
|  | Rozera Jon |
| ${ }_{5 N 1 T P}$ - TRARS $25-18$ |  |
| EDWEMLInocopolia | Gaty Smmot |
| Dre Thomeon |  |
| commo | нrea |
| ${ }_{\text {Mincs }}^{\text {Min }}$ |  |
|  | ${ }_{\varepsilon 60}$ moter |
|  | Runck ${ }^{\text {Ru- }}$ |
|  |  |
| BtLIY THORPE 15 | LR8 $^{\text {L }}$ 23-13 |
| swity © tran | kofmotaboma |
| EsLOAst Loule Mo | Chuct Morgan |
|  | mea |
| portigntr | Jennipe |
| (e) | Hoon MAhtin |
| Hoteoter (op) | Hotetert |
| ${ }^{\text {cto }}$ 3-1 |  |
| Soint |  |
| ${ }^{\text {wight }} 180.11$ | tito $10-5$ |
|  |  |
| rstp Minnocpolla. Mn | KRAVTula, OR Gary Remolde |
| GERRY RAPPERTY <br> BAENDA RUSSELL Hottest: <br> MOBEAT JOHN 6-4 <br> LRB 12-6 <br> ᄂOBO 17-13 |  |
|  | andr tolivia |
|  | cosit |
|  |  |
|  |  |
|  | sennipea mann |
|  |  |
|  | Ketth Edwardo |
|  | Herb alprat |
| ${ }_{\text {Mick }}^{\text {mes }}$ LOME | \% |
|  |  |
| ${ }_{\text {cker }}$ | Hotereet |
|  |  |
|  |  |
| COMH000 Res $25-19$ |  |
| WGCUClioriand OH | WGRDGGrand hopld |
|  | Hos While |
|  | supertranp |
|  |  |
|  |  |
|  | Ronert johm 4 - ${ }^{\text {cos }}$ |
|  |  |
| WLsclaicago. II | SUPEATAAMP A-12 |
| ¢ | John Curr |
|  | иzrb alptat |
| Moteret <br> babbra stariband f-3 <br>  <br> RLO 20-1 | Losp |
|  |  |
|  | IAM Goun |
| worrmilmoukeo, wr Jubrown | 边 |
|  | ¢itoumb yaieick |
| MAUREN MCGOVEAN micharl. JOhnsom | ${ }^{\text {ARS }}$ 29-14 |
| DOMMA DUMMERREMEY ROCEAS IAM Gom ASMTODD BIMPBOM HotrantiCUPR日TRAR $3-1$ MAXIEE NICHTIMGAL A-2 COMODORE: 10-6 MOERAT PALMEK $20-12$ | 1 wndeindianopolle in bill Gareva |
|  |  |
|  | \#icmati jucroon |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |


| WOHORTOMA, OH Boau IIILOA | ROWBFargo. AD Bull Ructarde |
| :---: | :---: |
| $\cdots$ | mings |
| here alpeat | kts |
| Hoteosia | ${ }_{\text {BIS }}^{\text {BuCKEYE }}$ |
|  | ARS (RA) |
| Lab 12-10 | herb alpert |
|  | bremda mussill |
|  | KMACK ${ }_{\text {dol }}$ |
| WOW/Omaho NE | enct $10-5$ |
| Erit Foxz | aran mchaikovskr 13-9 |
| john stemart | commodores 20-13 |
| amor s olivia |  |
| breathless (dp) | WAKX/Duluth, MN |
| patajek hernandez (dp) | Bruce MacGragor |
| Roterat | jenniter harnes |
| commodores 12-2 | ARS |
| nick lowe 19-12 | michazl jobnson |
| GERRY Rapreaty 22-13 | Hottesti |
| ans 23-14 | KHACK 1-1 |
| WVICTEart Lomatio. Ml | WET MRLLEE 11-9 |
| Bob Bory | Sistra sledge 18 |
| knack | OR |
| ter | WLAOREOU Clatre. WI |
| Robert john 2-1 | Rick Roberts |
| JoURNEY 1-2 |  |
| ELOT-4 | john stimart |
| supretianp | jenniper marn |
| CHIC 14-10 | michael johnso |
|  | mary macgregor |
| Estidorenport lit | Lourse corlin |
| Mite Reaneally | ROBERTJJOMN 3-1 |
| hrpe alpert | ${ }^{\text {CDg }} 9$ 9-4 |
| hoon mattin | LAB 10-6 |
| Hottosti, | NIGYT 17 |
|  | NiCk Lowe 19 |
| DIONE MABMICK 13-10 | WEBCIDuluth. M |
| robert palmer $20-14$ | mick Morgan |
| SNIPR \& TEARS $30-19$ |  |
| Whsk Madion WT |  |
| Scmomitha lone | Jereut spenct |
|  | Hotteat: |
| doobic brothers | robert john 1-1 |
| xnack | LR8 ${ }^{\text {11-3 }}$ |
| suzi quatro | suptrtanap 9-6 |
| Mottosiz |  |
| ELO 4-2 |  |
| ROBLRt John $10-5$ | WTUR/aukauna. WI |
| Labe 15 -8 | fich Allen |
| $\cdots 1150$ |  |
|  | journer |
| citilan | Poco |
| fotham | inh gomm |
| Journer | Hote ent: |
| (kENHY ROGERS | 210 10-1 |
| Herb Alprat ${ }_{\text {Jimat }}^{\text {buppet }}$ | KNACK $11-5$ |
| Jimay buppet | ROERRT JOHN SUPERTRAMP $16-12$ |
| Eubr ${ }^{\text {a }}$ | OARRON KNIGHTS 19-14 |
| maxine nightingal 1i-g |  |
| WINCS $16-9$ ar | WTMM/Moonat. Wh |
| robert palile 10-10 | Stove Ois |
| Parallel Three | Jouan |
| Parallel Three | L080 |
|  | Monnie point |
| KEWI/Topoka 15 | Cheap trick |
| f.R. Grooley | Hotrest: |
| keniy mogras | KNack ${ }_{\text {kober }}$ |
| Jouner |  |
| CHEAP TRICK | Ceb 11 -5 |
|  | dionne warmick 14-9 |
| Supratamp ${ }^{\text {a }}$-1 |  |
|  | Mark Rivere |
| Jennspea manes 10-6 |  |
| heap aldeat 13-10 | pataick hern |
| FYRBBumatat | Hoterat |
| Das Brannan | micharl johnson 2- |
|  | chiap tatck $8-5$ |
| kenmy rogers |  |
|  | geray mapptaty $16-13$ |
| boxara gtazisand $5-3$ | WHOE/Rockiord. 1. |
| jor. Jacrson ${ }^{\text {13-8 }}$ | Tom Huater |
| LRA 14-11 Compooter 17-12 | herb alpert |
|  | ARS |
|  | NICK LOME <br> dode ie brothers |
| Kjaf Shorwy | Hoteasti |
| pataick hernamdez ${ }_{\text {kctami }}$ | Robert john $2-1$ |
| TAN GOMA | CARs ${ }^{12}$-3 |
|  | DIOWR WARWICR 15-9 |
| Moteret |  |
|  | WSPT/SYevona Point, W1 |
|  | Pat Mortin |
| Lobent palmer 16-11 | ranck |
|  | RANSAS |
|  | chalis thimpson |
|  | Hoeremel |
| rickit let jonea | bohati jomm 3-1 |
| rockiti | swiph mill |
| hasm stmant |  |
| Mamsab ${ }^{\text {cosat }}$ | * 10-14 |
|  | WYrmiroungetome OH |
| Hottocti | letl Tobin |
| Ronzat Johm 2-1 |  |
|  | \%onzat johm |
| mauarem mocoovern 14-10 | Hoteore, |
| diowne mamick 17-12 | ${ }_{\text {CHACR }}$ |
|  | CDE ${ }^{3-2}$ |
|  | 2LO $10-5$ |
|  | $\text { Ew \& is is } 10$ |





Xlucran Ve gerary mappeaty Gerary map
Mratact
chicaco


 KOORBulhnga MT Michool Mar
DOWNA SUMER

Mott ent jown

KRLCT I Winton. TD
DIANA ROSS
KANSAS
DOOAIE
DNo IE BROTHERS
SAN GOMP
LED IEPPLIM
Hottent
LRE $3-1$
BLO
B-2

KSLY/isan Lute
Chuck Stevens
KENNY ROGLABS
STEPHANIE MBL

MICHAEL
Hotzent
KMACH
ELO
R

SNIFP TEARS 13-10
NIGMT 19-14
Mark Muray
MTCMAEL Jons om
MICHAEL Jicksom
DONNA SUMMER
WINCE
HRRE
${ }_{\text {WINGE }}^{\text {HILPRERT }}$
Hoteset
ROBERT JOHN 2


Roy Appleton

Motecel
LRGH $10-6$
JOURNEY
SNIPY TEARS 17
EENU/Anctorage $A K$
Mondy fobbine

| EDDIE MONEY |
| :--- |
| PETER PANMPOH |

PETER PRAM
IAN HUNTER
Hote
Hoiteote
sUPERTAMP


## PARAIIEL ONE PLAYISTS




PARAlLeLs
Perallal I: Solocted stetions in major maveats that ore format domi. Wonilinfluance.

Parnlly II: Selocted stations in secondery mevkes that are format dominant" and/or exart a significant local or regional influence. This perallel may also contaln some major market stations that do not quality forparallel one status.

Pervill III: Selocted stations in smaller merkets that are format dominant" end/or exert e significentlocal influence. This parallel may contain some secondery merket stetions that do not quallty for parallel two stotus.

Note: ("IFormet dominance is besed on the Monday-Sunday, 6AM 12Midnight total persons 12 plus shares as published by Arbitron. All present and possible future reporting stations are evoluated and updored wice annually. These evaluetions take place in Jonvery and Juh


| 100/25-100 RER reporting stations on it this week, 25 of those 100 added it this woek. |
| :---: |
| 65\% - Percentage of this week's reporting stations playing it |
| Regional |
| Reach - Parcentages of this week's reporting atations playing the sang within the four tracking regions. |
| National Summary |
| Up 51 - Number of atritions moving it UP on their charts. |
| Seme 24 - Number of stritions holding it STATIONARY on their charts lon to on. add to on. 31-31, etc.). |
| Down 0 - Number of stations moving it DOWN on their charta |
| Acdis 25 - Agein number of stritions ADDING it this weak. |


| HERB ALPERT Rise (AEM) |  |  |
| :---: | :---: | :---: |
| 129/27 |  | 80\% |
|  | 41 | Warfonal <br> Sumeary <br> UP 93 <br> SAME <br> DOWN <br> ADDS |
| Pl | P2 | P3 |
| Ler | sourn | W0\% |
|  | $9400^{4-1}$ |  |
| 99x-Cm 21.6 |  |  |
| WFIL $10-6$ |  | WTyM |
| Wrac WCAO 10-12 20-12 |  |  |
| CKCOM $0-28$ | Wiak ${ }^{\text {a }}$ | MPGGC |
| courn |  | WYREX $21-14$ |
| ${ }^{1} 100{ }^{\text {2 }}$ - 23 | WAKY ${ }_{\text {WSGA }}$ | ${ }^{\text {cincta }}$ |
| 293 <br> 23-17 <br> WLCY <br> -27 |  | WXIL |
| - |  | soutm |
| mowest | (14ck |  |
| CKLV 9-3 |  | (1) |
|  |  |  |
|  | MEMP | Wstz ${ }^{\text {W }}$ |
| $\times \mathrm{BEO}$-40-27 | Wschi ${ }^{\text {w-3 }}$ |  |
| west |  |  |
|  | wJok $0-29$ | Mfle |
|  | Mcwnes | K1LE $36-28$ kSEL |
|  | x心TTT :-26 | mowrer |
|  |  |  |
|  |  | K<x\% : |
| P2 |  | Krye on |
|  | K10n |  |
|  |  |  |
|  | west | Msun MROR |
|  |  | KEW1 [ $13-10$ |
|  |  | mov |
|  |  |  |
|  |  |  |
|  |  | (kymen |
|  |  |  |
|  |  |  |
|  |  | MRLC |


|  |  |  |
| :---: | :---: | :---: |
|  |  |  |


|  |  |  |  |
| :---: | :---: | :---: | :---: |
|  |  |  <br>  |  |
|  |  |  |  |



| $\begin{array}{\|l} \hline \text { DOOBIE BROTHERS } \\ \text { Depondin' On You WBI) } \\ \text { LP: Minute EV Minute } \\ 102 / 18 \text { 63\% } \end{array}$ |  |  |
| :---: | :---: | :---: |
|  | (23) <br> BREAKER |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | comm |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  | (tile |
|  |  |  |
|  |  |  |
|  |  | mar |
|  |  | \%emp |
|  |  |  |
|  |  | coicle |
|  |  |  |





| DONNA SUMMER Dim... (Casablanca) LP: Bed Clith |  |  |
| :---: | :---: | :---: |
| 7 | 11123 | 4\% |
|  | NEA | (en |
| P1 | P2 | P3 |
| 97x-me 29.26 | moo-en d-19 | cour 30-27 |
| (incose |  | (ex |
| 00mm | Mrrection | mixi |
|  | (mate | cotic in |
| ${ }^{0105}$ 238-21 | coun | com |
|  |  | mur in |
| ${ }^{\text {che }}$ |  | cimed |
| $\cdots$ | Mos |  |
|  |  | - |
|  |  | - man |
|  | wnat 23-11 |  |
|  |  |  |
|  |  | cex |
|  |  | (200\% |
|  |  | - |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |


|  |  |
| :---: | :---: |
|  |  |
|  |  |

## Others Getting Significant Action



BRENDA RUseELL "So Good, So Rilyte" (AEMM/Horizon) 20/6
Moves:- Up 9. Seme 6, Down O. Adde 5, KSTP, WBBF, Z2e, KAWB, KOZA, KSLO 20-18. KEARTH 30-23, KIMN 22.19, Y103 40-36. KEWI 24-19.
BAD COMPANY "Gone, Gone, Gone" (Swen Songl 2010
Mover: Up 9, Seme 10. Down 1, Adds 0, WIF1 21-18, KJA on, KUPO 13-13, 140 27.20. MAss PRODUCTION "Firecracker" (Cot ion) 195
MAss PRODUCTION "Firecracker" (Cotilion) 19/5 Moves: Up 11, Same 2. Down 1, Ad
V1008-5, WNOE 2818. WBBC 29.25.
SUZI QUATRO "I've Never Been In Love" (RSO) 18/17
Mowes: Up O, Same 1, Oown 0, Adde 17, Inckuding 2s3, WLCY, KHJ, KEAFTH, KFAC, WAPE, WHBQ WISM, KRKE, WTMA.
CHARLIE "KIMer Cut" (Artata) 1818
Moves: Up 6. Seme 6.0 own O. Adds \& WGCL. WLAC, WFLI, WRJZ, KJRB, KRKE, WANS,
KBDF.
BUCKEYE "Whare WIW Your Meart Take You"" (Polydor) 18/4
Moves: Ub 8, Same \&. Oown 0, Adds 4. KTSA. 13FEA. WGLF, KOWB, 940 26-21, WRJZ 34 30. KCPX 2023.

|  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |

## R\&R Top-40 Radio Reporters



CHICAGO "Must Have Been Crazy" (Columbia) 1c/2
Moves: Up 1, Seme 13, Down 0, Adds 2; KLUC, KOOK, 130 on, KNOW on, WOW d. 30 WMEE on, KERN on, WCIR on, WFLB on.
CHRIS THOMPSON "If You Remember Me" (Planet) 156
Moves: Up 7, seme 2 Down 1, Adde 5, WFL wicc. sio. K104. WSPT, KSTP 21.18. WHEB 23-18.
ASHFORD t SIMPSON "Found A Cure" (NB) 18rs
Moves: Up 11. Same 1, Down 0, Adds 3, WOKY, WKBO, WTMAA Y100 29-28. 293 d-29, WZZP 20-25. WLAC 37.33. WFLE 23-14
DAVE EDMUNDS "Gints Taliv" (swen song) 14/8
Moves: Up 1. Same 7. Oown 0. Adds 6, WKBW, 140. WTX, BJ105, KCPX, KROY, KEARTH O.K.

IAN MUNTER "Sust Another Night" (Chryaella) 14/1
Moves: Up 8, Seme 8, Down 1, Adds 1. KNEI, KOPA $23-20$, WKEE d-32, WNOE on, KNOW on, KRUX 3s 34, WJBQ d-22 WXIL 158.
NEW ENGLAND "Helso, Mallo, Hamo" (nfinity) $13 / 2$
Moves: Up 3, Same \& Down 0. Adds 2 WKBW, KNOW, KJP on, KING on, WLAC on, KXX10s On, WANS 2421, KALC \&-29.
BONNIE BOYER "Got TO Givo in To Love". (Cohmeial $13 / 1$
Moves: Up 5, Seme 8, Oown 1, Adds 1, WXIL. WIA 28-28, WZZZ 2s-22. WAEB d.24, WTIX 3935, BJ105 24-21.
PAT TRAVERS "Boom Boom" (Polydor) 124
Moves: Up 3, Same 5, Down 0, Adds 4, B100. 130, KCPX, WGLF, Q105 on, KUPO on, KNOW d-37, KXX108 d-28, KRKE on, KCBN 39-33.
KISs "Eupe Know Something" (Ceabtanca) 123
Moves: Up 4, Same 5, Down 0, Ads 3.140 BJ14\%, WTSN, WRKO d-30, wGCL 30-28.
RITA COOLIDEE "One Fine Dey" (AEM) $12 / 3$
ATTA COOLIDGE "One Fine Dey Wher, 123 Moves: Up 2 Same 7, Down , Add
WRVI 2821, KNOW On, KRKE on.
OLIMA NEWTONJOHN "Totelly Hot" IMCA 120
Moves: Up 7, Same 3, Oown 2, Adds 0, KSTP 26-23. WKEE 23-17, WJOX 2421, KOFM d-27. WHHY 23-18, WROK 27.28.
CAROLYME MAS "ge meeno" (Mercury) 11/5
Mover: Up 4, Same 2 Down 0, Adds 6, KBEQ. WFL, KERN, WXIL WFLB, KSLO 37.34, KEARTH On, B100 d-25, KRKE d-38.
RECORDS "Stery Eyes" (Vhrim) 11/2
Moves: Up 8. Seme 3. Down 0. Adde 2 g2X, WFLB, KUPD 21-19, 140 26-21, WGUY $18-12$ WLEZ 28-22 KCBN d-36.
BARRON KNIGHTS "The Toplcel song" (Eplc) 11/1
Moves: Up 5. Seme 5, Oown O. Adde 1, KNOW, s8KX on, Y100 38-33, KIMN on, Y103 on, KRUX 30-20, WKAU 19-14.

## AER HOTTRACKS

[^0]AC/DC: "Highway To Hell"
ATLANTA RHYTHM SECTION: "SDOOKY" * "DO it Or Die"*
BLACKFOOT: "Highwav"* "Train Train"
BLUE OYSTER CULT: "Dr. Music" "In Thee""
CARS: "Let's CO"* "Night Spots"
CHARLIE: "KIller Cut" "
CHARLIE DANIELS: "Devil Went Down To Georgla"*
Chicaco: "Must have Been Crazy" "
DIRE STRAITS: "Lady Writer"*
BOB DVLAN: "Serve Somebody"* "Slow Train"
DAVE EDMUNDS: "Girls Talk"*
E. LICHT ORCHESTRA: "DON't Bring Me DOWn" *

SAMMY HAGAR: "Plain Jane"* "Trans Am"
KANSAS: "People of The Southwind"* "Reason" *
CREG KIHN: "Rendezvous" 'Roadrunner"
KINKS: "Callon Of Cas"• "Falling"
KNACK: "My Sharona"• "Good Cirls" .
LED ZEPPEUN: "All My Love" "In The Evening"
UTTLE RIVER BAND: "Lonesome Loser"*
MIS LOFGREN: "No Mercy"" "Steal Away"
NICX LOWE: "Cruel..."* "Susan"
MOON MARTIN: "Rolene"* "Bootleg Woman
RANDY NEWMAN: "Money" "RER Band"
NICHT: "Hot Summer Nights" *
ROBERT PALMER: "Bad Case Of Loving You"* "Friends"
CERRY RAFFERTY: "Days Gone Down". "Cet it Right"*
RECORDS: "Starry Eyes"* "Teenarama"
REO SPEEDWACON: "Take Me" "... Road Again"
SNIFF 'N' THE TEARS: "Driver's Seat""
SOUTHSIDE JOHNWY: "AnxiOUS""
SUPERTRAMP: ' 'stranger"' "Long Way Home"
bRAM TCHAIKOVSKY: "Cirl Of My Dreams"*
BILLY THGRPE: "Children Of The SUn"*
PAT TRAVERS: '"BOOm Boom..."
VAN HALEN: "Beautiful CIrls"*
DAVID WERNER: "What's Right"*
who: "Won't Cet fooled Agaln"
WINGS: "Arrow" "Clad"
NEIL YOUNC: "Wy MY... Blue" "Hev, Hey...Black"

## BREAKERS

GENE CHANDLER
When You're \#1 (20th)
$59 \%$ of our reporters on it, 5 new adds WMAK, WBOS, KHYS, WOKV and KHFI, Key moves: 33-29 WKTK, 28-25 WBLX, 27-20 WZZD, 29-27 WDON, medium alrplay WKTU, on WMJX, WDAI, KXTC, WIKS. Charts at Number 24 on Airplayl30.

## CRUSADERS

## Street Life (MCA)

52\% of our reporters on It, added at KHYS. Key moves: 21-14 WDRQ, 7-4 WEZB, 16-11 WDON, 26-23 WKTK, medium airplay WKYS, KOKY, debut 23 WCAU, debut 33 WZZD, on WKGN, WKTU, KHFI, KTLK and WMAK. Charts ai Number 26 on Alrplay/30.

CHIC
My Feet Keep Dancing (Atlantic)
$51 \%$ reporting airplay, added at WKGN and WMAK. Key moves: 27-13 WDON, hot rotation KXTC, 27-24 WOKV, medium airplay WKYS, KSET, debut 30 WEZB, on WGCI, KRLY, WIKS, WKTU, WDRQ and WZZD. Charts at Number 27 on Airplay/30.


All other new and recent releases getting substantial airplay. These are listed in order by their activity levels at our reporting stations.
ADDRISI BROTHERS "Ghost Dancer" (Scotti Bros. - 12") 48\% of our reporters on it, added at WEZB and WZZD. Key moves: 22.18 WOKV, 25-24 WCAU, medium alrplay KSET. KFMX, WIKS, on WKYS, WDRQ, WBLX, KTLK, WDON, and KHYS. AKB "Stand Up - Sit Down" (RSO - 12") $44 \%$ reporting airplay, added at WKGN. Key moves: $\mathbf{2 2 - 1 6}$ WBOS, 22-16 KLAV, 29-22 KRLY, 22-19 WCAU, 29-23 WZZD, 14-12 WMJX, medium airplay WDAI, KXTC, WKTU, WIKS, on WKYS
GEORGE MCCRAE "Don't You Feel My Love" (Sunshine/TK - 12") 44\% reporting action, added at WMAK, WDAI. Key moves: 21-17 WOKV, medium airplay KSET WKTU, KXTC, debut 18 WBOS, debut 19 WKGN, debut 20 KIIS-FM, on WCAU, WKYS CORY DAYE "Pow Wow" (New York International - LP) 40\% of our reporters on it, two new adds KRLY. WDRQ. Key moves: medium airplay WKTU. WIKS, KSET, debut 22 WMJX, on WEZB, KFMX, KXTC, WCAU, WBOS,
CAMEO "I Just Want To Be" (Chocolate City - 12") 37\% of our reporters on It, added at WZZD. Key moves: 40-20 WDON, 25-18 WKGN, 28-26 WEZB, hot rotation WGCI, medium airplay KSET. WKYS, KOKY, debut 20 WDRQ, on WBOS.
GQ "I Do Love You" (Arista - LP) $37 \%$ reporting airplay, added at WKGN. Key moves: 26-14 WBLX, 37-26 KTLK, hot rotation KOKY, medium airplay WGCI, WIKS, debut 25 WDRQ. on WKTK
GRACE JONES "On Your Knees" (Island - 12") 37\% reporting action, added at KIIS-FM. Key moves: $30-25$ KRLY, $25-24$ WDON, 29.28 KLAV, medium airplay KSET, WKTU, debut WBOS, on KFMX, KXTC and WIKS.
SISTER SLEDGE "Lost In Music" (Cotillion - LP) 37\% of our reporters on it added at WOKV. Key moves: 35-31 WZZD, medium airplay WKYS, WMAK, ón KHYS, WIKS KHFI, KTLK.
KAT MANDU. "The Break" (TK - 12") 37\% reporting airplay, added at WBOS. Key moves: hot rotation WKTU, medium airplay WKYS, debut 28 WOKV, on WKGN, KXTC WMAK, KRLY, WDON, WEZB
O'JAYS "Sing A Happy Song" (Phil. Int'I. - LP) 30\% reporting action, added at KHFI. Key moves: $26-22$ WZZD, 43-23 KHYS, 16-14 WCAU, 22-21 WBLX, 24-23 WDON, hot rotation KOKY, on WGCI and KTLK

## THE BEAT

Pam Bellamy \& Gail Mitchell

As you have noticed, R\&R has changed the title of its Disco section to "Dancemusic Radio." During the existence of this section we have evidenced a change in the evolution of disco radio. For the 80 's we see this format becoming more mass appeal, encompassing all forms of "danceable" music We believe the term "Dancemusic Radio" describes the expanding trend being found in this unique format.

## KHYT / Tucson: Disco Daytimer

KHYT/Tucson, under the guidance of PD Rich Brother Robbin enjoyed exceptional success in the April/May Arbitron from a 0.6 to an 8.1.
The unique thing about the station is that it's a daytimer, scheduled to go full-time on November 1
Robbin is a radio veteran experienced in other formats; we spoke to him about how he pulled off this latest Disco radlo triumph.
R\&R: How did KHYT become a Disco sta-

ROBBIN: We came to Tucson and saw something that could be done in radio here, and we put together what we thought was a hell of a good rock and roll station. The only problem was there were four other stations, all of which were 24 -hour stations, two FM's and two AM's, which were covering the rock situation totally. One was almed toward AOR, one aimed toward chicken rock, and the other two were mainline Top 40. We came as a mixture of all of that with some really good oldies and some progressive stuff, but most-

## ly

ly mainstream rock ' $n$ ' roll. When the ratings came we had a 6 and the problem was there was nothing to drive the people off the comfort of a 24 -hour-a-day station onto a station like KHYT, because we were not doing anything that much different in terms of the music. So in March, after I realized I had to do something, we went with the Disco. We did not change another thing about the station, not one thing, not the news, the way the music was segued in two's and three's, nothing except the sound

R\&R: When did you start programming Disco?
ROBBIN: March 6, 1979
R\&R: Dld you do any major advertising on TV or bllboards?
ROBBIN: Some television. But these spots did not start until we were into the ARB. When we went Disco the word-of-mouth advertising carried it completely.
R\&R: Did you do any major contests?
ROBBIN: No, not a thing during the book.
except for what we were doing all along and that was giving away an album every three hours.

R\&R: Why do you think people listen to your station?
ROBBIN: Disco music is a very hot medium. It is something different. People are tired of hearing the same old thing. Rock radio is still bigger than Disco because you have AOR stations, Progressive Contemporary, and Top 40. But Disco became its own art form, just like R\&B and Country became another art form, like AOR.
A great Disco radio station must provide all the other services that great radio stations have legendarily provided. That is the reason why Disco stations have been having problems, because you can't program a station to sound like a discotheque. You must listen to your listeners. I program a radio station, not a discotheque. That's the thing that people frequently forget, I think. I listened to one particular station recently and there is nothing going on except the music. I listened tater and I'm hearing the same record at a different speed at a different time of the day. There is too much forgetting what you are there for. Continued on Page 35

# R A D I O <br> ADDS \& HOTS 

| Most Added | Hottest | SOUTM |  | MLDWEST <br> ded <br> Hottest |  | WEST <br> Most Added | Hottest |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Dooble Brothers Rory Block Suzil Lane | Michael Jackson Ashiord \& Simpson Fern Kinney Earth, Wind \& Fire | Gene Chandler Chic (Feet) Isley Brothers M Revanche | Michael Jackson Ashiord \& Simpson France Joli Diana Ross (Boss) Chic | Front Page | Michael Jackson Dlana Ross | Karen Silver | d Simpson lo Mills (Put) Herb Alpert Chic Diana Ross |





(avers
WKTU/New Yort NY
ADDED
SuLiLane
Abba
Ooube Expo
Gebe
Gresp Olsmond
Oobbie Jaccobs
OAh
Ashioro \& Simpson
Disna Ross (House)
Hortest
Furnkinney


Strephonie Mi
Herb Alpert
Herb Alapht
Froddio Jomes
Love O.L.
Love Oenme:
Jackle Moore
Bruni Pagan
Min


## KHYT/Tucson: <br> Disco Daytimer

Continued from Page 34

## Rar: Let's expand

ROBBIN: The "great" radio stations such as WCCO, KMOX, and WGN, these stations get 35 's, up to $35 \%$ of their audience. These stations get that type of audience because of acceptance and because they are relied upon by the listener. With this in mind, re
gardiess whether it's Disco. Country, Pop/ Adult or whatever, you have to provide the things people like to have in between the music. The DJ's are a bridging element between one music set and the other. A low commercial load, entertainment. Entertainment: that's why Disco is such a big thing. It's a total escape. $95 \%$ of our audience never sets foot in a disco, but we have a 30 in teens, we're number one in teens, and they can't get into discos, they're too young.

R\&R: Tell us about your jock approach.
Are they high-energy or lald back?

ROBBIN: They are very real and informaive. Not laid back. The DJ's match the level of the music The music is uptempo and the jocks are also, but notscreamers. We sound like we're ready to go. Royce Blake, my afternoon man, is number two in the market, and he's on a daytimer.

R\&R: Does your audience desire a blend of music?
ROBBIN: A pure disco record that is no more than a disco record will not make it in this market. Anything that is highly repetitive and that is just disco we will have a problem

KOKY
AOOEO: Con Funk Shu
Osvid Oliver

HOTTEST:
Micheol Jact
Unchoel Jockion
Manhmatians
Chic
FFve Spociel
Ashford
Earit, Wind $\&$ fir Funkedelic
O'Jays


wMux/malami, FL
ADDEO:
Rut Wo
Bun
Ruth Worers
Bunt Pagan
Candil Station
Candi Sutan
Tapos Gerdner
Chic
hottest

Stephan
Sparks


B: MDWEST


RGdiO.
woai/chicago. IL
AOOEO:
Hotictir
Hortcity
Unclo Louio
Front Page
Bruni Pagnn
George McCras
HOTTEST:
Curbra Strolan
Borb Alpert
Hoter Brown

A.hiord s simpoon
Patrick Hernsnder
Al Hudson \& Partiners

Oeniece williar
Fredoie Jamas
fern Kinney


Cindy E Roy (W
Hortes
Herb Alpe
Chic Was
Mich all Jock sion
Masi Poduction
Earth, Wind \& Fire
Euth, Wind \&
Minnit Riperto
Ofane Rons
Otans Rons
Cameo
Oonn

Jackie MoOrer
Smokoy Robinson
binson

- Barry Mavo



Olana Ross
Bonnie Pointe
Oan
Ont Poin


WDRO/Detrolt, MI AOOEE:
Mavtieldichifford
Tamilo dons
Cory Onye (Pow) Tamiko Jones
Corry Onv IPowl
Oertination
 Entri, Wind
Cruader
Mas Product

KFMX
KFMX/MInneapolis, MN
AOOEO:
AOOESO.
$\xrightarrow{\text { Horressin }}$


| WEST |
| :---: |
| PPIn <br> KXTC/Phoenlx, AZ AOOEO: <br> Rilichie Fambly (foel) <br> Santo Eimeralda <br> Sirtn <br> Tesna Gardner <br> Foxy <br> Karen Silver <br> Suzi Lane (Harmony) |
| HOTEST: <br> Chic (Good/Fret) <br> Onince willom: <br> Oebbio Jacobs 1Oon't/Hotl <br> Love O. Luxe <br> Jackio Moore: <br> The Ring <br> Ashford \& Simpion <br> Oibna Ross (Boss/Licked/Prize) <br> Stephanie Mills (Pui) <br> A Teste 01 Honey |
| NuI |
| KLAV/Las Vegas, NV ADOED <br> Karen Silver <br> Bonnie Boyer <br> Mnack <br> Michael Jockson <br> France Joli <br> HOTTEST: <br> Chic <br> Oiana Ross <br> Bonnie Pointer AKB <br> Tower Of Power <br> - Susan korngola |
|  |
| RTH <br> KtLK/Denver, CO ADOED: <br> David Aultin Ooobie Bros. Mavy tieldiclufford Towar Of Power <br> hottest: <br> Rabert John Night <br> Ashiord \& Simpion <br> Herb Alpert <br> Commodores <br> GO <br> - Paula Matthews |

with it. If it has a great lyric line then we can do something with it, Just being able to dance to it is not enough; they have to trigger an emotional response in the listener
R\&R: Any final comments?
ROBBIN: The problem with the broadcast industry today is that we are not prepared. in depth, to acknowledge that the listeners (in mass) know more about how to program our radio station than we do. When a record company or a Program Director loses the ability, because of ego or stupidity to listen to what his audience is telling him, then he is in a lot of trouble.

# THE PICTURE PAGES 

Arista's Tropical Confab


Pictured at the recent annual sales and promotion convention for Arista Records held In Puerto Rico this year are, from left Arlsta's Bill Lemmons, label Vp's Bob Feiden and Richard Palmese, Arista's June Colbert Arista VP Leonard Scheer, label's Joan Lawrence, Glon Lajeski and Lois Kennedy, Arista VP Dennis Fine and label's Jane Palmese.

## Blondie Bash



Prior to their recent performance at the Gre日k Theater in Los Angeles, Chrysalis recording artists Blondie were feted at a cocktall party hosted by the label. Seen on the scene are (l.r) Chrysalis President Terry Ellis, Blondie members Jimmy Destri, Deborah Harry, Chris Stein, Frank Infante and Nigel Harrison, Chrysalis co-Chairman Chris Wright, group's Clom Burke, unidentified, and label Sr. VP Sal Licata.

Durocs Dig Pink Pigs


Capitol's Durocs have chosen a pig's posterior for their mascot (and album cover design), and the color pink to display it in. So it came as no surprise when Durocs and well-wishers pigged out on baconburgers and pink lemonade in San Francisco at a recent recordplaying party. Pictured (1.r) Capitol's Kevin McCaffrey, Cap'tol VP Rupert Perty. Durocs' Ron Nagle, Capitol VP Bobby Colomby, Durocs' Scott Mathews, Capitol's Geoff Bywater. Bruce Revid and George Nunes, Durocs management's Kip Krones, Capitol's Paul Rose and Sandy
Thompson, foreground, (1-r) studio mus/cian Larry Blackshlre, and Durocs menegement's Bob Brown and Den Thompson, foreground, (1-r) studio musician Larry Blackshire, and Durocs management's Bob Brown and Dan
Navarro.

Mercury Hot For Grill


Phonogram/Mercury President Bob Shenwood announced the slgning of former Grass Roots lead singer Rob Grill. Grill's first LP is due in September, with Fie日twood Mac's bass player John McVle producing. Pictured at the signing are (I-r) PhonogramVMercury's Director of Law David Werchen Grill's lawyer Steven Steinberg, Grill, Sherwood, and Mc Vle.

## Time Is On Her Side



RCS Records of New Orleans recently signed Irme Thomas. Plctured at the pacting are (Ir) Thomas's manager and husband Emile Jackson, Irma Thomas, RCS President C.E. Vetter and RCS VP/GM land "Judy in D/s. guise" hitmakerl John Fred.

## MCA Makes Uncanny Signing



MCA President Bob Siner has announced the inking of the band the Bottles. Bottle Peter Bayless, and manager John Sheinberg.

## "DOTLERDEK" -Tim Curry



FEARLESS.NO ONEIS AFRADTOADDTHIS ALBLM ORTHE STIMULATING SINGLE "IDOTHE ROCK. WATCH FOR TM ON TOUR AGAN IN OCTOBER.

FEARLESS...TIM CURRY STIMULATING ONA\&M RECORDS \&TAPESE

## BILL HARD:

Airplay Index: 49-43
Song Index: "I Do The Rock" $40-28$

## GOODPHONE:

Hock LP's: 43-31
Top Tracks: 737

ALBUM NETWORK:
Most Progress: \#15
RES
Singles "I Do The Rock" \#3

# THE PICTURE PAGES 

Capitol's Moon Croons Tunes


When Capitol's Moon Martin recently performed at the Whisky in Los Angeles, the bespectaclad artist was feted and greeted backstage by a variety of industry personnel. Pictured are (1.r) Capitol's Larry Hathaway and Bruce Garfield, Moon Martin, Martin's manager Ron Henry, Capitol's Maureen O'Connor, Capitol VP Dan Davis, Capitol's Steve Meyer and ICM's Hal Lazareff, Martin's agent

## Houston's House Band



Infinity's Dixon House Band recently performed at the Texas Opry House in Houston. The concert was being broadcast live on KLOL-FMIHouston. Pictured backstage are (back row, I-r) Infinity's Wayne McManners, Dixon House Band's Fred Zeufeldt KLOL PD Paul Riann; (middle row, l-r) Mixed Media Presentation's Karen LeJune, Dixon House Band's James Kenfield, Holland Group Production's Ricki Hansen, DHB's Chrissy Shefts, KLOL announcer Vanessa Cargo, KLOL assistant PD Jo Harbison, Edward Dixon House, DHB's Chuck Gardèner, KILT-AM/Houston's Captain Jack; (front row, 1-r) Pantera Ten Productions' Robert Duncan, MCA's Joni Abhott, Infinity's Rob Sides and MCA's Kat Tate.

## Finger Poppin' Goffin



Following her recent performance at Las Angeles's Roxy, Elektra/Asylum's Louise Goffin was congratulatad back stage by sundry label execs. Shown getting to the point are (I-r) E/A's Bryn Bridenthal, Goffin's management's Lewis Kaplan and sibling, E/A VP Jerry Sharell, EIA Chairman Joe Smith, Louise Goffin, E/A's Mark Hammerman and Burt Stein, and E/A VP Ken Buttice.

## Waylon Plays The Big Apple



RCA's Waylon Jennings recently performed at the St James Theater in New York and was greeted backstage by record execs. Pictured (I.r) RCA VP's Jerry Bradlev and Joe Galante, Jennings, and RCA VP's Mel llberman and Bob Fead.

## Virgin Wooed By JEM



Seen celebrating the recent distribution pact between Virgin Records and JEM Records are, from left JEM VP Ed Grosse, Virgin Managing Director Simon Draper, Virgin Chairman Richard "Ir's Only Money" Branson, JEM President Marty Scott and Virgin President Ken Berry.

## Man Of The Year



Walter Yetnikoff, President of CBS Records, will be honored in October as "Man Of The Year" by the Music Industry Division of the United Jewish Appeal - Federation of Jewish Philanthropies Joint Campaign. Pictured at a planning session for the 14th Annual DinneriDance that will serve as the satting for the award are (seated, 1.r) ca Chairman Theodora Zavin. Chair. man Morris Levy, June and Walter Yetnikoff; (standing, 1-r) co-Chairmen In Blegel. Phil Kahl, Johnny Biestock, David Rothfield, and Bob Alustín.


## WLOK/Memphis - A Modern Success Story

WLOK/Memphis has never had a high profile as a Black station, not with a radio legend like WDIA in the same town. But in the April/May Arbitron survey. WLOK climbed from a 6.8 share to an 8.6, beating WDIA's 7.5 , and also topping long time dominant rocker WHBQ's 7.7. WLOK was number four in the market, trailing only a Country station, a Beautiful Music operation, and a Top 40 outlet.

Melvin Jones has been PD of WLOK since 1976. Before that he's worted at KXLW/SL. Louis, KALO/ Little Rock, WNOO/Chattanooga, and WAWA and WNUV/ Milwaukee. He's one of a bright new breed of Black programmers who are mixing modern research methods with their own intuition to create winning radio stations. Below, he tells us how be does it.


R\&R: Melvin, you just beat two institutions in the marketplace. What happened? JONES: I think the key really is visibility, community involvement, and music.
R\&R: Do you think music was the basic ingredient?
JONES: I think that is true. When it comes to music, I think the key is that the music has to be positive and it has got to be evaluated very carefully - how many records are you playing, what research are you doing, how many times these records are played each day, are the top records. receiving enough exposure, are the new records promoted and identified to make listeners feel comfortable, are you trying to break too many new records?

R\&R: What do you think can go wrong breaking too many new records?
JONES: You can try to break too many new records. You've got to have the right mix, you've got to have a certain percentage of familiar and unfamiliar music. If the percentage of unfamiliar music is too high you could have too many negatives musically, and you lose that way.

R\&R: Do you think your opponents did that?
JONES: To a certain extent. They may have followed the trends of other markets and didn't follow the trend of this one.

R\&R: Tell me about your music policy
JONES: We don't categorize records here at WLOK. We play good music and a lot of it. I play what I like.

R\&R: Do you use research, trades, etc?
JONES: For research I use all of the trades, request line information, major record outlets in the city and also the mom and pop stores - anywhere that sells records. I also use jukeboxes, which a lot of black programmers don't get into. If somebody pays their money to play a record in a night spot, restaurant or whatever, that means they like the record, right? We do disco research, one-on-one research.

R\&R: Explain each as you go along.
JONES: Disco research - we have all of our guys bere on the air going to discos, I go to discos three to four nights a week. Plus I do high school discos for Dr. Pepper. We have a little sheet where we judge the reaction of the crowd on certain records. Certain records, disco records, are not radio records and certain radio records are not disco records. But we compile all of this information

R\&R: Any examples of those kinds of records?
JONES: An example of a record that might be a big radio record but couldn't get any response in a disco would be, especially in this area, a record like Diana Ross's "The Boss." They like the record but they couldn't get any response from a disco. Even a slow record like Teddy Pendergrass's, "Turn Off The Lights," is a radio and a disco record. because when they get tired of dancing after about 45 minutes you can slow it down and get a great response. Same with Enchantment's "Where Do We Go From Here."

R\&R: How do you incorporate that with what you do on the air?
JONES: We have a music meeting with all of the guys and I compile a list of the records that are happening disco-wise, and then going back to all of my other research and gut feeling - it all plays a part in what is finally selected to go on the air.

R\&R: How about your on-the-air presentation? What are some of the things you do that you think helped you to beat the other two stations? Did you watch what they were doing and do the opposite?

JONES: I listened some. But I try not to listen too much to the other stations because you get into a bag of sounding just like them. I was put on the air in 1979. We are comfortable to listen to; in other words, our presentation is up but still conversational. We won't put you to sleep but still don't scream. I make it a point for all of the guys to observe the trends in the ctty, the fastions, the popular vernacular of the streets and the way the people of the street say things even though we don't say it in exactly the same terms. They say it , but we say it so they can identify with it.

R\&R: Do you have any examples?
JONES: Like here they have a slang phrase, "that's right." We say it is 25 past 2pm, I know that's right. Something like that - something they can identify with and you're tallsing to Memphis, not New York.

R\&R: Do you care what happens in other marhets?
JONES: Yeah. You have to watch other markets. But you shouldn't let that be the pracbice that determines the way you program in your market.

R\&R: How do you feel about this new generation of programmers? Do you consider yourself a part of that?

JONES: I really do; I'm right at 30, been out here ten years. I always say the last of the old and the first of the new. Since 1969, I've worked with Dr. Bob and O.C. White in Milwaukee, people like Scoop Sanders when he was in St. Louis, Donnie Brooks. I listened and learned from these guys. So then when the new breed of programmers came along like Keith Adams.

R\&R: Are you the kind of program director who separates all music? In other words, you might not add a funk record, but maybe you'll add another general market sounding record?

JONES: We don't categorize records. We play good music and a tot of it.
R\&R: What qualifies that?
JONES: What qualifins a record as a good record? I've got a pretty good ear and gut feeling. If I feel that a record is an absolute must-play record, I create a place for it, if the list is already filled out. But if I'm not sure on a record I will take into consideration all of the rest of the research that I talked about, watch the record and maybe test it in the disco, test it here and then that determines if I go on the record. But just because it is a disco record and it is Number 1 in New York, it doesn't necessarily mean that I'm going to play it. Because all disco is not good and all disco is not bad.

R\&R: How about news and public affairs - what do you do in those areas?
JONES: We open our news with a news story that is pertinent to the Memphis market. Our news is slanted toward local issues, but we also do national news. Community-oriented type of things are heavy. We are very visible. The "Stoned Soul Picnic" - that is a yearly event which has been averaging about 50,000 people in the park, and we only use local talent, with hot dogs, sodas, T-shirts. Record companies are good and they supply most of the product we give away - something like 2000-3000 albums. We have public affairs on the air like NAACP, "For You, Black Woman." Our announcers attend and participate in almost every social event that is happening in the city. We're just visible. We have a buge communications center with our call letters on it. We go to the park on Sundays and park and turn the station on. We are rockin' from 1 pm to 5 pm on a Sunday afternoon.

R\&R: A big van with speakers on the outside?
JONES: Yes, it is called the Communications Center. We just get involved and be a part of what the people are doing. Our Operations Coordinator Jack Hill and our General Manager/Owner is Art Gllliam, a black guy right here in Memphis - I've been in radio ten years and this is the best management team I've ever worked with.

R\&R: What makes a good management team?
JONES: Somebody who will listen. That's what I think. If I go in with an idea, it might not be a good one, but he won't close the door. They will take time here to listen, we discuss the idea and if we want to can the idea we do and if we want to run with it we come up with a format for it and run with it. There's never any "I don't have time." We have a strict music policy but if I hear a record I can play it. One other thing I'd like to say is that music is very important to the success of a radio station. If you have people who don't have good ears and rely mainly on research - research is good, but you must have that gut feeling and you must have ears. If you are a Black-oriented station, I feel the music must have a black feel, a black base, first and foremost. Whatever else you build, you build from that black base. Because I'll play some pop records if they are good records. If it's a record that is in the groove of what I'm trying to do, like a Maxine Nightingale or a Toto, I'll play them.

R\&R: Are you playing them for your black or white audience?
JONES: I'm playing it for my black audience, because my research has proven, as well as my one-on-one contact with young adults, my target demographic is $12-34$ and that is the core; also 25-49. They are into some pop product. Let's face it - with integration upon us and some people meeting and going to school and doing different things together, there are some pop records that blacks can get into. Pop records with a black feel. The Dooble Bros.'s "Minute By Minute" and "What A Fool Believes," I played those. Our slogan is "We are progressive because you are."

## People

Get well wishes to Pat Metz, trade liaison for Atlantic Records in New York, who is recuperating at home after an automobile accident . . . KSOL/San Mateo has lost their receptionist to a higher institution. Lenore Pemberton is going back to Mills College in Oakland come September . . . Elaine Boyd, sales secretary at KSOL, has left to join KBLX/ Berkeley . . . Program Director of WKXI/Jackson, MS, J.D. Black, has resigned effective today, August 31. Tommy Marshall has been promoted from in-house to the PD spot with Jerry Mason also moving up from station ranks to become Music Director . . . Lee Michaels is now at WGCl/Chicago doing an air shift. He was most recently with KKSS/St. Louis . . . Stan Kenton, one of jazz's foremost leaders, died last week of a stroke . . . The rumour mills are at work again (do they ever stop?). This time the hot gossip is that the original members of the temptin' Templations are banding together again for a new album project... Please be sure to send me all of your station's news, photos, promotional materials, etc. Remember, you don't have to be a reporter to participate. Addreas to: Bill Speed, Radio \& Records, 1930 Century Park West, Los Angeles, CA 90067

## Places



MOVING TO A NEW NEIGHBORHOOD: WVON.WGCI/Chicago have relocated and are now at 6 North Michigan Avenue in the windy city. During the moving process, a garage sale of sorts took place. Combined Communications Corporation, owners of WVONWGCI. sold certain equipment and studio space to Midway Broadcasting Company, a minority broadcast corporation. They own WXOL in Chicago which began operating on August 10

## Things

RATINGS WINNER: Congratulations to WJJS/Lynchburg, VA and Program Director Robert Goins - the station garnered a 23.5 share in the rocent April/May Arbitroo survey . . Shadybrook Records has closed its doors. Among its andid rooter are Delegation and Kellee Patterson
HOTTEST
Following are libted in order of their aliploy activity.
MICHAEL JACKSON
"Don't Stop 'TII You Got Enough" (Epic) MASS PRODUCTION
"Firecracker" (Cotillion) CAMEO
"I Just Want To Bo" (Chocolate City) CHIC
"Good Times" (Atlantic) EARTH, WIND \& FIRE

## "Atter The Love Has Gone" (ARC/Columbia)

ASHFORD \& SIMPSON
"Found A Cure" (WB)
COMMODORES
"Sall On" (Motown) GQ
"I Do Love You" (Arista) O'JAYS
"'Sing A Happy Song"' (Philadelphia International)

$$
\mathrm{CL} \| \mathrm{M}
$$

DAVID RUFFIN "Break My Heart' (WB) 33\% of our reportere are on it Breaking strongest in the South with the following adds: WHRK, WDIA, WVEE, WVOL, and WKXI. Also receiving hot airplay at WAOK and WGIV there. In the Midwest it is receiving hot airplay at WCIN and just added at WDAO and WJMO. The East reflects new at WXYV and WWRL TEDDY PENDERGRASS "Come Go With Me" (Philadeiphia International) 31\% of our reporters are on it In the East it is in hot rotation at WWRL. In the Midwest it is new at WOAO and in heavy rotation at WTLC. The South reflects Top 5 activity at WJJS, KMJQ, WATV and WDIA with adds at WPDO and WYLD. Added at KDAY and in heavy rotetion at
KDKO in the West KOKO in the West
B.B. KING "Better Not Look Down" (MCA) 28\% of our reporters are on it Top 10 in the Midwest at WVKO; otherwise heavy airplay at WTLC and WCIN. In the West it is a climber at KSOL and in hot airplay at KDAY. The South reflects Top 10 action at WATV and WDIA with heavy rotation at WGIV. WYLD and WKXI.
DIONNE WARWICK "I'll Never Love This Way Again" (Arista) 25\% of our reporters are on it Strong climbing position in the Midwest at WJMO. Heavy airplay in the East at WXYV. The South reflects Top 10 at WAOK, WATV and WOIA, hot rotation at WYLD. WVEE and WHRK and added at KMJO.
A TASTE OF HONEY "Do It Good" (Capitol) 25\% reporting airplay. In the West it is Top 10 at KSOL and in heavy rotation at KDAY. A significant climber at WILD in the East The South reflects Top 10 activity at WLLE and climbing at WVOL and WJJS. Top 5 in the Midwest at WVKO and picking up medium airplay at WJMO with hot rotation at WDAO.
FUNKADELIC "Knee Deep" (WB) $\mathbf{2 5 \%}$ reporting activity. New in the Midwest at WDAO; heavy rotation at WCIN and WTLC. The South shows adds at KMJQ. WATV and WPDQ, in hot rotation at WKXI and WDIA and Top 10 of WANT.
CRUSADERS "Street Life" (MCA) 25\% of our reporters are on it In a strong climbing position in the West at KSOL. In hot rotation in the East at WWRL. In the South it is Top 10 at WDIA, while in heavy rotation at WGIV and climbing at WATV and KMJQ. The Midwest shows heavy airplay at WTLC and WDAO with a strong climbing position at WJMO. UNCLE LOUIE "Full Tilt Boogie" (Marlin/TK) 19\% of our reporters are on it In the South it is TOp 10 at WANT and in heavy rotation at WILD. The Midwest reflects heavy rotetion at WDAO and WVON with a signficiant climbing position at WJMO. Climbing at KSOL in the West

## Album Airplay

Following are listed in order of their airplay activity.
TEDDY PENDERGRASS '"Teddy" (Phil. Inri.) "Turn Off The Lights"* "Come Go With $\mathrm{Me}^{\circ}{ }^{\circ}$
MINNIE RIPERTON "Minnie" (Capitol) "Memory Lane"e "'Lover \& Friend"" CHIC "Risque" (Atlantic) "Good Times"" "A Warm Summer Night" EARTH, WIND \& FRRE "I Am" (ARC/Col) "Boogie Wonderland"" "After The Love Has Gone".
COMMODORES "Midnight Magic" (Motown) "Sail On": "Midnight Magic" "Still"'
ISLEY BROTHERS "Winner Takes All" (T-Neck) "Winner Takes All".
DONNA SUMMER "Bad Girls" (Casablanca) "Bad Girls"" "Hot Stuff"e "Dim All The Lights": "Sunset People"
RAYDIO "Rock On" (Arista) "Rock On" "You Can't Change That"* "Hot Stuff". LTD "Devotion" (A\&M) "Dance 'N'Sing 'N' ".es "Promise You'll Stey" CURTIS MAYFELD "Heartbeat" (Curtom/RSO) "Between You Baby And Me":
"What Is My Woman For"

GAP BAND "Open Up Your Mind (Wide)" (Mercury) 17\% reporting action. In the Midwest it is Top 10 at WVKO with heevy rotation ot WTLC. The West reflects hot airpley at KDAY and cllmbing at KSOL In the South WGIV showe heavy alrphey and cllmbing at WATV. FIVE spectal. "Why Leave Us Alone" (Elek tra) 17\% of our reporters are on it The South dominates with actilty: Top 10 at KMJQ, WATV and WLLE with hot alrplay at WYLD. Top 5 in the Eest at WILD. Hot airplay at KDAY in the Wost
BETTY WRIGHT "Love $1 s^{\prime \prime}$ (Alston/TK) 14\% reporting airplay. Hot alpploy in the Midt weet at WOAO and WTLC. South reflocte TOp 5 at WVOL. TOP 10 at WANT, and in heovy rotation at WVLD.

## NEW \& ACTIVE

LEE MOORE "Reaching Out" (Source) 14\% of our reportors are on it Debute at WCIN and WTLC in the Midwest as wall at WGIV and WAOK in the South. New at WILD in the East
NATURE'S DIVINE "I Just Can't Control Myself" (Infinity) 14\% of our reportera are on it Picking up fastest in the South at WAOK. WATV and WGIV. Dabuts at WTLC and WCIN in the Midwest
BRENDA RUSSELL "So Good, So Right' (Horizon/A\&M) 14\% of our reportora are on it in the South, ir's new at KMJQ, WGIV and WVOL. In the West, Ir's picking up medium airplay at KDKO while the Midwest shows a debut at WCIN.
PETER BROWN "Crank It Up" (Drive/TK) 14\% of our reporters are on it Alreedy Top 10 in the West at KDKO. Showing medium airplay with a climbing position at WJMO in the Midwest. Top 10 at KMJQ with medium rotation at WLLE and climbing into the Top 10 at the Midwest Top
WJJS in the South.


## HOTTEST



## NEW \& ACTIVE

LONNIE LISTON SMITH. $\qquad$ A Song For The Children (Columbia) Various Cuts

EAST: WRVR/New York, NY Herschel/Prescott WHUR/Washington, D.C, Jasse Fax WEAABaltimore, MD, Chauncey Lewis. SOUTH: WCLK/Atlants, GA, Requava Ward. MIDWEST: WBBYIColumbus, OH, P. Normen Grant WJZJDetrole, MI, Dorian Pastor. WEST: KADX/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGOILos Angeles, CA, Monica Riordan; KJLH/Loe Angeles, CA, Lawrence Tanter.


## 

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


|  |  | wav Cherlotte, 8 C Chrle Turner | wee <br> A tumter OA scotty Andrown | KMAス <br> Houeton TX <br> Jeck Pytumeon |
| :---: | :---: | :---: | :---: | :---: |
| ADDED <br> David Putfin <br> Brenda Russall <br> Dyruaty | adob <br> Earl Klugh <br> Siren <br> Teddy Pondergresa ( $n$ ) <br> lasac Hayen <br> Barry White <br> Donna Summer ( $n$ ) <br> Nancy Wilson <br> Funkadelic <br> George Benson | ADDED <br> GO <br> Lee Moore <br> Smokey Robinston Chocolato Milk <br> Brenda Ruesell | Adered <br> David Rutfin <br> Mandre (12") <br> Freddle Jame (12') | ADDED |
|  |  |  |  | Swirch |
|  |  |  |  |  |
|  |  |  | Hottest | Brondo Ruesoil |
| HOTTEST <br> 00 <br> Ewgr |  | Brenda Ruseell Fat Larry'a Band | Chic | Rose Royco |
|  |  |  | Mases Production | Ullande |
|  |  | ${ }^{7} 7$ che Wonder | Dionno Werwick |  |
| Mass Production |  | ${ }_{\text {Skw }}$ | LTo (Strenger) | Hotrest |
|  | HOTTEST <br> Mese Production <br> Sister Sledge <br> EWBF <br> Peaches E Hert <br> Cemeo <br> O'Jaye <br> Con Funk Shun <br> Micheel Jecks on <br> Raydio <br> Donne Summer $(0)$ | Nature's Divine | Commodoren (Solils dill | Mlchmot Jockson 00 |
| Todidy Pondergrase (in) |  | HOTTEST <br> Ialoy Bros. <br> Cameo | Cameo | Toddy Pondergress |
| Micheor Jackson |  |  | Ewer | Asmord C Simpaion |
| Mincte Riportion |  |  | Asmord ${ }^{\text {a Simpa }}$ | Chic eniore |
| KC $\theta$ Sunahine Band |  | Micheol Jackzon |  | Pator Brown |
|  |  | Mese Production | mactriond, va | Ftre Speclal KC B Sunthine Band |
|  |  |  |  |  |
| ADOED <br> Brunl Pagan <br> Fatbeck Bend <br> AL Hudson \& The Partners <br> Con Funk Bhun <br> Blll Summeri |  | ${ }_{\text {B.e. King }}$ | Not Avolible |  |
|  | whal leckeon, Mes Tommy Marahel |  |  |  |  |
|  |  |  | Hotmest | WHRK |
|  |  | Now Oreene, 4 |  | Rom tomon |
|  | Kool 6 The Geng Con Funk Shun David Rutfin Tommy Tato | ADDED <br> Tyrone Davis <br> Clity Suentu <br> Teddy Pondergrases (n) <br> Skyy <br> Jlmmy "Bo" Horne |  | adDED <br> Dovid Rutfin |
| нотtest |  |  |  |  |
| ${ }_{\text {Mose }}$ Chic Production |  |  | Bocte Vfright |  |
| Comoo |  |  | EWer | Hottest |
| Menhertans | Mottest |  |  | Chic Production |
| Fwo Soectel | Dremeica |  | Ealmingram AL | Dionno Warwick |
| Asimord osimpton | ${ }_{\text {EWber }}^{\text {Chlc }}$ | Morse Producton | A ${ }^{\text {chen }}$ | Donne Summer ${ }^{\text {a }}$ |
| Jackio More | Cemeo <br> Pembo Aryeon |  | ADOED <br> Funkedelle | Commodores (Saliss |
| Donne summer 0 O |  | Michaet Jackeon EWGF |  |  |
| wOAA <br> Mamphle, TN <br> Ron Klool Jotwinte Meely | Lonny Williame |  | Funkadefle B.B. King | Cameo <br> EWEF |
|  | $\underset{\substack{\text { Form Kinnoy } \\ \text { Michaoi Jocksoon }}}{ }$ | Sun | Dorotry Moore |  |
| A00to | Mavias Supleo | © <br> Dionno Worwick | Cleveland Eaton Jome Brown (n) |  |
|  | wมร <br> Lmathura VA <br> nober Gorme |  | HOTTEST <br> Micheol Jackson <br> sondra Fove Toddy Ponderproses $\qquad$ |  |
| David Rutfin <br> Double Expoeure E.C. King leloy Broe. (Dheco) Minnie Ripertón Now Birth Mevdio (More/Hot Slater Slodge |  |  |  | wed mienth r Jant Rumbing |
|  |  | waok |  |  |
|  | ADO | Abtane as |  |  |
|  | ${ }^{\text {OU }}$ Onnesty | Dous Herrt |  | adoed <br> Not Avallable |
|  | Brainatorm | ADED <br> Le Moore <br> Sky <br> Matrix <br> Neture's Divine <br> Arethe Frenkiln <br> Con Funk Bhan <br> Chic (Whet <br> Kool fo The Geng <br> Fatback Bend <br> Mesven 8 Earth <br> Jimmy "Bo" Horno | Donne Summer (o) Dlonne Warwick Ieley Broe. (Disco) Ftve Speclal | hotrest <br> Con Funk Shun <br> Sun <br> Jones Giris <br> Chic <br> Moes Production <br> KC A Sen o Whizheed (o) <br> KC 6 Sunetine Bend Unda CliffordiDon't Jamee Brown Mandre |
| HOTTEST <br> Teddy Pendergrese <br> Chic <br> Smoker Robins on <br> 00 <br> Sun <br> Dionne Warwick <br> Mass Production <br> B.B. King Cruesdort | HOTTEST <br> Chic <br> EWEF <br> Teddy Pendergras <br> Ashlford 6 Simpsion <br> Donne Summer fol <br> LTD <br> Comeo <br> Moss Production. <br> Con Funk Stun |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  | HOTTEST <br> Tamiko Jonee <br> Comeo <br> Michael Jackson <br> Rance Allon <br> O'Jave <br> leley Bron <br> Mase Production <br> Dlonne Warwick <br> Chockito Nilik |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |


| waw Cinctinseti, OH Bob Lang | wono Drron on Turk Logen | WJNO <br> Cluveland, OM Bernie Moody |
| :---: | :---: | :---: |
| adode | adied | adodo |
| Rose Royce | Raydio (n) | Davio Rustion |
| Tower Of Powar | $\mathrm{T}_{\text {Toddy }}$ Pander grase ( n ) | Izioy bro |
| Leo Mose | Skry | Con Funk Stum |
| Brenda Ruseal | Con Funk Stur | Donno Summer (n) |
| Mille Jackion | Commodores (in) | Reydio (n) |
| Chocolete Milk | Funkedolic | Hotreet |
| Con funk Stun | Archio Buil ${ }^{\text {a }}$ The Drole | $\stackrel{\text { cha }}{\text { chic }}$ |
| HOTTEST | Barry Wilto | Achorde Simpeon |
| O'Jova | Arothe Frankilin | EWef |
| Tamiko Jones | Undirputed Truch | Enchoniment |
| Gone Chandior | нотtert |  |
| Moes Production | michaal Jackeon | Cameo |
| Funkodolic | Crureders | loioy Broe. Winno |
| Micheol Jackeon | A Trasto Of Honer |  |
| Lou Rowis | Uncie Loule | wJus |
| Tata Voga | Bohannon | Dotrot M1 |
| B.E. King | ${ }^{\text {Boter Wragh }}$ Playpus | J. Mictreol Mcker |
| KPRES <br> Keneen City, MO <br> Doll Rico | Grover Washington Jr. | added |
|  |  | Nor Avalu |
|  |  | Hottest |
| adoted | woxo |  |
| Not Avalabie |  | Switch Dionne Worwick |
| HOTTEST |  | Diano Roses |
| ${ }^{\text {Chic }}$ A |  | Aathord it Simpson |
| Teddy Pendergreses (0) | Smokey Robins on (n) | Tedar Pondorgras |
| Switch | Double Exposuro | Michool Jackson |
| Micheol Jackson | 7etwonder ${ }^{\text {doxtor Wensal }}$ | Crubadors |
| Soun | Bronda Rusaoil |  |
| Potor Brown Hoovon Eearth |  |  |
| Uncle Loulo Dexter Wansel |  |  |
|  | HOTEES |  |
| wnc | Mass Production | - |
| 1 inclimports , | Micheai Jockson |  |
| adote |  |  |
|  | Bohannon |  |
| Cherrilunn | Gengetors |  |
| ${ }_{\text {Whatipers }}$ | Dismerica |  |
| Now Birth | B.B. King |  |
| Noure ${ }^{\text {rembe }}$ | wnow |  |
| Leo Morre | Cricesa, 16 |  |
| Hottest amiled |  |  |
| Funkadollc | adotd |  |
| Mase Production | (ex Roydion) |  |
| Ronn Matock | Mazo |  |
| Micheol Jackson | Koole the Gang |  |
| ${ }_{\text {B }}^{\text {B.e. Kıing }}$ | Mory ${ }_{\text {cove }}$ |  |
| Crusodors |  |  |
| Gap Bend Betty Wright | HOTTEST |  |
|  | Chic |  |
|  | Mreheot jeckson |  |
|  |  |  |
|  | ${ }^{\text {O }}$ Masas Production |  |
|  | Slioter Sloago |  |
|  | Minnia Riparton KC B Sunahine Bend |  |
|  | Ielere Bros. (Diacol |  |
| KUP | KDKO | Ksol |
| Freno ca | Domwersor | $\operatorname{sen}$ mama, CA |
| ADDED Not Avallable |  |  |
|  | M ${ }^{\text {ADOED }}$ |  |
|  | 'asact Heyos | Hert Alpert |
| MOTTEST | Sheommar | Stator siodge |
|  | Smokey Robinson(n) | Double Expoure |
|  | Rick Jumee | Fornkinner |
| Con Funk stun | Dathon ${ }^{\text {a }}$ Dubart |  |
| Came <br> Jones Girls <br> Maylied/Cinto | Rose Royce George Benson | MOTTEST Jockeon |
|  |  | Astiorde esimpeon |
|  | HOTEEST | Mass Production |
| Flve Special Candl 8 taton |  | ${ }_{\text {comeo }}^{\text {Comic }}$ |
|  | Chlc | Ewer |
|  | ${ }_{\text {Kkn }}^{\text {KCo Sumanine Band }}$ |  |
| 8 cevo Woocis | ${ }_{\text {Swhech }}$ | Jackit Moore |
| adot |  |  |
| Runce Allen Archle Bell if The Dreits | Micheel Jackson Poter Brown | vrac |
|  |  | noteriL scon |
| Tecdy Ponderomes ( $n$ ) |  |  |
|  |  | Fory |
| Heoven 8 Earth |  | Fronco Joill |
|  |  | bisior Broe. |
| Mase Production |  | HOTTEST |
|  |  | Arotha Franklin |
| Gop Band |  | Actiorde Simpoon |
| FFVve spocialAl HudeoneThe Partre |  | Oosid Ruttion |
| Altaudione The Partrio |  | E.C. Kimo |
| ${ }^{\text {B.e. King }}$ A |  | Mictuol Juckeon |
| ${ }^{\text {A Trametice }}$ |  |  |
|  |  |  |

## Pap/Rhythms

## HOTTEST <br> Following are liated in order of thelr alrplay activity. <br> MICHAEL JACKSON <br> "Don't 8top 'Til You Get Enough" (Epic) MASS PRODUCTION <br> "Firecracker' (Cotillion) CAMEO <br> "I Just Want To Be" (Chocolato City) CHIC <br> "Good Times" (Atlantic) <br> EARTH, WIND \& FIRE <br> "After The Love Has Gone" (ARC/Cohumbia) <br> ASHFORD \& SIMPSON <br> 'Found A Cure" (WB) <br> COMMODORES <br> "Sail On" (Motown) GQ <br> "I Do Love You" (Arista) O'JAYS <br> "'Sing A Happy Song" (Philadelphia International) <br> 

DAVID RUFFIN "Break My Heart" (WB) 33\% of our reporters are on it Breaking strongest in the South with the following adds: WHRK, WDIA, WVEE, WVOL, and WKXI. Also receiving hot airplay at WAOK and WGIV there. In the Midwest it is receiving hot airplay at WCIN and just added at WDAO and WJMO. The East reflects new at WXY and WWRL TEDDY PENDERGRASS "Come Go With Me" (Philadelphia International) 31\% of our reporters are on it. In the East it is in hot rotation at WWRL. In the Midwest it is new at WDAO and in heavy rotation at WTLC. The South reflects Top 5 activity at WJJS, KMJQ. WATV and WDIA with adds at WPDO and WYLD. Added at KDAY and in heavy rotation at KDKO in the West
B.B. KING "Better Not Look Down" (MCA) 28\% of our reporters are on it Top 10 in the Midwest at WVKO; otherwise heavy airplay at WTLC and WCIN. In the West it is a climber at KSOL and in hot airplay at KDAY. The South reflects Top 10 action at WATV and WDIA with heovy rotation at WGIV, WYLD and WKXI.
DIONNE WARWICK "I'll Never Love This Way Again" (Arista) 25\% of our reporters are on it Strong climbing position in the Midwest at WJMO. Heavy airplay in the East at WXYV. The South reflects Top 10 at WAOK. WATV and WDIA, hot rotation at WYLD. WVEE and WHRK and add od at KMJO.
A TASTE OF HONEY "Do It Good" (Capitol) 25\% reporting airplay. In the West it is Top 10 at KSOL and in heavy rotation at KDAY. A significant cllmber at WILD in the East. The South reflects Top 10 activity at WLLE and climbing at WVOL and WJJS. Top 5 in the Midwest at WVKO and picking up medium airplay at WJMO with hot rotation at WDAO.
FUNKADELIC "Knee Deep" (WB) 25\% reporting activity. Now in the Midwest at WDAO; heavy rotation at WCIN and WTLC. The South shows adds at KMJQ. WATV and WPDQ. in hot rotation at WKXI and WDIA and Top 10 at WANT.
CRUSADERS "Street Life" (MCA) 25\% of our reporters are on it, In a strong climbing position in the West at KSOL In hot rotation in the East at WWRL in the South it is Top 10 at WDIA, while in heevy rotation at WGIV and climbing at WATV and KMJO. The Midwest shows heavy airplay at WTLC and WDAO with a strong climbing position at WJMO. UNCLE LOUIE "Full Tilt Boogie" (Marlin/TK) 19\% of our reporters are on it in the South it is Top 10 at WANT and in heavy rotation af WILD. The Midwest reflects heavy rotation at WDAO and WVON with a signficiant climbing position at WJMO. Climbing at KSOL in the West

## Album Airplay

Following are listed in order of their airplay activity
TEDDV PENDERGRASS "Teddy" (Phil. Intl.) "Turn Off The Lights" "Come Go With $\mathrm{Me}^{\text {"* }}$
MINNIE RIPERTON "Minnie" (Capltol) "Memory Lane": "Lover \& Friend"e CHIC "Rieque" (Atentic) "Good Times"\& "A Warm Summer Night" EARTH, WIND \& FIRE "I Am" (ARC/Col) "Boogie Wonderlend"e "After The Love Has Gone":
COMMODORES "Midnight Magic" (Motown) "Sail On"e "Midnight Magic" "Still"
ISLEY BROTHERS "Winner Takes All" (T-Neck) "Winner Takes All"e
DONNA SUMMER "Bad Girts" (Caseblanca) "Bad Girls"e "Hot Stuff"" "Dim All The Lights" " "Sunset People"
RAYDIO "Rock On" (Arista) "Rock On"" "You Can't Change That"e "Hot Stuff"e LTD "Devotion" (A\&M) "Dance 'N'Sing 'N" ". "'Promise You'll Stay" CURTIS MAYFIELD "Heartbeat" (Curtom/RSO) "Between You Baby And Me"* What Is My Woman For"

GAP BAND "Open Up Your Mind (Wide)" (Mercury) 17\% reporting action. In the Midweet is is Top 10 at WVKO whth heevy rotation at WTLC. The Weat reflectes hot airplay at KDAY and climbing at KSOL In the South WGIV shows heovy alrplay and cllmbing at WATN. RVE SPECIAL "Why Leave Us Alone" (Elektra) 17\% of our reporters are on th The South dominates with actulty; Top 10 at KMJO. WATV and WLLE with hot sirplay at WVLD. TOp 5 in the East at WILD. Hot alrplay at KDAY In the West
BETTY WRIGHT "Love Is" (Alston/TK) 14\% roporting airplay. Hot alrpley in the Mid west at WDAO and WTLC. South reflect Top 5 at WVOL Top 10 at WANT, and in heavy rotation at WYLD.

## NEW \& ACTIVE

LEE MOORE "Reaching Out" (Source) 14\% of our reporters are on it Debuts at WCIN and WTLC In the Midwest as well at WGIV and WAOK in the South. Now at WILD In the East
NATURE'S DIVINE "I Just Can't Control Myself" (Infinity) 14\% of our reporters are on it. Picking up fastest in the South at WAOK. WATV and WGIV. Debutis at WTLC end WCIN In the Midwest
BRENDA RUSSELL "So Good, So Right" (Horizon/A\&M) 14\% of our reporters are on it In the South, ir's new at KMJQ, WGIV and WVOL In the West, it's picking up medium airplay at KDKO while the Midwest shows a debut at WCIN.
PETER BROWN "Crank It Up" (Drive/TK) 14\% of our reporters are on it. Already Top 10 in the West at KDKO. Showing medium airplay with a climbing position at WJMO in the Midwest Top 10 at KMJQ with medium rotation at WLLE and climbing into the Top 10 at WJJS in the South.


```
HOTTEST
```



## NEW \& ACTIVE

LONNIE LISTON SMITH.
A Song For The Children (Columbia) Various Cuts

EAST: WRVR/New Yoik, NY HerschelVPrescort WHUR/Washington, D.C, Josse Fax WEANBaltimore, MD, Chauncey Lewis. SOUTH: WCLIK/Altanta, GA, Requaye Ward. MIDWEST: WBBY/Columbus, OH, P. Normen Grent WJZJDetrok, MI, Dorien Pester. WE8T: KADX/Denver, CO, Chuck Edwards; KRE/Berkeley, CA Hal Jackson; KKGO/Los Angeles, CA, Monice Riorden; KJLH/Loe Angeles, CA.

[^1]


## Living In The Shadow Of A Giant

Let's face it: Not everyone would want to be programming an AOR radio station in the same city that WMMS so dominates with its programming and personality profile. In May of 1975 WWWM (M105) signed on with Eric Stevens as PD, a position he has held ever since. Along the way the station has shown slow but steady growth in the marketplace, and while it has yet to best WMMS in the Arbitron ratings competition, M105 has always gathered a sizable audience and provided Clevelanders with two very active AOR radio stations from which to choose.

## Playing AOR's Greatest Hits

M105 began, as Stevens tells the story, as a station that filled a void he noticed in the city's radio stations. "Having listened extensively to what was then progressive radio, it seemed that radio was either Top 40 or progressive with nothing in between. M105 was conceived as a station that would play the best of the album product without gearing toward either singles or freeform progressive. My concept was to pull out the strongest tracks from the most popular albums of the time.'

Over the years this musical concept has remained the backbone of M105's musical form, but that form has evolved. 'The music is a solid mixture of familiar album cuts from 1963 and up to the present, along with a variety of new music. Familiar music refers not only to the song but to the artist. I'm certain we go deeper into some albums so far as tracks are concerned than do many stations; it depends on the artist. There's no predictable music rotation system; the jocks can play anything in the library at any time within our rotation patterns. You might hear three currents in a row, and then a set of oldies. We mix it up a lot."


The station applies a similarly "unstructured structure" to its jock approach. Stevens commented, "We want our jocks to be real people talking to other real people. We're in an age where people feel a certain alienation from not only obvious things like politics but even the media: radio, TV, etc. It's very important that our jocks communicate on a one-to-one level. I tell them to go on and be exactly who they are all the time.'

## High Profile Promotions

Aside from music and personalities, the M105 listener is also going to hear a continuous stream of on-air specials: Solid Gold Thursdays, Vinyl Taste Tests of new product on Tuesdays, and a clever idea called the National Concert Network. Whenever a major
"There is a radio war going on in this city and I think it's made Cleveland the greatest AOR radio market in the country.'
artist comes to town for a concert date M105 will call an AOR station from another market for a review of said performer's show in that market. The hour before the concert the station does a musical salute to the artist, and sends a jock to the show so that directly after the show ends, he can be on the air with his comments and those of members of the audience.

M105 is similarly well-represented on the street. The week I spoke with Stevens, the station had just completed a marathon race, selected cuts for a Homegrown album that will include material both from unsigned artists and groups like the Michael Stanley Band who are Clevelanders by origin, set up a benefit "smash-a-thon" whereby listeners could vent their rage on an old car while donating to a charity, and made arrangements to fly an M105 hot air balloon around the city.

## The Cleveland AOR Radio War

With this aggessive promotional stance and area visibility, it's no surprise that there's an AOR radio war raging in Cleveland. Stevens's reaction to it? "I'm amused by it. It's been a lot of fun, and I think it's helped both stations grow. There is a radio war going on in this city and I think it's made Cleveland the greatest AOR radio market in the country. Out-of-town industry people who visit Cleveland can't believe the aggressive competition between M105 and WMMS."

The formidable WMMS street reputation does not appear to faze Stevens; he seems, in fact, to welcome it. "You have to respect your competitor. You must know who you're going against though not be intimidated by them. You have to keep on doing what you believe in, have a game plan but also have the flexibility to adjust that plan as you go along. And you can't be afraid to fail occasionally; you'll never create any winning ideas unless others miss. Committing yourself to foregrounds radio programming means that once in a while an idea misses. But on the other hand, when it hits it can make quite an impression on the marketplace."


This philosophy has kept M105 sailing fairly smoothly for over four years now, and every indication points to its future being just as positive. Stevens reflected, "We've always been fortunate enough to be able to be thankful for the success we've had and to look to further growth, and that's what we anticipate in the coming year."

## McQueen Exits KSAN News Director Post

Following a colorful nine-year career at KSAN/San Francisco. News Director Dave McQueen has exited the station to devote his full energies to the Starship/Newscript news service, and the Page Seven newspaper, of which McQueen is President and General Manager.

McQueen commented, "I have real mixed feelings about it, because I love that place and have been there so long. But the news services and Page Seven are growing phenomenally, and need all my time and attention." McQueen noted that his resignation had nothing to do with the continuing changes at the SF AOR. "Actually I'm very supportive of David Moorhead and Jackie McCauley, and I tendered my resignation very regretfully.'

One of McQueen's first jobs is to convert the Page Seven section of Newseript into a separate publication.

Though the top 50 ARB-rated markets have all received their ratings results and subsequent coverage in the pages of R\&R, another hundred or so markets are still receiving their books. Many of those books contain further AOR success stories which, in total, make the Spring 1979 book AOR's best to date, which is news we can all celebrate.

While complete ARB coverage of the markets now receiving their books may not be covered herein weekly, R\&R's Ratings Book 1979, due this October, will contain 12+ breakdowns for 174 syndicated ARB markets, which should cover everyone from Allentown to York and beyond. For those of you who are impatient to share your success stories with the rest of the AOR community, I beg your patience till that book comes out. Believe me, from seeing the plans for it as well as the wealth of material already accumulated, we'll be giving you your place to shine this October.

## Evolution

WZWZ/Kokomo, IN has switched from automated programming to live AOR Former KWST/Los Angeles PD Paul Sullivan has resurfaced in radio as PD at KZAM-AM-FM/Seattle, replacing departing Tom Courddry ... WOMP/Wheeling PD Roy Stuewe is exiting the station... Judy MeNutt leaves KBCO/Boulder and joins KBPI/Denver as Assistant PD . . . Jack West has replaced departing WXKE/Ft. Wayne MD Charlie Chapman as MD. West was formerly on the air at 92X/Columbus ZETA-4/Miami Music Coordinator Kimberly Jaeger has exited the station. Her successor is Robin Martin from neighboring LOVE-94 ... Dave Mitchell has joined 3WV/Charlottesville from LX102/Richmond . . . Michael Dalfonzo has joined KADI/ St. Louis from WSDO/Ft. Lauderdale for mornings and production... Michael Picozzi joins WMMR/Philadelphia as weekday morning man.. . Scott Seagraves has bounced from WNOE-FM/New Orleans to competing WRNO for nights .... Sue Delaney is new to nights at KKXX/Bakersfield. . . WZAM/Norfolk's new morning team is Ron Bates and Stella Jones, who replaced departing Art Williamsor and Lindsay Wilson . . Jody Detry has joined KOZZ/Reno from KSJO/San Jose for news and public affairs. Diane Michaels has also joined the station, from KZAP/ Sacramento, for nights . . . Bruce Pokarney has exited as News Director at KQFM/ Portland... Former RCA Records Album Promotion person Lee Arnold has announced his appointment as VP of Orchid Entertainment LTD., a management and production company based in New York and Los Angeles.


MEW OFLEAMS MABS MAZARETH - WRNONNOw Orteens nebbed AEM mecording ertists Nas oreth for a recent interviow. Pictured (1-r) ere A\&M's Tommy Moral group's Din McCafforty. WRNO PD Joff Gerber, group's Zal Chminson, rond manager Horry Willams station's Werren Montet

# fənětks fanatics! 

## jōlz and thə pōlər bârz return !!!

jules and the polar bears "fənĕtǐks"
$\square$
on Columbia Records


## Jeff Gelb

## Update

KLOS/Los Angeles aired an exclusive interview with members of Led Zeppelin that was taped in England by the station's J.J. Jackson, who also scored an interview with the Who's Roger Daltrey while there ....KY99/Amarillo premiered the Zep album with a listening party that came complete with wine and cheese for participating listeners, while KZEW/ Dallas took listeners on a "Zew Cruise" while listening to the album ...30,000 listeners celebrated WLIR/Long Island's 20th radio anniversary with an outdoor concert featuring Gond Rats, Pure Prairie League, Earl Scrughs, David Bromberg, Southside Johnny, Charlie Daniels and Aztec Two-Step. The entire concert was offered live on the air at both WLIR and neighboring WRCN/Riverhead ... WNEW-FM/New York linked up with area educational TV outlet Channel 13 to present a stereo simulcast of the film "Gimme Shelter"

When President Carter toured the Midwest, his stopover at Davenport AOR WXLP went so well that he proceeded to Muscatine's KFMH and did a 30-minute telephone talk show from the station's mobile van ...New KADI/St. Louis PD Gary Granger called in with details of the station's new format structure, which he likened to LOVE-94/Miami's "Natural Sound" ...WRIF/Detroit took on competing WWWW for a softball match that drew 5000 fans and listeners. Final score:WRIF 9, WWWW 6 . . Congrats to WEBN/Cincinnati PD Denton Marr, currently honeymooning in Jamaica with new bride Nancy WIOQ/Philadelphia produced its own Woodstock commemorative special, which included exclusive interviews with Arlo Guthrie, Richie Havens, Joe Cocker, John Sebastian, Barry Melun, and members of The Band . . . WZXR/Memphis linked up with a local Peaches record outlet for an outdoor free concert on the banks of the Mississippi featuring ten local bands. 25,000 music lovers showed up . . Y-95/Rockford's recent football tourney gave away over $\$ 2000$ in prizes to participants ...WMMR/Philadelphia's "Breakout" album of area talent is now available for $\$ 2.93$, with all net profits going toward establishing a "Keith Moon Scholarship" at a local music school . . . New AOR WZWZ/Kokomo needs album servicing from all tabels. Contact the station at State Rd. 26 E., Kokomo, ID 46901.


BRUFORD ROCKS OTTAWA - Polydor recording artist Bill Bruford was introduced to members of the Ottawa AOR community following a recent area concert appearance. Pictured (1-r) are CHEZ-FM's Jeff Green, band member John Clark, CHEZ.FM's Greg Torrington, Bru ford, group member Dave Stewart Polygram's Bob Ansell, Quebec Rock's Marc Durand, group's Jeff Berlin.


TEN YEARS LATER COMMEMORATES KMLACS TENTH - In Celabrailon of its tenth radio anniversary, KNAC/L ong Beach presented RSO recording artist Alvin Lee \& Ten Years Later anniversary, KNAC/L ong Beach presented RSO recording artist A/vin Lee $\&$ Ten Years Later
in concert and awarded a listener an autographed gultar. Pictured (Ar) are KNAC's Ron McCoy In concert and awarded a listener an aufographed gultar. Pictured (1r) are K
and friend, guitar winner, Lee, KNAC MD Denise Westwood, PD Paul Fuhr.


MONEY MEETS MIGHTV MET - Columbia recording artist Eddle Money was greeted back stage by KMET/Los Angeles staffers following an aree concert Pictured (lr) are Columbia's Greg Phifer, KMET's Cynthia Fox, Money, KMET Ass/stent PD/MD Jack Snyder, and Colum bla's Warren WIlliams.


WZAM \& YMYK TREAT LISTENERS TO BREAKFAST IN AMERICA - WZAM \& WMYK Norfolk, in conjunction with A\&M records, brought members of Supertramp to contest winners' homes for a gala breakfast. Picfured with the contest w/nners (1.r) are A\&M's Al Marks, group's Dougie Thomson, A\&M's Phil Quarterero, WMYK Operations Manager John Heimerl, winner, group's Rodger Hodgson, winner.

## Color

IN THROUGH THE RECORD STORE DOOR: KKTX/Kilgore combined a station promotion with a means to get listeners back into the record stores by offering 20 free copies of the new Swan Song Led Zeppelin album release to listeners who registered for the drawing at an area record store.

NINE LIVES: WZXR/Memphis, in conjunction with Epic Records and the new REO Speedwagon album "Nine Lives," joined up with the local Humane Society for a unique humanitarian approach to a station promotion which went like this: For a $\$ 20$ donation to the humane society, the station provided a copy of the group's new album plus two tickets to their upcoming area concert appearance and a station T-shirt. In addition, the humane society provided a healthy neutered cat with all shots as well as a box of Nine Lives cat food. WZXR MD "Redbeard" reports that all 40 cats were gone in just four hours.

## Concerts \& Conversations

PRESENTATIONS: WOUR/Utica presented Point Blank, John Cougar for $\$ .96$ WZAM \& WMYK/Norfolk presented Pousette-Dart Band, Black Oak Arkansas for $\$ 2.94$ KATT-FM/Oklahoma City presented Pousette-Dart Band for $\$ 1.00$.
RADIO CONCERTS: Greg Kihn Band on WKDF/Nashville . . . Michael Stanley on WLAV/Grand Rapids . . . John Cougar on WQBK/Albany.

GUEST DJ'S: Ted Nugent, Molly Hatchet on WLPX/Milwaukee.
CONVERSATIONS: Pat Travers, Blue Oyster Cult on KSJO/San Jose . Louise Goffin, REO Speedwagon, Greg Kihn on WKDF/Nashville . . . Robert Palmer on KSHE/St. Louis . . . Little River Band on KRST/Albuquerque . . . Pat Travers on KOZZ/Reno . Blue Oyster Cult, Rick Neilsen, Pat Travers on KOME/San Jose . . Chicago, REO Speedwagon, Pousette-Dart Band, Neil Young on WZOK/Rockford . . . Charlie Daniels Band, Henry Paul, Queen on KMET/Los Angeles ... Cars, Greg Kihn Band, Kansas, John Cougar on WMMR/Philadelphia . . I lan Hunter, Mick Ronson on WWWW/Detroit

Mistress, Pat Travers on KTIM/San Rafael . . . Blackfoot on WROQ/Charlotte Cheap Trick, Prism on KQFM/Portland . . . Southside Johnny on WMMS/Cleveland Smokey Robinson, Ellen Foley on WOMP/Wheeling . . . Night on WMJQ/Rochester Robert Palmer on M105/Cleveland ...Greg Kihn, Cars, Allman Bros. on W1OQ/Philadelphia . . Edgar Winter, Ted Nugent, Henry Paul, Blackfoot. Scorpions on WZZO/ Allentown . . . Blackfoot on WIOT/Toledo . . . Point Blank on WQBK/Albany . . . AC/DC on WZAM \& WMYK/Norfolk.

COMING NEXT WEEK: AOR stations have been poking fun at disco music for months now, with some controversial results. Now many of the anti-disco movement's originators are having second thoughts about the promotion, and are taking steps to turn a possible negative into a rock ' $n$ ' roll positive. Next week we'll speak with Lee Abrams, Jesse Bullet, Tom Bender, Steve Dahl and others on the future of the anti-disco radio promotions.


## TOUR DATES

$9 / 6-7$
$9 / 8$
$9 / 11$
$9 / 13-14$
$9 / 15-16$
$9 / 17$
$9 / 19$
$9 / 20$

9/20

Agora Ballroom, Atlanta, GA
9/21
Warehouse, New Orleans, LA 9/27
Music Hall, Houston, TX
9/28
Palladium, Dallas, TX $\quad 9 / 29$
Palladium, Dallas, TX
9/30
Rox, Lubbock, TX
New Mexico State Univ., Las Cruces, NM
Univ. Of New Mexico, Albuquerque, NM

Univ. Of Arizona, Tuscon, AZ
Greek Theatre, Los Angeles, CA
Zellerbach Hall, Berkeley, CA
Fox Warfield, San Francisco, CA
Coconut Grove, Santa Cruz, CA
Moore Theatre, Seattle, WA
Paramount Theatre, Portland, OR
And Many More To Come.....

## Radlo\&Recopds

|  | aro ant |  | $\text { August } 31 \text {, }$ |
| :---: | :---: | :---: | :---: |
| 2 | 22 | 1 | KNACK. |
| 1 | 11 | 2 | CARS |
| 3 | 33 | 3 | ROBERT PALMER |
| 6 | 45 | 4 | KINKS. |
| 7 | 5 | 5 | NEIL YOUNG |
| 11 | 97 | 6 | NICK LOWE |
| 13 | 86 | 7 | LItTLE RIVER BAN |
| 18 | 1312 | 8 | REO SPEEDWAGON |
| 17 | 1210 | 9 | SNIFF 'N' THE TEARS |
| 5 | 78 | 10 | E. LIGHT ORCHESTRA |
| 16 | 1713 | 11 | PAT TRAVERS BAND |
| 9 | 1011 | 12 | SUPERTRAMP |
| 12 | 1415 | 13 | BLUE OYSTER CULT |
| - |  | 14 | LED ZEPPELIN. |
| 28 | 2021 | 15 | DA VID WERNER |
| 19 | 1814 | 16 | NILS LOFGREN |
| 25 | 2420 | 17 | RECORDS |
| 4 | 69 | 18 | WINGS |
| 8 | 1117 | 19 | DIRE STRAITS |
| 26 | 2122 | 20 | SOUTHSIDE JOH |
| 37 | 2225 | 21 | AC/DC |
| 33 | 3723 | 22 | CHARLIE |
| 14 | 1619 | 23 | BRAM TCHAIKOVS |
|  |  | 24 | BOB DYLA |
| 10 | 1516 | 25 | KANSAS. |
| 15 | 1918 | 28 | CHARLIE DANIELS BAND |
| - | 32 | 27 | SAMMY HAGAR |
| - | 30 | 28 | CHICAGO. |
| - | 31 | 29 | TALKING HEADS |
|  | 40 | 30 | MOON MARTIN |
| 24 | 2526 | 31 | BILLY THORPE |
| 22 | 2327 | 32 | GREG KIHN BAN |
| 40 | 3735 | 33 | IAN GOMM |
| 35 | 3324 | 34 | DAVEEDMUNDS. |
|  | - 39 | 35 | RANDY NEWMAN |
| 20 | 2628 | 36 | WHO |
| 23 | 2933 | 37 | ATLANTA RHYTHM SEC |
| - |  | 38 | AMERICATHON |
| - |  |  | RAINBOW |
| - | - 38 | 40 | GEORGE THOROGOOD |

Album Airplay/ 40

149 REPORTERS

Get The Knack (Capltol) Candy-O (Elektra) Secrets (Island) Low Budget (Arista)
Rust Never Sleeps (WB/Reprise) Labour Of Lust (Columbia)
First Under The Wire (Capitol) Nine Llives (Epic)
Fickle Heart (Atlantic) Discovery (Jet)
Go For What You Know (Polydor) Breakfast In America (A\&M) Mirrors (Columbla) In Through The Out.. ISwan Song). David Werner (Epic) Nils (A\&M) The Records (Virgin) Back To The Egg (Columbia) Communiqué (WB).
The Jukes (Mercury) Highway To Hell (Atlantic) Fight Dirty (Arista) Strange Man, Changed... (Polydor). Slow Train Coming (Columbia) Monolith (Kirshner)
Million Mile Reflections (Epic) Street Machine (Capitol). Chicago 13 (Columbia). Fear Of Music (Sire) Escape From... (Capitol). Children Of The Sun (Capricorn) With The Naked Eye (Beserkley). Gomm With The Wind (Stiff/Epic) Repeat When... (Swan Song) Born Again (WB).
The Kids Are Alright (MCA)
Underdog (Polydor)
Various Artists (Lorimar).
Down To Earth (Polydor).
Better Than The Rest (MCA)

Album cuts are liated in order of alrplav praference
"Sharona" "Grr/s" "Frustrated" "Go" "Spots" "Type" "Head" "Case" "Friends" "Suspicion" "Gas" "Falling" Title "Plctures
"My" "Hey" "Sail" "Finger"
"Cruel" "Susan" "Cracking"
"Laser" "Wonder" "Rumor" "Man"
"Take" "Road" "Heavy" "Money"
"Seat" "Lines"
"Down" "Train" "Blue" "Run" "Boom" "Music" "Heat" "Hooked" "Stranger" "Way" Title "Logical" Title "Music" "Thee" "Teardrops Love" "Evening" "Saurez" "Fool"
"Right" "Eve" "Imagine" "Melanie
"Mercy" "Steal" "Baltimore
"Eyes" "Teenarame" "Phone" "Girl'
"Arrow" "Glad" "Siam" "Choser"
Writer" "Sailor" "News" "West"
"Everything" "Vortigo" "Anxious" Highway" "Girls" "Beating"
"Cut" Title "California" ENEW

## "Dreams"

"Serve" "Train" "Think" "Angel"
"Southwind" "Side" "Roason"
"Devilp" "Jitterbug" "Lane"
"Jane" "Fire" "Trans" "Pains"
"Crazy" "Take" "Reruns" "Life"
"Wartime" "Zimbra" "Paper" "Air"
"Rolene" "Woman" "Fool" "Got"
Tide
"Roadrunner" "Rendezvous
"Hold" "Service" "Can't" "Chicken"
"Girs" "Wreckage" "Bad" "Lisa"
"Money" "Band" "Pants" "Spies"
"Fooled"
"Spooky" "Blues" "Die" "Ready"
"Move On" "Chelsea" "USA" "Day"
"Gone" "All Night"
"Nadine" "Night Time"

Chart
Summary top airplay of the weok. KNACK knocked CARS into second place, though the two albums command virtually the same amount of airplay attention nation wide, and remain slgniftcantly ahead of all other competition PALMER hold his position while KINKS inched up in a seesaw battle with YOUNG. LOWE inched up, REO hit top ten. and SNIFF continued its steady upward climb. TRAVERS and BOC moved up. LED ZEPPEUN was this week's highest debut and most added album, gamerIng an unprecedanted 124 adds in a single weak, along with many immediate adds into higher airplay rotations. Watch for a big jump upward next week on thls af bum as those adds turn Into medium and hot re ports. WERNER and REC ORDS had a good weak. as did SOUTHSIDE end ACIDC. CHARLIE inched up while DVLAN debuted with an excellent combino tion of adds end early ro totional increases. HA GAR, CHICAGO, HEADS and MARTIN all registered momentum this week. GOMM and NEWMAN had a good week. The AMERICATHON sound track debuted while VAN HALEN came close to charting.
The Album Airplay/40 chart represents activity based on a com-
bination of add medium and hol reports. Artists' chart numbers are displayed over a four-week peniod. The artists in italics regis-
tered the most rapid gains in airplay for the week. Album cuts that are also current singles are isted in bold type




## JUDAS PRIEST

## LIVEIN JAPANH

## "UNLEASHED IN THE EAST"

## Roaring Into Your Town Soon

## September 1

Nassau Coliseum
Paradise
Coliseum
Civic Center
Paris Theatre
Spectrum
Paramount
Agora
Civic Center
Civic Col
Agora

New York Boston New Haven Springtield Portiand, MA Philadelphia Asbury Pk, NJ Youngstown Huntington, WV Knoxville Allanta

14
14
16
18
18
19
20
22
24
26
28
28
30

Riverfront Col
Coliseum
Agora
Roberts Stadium Amphitheatre
Arena
Dane County Cal Met Sport Center Municipal Aud.

Cincinnati Louisville
Ft. Wayne, IN
Columbus, OH
Evansville, IN
Chicago
Milwaukee
Madison
St. Paul
Kansas City

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


## SINGLES

ALAN PARSONS
"Damned If I Do" (Arista)
VAN HALEN
"Beautiful Girls" (WB)
TIM CURRY
"I Do The Rock" (A\&M)
JOHN COUGAR
"I Need A Lover" (Riva/Mercury)
BLACKFOOT
"Highway Song" (Atco)
JOURNEY
"Lovin', Touchin', Sque日zin" " (Columbia)
JIMMY BUFFETT
"Fins" (MCA)
LOUISE GOFFIN
"Remember" (Asylum)
"Hot Summer Nights" (Planet) BLUE STEEL
"No More Lonely Nights" (Infinity)
 are otther not avalleble on an album or are from on album not currenty- on the

## JAZZ ON A®R

NEIL LARSEN
.
SPYRO GYRA
JEFF LORBER
T

JONI MITCHELL
B.B. KING

STANLEY CLARKE .... "Second... Woman". "Lonely"
........... "Jelly... (Nemperor) "Jolly" "All About" BOB JAMES. . . ..... Lucky Seven (Tappan ZeelCol) CRUSADERS. . Frionds Rush Hour Blue Lick PAT METHENY . . . . . . . . . . New Chautauqua (ECM) BURTON/COREA . . . . . . . . . . . . Maxico" T/t/e Duet (ECM) Various Cuts

## REGIONAL AER ACTIVITY


Lifasiger Ble Long Island

Long island


## WRCN

Long Island
No Dom


No Ansict fown
No Noy ink



| 2) CHOM-FM | Montreal <br> 614.938 .8426 |
| :---: | :---: |
| mora |  |
| Yormina |  |
| \% 0 \% | coin |
|  | man |
| nixtmex |  |
| -1- Mot | -x. |
|  | -im wo..nem |
| -14\% | Aivom |
|  |  |
| 5miombi..tim | - |









Columbus

| LAN FM 97 | Grand Raplds 618.456 .5461 |
| :---: | :---: |
|  |  |
|  | Kansas City |
| ( $101 . \mathrm{Pi1}$ <br> - 01 otac Cullis <br>  Tuel Ia . iello ont Oct <br>  <br>  |  |





## News Notes

Quickly this week . . . Mike Carta, PD of WMAY/Springfield, IL got the PD job at WILAM-FM/St. Louis . . R.T. Simpson former PD of KERE/Denver, landed the KLZ/Denver PD gig. More details and quotes on Page 1 this week's R\&R . . . Also at KZL, Production Director Bill Bradley has been made Assistant PD. (Rumor has it he will be writing all of the captions for the R.T. Simpson trade photos!?!!... Bet you didn't know that R.T. and WIL's new GM. Walt Turner, both worked at KIMN/Denver? Turner was PD and Simpson was one of his air personalities... Mike Burger has been made Sports Director of Pop/ Adult station WDBO-AM-FM/Orlando. You may recall that Burger was longtime

## CMA Awards Final Nominees Named

The Country Masic Association has announced the names of the five finalists in each of the categories up for the prestigious 1979 CMA Awands. During the coming weeks, the CMA membership will vote to determine the winners. Those will be announced Monday. October 8 at the Grand Ole Opry theater in Nashville. The show will be televised to a national audience via the CBS television network. Kenny Rogers will act as host for the program. Other performers and presenters confirmed for this, the 13th annual CMA Awards Show are Bill Anderson, Chet At kins, Dave \& Sugar, Crystal Gayle, Larry Gallin, Loretta Lynn, Barbara Mandrell, Ronnie Milsap, Anne Murray, Willie Nelson, the Oak Ridge Boys, Dolly Parton, Ray Stevens, Mel Tillis,
 Dotuie West, Don Williams and Tammy Wynette.

Kenny Rogers
For the first time, as reported here two weeks ago, the CMA will produce a network radio show immediately following the television broadcast. That show will air via the NBC Radio Network. Interested stations should contact NBC's Ruth Meyer in New York at (212) 664-2045.

Leading the list of nominees is Kenny Rogers, being selected in five of the categories. The final nominees are as follows:


The Country Music Hall of Fame nominees include: Johnny Canh, White Ford, Connie B. Gay, Hank Sinow, Floyd Tillman ard Lulu thell \& Scouty Wiseman. In the sapplementary catezory, moninees are: Vornon Inalhart. I afty Prizell, Huber tang. The Original sons of The Phoneern, and Ernest "Pop" Stoneman. Two will be inducted into the Hall of Fame that night.

PD and morning man at WHOO/Orlando. He left the station in January. Burger told R\&R. "I am sad to have to leave Country radio. I will be stepping down from the CMA Board Of Directors and leaving my position with FICAP. It has been a pleasure for me to know and work with some of the best of radio and records in country music." . . . Former WDEE/Detroit OD Tom Allen takes on the same position at KVET/Austin. He will be on the air from noon to three daily. Joe P. Ethridge, who had been OD, will remain with the station doing music and on-the-air from nine to noon . . KJIB-FM/Portland (sister station of KWJJ, the top-rated Country station in the market/ has changed formats from Beautiful Music to "Beautiful Country," according to GM Bernie Thompson. The station will simulcast with the AM in morning drive, with the John Wesley Gibson show. The 100.000 watts FMer will be using the FM-100 automated Country format from Chicago . . . Should be an interesting battle now that two more stations have been changed to Country - KYTE, a few weeks ago, and now KJIB-FM . . . Morgan Hellbent, formerly of KMAK/Fresno, is now MD at KRAM/Las Vegas. He will be doing afternoon drive. Former MD/afternoon driver Johnny Steele trades shifts with Hellbent, who was doing evenings . . WFNC/Fayetteville, NC has dropped its live programming for fulltime automation, using the TM service out of Dallas. GM Paul Michaels has exited to join Top 40 station WFLB, also in Fayetteville . . Have a great week, somebody is listening to YOU

## 

## "How Far Back Does Your Oldies Catalogue Go?'

In an informal survey of $\mathbf{R \& R}$ reporters, we found that a very few stations' catalogues go back to 1937, and a very few limit oldies from 1975 onward. The majority of stations fall into two categories: those that pull oldies from the $1950^{\circ}$ s on, and those that air from 1965. The second most popular cut-off date is 1969. Below is a sample of answers to our query.

Ed Salamon, PD, WHN/New York: "Although the station plays about half oldies, the bulk have been hits in the past few years. What we look for in oldies is the crossover hit. usually post-1973, as there wasn't any Country radio in New York previous to that year."

Ron Norwood, PD, KMPS/Seattle: "We go back to 1955, with a smattering of Hank Williams from the late $40^{\circ}$ s. Although we play our oldies in all dayparts, they are dayparted for tempo and lyric content. The crying songs are not played in morning drive."

Moon Mullins, MD, WDAF/Kansas City: "1949, and some before that, but on a limited basis. Our pre-1960 play less than 10 times a day We are targeting for $25-49$ and we use 1960 as a breaking point because country music began to modernize in $60-63$, versus the late $50^{\prime} \mathrm{s}$, which were more of a rockabilly sound."

Bill Conway, PD, WBCS/Milwaukee: "1969. We have about 5 6 selections per year for years previous to 19\%9, but before that. there wasn' a lot of Country radio in Milwaukee, and our research shows that songs be fore that aren't that meaningful to our listeners. For oldies before 1969, most of what we play were crossover hits."

Vince Weber, MD, WBAX/Wilkes-Barre: "In our regular ro tation we go back to 1975 , although we play older songs, in lower rotation, at night. We feel we have a hipper audience in the day, and the hard-core listener at night."

Mickey Ashworth, PD, KLVI/Beaumont, TX: "We play a handful from the early 50 's, but generally go back to 1965 . Prior to that year, there is a sound that sticks out like a sore thumb compared to today's sound. We don't want to completely throw out the old stuff, but are very careful about what we play."

Ron Jones, PD, WHK/Cleveland: "As a rule, we don't go back past 1966-67, unless the song was a killer, like an "El Paso" or an EIvis hit (especially it it crossed over). Our target audience is $25-54$ and we want the oldies to be familiar to that segment.

Suzanne Benson, MD, WMAQ/Chicago: "We go back to 1937 with Roy Acuff and the Sons $\mathbf{O}$ The Pioncers, Hank Williams. The majority of the very old songs are dayparted to include nights and overniphts, allurough the true classics, which we have derived through research, are played in all dayparts (such as "Your Cheatin' Heart"). From 6am-fpm the bulk of our oldies are from 1965-66 on up."

Reggie Davis, MD, WUNI/Mobile: "We go back occasionally to 61 -62, but that is very limited . . most of our stuff is from 1968 on up I think you have to drift with your demographic (ours is 18-35). We still play, for example, Jim Reeves, but only on a limited basis, and we try to limit the "old" oldies to mayte one every $1 \mathrm{~h}-2$ hours, out of the 4.5 we play every hour. We have a newer audience and have to try and play what is famillar to them."

Let us know any arean of radio/records you'd like to se covered in "Newshreaker." Jot a line to llah Country . . your ideas are atwins welcome.

## BREAKERS

## RONNIE MILSAP

In No Time At All（RCA）
$72 \%$ of our reporters on it New adds include WHK，WJJD， WONE，KBOX，KSON，KOKE，WYVA，WNYR．Charts：35－30 WMZO－FM，16－8 WINN，debut 23 WPLO，27－21 WSUN，27－23 KMPS，debut 28 WSLR， $30-25$ WUNI，debut 24 WLWI－FM． R\＆R Chart 38－30．

## REX ALLEN JR．

## If I Fell In Love With You（WB）

On $58 \%$ of our reporting stations．Charts： $24-14$ KSO，17－10 KRAM，30－25 KRMD， $24-20$ KNIX， $34-24$ WCOSFM， $21-12$ WRCP， $38-30$ KSON．Adds this week：WDGY，WEEP，KRZY， WNVY，WPOR．R\＆R Chart 37．31．

## BILLY＂CRASH＂CRADDOCK <br> Robinhood（Capitol）

On 64\％of our reporting stations．Charts：21－17 WUBE，27－20 WOQT，39－29 KFTN，39－28 WCOS－FM， $29-16$ KLAK，37．30 KHAK，16－10 KUZZ．Adds：WDAF，WNVY，WFMS－FM，KVOC， KFTN．RER Chart Debut 32.

## LARRY GATLIN

## All The Gold In California（Columbia）

 Reported on $62 \%$ of our stations，this is the＂Most Added＂ song this week．New adds include KENR，KEEN，WONE， WSUN，WINN，WRCP，WHN，WADR，WYVA，WPOR，KLVI， WDEN，KHAK．Charts： $40-30$ WCXI，debut 30 WSAI，debut 29 WYDE．R\＆R Chart Debut 33.
## BELLAMY BROTHERS

You Ain＇t Just Whistling Dixie（WB／Curb） $61 \%$ of our reporters on this song．Adds：WEEP，WSUN， KBOX，KCKN，KLAC，Charts：Debut 24 WPLO，31－25 WMAQ， 32－22 KWKH，37－30 WKDA，debut 30 WKMF，27－22 WWVA， debut 30 WLWI－FM，24－17 WUNI．R\＆R Chart Debut 34.

for this woek．You＇ll notice wo numbers immediataiy follow each song utio balow（exemple 30／5） The first represense total number of our reporting stastions pleving the record this woek．The second The number of thoes stestions that odded in this wook
SAMMI SMITH＂The Letter＂（Cyclone）75／5，KLAC．WNAS，WMAQ WCUZ WCAW Chart： 3930 KEEN， 32.28 WSAI， 22.14 KHAK， 1410 KZIP， 32.26 KSO， 3339 WNYA． 2419 KAMD QANDY BARLOW＂Another Easy Lovin＇Night＂（Republic） KNIX KRDR，KFEQ WCXI，WONE WSAI，KHAK，KNOE WVMI，KOKE KEOX，KCUT，KLAC WKDA．WPO C Chart： 3830 WCOS FM，debut 29 KMPS， 3023 KTOM
KENDALLS＂I Don＇t Do It Like That No More＂（Ovation）7214，kSon，KLAC WFMS FM，KCKN，WHK，WSUN．WSM，WOOT，WADR，WEAX，KGRZ．KIDN，KWMT，WYTL（both） RAZTY BAILEY＂I Ain＇t Got No Business Doin＇Business Today＂（RCA）71／12 RAZTY BAILEY＂I Ain＇t Got No Business Doin＇Business Today＂（RCA）71／12
WYVA．WMZO．FM，WINN．WJJD．WONE，WFMS－FM，KSO WHEF，KMAK．KMPS，KSON．Chart WYVA WMZO．FM，WINN，WJJD．WONE，WFMS．FM，KSO，WHBF，KMAK，KMPS，KSON C Chrte
3427 KNIX， $21-15$ WUNI， 3530 WOaT，debut 28 WYOE， 3429 KFGO．38－26 WDEN，dobut 29 WTHI EARL SCRUGGS REVUE＂I Could Sure Use The Feeling＂（Columbia）71／2， KLVI，KWMT Charts： 21.17 KSO， 30.23 KSON． 30.24 WEAT， $28-19$ KTYN， 31.21 WHEF， 3420 KNOE 111 WRCP， 2016 KRDA． 30.21 WPO
BILLIE JO SPEARS＂Livin＇Our Love Together＂（UA）70／12，KLAC，wMZO．FM KCKN，WSAI，WONE，KWMT，WTHI，WYTL KNOE，WSUN，WYDE，WOKK．ChAr®s： 16.8 WOKO
27.22 KAMD debut 28 WPLO， 22.12 KRZY． 28.24 KMPS，debut 30 WSLR， 10.7 WUNI， 37.27 WIAK．FM， 27.22 KAMO, debut $28 \mathrm{WPLO}, 22.12 \mathrm{KAZY}$

EDDY ARNOLD＂Goodbye＂（RCA）66／5，kBox，wUBE，WhK，KNIX．KYNN．Chart 1411 WWVA dobut 26 KTYN， 37.29 KVET， 33.27 KFTN． 25.18 KRMD， 32.25 WAXX， 3529 WCOS FM 22.27 WONE． 2924 KIDN， $28-20 \mathrm{KU} 2 \mathrm{Z} .3530 \mathrm{KFGO}$

OLIVIA NEWTON JOHN＂＇Dancin＇＇Round And＇Round＂（MCA）62／7，WSLA WTL WLAS，KVOO．WYVA．WYDE KION．Charte 3429 WFMS．FM，debut 30 WPLO， 33.29 KCKN． dobut $30 \mathrm{KMPS}, 3629$ WSAI． 17.13 WN． 2824 WJJo， 2824 WIAK－FM，debur 23 KOKE． ZELLA LEHR＂Once in A Blue Moon＂（RCA）62／4，WHK，WYTL WHBF，WOEN JOHN ANDERSON＂Low Dog Blues＂（WB）55／4，WLwI．FM，KKAL KMAK，KION Charts 3529 KSON， 18.13 WPLO． 3425 WONE． $35-29$ WKDA． $21.14 \mathrm{KZIP} .29 .21 \mathrm{KFTN}, 30.24 \mathrm{KROR}$ debut 24 KTYN， 2010 WOEN． 3030 KWMT， 32.28 KNOE
BILL ANDERSON \＆THE PO＇FOLKS＂The Dream Never Dies＂（MCA）55／1 KROR．Charts： 39.28 K SO 12.9 WWVA $13.10 \mathrm{KLVI}, 27.18$ WPLO，debut 27 WVTL 2924 KGF

DOLLY PARTON＂SWeet Summer Lovin＂＂］（RCA）54／13，KEEN，KMPS，KLAK
WCXI，WSLR，WOOT，WYDE，KVOC KGFX，WHEF，WAXX，KBMR，KVOO Charts： 27.20 WOKQ WCXI．WSLR WOAT，WYDE，KVOC．KGFX，WHBF，WAXX，KBMA，KVOO．Charts： 27.20 WOKK
debut 26 KRGO，dobut 29 WONE， 2822 WUNI，debut 29 WJJD，dobut 29 KMAK． 32.27 KFGO PORTER WAGONER＂Everything l＇ve Alwavs Wanted＂（RCA）53／6，KEEN WSAI，WONE．WKDA．WPOR，WTHI．Chars 1915 KFGO $3529 \mathrm{KUZ22} 3329 \mathrm{KSOP}, 3329 \mathrm{KHAK}$ CRISTY LANE＂＇S CRISTY LANE＂Slippin＇Up，Slippin＇Around＂（UA）52112，KL
CRYSTAL GAYLE＂Half The Way＂（Columbia）49／26．One of the＂Moss Added records this wook．Now ados includd KNEW，KSOP，KLAC，KNIX．KEED，WUBE，WJJD，KBMR WONE KEEC．KVET．WKDA KVOO，WUNI，KXLR，WSM，WOOT，KZIP．WHN．WMZO．FM．KRDR KUGR，KBET，KKAL KFGO，dnbut 27 WYDE
TOMMY OVERSTREET＂What More Could A Man Need＂（Elektra）49／9， KRZY KHAK，KBOX WTVA，WNYR，KNOE．WHTL KVOC，KMAK．Charte 2821 KRGO，debut 29 Others Getting Significant Action
MUNDO EARWOOD＂We Got Love＂（GMC）46／6，K日OX
WTHI KRAM Chart： 28.18 KNOE 2821 WRCP． 17.13 KZIP． 24 18 KOKE．
DICKEY LEE＂I＇m Just A Heartache Away＂（Mercury）40／5，KnIX．KHAK，Kso． WSAl，KOKE CTARE： 31.19 WDEN，debut 27 WUNI， 2822 KZIP， 27.23 KSOP
JEANNE PRUETT＂Please Sing Satin Sheets For Me＂（1BC）40／4，WADA，
WNYA WOEN，WOKK Chartea 2517 WCXI，dabut 19 WKMF， 2925 WBAM． 2820 WIRK．FM，debut WNYR WOEN，WOKK Chars： 2517 WCXI，dabut 19 WKMF， 2925 WBAM． 2820 WIRK．FM，debut
24 KTOM．

## NATIONALEARPLAY／4O

Three Two Last Weaks Weaks Week

| 14 | 10 | 2 | 1 |
| :---: | :---: | :---: | :---: |
| 3 | 1 | 1 | 2 |
| 19 | 13 | 6 | 3 |
| 6 | 3 | 3 | 4 |
| 10 | 5 | 4 | 5 |
| 23 | 17 | 12 | 0 |
| 24 | 18 | 13 | 0 |
| 28 | 22 | 15 | 0 |
| 22 | 15 | 10 | 0 |
| 1 | 2 | 5 | 10 |
| 9 | 7 | 7 | 11 |
| 29 | 25 | 16 | （13） |
| 32 | 29 | 24 | （1） |
| 30 | 24 | 19 | （1） |
| 35 | 25 | 18 | （1） |
| 34 | 30 | 21 | （1） |
| 11 | 9 | 11 | 17 |
| 5 | 4 | 8 | 18 |
| 39 | 31 | 27 | （1） |
| 8 | 8 | 9 | 20 |
| 36 | 35 | 23 | 21 |
| － | － | 32 | （6） |
| － | 33 | 30 | （a） |
| 33 | 28 | 25 | 24 |
| － | 32 | 28 | 3 |
| 4 | 6 | 14 | 26 |
| － | － | 31 | （3） |
| － | 38 | 33 | （2） |
| － | 37 | 34 | 6） |
| － | － | 38 | 3 |
| － | 39 | 37 | （11） |
| － | － |  | 3 |
| － | － |  | 9 |
| － | － |  | （3） |
| 12 | 14 | 17 | 35 |
| 31 | 40 | 36 | 36 |
| 20 | 19 | 20 | 37 |
| 37 | 34 | 29 | 38 |
| － | － |  | 39 |
| 7 | 12 | 22 | 40 |

## August 31， 1979

| CONWAY TWITTYII May Never Get To Heaven（MCA） |  |
| :---: | :---: |
| CHARLIE DANIELS BAND／The Devil Went Down To Georgie（Epic） |  |
| CHARLEY PRIDE／You＇re My Jamalce（RCA） |  |
| WILLE NELSON \＆LEON RUSSELLHeartbreak Hotel（Columbia） |  |
| KENNY ROGERS \＆DOTTIE WEST／＇Till I Can Make it On My Own（UA） |  |
| CRYSTAL GAYLE／Your Kisses Will（UA） |  |
| MOE \＆JOEJJust Good O1＇Boys（Columbia） |  |
| DON WILLIAMS／It Must Be Love（MCA） |  |
| STATLER BROTHERS／Here We Are Again（Mercury） |  |
| MEL TILLS／Coca Cola Cowboy（MCA） |  |
| DAVE \＆SUGARUStay With Me（RCA） |  |
| DONNA FARGO／Daddy（WB） |  |
| MICKEY GILLEYIMy Silver Lining（Epic／Playboy） |  |
| JIM ED BROWN \＆HELEN CORNELIUS／Fools（RCA） |  |
| JENNIFER WARNESII Know A Heartache When I See One（Aris bal） |  |
| KENNY DALEIOnly Love Can Break A Heart（Capitol） |  |
| JIM REEVES w／DEBRA ALLEN／Don＇t Let Me Crossover（RCA） |  |
| HANK WILLIAMS JR．／Family Tradition（Ele |  |
| JOHN CONLEEBefore My Time（MCA） |  |
| GENE WATSON／Pick The Wildwood Flower（Capitol） |  |
| JOHNNY RODRIGUEZ／Fools For Each Other（Columbia） |  |
| ELVIS PRESLEY／There＇s A Honky Tonk Angel（RCA） |  |
| T．G．Stie PPARD／Last Cheater＇s Waltz（WE／Curb） |  |
| VERN GOSDIN／All I Want And Need Forever（Elektra） |  |
| BARBARA MANDRELLFooled BY A Feeling（MCA） |  |
| EDDIE RABBITT／Suspicions（Elek tra） |  |
| OAK RIDGE BOYSIDream On（MCA） |  |
| JACKY WARD \＆REBA McENTIRE／That Makes Two Of Us（Mercury） |  |
| JERRY LEE LEWISNW W Will The Next Fool Be（Elektra） |  |
| RONNIE MILSAPIIn No Time At All（RCA） |  |
| REX ALLEN JR．／If I Fell In Love With You（WB） |  |
| BILLY＂CRASH＇CRADDOCK／Robinhood（Caplol） |  |
| LARRY GATLIN／All The Gold In California（Columbia） |  |
| BELLAMY BROTHERS／You Ain＇t Just Whisting Dixie（WB／Curb） |  |
| MOE BANDY／Barstool Mountain（Columbia） |  |
| GEORGE JONES／Someday My Day Will Come（Epic） |  |
| LYNN ANDERSON／I Love How You Love Me（Columbia） |  |
| MEL McDANIELJPlay Her Back To Yesterday（Capitol） | NEW |
| SAMMI SMITH／T he Letter（Cyclone） | ENTRY |
| TAMMY WYNETTE／No One Else In The World（Epic） |  |

NEW $\longrightarrow$

RONNIE McDOWELL＂LOve Me Now＂（Epic）38／12，KLAK．KNIX．WSLA．Waat WINN，WPLO，KVET，KGFX．WYTL WHEF，WAXX，KCEY， 19 － 13 WCXI， 2820 WUNI．
WILLIE NELSON＂Crazy Arms＂（RCA）38／8，kso，WKKN，KYNN，KVET，KVoo WCOSFM．KWKH．WNYA．debutz WPLO
FREDNY WELLER＂Tha：Runaway Woman＂（Columbia）35／6，KLAK，KYNN， KGFX，WKKN，WIRE，KFGO．Charte： 3328 KRMO． 2621 WUN1， 32.23 KUZZ
GLEN CLAMPBELL＂Hound Dog Man＂（Capitol）33／17，WIRE，WLWI．FM，WKDA KNIX WUVA WCAW，WDEN，KVOO，
KTOM，debut 29 WOKQ debut 28 KRGO
JOE STAMPLEY＂Put Your Clothes Back On＂（Epic）32／15．wnYR．WCOS．FM WIRK．FM．WKDA．KZIP，KXLR，WNRS，WKKN．KTYN，KMAK，KमAM，KBBQ．KEEO，KSOP，KRAK． debut 28 WUNI．
ROSANNE CASH W／BOBBY BARE＂No Memories Hangin＂．．．＂（Columbia）26／14，
KNEW，WCXI，WPLO，WINN，WKOA．KVOO，KVET，KEBC．WOKQ．KBEO．KVOC．KCUE，KUZZ．
KTYN．
HANK THOMPSON＂I Hear The South Callin＂Me＂（MCA）26／11，kMPS KAZY，KUZZ，WUBE，WGAM，WLAS，KZIP，KVOO，WKKN，KYNN，KBBO
MARGO SMITH＂Baby MY Babv＂（WB）24／22．One of the＂Most Added＂this woek Now at KSOP，WUBE，WCXI，KSO，KAMD，WUNI，WIAK．FM，KWKH，W
STEVE WARINER＂Beside Me＂（RCA）23／3．WFMS－FM．KVOO，KTOM， 37.29 WOEN 37．30 KFTN Reported on KLAK，KMAK，KVET，KUGR，KMPS
O．B．MCCLINTON＂SOap＂（Epic）22／5，KRAK．KMAK．WHBF，KYNN，KAMD． 2521 WIRK FM，debut 29 WOKK
TOM GRANT＂Sail On＂（Republic）20／20．One of the waok＇s＂Most Added＂songs， NOW At WPLO，KSO，KMPS，KNIX．KRAK，KEEO，KLAK
KVOO，KBMR，WAXX，KBBO．KUGR，KMAK．KTOM．
DOLLY PARTON＂Great Balls Of Fire＂（RCA）19／5，WHK，KYNN，KTYN，WOQT， KCEY，debut 29 WJJD
DEBBY BOONE＂See You In September＂（WB／Curb）17／7，KEED，KRAK．kso ANN J．MORTON＂M
ANN J．MORTON
BOBBY HOOD＂Easy＂（Chute） $15 / 2$ WIRE WKKN On KBET KAAK KBBQ KWKM．KVET BIG AL DOWNING＂Midnight Lace＂（WB）14／14，KSOP，KSO，KE日C．KWKM，WIRK FM，KRMD，WCOS－FM，WRCP，WWVA KVOO，KXLA，WLAS，KYNN，WAXX
JERRY REED＂Hot Stuff＂（RCA）10／4，wnRs kFGo．kvoo wcos－FM Onk ksop KRMD，WLWI．FM．
BUCK OWENS＂Hangin＇In And Hangin＇On＂（WB）9／9，KNIX（both）．KUZZ．KAAK． KFGO，K日M ，
LOUISE MANDRELL＂I Never Loved Anyone Like I Love You＂（Eplc）9／4， GIENN SUTTOM＂＇Red Neck Disco＂ WKMF，KVOO，WPLO，WMZQ．FM

## Most Requested

CHARLE DANIELS（EDic）Tit
MOE b JOE ICotumbia） MOE \＆JOE（Columbia） HANK WILLIAMS JR．IEIoktra） OON WILLIAMS（MCA） OAK RIOGE BOYSIMCA ELVIS PAESLEY YRC CRYSTAL gayleiva
WILLIE \＆LEONICOIUMbia）

Active Re－Currents


## Biff Collie Inside Nashville

AIRIINES: Dick Blake \& Shorty Lavendar made Johnny Paycheck "Lavendar Blue" with that $\$ 76.000$ settlement in back booking commissions ... Roseanne Cash is expecting: a new CBS album (her first). and a new baby, her first, next January. (She's Johnny's daughter.) ... I told you Barbara Mandrell was "into" the movie thing. Peter Fonda's wrapping negotiations with Barbara for a movie about rodeo: she'll be Peter's wife in "Blue Smoke," maybe starting next month ...Red Sovine's "Teddy Bear" will become a movie, according to Cedarwood pubbery President Billy Denny . . "Famous Nashville stars involved in local cocaine pipeline." quoted local constabulary . . Will Jan Howard book the hotels for the Gospel Music Association's International Festival of Gospel Music in Israel set for December 1980?

QUOTE: "We filed a lawsuit seeking release of Elvis Presley's autopsy report because there are unanswered questions the public has a right to know" -ABC-TV newsmen Charles Thompson $\&$ James Cole
"Country music's going to disco ... and the dogs!" - Martha Hume in Us magazine ... "I had so much fun making the movie 'Hot Stuff' I would have done it for nothin' ... but I didn't" - Jerry Reed
"My new record is the cleanest one I've ever made. It's called 'Soap' " - O.B. McClinton "What do you mean. you don't know who Brenda Butcher is! She's Crystal Gayle!" - Charlie Lamb
"I didn't really say I want to be stuffed like my horse Trigger and placed in the museum at Victorville, CA" - Roy Rogers . . "I've learned that the best way to lose weight is to eat all you want of everything you don't like!" - Billy Bob Bowman.

COUNTRY COUNTRY: Another Country festival bit the dust, this time in Tucson, because of a "massgathering" ordinance at the Pima County Fairgrounds. The promoters spent a wad in advertising, organization, equipment and advances to talent and really made a solid effort to "bring it home."

BURNED TOAST: Dolly Parton, Roy Clark, Ronnie Milsap, Merle Haggard, Johnny Cash and Mel Tillis all are members of a unique group who have won "Entertainer Of The Year" awards, only to be virtually ignored the following year when the votes are passed out. Last year Dolly was the Blue Ribbon winner; this year she didn't make the finals in any category. But then Willie Nelson might be the biggest thing on the American music scene since Elvis came along, and he hasn't won anything yet!!! I'm upset because Ernest Tubb didn't even get to the final five with his historic album "Legend \& Legacy."

POTPOURRI (stuff): Lester "Roadhog" Moran cancelled all future Saturday nights at Johnny Mack Brown High School and hired himself a Hollywood
agent ... Barbara Mandrell \& Conway Twitty held their thind annual celebrity softball game Wednesday night, with proceeds going to the Sumner County Humane Shelter. That game went to the dogs! Bill Anderson broke the one night attendance record at the Iowa Championship Rodeo showcase recently Phyllis George surprised Willie Nelson by playing a harmonica solo with him on stage at the Kentucky State Fair... Over 5000 fans watched as the Statler Brothers were inducted into the Virginia Folk Music Hall of Fame recently. Governor John Dalton was on hand. proclaiming "Statler Brothers Day" in Virginia

Dolly Parton has to play " 20 Questions" with the judge in that Porter Wagoner lawsuit ... "Hee Haw's" Sept. 15 premier stars the Fiddlin' Senate House Speaker, Robert Byrd from West Virginia, Con Hunley. and Hoyt Axton...Super-songwriter Vaughn Horton has written more million-selling songs than any Country writer I know: 23! (He wrote "Mockingbird Hill." "Sugarfoot Rag," "Teardrops In My Heart,"


Waylon Jennings
"Cho Choo Ch' Boogie," etc. Waylon's guesting with Jane Pauley on the NBC "Today" show is set for Thursday (6th) . . Vern Gosdin sold his bus and bought a van (pass the gas!) ... The Nashville Sounds baseball team had a Kitty Wells night on her 60th birthday. (Thanks. Conway.) ...The Alamo Clothing store in Nashville says they'll remake and refit those store in Nashilly "Crash" Craddock is suing them for "if he hasn't gained too much weight(!)"... The "Real

Hank Williams Story" is "on" again at Warmer Bros.? The Oak Ridge Boys filed suit in Nashville to restrain William E. Frank Jr. from fraudulently representing himself as the brother of the Oaks' Duane Allen. . . Nashville columnist Red O'Donnell says the only thing wrong with ousted Energy Secretary James Schlesinger was . . . he ran out of gas! . . Leigh Grady wrote from Seminary, Mississippi to tell us that last week was "National Chigger Week" (make you itch, too?) . . . Dolly's new bus cost an estimated $\$ 150,000$... Conway \& Loretta to endorse a new line of clothes?


Don Williams
TAG-LINES: Don Williams's re-signing with MCA precipitated a party hosted by Nashville boss Jim Fogelsong . . . Tom T. Hall interviewed by Newsweek for their Aug. 6 cover story, "Where Have All The Heroes Gone?" ... John Conlee \& Bud Logan (his producer) went fishing, didn't catch anything, stopped at the Bucksnort Trout Farm (really), and picked up a batch of fish and came home a 'braggin'

Bill \& Becky Anderson are buying a farm in nearby Lebanon, but no horses, Bill says (he's allergic) Buck Trent rehearsing the "Wedding March" on his five-string for his march to the altar this fall with Fay Watson . . Tom Grant has covered the Commodores' "Sail On" for Republic Records.

BLUE RIBBONS: These are my predictions for CMA winner Oct. 8th: Willie (it's time!) for "Entertainer Of The Year," Willie \& Leom's "One For The Road" for "Album Of The Year," "Every Which Way But Loose" for "Song Of The Year." Barbara Mandrell for "Female Vocalist Of The Year." Kenny Rogers for "Male Vocalist Of The Year," Oak Ridge Boys for "Vocal Group Of The Year." Kenny Rogers \& Dottie West for "Vocal Duet Of The Year," Charlie Daniels Band for "Instrumental Group Of The Year." Roy Clark for "Instrumentalist Of The Year."

AND REMEMBER: "A winner is a loser who didn't give up."

From The Motion Picture "Hot Stuff" Released By Columbia Pictures From The "Jerry Reed-Live!" Album


## Country Albums

## Album cuts race

RANDY BARLOW - Rendy Berlow - (Republic) '"Long Distance Driver"' "Lay BELLAMY BROTHERS - The Two And Only - (WB/Curt) "Ole Feithful" "Wet T Shirt" Why Did Wo Die So Young" "Miss Misunderstood JOHNNY CASH - SMver - (Cotumbial "Cocaine Blues" "Muddy Weters Ball Y "Crast" CRADDOCK - Laughing \& Crying E Living 8 Dying - ICepttoil "Sneak Out Of Love With You" "When I Get Over You
FREDDY FENDER - The Texas Baladeer - iSterfital "Gotte Traval On" "Squeoze Box Walk Under A Snake
CRYSTAL GAVLE - We Should Be Together - (UA) "We Should Be Together" "Sneatin' Out The Bact Door" "Too Deop For Tears" "Your Old Cold Shoulder" "Time With Prove Thet I'm Right"
MERLE HACGARD - 8ervtrg 180 Proot - (MCAN "Gof Too Lonely Thls Morving IDidn't Mean To Love You" "My Own Kind Of Het
EMnHYLOU HARRt8 - Blus Kentucky Cld - NWB) "Even Cowgits Get The Btums" "Beneath Still Woters"' "Sis tors Coming Home
HONKY TONKIN' - (RCA) "Crary Arms" "Hurricane Shirley
CHARLY McCLANN - Alone Too Long - (Epicl "I've Been Alone Too Long "Baby I'm A Went You" "Hold Me, Thrlll Me, Kiss Me" "Gettin" Over You" RONNIE McDOWELL - Rockin' You Easy, Lovin' You Slow - (Epic) "Rockin You Eesy..." "Love Mo Now"
RONNE MILSAP - Ronnlo Milsep - IRCA "Just Becouse It Feels Good" "Deito

Queen" "Hi Heal Sneakers" "All Good Things Don't Have To End" "I Really Don't Want To Know
WILLE NELSON \& LEON RUSSELL - One For The Roed - (Cotumbla) "Sioux City Sue" "Detour" "Summertime" "Trouble In Mind" "und Sle Of LTe" "Don" Fonce Mo in" "One For My Baby" "One For The Road" "Riding Down The Canyon" BOB NOLAN - The Sound Of A Pioneer - (Elektral "Men Welks Among Us That Old Outhaw Time" "Cool Water" "Tumbling Tumbleweeds"

## OAK RIDGE BOYS - Have Antved - (NACA) "Aly Radio Stre Sounctr Good To Mo

 Leaving LovisioneCHNRLEY PRIDE - Yoe're My Jemmica - (RCA) "Let Me Have A Chance To Love You" "Heartbreak Mountain"" What're We Doing Doing This Again"" "Plavin round
EDDIE RABBITT - Lovelline - (Elektra) "Pour Me Anothar Tequile" "Loveline" EARL 8CRUGGS REVUE - Today And Forever - (Cokmblal "No Choin At All" "Bye Bye Love" "Thil You Opened My Eyes" "Sail Away" "Bhue Moon Of Kentucky" Play Me No Sad Songs
T.C. SHEPPARD - $y_{4}$ Londy - (WB/Cuntl 'If's Only Love" "IIll Be Coming Back For More" "Fasfer Than I Could Dream" "I Wish That I Could Hurt That Way
Agaln"
SANiNM SMTH - Gir Heno - (Cyctonel "For The First Time in My Lite" "Dancin SNMiN SMITH - GHe Hono - IC
The Night Away" "Easy Touch"
MEL TILLS - Mr. Entertainer - (MCA) "hemp Shour Booge" "Oh Lonesome Me" "Night Is The Longest Time Of The Day" "Proof Of My Love" "Friends" "Babe It's Your Memory" "Tonight I Saw Three Peopla" "Cortonmouth
ERNEST TUBB - The Legend And The Legacy - (Cachet "Waliking The Fhoor" "Noarty Lose Your Mind" "HaH A Mlle" "Thanks A Lot" "Woltr Afross Texas" CONWAY TWITTY - Croes Whrds - (MCA "Heav Taers" "I Wish You Could

## REA/Finday, August 31, 1972 <br> Page 59 <br> $\mathrm{P} / \mathrm{A}$POP/ADULT



## Dowe Lightens Up Oklahoma City

Veteran programmer Ken Dowe can be seen these days with his well researched bag of tricks in Oklahoma's largest city. Some have tagged him the "Ohlahoma Crude, " no doubt because of his desire to turn his new station KLTE/Oklahoma City (logos into K-LITE) into an oll well of rating success. Anyway, the always outspoken Dowe and I had a recent chat which I'd like to share with you:

R\&R: As you know. KTOK has been the Adult monster in that city for a long time how are you positioning KLTE in relation to them?

DOWE: What they do so well - I have no intention of trying to do. Position-wise in terms of demographics we're going to go after the $25-54$ audience because this market has 7 or 8 rockers, which I call the rockpile. There is literally almost every type of format in the marketplace. When I first came here a year ago I found that there was no FM radio station playing music targeted to the audience I talked about. KTOK is basically an MOR with a lot of talk - don't get me wrong, it's good talk. They do a great job. But they're not really that big on music.

R\&R: The call letters KLTE - they represent a concept, don't they: light music?
R\&R: The call letters KLTE - they represent a concept, don't they: tght music?
DOWE: I did some focus group studies in San Antonio a year ago. Anyway, it was in one of the focus groups that I first heard the word mentioned. I heard two things actually "I like music that's light, I like it light, you know the light kind." And I said, "light, light. light's a good buzz word - light beer, light drinks, light cigarettes. I just might use it one day." Then the next thing I heard was how much people like weather reports. Over and over they were saying how much they pay attention to the weather.

R\&R: It's got to be important in that part of the country with all the farming land to consider - like it's a big deal in Minneapolis and WCCO has it covered like a blanket

DOWE: That's right, and nobody here was doing anything in a comprehensive manner except KTOK, and I said no wonder these people have all the numbers, they're doing a lot of things right. But I'couldn't go in there and put up a plane and put in a 15-man news operation immediately. But what I could do, and did, was to go in there and play music in stereo like nobody else in the market. A long story short without getting into the histrionics: I went through this music and came out with what I think is an eclectic blend of the best of all. I found that you could play a Barry Manilow next to Willie Nelson. I also discovered all. I found that you could play a Barry Manilow next

R\&R: So musically you stay on the light side of everything including the light or pop side of country?

DOWE: Yes, and in addition to the music we hired a local meteorological firm called Weather Scan to emphasize the weather, not news, as opposed to KTOK. We have a summary of the weather every 20 minutes, we do a lot of stock market reporting because because there's a lot of oil and wheat business in this area. To sum it up, what I've done is taken a superstar country artist like Don Williams - taken his crossover stuff, mixed it in with Willie Nelson and Waylon Jennings crossover material, developed a format and a concept for it, and the formatics spell out exactly where everything goes - some are high rotation, some are low rotations. Then I took all the contemporary stuff and mixed it all in so that you can play them, and the blend works perfectly. And I've got really freshsounding, young, aggressive announcers who are sitting in there communicating on FM with a style and concept that nobody in this town has ever heard before.

R\&R: We've made note in this column a number of times recently of the growing amount of Pop/Adult FM's that we're beginning to see. Full service on FM seems to be a major new direction for many broadcasters

DOWE: Absolutely, and we have it right now - an FM giving you tennis scores, re porting on the U.S. Open, broadcasting stock market reports, updated weather from meteorologists, and playing the top adult music.

## Update

NEW P/A FOR AUGUSTA: Early next week a brand new Pop/Adult-formatted station, WKZK, will hit the Georgia border city. Program Director Bryan Sargent informs me that he is looking for air talent who can also handle production and enjoys personal appearances; he can be reached at (404) 738-9191

Congratulations to Carol Highsmith, WMAL/ Washington Account Executive, who placed first in the major market category of the first annual Radio Advertising Bureau Local Sales - Breakthrough Contest. Highsmith's efforts included the organization and production of two very successful overseas productions. One sent morning team Harden \& Weaver to London and the other took afternoon duo Bill Trumbull and Chris Core to the beer tents of Germany's Oktoberfest. RAB President Miles David recognized her sales promotions by applauding her efforts as " $"$. . the highest levels of professionalism, perseverance, and sales skills." . . . WDBO/Orlando recently celebrated its 55th anniversary. The signal is the third oldest. according to PD Tom Kennington, in the state of Florida. The celebration included a cocktail, elaborate dinner. dancing, prizes, the calls carved in ice, and other festive activities . . Final tally in for KRMG/Tulsa's money-raiser for a burned-down job-placement building for the handicapped: $\$ 100,000$ ! - That deserves a round of applause . . . A Charlottesville, VA restaurant has
named a sandwich after WCHV morning personality Evans-in-the-AM. It's called the Evans Eye Opener, and consists of pastrami and Swiss cheese. Several staffers suggested different ingredients - baloney, turkey and ham... WTVN/Columbus Music Director Denny Nugent will be institutionalized September 8th as he will marry the lovely and talented Pat Tonneman, who is also the station's traffic lady . . . KEX/Portland morning man Jim Hollister and pm counterpart Nick Diamond spent the night last week with the animals at the Oregon State Fair in Salem. They teamed up to do the show from a barn interviewing kids from the 4H Club . . . KBLF/Red Bluff, CA recently held its 2nd last annual Dog Fest - over 200 dogs (the canine kind) were entered, and trophies were presented for the biggest. smallest, heaviest, ugliest, and cutest bowsers, along with the gifting of pet supplies WSGW/Saginaw's Rick Belcher did the morning show recently from an airplane using a Mardi Unit remote transmitter which is designed to cut down all aircraft noise and give a "studio quality" to the traffic reports. The demonstration was to emphasize their flight a "studio quality" to the traffic reports. The demonstration was WHIO/Dayton am ace John McNamara co-coached the Cincinnati Reds (station carries their games) during a recent game - station also had an honorary bat boy for the game plus other lucky listeners got a chance to meet some of the Ohio National League West plus other luckPIE/Erie (another morning man) Bill Lacy and his bride Pat have a new players . . . WRIE/Erie (another morning man) Bilt Lacy and his bride Pat have a new baby boy named Daniel Joseph (note the infant's fitting initials) ... WTIC/Hartford is looking for a well-rounded announcer with an adult-appeal voice who can handle a music shir All tapes and resumes to PD Jay Clark Financial Plaza, 06103

## Transition

Larry Kenney (pictured) and his cast of dozens will join P/A formatted WYNY/New York September 3rd to anchor the weekday morning drive segment after a 5 -year stint at WHN in the Apple. Explains Program Manager Dave Klahr, "Larty will be introducing to our listeners his infinite cast of characters, a collection which grows both from his imagination and from his talent for imper sonations." $\qquad$ Bruce Oberle moves from parttime to the midnight-6am shift, replacing Dave Green, who moved on to WGY/Schenectady New all-night personality at FM97/Pittsburgh is Trevor Ley, who comes to the Steel City from our 50th state: KPIG/Hawail, where he had the same shift . . Jack Lacy, after a period of other re sponsibilities, returns to the Program Director position at WBAL/Baltimore, as Brian McDonald, who had been PD during that time, moves back as
 Production Dinector . . WGSO/New Orleans, a Pop/Adult tradition in that city, will change direction under Program Director Ira Apple September 1, as they become a News/Talk operation. Apple commented. "We will also be heavy sports - the football Saints are very big bere; plus we'll have college football along with Astros baseball."

In a surprise move. K59/Honolulu Program Director Dave Denver has resigned to take a similar position with WGMA/Hollywood. FL George $L$. Davis, six-year veteran of WGY/Schenectady, has decided to go where the climate is warmer (a meat locker would suffice), and will bring his act to the afternoon drive slot at WTAR/Norfolk . . Barbara Howard has joined the News Department of KVI/Seattle and comes to the station from KSD/St. Louis where she served in the newsroom also . . Tony Busa has been named Account Executive of WBZ/Boston. Busa has an extensive background in radio and TV in the area ... Russ ton. Busey has been named Production Director of WGSO/New Orleans and replaces Len King. who was named News Director

KRKK/Rock Springs General Marager Bill Luzmoor has resigned his position to accept a position at WYCOM Corporation, which owns a number of radio outlets in the Inter-Mountain area. Rod Tucker will assume the programming aspects of Iurmoor's responsibilities, while a new GM is being sought

## Color

THE HOUR OF POWER: K59/Honolulu recently completed a very successful contest called "Cash Hours." On given hours, listeners were told when to start counting - and then for the next 60 minutes they would count the number of times the call letters appeared on the air. At then end of any given cash hour, the first person with the correct answer won a $\$ 100$ bill. PD Dave Derver (soon to move back to the mainland, see Transition) pointed out that the hours were so arranged to maximize quarter-hour maintenance." After the hour was over, the winner was congratulated about nine minutes after the top of the next hour to theoretically hold the listener to five quarter hours," he said. The promotion was so successful, according to Denver, that phone lines suffered some interruption.

RIGHT ON THE BUTTON: WNEU/Wheeling is running a "Button" promotion. The logo on the button is the same as the station's well-known bumper stickers, and observers are sent around to spot the buttons and offer a number of envelopes to those sporting the proper badge. Various amounts of money from $\$ 5$ to $\$ 100$ cash can be won by the person spotted. Remember the Bogart film: "Bahjuz? I don't got to show you no stinking bahjuz!" Back to our regularly scheduled column.

DIALING FOR DINNERS: KMBZ/Kansas City personality Ray Dunaway ran a culin-ary-type contest recently, as he asked listeners to call in and give their menu for that evening's meal. The most frightful meal read to him each day won its callers a dinner for two at an expensive local restaurant.

BIG BUCKS FOR THE FALL: WLW/Cincinnati is not wasting any time getting in gear for the first of several Autumn promotions. "The Best Year Of Your Life - 1980" will kick things off - and the premise is to enjoin listeners to build their fantasies as to what they would want to accomplish in the first year of the 80 's. Trips and cash prizes will what they would want to accomplish in
be given for the fantasies judged best.

## BREAKERS

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

## No records qualify for Breaker status this woek.

## NEW \& ACTIVE

 Youll nofice no numbers immediately follow wach song tifle befowforample 3 ansh. The first reppresents total number of our reporing stations forample 3051 . The first represents total number of our reporing stations
ploying oto recond otis waek. The second is the number of those spations ploving dio racond this
DAN PEEK "All Things Are Possible" (Lamb 6 Lion) 477 add kmaz kake KGNR WIVA WAVA WAEN KUKI. KMV Inowee 12 WHAG. 78 KDWN, IS 13 WATR, 2923 KAOD PAUL ANKA "As Long As We KBed Belleving" (RCA) $43 / 2$ edd WRVA WINH. Key mover 75 WHAG. 2819 KROD, 2219 KUKI. 2320 WISN, 2725 WTAR, debut 24 WAEN, debul OWJso Han wy rotsion WDEF neciened 2928 on P/A Cher
SUPERTRAMP "Goodbye Stranger" (AGM) $41 / 9$ edd KRNT, WHAS, WHEN. WTVN.
 Ko odult appael - Key moves: 115 WPRO. 2316 WNEU, 129 KUKI, 10 W WFYR. 130 WLNH. 2017
WORG 2320 FM97 Heavy roterion WASH. WCAM. Incrase 3227 On P/A Chart ATLANTA RHTYHM SECTION '"Spookv". $P$ oly ATLANTA RHTYHM SECTION "Spooky" (Polydor) 39/18 adde include WASH. WOWO KHOW. WLW. KRKK WDIF. WAT. WHIO, WELI, WOUA, WSLI, WSGW, WCWA KOY
mOver 2516 KOLO, 20.13 WLOW. 28 WHII. 39 KBLF, 2822 WATR, 30.26 WCHV 3528 WHAG
 GERRY RAFFERTY "Get It Right Next TIme" (UA) 39/14 add WCCO, KROD. WIP.
WORG. WNEU, FM97. WHDH WGIR WSU KFMB KAY moves 24.14 KOLO 2513 WDIF 2925 WORG. WNEU, FM97. WHDH, WGIR, WSU, KFME KAY moves 24.14 KOLO. 2513 WDIF, 2925
WCHV. 2318 WLOW, 3027 WPRO. 27.21 WCWA. 2420 WOWO. 27.24 WOUD Debuts al No. 31 on pla chert
OLIVIA NEWTONJOHN "Dancin" "Round And "Round" (MCA) $36 / 9$ add WSE KRNT. WTAR, WIVN, KDWN, WCHV, WSLI, FM97, WMAZ. KOY mover: 17.16 WBT. 2521 WLNH. ART GARFUNKEL "Bright Eyes" (Columbial $33 / 8$ on MEX wal ART GARFUNKEL "Bright Eyes" (Columbia) 33/8 add KEX. WBAL WDEF, KBLF, KUKI, WISN. WFTL KOLO Key mover: dabut 27 KROD. debut 30 WINH. Neavy rotatione WRVA BONNIE POINTER "Heaven Must Have Sent You" (Motown) $30 / 3$ add wCMe. WLOW, KELF Koy maver: 1813 FM97. 226 WOWO. 1714 WMAZ. 17.14 WQUD, 3027 WDIF JEREMY SPENCER BAND "Cool Breeze" (Atantic) 33/4 and wGY WSGW, fMg), KEX Key moves 1412 WATA. 2721 WDIF, 3428 KUKI, debut 25 WSAR, dobut 30 WCHV. Debue al Na 37 on P/A chere
RTTA COOUDGE "One FIne Day" (AGM) 30/14 adds include WHIZ WDEF, KHOW KRMG. WSGW WOUO, KSL WRVA, KRKK, WCER KOV moves. 13.10 WSM. 2820 WORG, debul BRENDA RUSSELL "So Good, So RIght" (HORIZODI $30 / 4$ Na, 38 on P/A chart BRENDA RUSSELL "So Good, So Right" (Horizon) $30 / 4$ add WIW, WEU, FM97,
WCBM K oy moves 23.19 WATA. 26.23 WISN, 32.24 KUKI, 3226 KBLF , dobut 23 KOLO. debut 29 WCeM Koy moves 2319 WATA. 28.23 WISN. 32.24 KUKI. 3226 KBLF, debut 23 KOLO. debut 29
WOUD Dobutu of No. 39 on P/A chart CHARLIE RICH "Life Goes On
WBAL'KeY moves $24-21$ WATR 2419 WJBO 2824 WBT debut 25 WROOD, WBEN, WNEW. KRNT.

## Others Getting Significant Action

DOOBIE BROTMERS "Dependin' On Y OU" (WB) $26 / 4$ add KROD. WCBM, WNEU,
WHOK M MVOE 1812 KOLO. 29.25 WOUD. 2821 WCHV, 3826 WHIZ, 27.17 KUKI. debul 22 WLOW. WHOK MOVas: 1812 KOLO. 2925 WOUD. 2821 WCHV, 3826 WHIZ, 27.17 KUKI. debut 22 WLOW, BARBARA MANDRELL "Fooled BY A Feeling" (MCA) $24 / 5$ add wJeo, WRVA. WICMIE LEE JONES "Young Blood " IW
RICKIE LEE JONES "Young Blood" (WB) $24 / 2$ add WSAR. KBLF, Movos 31.23 WHIZ GO 'I D. 2522 WOUO, dobui 24 WIOW, dobut 29 WRIE. HasW rotanion: WELI, KRKK GQ "I Do Love You" (Arista) $24 / 1$ add Whok. Movas 4028 WCHV, 2420 WCWA. 3329
WOIF. 3024 WHAG, 2818 kUKI. 12.9 Kolo. ABBA "Voulez-Vous" (Attentic) 23

CARLY SIMON "'SPY" (EIF, 24 22 II CARLY SIMON "SPY" (Elek tra) 22111 add WYNE, KBLF, WHIO, KVI, KO PARKER \& PENNY "Hallelujah" (WB/Curb) $22 / 2$ odd K59, WRVA H
KMPC. WNEW, WSE.
ADDRISI BROTHERS "Ghost Dancer" (Scotti Brothers) 20/3 add woIf, waud. WCCO. Moven 2522 WORG. 3330 WHAG
DIANA ROSS "The Boss"" (Motown) 19/3 add WATR. WORO (ra). KRNT. Moves 2012 WTAR. 3025 WHIZ dobuI 23 WBEN.
 W日T, KNBR MOVAS 2823 WLOW, 2823 WNEU. 3026 FM97, 2821 WQUD Hesw rotation KRKK.

## Pop/Adult Album Airplay Tracks

The following abben tracks, aphabobically listed by wrtist are gerting significant airplav on many of our Pop/Actit stations)



COMMODORES (Morown 'Still
OHN DENVERIRCA "Ul'IS SO OOOD" You're SO Bonutful'
ELOMDe Confusfon
ENGELEERT HUMPERONCK IEDEA"I Baheve In YOU
AKCKIE LEE JUNES WB) "Onanv's All Stae Joint" "Ntaht Train'"
ANNE MUARAYICADMAD Vou ve Dor What II TeAES
OEAAYRAFFERTIUN TOUCIST"
OUANA ROSS /Motown "No One Oers the Prize

JANEFS TAVLORICORmbinncer "On Mr Monor"

JENNHFEA WARMES CAMtatery Shor Throwgh Tho Aleart"


## RadtodRecords POP/ADULT AIRPLAY/40

Three Two Last Weak: Weaks Week

## August 31, 1979

DIONNE WARWICKI'II Novar Love This Way Again (Ariata)
EARTH, WIND \& FIRE/After The Love Has Gone (ARC/C olumbin)
MAUREEN MCGOVERN/DIHerent Worlds (WB/Curb)
BARBRA STREISANDIT he Moin Eventifight (Columbio)
MAXINE NIGHTINGALEL oad Mo On (Windsong)
EDDIE RABBITT/Susplclons (Elek tra)
ROBERT JOHN/Sad EyGs (EMI America)
LOBO/Where Wero You When I Was Falling In Love (MCACurb)
HERB ALPERT/RIso (AGM)
UTTLE RIVER BAND/Lonesome Loser (Capitol)
JENNIFER WARNESII Know A Heartache When I See One (Arls un)
MICHAEL JOHNSONIThis Night Won't Last Forever (EMI America)
CHRIS THOMPSONII You Remember Me (Planet)
COMMODORES/Sall On (Motown)
TOBY BEAUTThen You Can Tell Me Goodbye (RCA)
MARY MACGREGORUGood Friend (RSO)
CHIC/Good Times (Atlantic)
ELTON JOHN/Mama Can't Buy You Love (MCA)
Ravdio/You Can't Change That (Arista)
ATLANTA RHYTHM SECTION/Do It Or Die (Polydor)
NICOLETTE LARSON/GIVE A Little (WB)
CHARLIE DANIELS BANDIThe Devil Went Down To Georgia (Epic)
DR. HOOK/When You're In Love With A Beautiful Woman (Capitol)
REX SMITH/Simply Jessie (Columbia)
DAN PEEK/All Things Are Possible (Lamb E Lion)
PAUL ANKAAs Long As We Keep Believing (RCA)
SUPERTRAMP/Goodbye Stranger (AEM)
TONY ORLANDOISweets For My Sweet (Casablanca)
ANNE MURRAY/Shadows in The Moonlight (Caplzol)
ATLANTA RHYTHM SECTION/Spooky (Polydor)
GERRY RAFFERTY/Get It Right Next Time (UA)
OLIVIA NEWTON-JOHN/Dancin' 'Round And 'Round (MCAI
ART GARFUNKEUBright Eyes (Columbia)
OLIVIA NEWTON-JOHN/T otally Hot (MCA)
CRYSTAL GAYLE/Your Kisses Will (UA)
BONNIE POINTER/Heaven Must Have Sont You (Motown)
JERENY SPENCER BAND/Cool Breeze (Atlantic)
RITA COOLDGE/One Fine Day (AGM)
BRENDA RUSSELUSo Good, So Right (Horizon)
CHARLIE RICH/Lite Goes On (UA)

This chart is basad solaly on airplay statistics compilod weakty from our reporting stations
Black circled numbers indicate significant upward movement trom at
Block circled numbers indicate significant upward movement from af least $60 \%$ of our reporters

WINGS "Arrow Through Me" (Columbia) 15/8 odd WRIE
KRMG, WIOD. WSLI, KUKI. Moves 27.20 KOLO, 3021 WLOw. 27.22 FM97
 add WHAG. WHIZ KPPL Moves 3027 WMAZ, debul 29 worg DIRE STRAITS "Lady Writer" (WB) 15/1 add WNEY. Moves 22.19 WLW. 06 WDIF, debut 28 WINH.
LEIF GARRETY 'When I Think Of You'" (Scotti Bros.l $13 / 10$ WATR. WJBO, WDIF.
WHAG. WHIZ WMAZ. WSE WCCO. WEF. WIVA WHAG, WHIZ WMAZ. WSE. WCCO, WDEF, WIVA
CHUCK MANGIONE "Land Of Make Belleve" (AGM) 13/3 add KHOW, KMPC KUkI. Moves 2419 WINH.
COOPER BROTHERS "I'll Know Her When I See Her" (Capricorn) $13 / 2$ add SNIFF 'M' TME TEARS
SNIFF 'N' THE TEARS "Driver's Seat' (Attantic) $13 / 2$ add WHEN. Kner Movas
1410 WLOW, 2818 WDIF. BEACH BOYS "Lady Lynda" (Caribou) 1277 add WTMJ. WHAG, WOEF, KBLF, WSB. DEBBY BOONE "Seo You In September" (WB/Curb) 12/3 add wse, KRNT.
WDEF Debuta 27 KOLO RONNIE MILSAP "In No Time At All" (RCA) 12/3 Add WHAG. WMAZ KRNT NIGHT "Hot Summer Nig
WOWO, 2. 19 WFYR
BAMA "Touch Me When We're Dancing" (Free Flight) $11 / 2$ odd KRNT, KPPL dobut 28 KOLO.
STEPHANIE MILLS "What Cha Gonna Do With My Lovin" " (20th) 11/2 odd WHOM, WASH. DEbuUG 28 WNEU, debut 29 WPRO, dobut 29 WCHV.
CRYSTAL GAYLE "HaH The Way" (Columbia) 10/8 add WDif. khow, wSM.
WCCO, WDEF, WHIO, WOOD, WGIR.
ROBERT PALMER "Bad Case Of Loving You" (Island) $10 / 2$ odd WHEN. WHOK.
JOHN STEWART "Midnight WInd" (RSO) $9 / 5$ edd WSAR. FMg7, WQUD. KRKK. WBAL Moves 27.24 WLNH, debur 25 WOIF, debur 30 WLOW
DONHA SUMMER "Dim All The lighto" (Casablance) WMAZ Debute ze wLow DONNA SUMMER "Dim All The Lights" (Casablenca) $9 / 2$ add wCwa wneu OAK RIDGE
OAK RIDGE BOYS "Dream On"' (MCA) 9/1 odd weal
80BBY VINTON "Disco Polka" (Tepes try) $9 / 1$ edd wceo
OUVIA NEWTON HOHN E ANDY GIBB "Rest Your Love On Me" (Polydor) 87
OOUIY PARTON "SWOe Sumblar WOEF.
DOLLY PARTON "Swoet Summer Lovin" ". (RCA) $8 / 3$ add kMaz. Wair. Whio
Moven 2822 WOWO debui 23 WSM.

Most Added:
ATLANTA RHTTHM SECTIO Spoony flootrdort Added er 2396 of our roporting etrione. COMMODORES Added at 2\%\% of our roporting switiona Thon rou Con Toll Mo Goodove (RCA) Added et 21\% of our reoorting eto lom
 Added at $18 \%$ of our reporting GERAY RAFFERTV Oorlr Right Nart timeIUA Added et tex of our ruporting ats tione CAnLY SIMON
Spy (Etentoul) Spyifinh try

## Hottest:

EARTH, WNNO 4 FIRE

 haported hol at A1h of our stexions. UTTLE RIVER BANO
 DIONAE WAAWICK in Never Love This Wer Again iArisos) oported hot at 3e\% of ow etedione HERE ALPERT
RISOCLOMI Riso (AOM) oportod hot et 33\% of our iletion MAR Evenefighticoun heported hot et $31 \%$ of our ite dore


## Openings



## Openings

imimadiate opening for axporitenced AOR talunt with good proctuction akills and riusic knowlodge. Tapos nuld OBumes 10 Barry Juckson. PD, WSAC. Fi. Knox, KY
40121 EOE MIF (B 24) 40121 EOE M/F (B 24)
WDAT/Daytona Bnach has Pop/Adult Disco ntt night odening. Minorities encouragnd to upply Rush tapen FL $32018(8-24)$ Rick Glosty. Bor 6038. Devtona Beach. FL $32018(8-24)$
Looking for PD with strong munagement skille and hutomation background to work on the West Coast. a399 Topanga Cyn. Blud, Canogo Park. CA 91304 . No Cillis plense. EOE M/F (8-24)
Major L. A based progrem syndicator expanding and seopk qualitied puoplo with strang nationel programming dull stationa Call Buck or Lerry at The Golden Egg (213) 4750817 ( 8 -24)
Wanted: Late evening Rocker with good production Must be stable. Tapes, reeumes ond relerences to Jir EOE M/F (B-24)

Programming AssiatanyPersonality Entertainer need ed for WMBD prn drive. Tapes and rosumes to Bill Rog ars. WMBD, 3131 N. University, Peoria, IL 61604 EOE
M/F (B 24) M/F (8 24)
KONO/KITY-FM/San Antonio needs professional news director. Big bucks for the right guy. Tepes end esumes to Jo Jo Kincad, Box 2338, San Antonio, TX 78298 (8.24)
WLVALynchburg needs news enchor/reporter Women end minorities encouraged to apply. Tapes, resector. WLVA, Box 2179 , Lynchburg. VA 24501 EOE M/F (8-24)
WXOR/Jacksonville. NC Burkhar/Abrams superstars AOR, near the Ocean. Looking for tatented or traineble human. Shitt and salery depends on qualifications. Tapes
end resumes to Kris Kelly. PD. Box 760 , Jack. NC 28540 . Fernales ond minoritles encouraged to epply EOE (8-24)
Radio syndication company seeks professional host
ess for unique program dealing with foshion het ess for unique program dealing with fashion. Redio ex tiel. Cell (213) 792-P513. (8-24)

## Openings

Viginia amnil market radio divernafied format Opin(must includeunnews) to Rose Huntor, WJMA Bow 271 (muat includer news) to Rosh Huntor, WJMA, Bor 271, Orange, VA 22960 EOE (8 24)
Alr talent wanted to halp rocker maintain 26 share Minitrum 2 yra experiance Tboce, production mamples and
enlary requiremonta to R C. Rogers, WRBR FM 100 Canter. Mishowake, IN $4854 A$. No calls pheasi EOE M/F (824)

Alr unlent winted Send twpes end resumes to John Driacoll, KPPL.FM, 7075 W Hamprten Ave , Denver, CO 80227. No calla plearm. EOE (8 24)

Killer Nawa Dlrector wantad to head up AM/FM Winner. Greft opportunty for someone on the way up Contact Jerry Clifton. New World Communications, (305) 66a-4905, or sond tape and resume to 3000 N.E. 30 hn
Place, Suite $30 \mathrm{~B}, \mathrm{FI}$ Laudardere FL 33308 EOE MF Place,
$(8.24)$
Immadiate opening, morning anchor. We need an eggressive, experienced broadcast journelist with back ground in public affairs. We ere an award winning sta tion offering opportunity and a chence to be creative Send selary requirements, tape and resume 10 John
Price, News Director, 1015 Mein St., Wheeling, W. VA 26003. EOE (8 24)

WLOF - FL is looking for professional, personable news people for upcoming opening. Experience praferred Alan Gerdner, WLOF. Box 15748, Orlando FL 32808 Minority applicants encouraged. EOE (8-24)
KHYT/Tucson, now accepting tapes for jack end news positions for 24 -hour operation. Up tempo disco rock formet, and up-tempo news delivery. Send repe
and resume to Rich Robbin. PD, 2307 E. Broedway, Tuc son. AZ B5719. (B. 24)
98-YCR/York-Lancaster-Marrisburg is now accepting tepes and resumes for future full time openings. Mus be better than everage in production, and must be a cooking communicetor, Send to Johr
Box 234, Hanover, PA 17331. (8.24)

Major radio ayndication company expanding. We need bright, competent secretery-administration essist ent. Must be fest, accurate rypist with good phone monner. Call Jane collect at (213)475 OB17. (8-24)

## Openings

WKBX/Snvannah, GA looking for nuwnpormon. Sorme evert repgorting and atudio uxperienced desirable, how to Hownd Fomer, WKBX, Box 878, Sovirnith, GA 31402 EOE M/F (8 24)
WLAV/Grand Rinplde now accopting tapas and ree Umes for possuble future openinge. No calle plense Bidg., Grand Rnpida, M1 49603. (B 24)
WOMP.FM in Wheelling, Wost VA merket segk program divector Must be interested in conturuing AOR Interested applicents should contect Roy Stuawe (814) 678-6881. EOE M/F (8-24)
KJR/Seartle, with first opening In over, 2 K Yrs, look ing for oarly avening parsonality. Tapes and reaumes to Trecy Mitchall, KJR, Box 3726. Sentile, WA 98124. MI norities encoureged to epply. (B 24)

In Juckson. TN, a curront opportunity exlsts for PD WOXI, a 5000 wat full-time country station, is a domin ent broadcest facility between Momphis and Nashwille Compensation commensurate with your axperience end eblity. Abilty to think and work hard ere emarntial. Write
in confidence to Berty Mestick, GM, WOXI, Radio Park in confidence 10 Berty Mostick, GM, WOXI, Radio Park.
Jackson, TN 38301 . EOE M/F (e-24)

50,000 wart, wGY/scisenectady is accepting appllcationa for our highly rated morning show. Wo are interested in a person who cen demonstrata human communication in a morning show environmont. Excellent
compensation for the right person. Send zapes and ros umes to Michael Neft, Program Meneger, 1400 Balliown Roed, Schenectady, NY 12309. (8-24)
Experienced announcers needed for top Midwest market. Must have good netural delivery end above of new and old music. LP's and singles. We are a Black Contemporaryl Cesserte and remurnes to M. A. Chesin, 1463 Hilltop'Drive, Grend Blank, Mi 48439. EOE (8-24)

A take-charge PD needed at top rated Black-format ted FM in en Eest Coast major merket. Resumo and re cent sir chacks to Cel Cosey. Nationel programming Con suttent. Drake-Cheneult, B399 Topange Cyn. Blvd, Con
oge Perk, CA 91304 . No cesils please. EOE M/F (8-24)

## CHANEES

## Radio

STEVE WEST named GM at KISW/Seattle, WA
ERN GLADDEN joins KPRI/San Diego, CA as PD, formerly with KGB-FM/San Diego, CA. BRUCE GARROWAY upped to Operations Manager at WNOR/Norfolk, VA formerly PD of station.
RON REGER promoted from MD to PD of WNOR/Norfolk, VA
DAVE HALE joins WNOR/Norfolk, VA, formerly with WFBO/Indianapolis, IN DANIEL FRANCIS HAYDEN upped from MD to PD at WHCN/Hartford, CT. ED O'CONNELL named MD at WHCN/Hartford, CT
SUSIE LEE joins WHCN/Hartford, CT, formerly with WOMN/New Haven, CT BRAD CURTIS promoted from MD to PD WILS-FM/Lansing, MI
BILL HALL promoted to full-time airshift at WDHA/North Jersey, NJ
CHUCK RUSSO promoted to full-time airshift at WDHA/North Jersey, NJ.
JIM GILMORE promoted to full-time airshift at WDHA/North Jersey, NJ
IRA LIPSON named Promotions Consultant at KTXO/Dallas, TX formerly with KZEWI Dallas, TX.
LONG JOHN WHITE joins WSHE/Miami, FL from WNOE/New Orleans, LA MARY KUZON joins WSAI-FM/Cincinnati, OH nights, formerly with $92 \times /$ Colum bus. OH .
JOE BENSON formerly with M105/Cleveland, OH joins WZMF/Milwaukee, WI JEFF WICKER doing mornings at WBCY/Charlotte, NC, formerly with WBT-AM Charlotte, NC
SUSAN SULLIVAN joins WBCY/Charlotte, NC, formerly with WORC/Worcester, MA for evenings
DAVID CHANEY doing overnights at KMET/Los Angeles, CA
MIKE TURNER joins KOFM/Portland, OR as News Director, formerly with KGON/ Portand, OR.
DAVE POTORTI appointed Promotions Director at WAAF/Worcester, MA
DEEYA MCCLERKIN joins KFMH/Muscatine, IA, formerly with KYOF/Merced. R.T. SIMPSON named PD at KLZ/Denver, CO

BILL BRADLEY appointed Assistant PD at KLZ/Denver, CO was Production Director at station
DORIS THOMPSON promoted to MD at KHYS/Port Arthur, TX
BILL GRAHAM former News Director at WSAl/Cincinnati, OH joins WJBO/Baton Rouge, LA
Rouge, LA. DAN ROBB
Louis, MO.
TOM DANA joins KVOC/Casper, WY
BRUCE KRAWETZ named Retail Account Executive at WMAQ/Chicago, IL.
MARK LAPIDUS promoted to Production Manager at WXOR/Jacksonville, NC CLAY STEELE upped to PD at KRZI/Waco, TX.
JON CARTER formerly with KWRO/Coquille, OR, joins KLO/Ogden, UT as PD.
MARTHA McGUIRE appointed Account Executive at WRKO/Boston, MA, formerly with WLVI-TV.

## Records

RISH WOOD promoted to Southern Regional Marketing Manager at Polydor Rec ords.
HARVEY DUCK named Dallas Branch Sales Manager for Polygram Records.
PETER PALLAS joins Polygram Records as Chicago Branch Marketing Manager.
ANDREA GANIS promoted to Associate Director of National Promotion ąt Infin ity Records.
IRENE EDWARDS and CAROL A. ROBERTS appointed Field Credit Managers, Santa Maria CBS Records.
EARL HUTCHINSON named Merchandiser, New York Branch CBS Records
JOE STRICKOFF appointed Associate Director, Print, CBS Records.
DAVID F. ASHTON former Advertising Manager for TM Productions, Dallas, TX joins New Golden West Subscription Television as Director of Advertising.

## Station Line-Ups

KHJ/Los Angeles, CA LINE-UP: 6am-10am Rick Dees, 10am-2pm True Don Bleu, 2pm-6pm Bobby Ocean, 6pm-10pm The Gunner, 10pm-2am Banana Joe, 2am-6am Mucho Morales. Weekends: Pat Garrett.
WEEO/Queensborough, NY LINE-UP: 6am-10am Terry Keller, 10am-2pm Dave Buster Sweeten (MD), 2pm-6pm Jim O'Connell, 6pm-8pm Jeff Allen.
KKOS/Carlsbad, CA LINE-UP: Gam-3pm Marco Graue, 3pm-12pm Bonnie Jean Knox 12 pm -6am Greg Sands. Weekends: Erik Thompson, Rene Freitas, Ernie Basener.
12pm-6am Greg Sands. Weekends: Erik Thompson, Rene Freitas, Ernie Basener. Y106/Orlando, FL LINE-UP: Gam-10am Man Mark Simpson, $10 \mathrm{am}-2 \mathrm{pm}$ Adrian Charles,
$2 \mathrm{pm}-6 \mathrm{pm}$ T.C. Dooley, $6 \mathrm{pm}-10 \mathrm{pm}$ Steve Taylor, 10 pm -2am Kirk Wells, $2 \mathrm{am}-6 \mathrm{am}$ $2 p m-6 p m$ T.C. Dooley, 6pm-10pm Steve Taylor, 10pm-2am Kirk Wells, 2am-6am
Steve Angelo. News Director: Dick Sollom (MD) and Afternoon Newsman Bill Steve Ang
Michaels.
Michaels.
WNYN/Canton, OH LINE-UP: Gam-10am Bob O'Brian, 10am-3pm Jerry McCulty. 3pm-6pm Rex Tyan (PD), 6pm-sign-off John Robbins. News Director Richard Lee, Afternoon News John Russell.
KMJK-FM/Portland, OR LINE-UP: 6am-10am Beau Rafferty, 10am-12noon Johri Shomby (PD), 12 noon-3pm Dave McKay, 3pm-6pm Pat Clarke, $6 \mathrm{pm}-10 \mathrm{pm}$ Danny Wright (MD), 10pm-2am Chaz Kelley, 2am-Gam Alan Wesley Archer. Weekends: Randy Scolt, Dave Vincent
KZOK/Seattle, WA LINE-UP: Gam-10am John Rivers \& Pete Stacker, 10am-2pm Jerry Hill, 2 pm 6 pm Steve Randall, 6pm-10pm Carly Leonardo, 10pm-2am Oscar Medina, 2am-6am Brad Hoffman (MD). Weekends: Joe Coburn, Vicki Fredrick, Medina, 2am-6am Brad Hoffman
Mike Colvin. News: Bob Hovanes.
WKDA/Nashville, TN LINE-UP: 5am-9am Jim Demarco, 9am-2pm Denny Ray, 2pm6pm Mike Beck, 6pm-11pm Fred Buc, 11 pm -5am Larry King. 6pm Mike Beck, 6pm-11pm Fred Buc, $11 \mathrm{pm}-5 a m$ Larry King.
14 O (WFTQ)M (Wrcester, MA LINE-UP: 6am-10am Gary Nolan, 10am-2pm Cliff Blake 14 Q (WFTQ)/Worcester, MA LINE-UP: Gam-10am Gary Nolan, $10 \mathrm{~m}-2 \mathrm{pm}$ Cliff Blake
(PD), $2 \mathrm{pm}-7 \mathrm{pm}$ Steve York (MD). $7 \mathrm{pm}-12 \mathrm{mid}$ Lennie James, 12 mid -6am Paul Stevens.
KNOE/Monroe, LA LINE-UP: 5am-6am Jay Scott, 6am-9am Danna K. \& Jay Scott 9am-10am Dana, 10am-12:30pm Randy Deaton (PD), 12:30pm-2pm Bob Mann, 2pm-6pm Jeff Sasper, 6pm-9pm Bill Warren (MD), 9pms-1 am Maryann
WAXU/Georgetown, KY LINE-UP: Gam-10am Rik Curtis, 10am-3pm open, 3pm-7pm Tim Colliver (PD), 7pm-12mid Kelly Tutt. Weekends \& partimers: John Christo pher, Lee Michaels, Randy Sinkhorn.

# OPPORTUNITIES 

## Openings

ROV-FM/Sacramento, CA still seaking P/A nowe ROY-FM/Sacramento, CA salionol delivery and writany offering. growth, benefits, bucke, and stability in sifornia's bseutiful capital city. We see long range anners looking for peopte to join our taem. Tapes end sumes to Ficherd win, KROY-FM,
acremento, CA 95814 . EOE (8-24),

TEM/Temple, TX hes en opening for an air person lity who is a dese operstor and o production, BC: end tepes and TX 78501 . No calls please. EOE (8-24)
VTNT Country Dynamite is looking for atop notch ithernoon driver/Music Director. Must do A-No. 1 pro-
fuction. Tepes end resumes to Mike Thomes, Box 1047 , Nuction. Tepes end resumes to Mike thomes,
fallahassee, FL 32302 or-call (904) 222-1270. An Ingtread zration. EOE (8-24)
NWCK-105-FM is looking for eggrassive female to se eccond half of moming tesm. NeWs experienck. velpful. Send tepes and res
3217 Lopeer St., Fint, M1 48503. EOE (8-24)
WTVN/Cokmbus booking for PD. Arseas of reeponilWrVN/Cotumbus to production, telent, promotion Sta-
bity Include music , pradcesting, 32 nd lergest markat,

ton is with Tatt Broal | tion is with Taft Brosdcesting, 32nd lergest |
| :--- |
| number ore Aduh otation. Send resurre to W |

geleman/inatalier. We are a now company offaring sale best date processing svatems on the most moder microprocessor-besed computers, specielizing entireth in radio brosdcasting. We need a combination alosman including instillter who knows the brosdcast industry Kinowledge of compurars is ueetul but not required. We ere located in Son Diego and sell throughour the Weat. Excellen Weatem Date Products, Inc. 811

Major market TOD 40 looking for good air talen. Openings exist in several day-parts. Excellent saleries and a grear fecility are what we hove to
offer. Tapes end resumes to Reatio and Records, offer. Tapes and resumes td Radio end Records,
Box 153. 1930 Century Park Weat, Los Angeles, CA 90087. (8-10)

Nows Director wanted for KFIV-AM \& FMinoresto CA. Supert opportunity for hard worker to axpend and (ins, PD, KFIV, Box 1360, Modesto, CA 95353 EOE M/F 1-24
Production Director for WTIC AM/FM, Hartford. Mus be knowiedgeebly in an forms of redio production including phen. Must aleo heve good voice end announcing experience. Menepement beckground prefersble. Send tepe and resume to Joy Clark, Vice President/Operations, WTIC AM/FM,
EOE MIF (8-24)

> Afrernoon Drive in TOp 50 Eass Cosst AOR moy open soon. Applicents should hove AOR to P/A experience. good production, willingness to meke appeersnces. Minorivies encoureod. Air check, resume ond referencest to Redio \& Räcords, Box 154 , Los Angetes, CA 90067 .

Production Wizard? What are your goale? The mos bobutiful and culturel areo in the Southeest is waiting for voul tert marker. Comfortable solary and bright future. Tepe end presentetion of production ioction Wizerd, Bor check and detaibd reaume to Production

```
Major Midwrest adutt contemporary booking for
omnernc entertainer. Excelont career move res
*)
-3. CA 90087
```

CKGM/Montreet has en opening for a dynomic ene cetc communicstor. Thie he e rese opportunity to com ont hugh peving employmant if you can meosure up 10 Wertmoumt, Ouebec, Cenedo H32285. EOE MIF (18-24)
Eserem Mejor Merket AOR has inmediete open
ings for personslity oriented communicetor. M
norkiee encoureged. Ruah te0en and reurne
Went, Loe Angoles. CA 90087 (8--17)

Evering personelvy/idert for KJA/Beattie. Music or iemiod. Tapes end remurnes to Tracy Mitch
Septti, WA ge124. No celle please. (8-17)

K104Fresno is looking for etrong air ealont. Tapes CAd renumes to K104, 126
 Hollwood FL 33020 (306) 921 - 4000 (t) 10 )

## Goods \& Services Comedy Material

 Lo: Angeles, CA 90069.

The Aircheck Guide Openings
Results. THE AIRCHECK GUIDE puts you
Put your bircheck at the immediat lierening of radio staPutne snd consuttents. Now openings daily. Forwerd your eircheck end resume. 825 hending. Nation Vids Lewiston THE AIRCHECK QUIDE. 8 COnstence Ave., Leviston

## The Aircheck Guide

The Aircheck Guide is the one suict rar station Con contect to heer spo

## For instant aircheck aervice end resuma

## Aircheck Critiques

arworkl Medium market programming air tatents will provide minimum of two pages of con atructive comments. Mail reel or cassate lape and cesh, check or M.O. to: Perfoction

## Morning Teams

MORNING TEAMS: Onohour profite, narrated, features show segments and inter E Wilson. Cassette $\$ 5.00$ in cludes shipping. Ask for complimentary copy of nows tetter. AIRCHECK FACTORY, Box 156, Franklin Park Hlinois 6013

## Radio's Premiere Comedy Service

FREE SAMPLE ISSUE of reolio's most popular humo RREE SAN'LLNERS, 144B-R Wepr
SAvicel O'LI
CA 93711 or phone (209) 431-1502.

Lola's Lunch
OROP YOUR PANTS, GRAB YOUR SOCKS, here come the laffs, here come the yocks. Complimentary 48191

Top 100
Top "100" - 1951 to भ979. Billboard'e charss 200045
Top "el 1500 stereo hit albums for sale in mint condition with sievens wented, best offer. Coll (1314)

## Information You Need

Current artiar info (ell formate), daily calendar, much Horel Pro btweekly senvice Free somple 12131 438-0508

## Job Referrals

## BROADCASTER'S ACTION LINE The Broadcasting Job

 BrOA CAnt annwhere in the U.S.A. 1 year placemenvou when search $\$ 25.00$. Coll 181

## Broadcaster's Action Line

 EMPLOYERSII Send us vour job Dopenings. We locitethe personnel you need. FREEII Cill (1212) 889-2907 or The porsonnel You need. FREE II Call 1812

## Phantastic Phunnies

## The Incuarty intembationaly sccieinso.... moat re

 onetineru, inphormation end gipht... just $\$ 2.0011$ PHANTASTOH 44240 .

Goods \& Services

> Making your clessified come alive or getting vour goode and services singles out is simple. vour gooce end 35 cemte word, $\$ 7.50$ minimum per week, headlines ere free. Contact RER Classified Depentment, Mon-Fri. at (2131) 663-4330, or wite
of 1930 Century Park Weet, L.A., CA 90087 .

## Openings

WCMR Northem Indiene regional station seoking entertiining end informetive drive time perzonality for our
Pop/Adult atation. Cell Plick Cerson (219) 875-5186. (8-17)
Major market AOR in Northeert accepting tapes and Menumee for future openinge. Minoritiee and famalas encouraged. Tspes end remurnes to Jeff Appleton, PD,
VudUF, 1233 Man $\mathrm{St}_{\text {., Butioto. NY } 14209 \text {. No colle }}$ pleace. EOE (8-17)
A medtum market etation with e mefor merket sournd is looking for the right pereon to fill e night whift. Pop Adut format. Contect T,J. Byers, Operations Mor.
WIOU, Box 2200 , Kokomo, IN, or call (317) 4E3-1212 (8.17),

WBEU/Bepulort, BC neede two full thme ennouncert tor repidly growing coastal market. Minimum 1 yi Country experience. Murt rake pride in air and production
work. Wellpay you whist you're Worth Tepes end reswork. Wo Mark Robertion, 3040 Boundary St., Besuforr, SC 29002 or cell (8031) $624-3060$ after 1 pm. EOE M/F
18.171 SC 281
$18-171$
Nowe Director for Moryiand Eastorn ahore. mellow


## Positions Sought

Young, eager San Dlepo jock looking to move. 1 y pro, 2 yre college expenience. Have experience in inve Prefer AOR. PoplAdult, TTO 40 in West. Cell GREG SANDS at (714) 744-2045, (8-241)
BOB JOHNBON werts to move from amell to secondery or medium merket. No majors or small merkets need spply. Looking for creative WO to direct move. Call 1919 237-7738. (8-24)
Talk Hopt - Unique approech gets nighttime numbers. 5 vrs in Top 10 markat. Currently top rated moming ta in medium market. Tepes and resumes upan reaues
Writa Tolk Host. Box T-83, Franklin, Suita 804, Chicego L60606 (Q-24)

Lady DJ gives good redio. If you're willing, I've got e tebulous voice and lim oerne for some action. Brosdered. school greduate with 2 yrs college.
Call JUDY ot (213) $394-0595$. $18-24$ )

Major market moming and aftemoon time winna, L.A.. Sen Diego, Denver, Minneapolis, Delles. Avoileble mmediataly. P

STEVE BRODIE formety WAVZ/Now Maven. WZZPI Cloveland, WCUE/Akron seeking major or secondar merket jock ploeition or amall to secondary progrem directorahip. 13 yrs experience in all espects of compenies est in aggrassive and protasion
only. Call (218) 494-2243. (8-24)

Amouncer, 1 E yrs experience. 1st ticket, good voice, production and newscests, seeks jobs in Country or Pop Adult format. Prefer to stay in Floride but would go to another state on Gui Coast or
SON (306) 448-1260: (18-24)

Very mellow polished Black jock lboking for first bie Very mollow polined production a plus, 3rd endorsed.
break. Cendo any format, 1 .3035 days or (212) 788-1328 Call JERRY L (914) 941 - 3035 . days
Top notch sportacester looking for full time position. Top notch sportacester looking for full ime position.
Excellent PBP end intenviews. 5 yrs experience. If you need a young, energetic, exciting sportamen, call or write
GARY IIMA, 229 4th Ave. S.E., Oelwein, IA 50682 or GARY RIMA, 229 4th A
call (319) 283-5187 (8-24)
Seeking on-air position with AOR atation. Creative. good production and pipes. Air check and production tepes ovainable upon request. Prefar Westem region. act DON SELT

7 yr redio pro, currently PD at Pop/Adult WBLG/Lexing
 or ( 8081299.2319 (8-24)
Top redio newamen in Northeast Pop/Adult medium market for 5 yre is looking for new challenge. Highly (717) 282-3534. (8-24)

Traffic jemmed? Telented orgenized menager whth 5 vis in major market. Pop/Adult and Disco wants to help you un smoothly. Can write. Will ralocete for right or
tion. Call ( 817 ) $357-8677$ or ( 817 ) 389-8648. (8-24)

Mature medhm and malor market periormer eeoking atable medium market gig. Excellent production and I know music! Any format. No offers will be overlooked. Call TOM SULLIVAN ar (218) 492-8181 aftemions. (8-24) I've gone as far as posalble in my present market. Looking for AOR chalienge. 100 style Top 40 . Excellent references. Minority. Cell AL VASOUEZ before $12 n o o n$ EDT at (818) 946-1571 (8-24)
ROY STUEWE seaks progrom director ponition. Me dium merke
$5081(8-24)$
JACK DILLON formerly of Y98, WLCY and WSGA coeks |ocklmusic reeserch or promotion pomikion on
Mecturn merket poeltion needed for mall merket PD 10 yr . experience, good voice, looking for challenging new job, Computer-euromation exparienced. JAY ALEXANOER, 4456 LOBOE
S3422. (805) 466-6083. (8-24)
93422. (805) 468-6683. (8-24)

Authortative femmie newe volce - e eolid converea tional sound you can benk on. Let an Esert coast new and public offeirs director bulld vour numbers. ADR, p/A | Il n |
| :--- |
| $18-24$ |

Versetile emouncer, 13 yre experience. looking for a colld ponition on the Eant coem. AOR type of format preforrod. Formarty with WAVA, WHFS and WFEC. CAl
BOB: (202) $338 \cdot 9221 .(8-24)$

Young, elented female emrouncer looking for pow ton with chonce for growth and in Mid-eouth enee, but would consider other offere. Smooth arravte, herd worker, lovel rock and roll. B.S dopreat in cornmunications, 4 yr expe
AM E FM. Cell (615) 381-2206. (8-24)

Seoking programming opportunity. Hard-warking pro with mojor markel experiance. Intorented in all markets. Coll (408) 250-0083.
I'm reedy to move, currenty MO whit 3 yre experience. Looking for P/A ofternoon aliti in madium market.

## Positions Sought

Tolented and qualified Black communicator. 2 K yro on-air experience. FCC first: KSUL, KLON, end KFCC. Resuthe oriemtad, strong production, copy wrike. Know.
time seles. P/A, TOp 40, Jasz, Disco or Bleck rock format. time soles. P/A, TOD 40, Jaz, Disco or Brack rock Fink locerte. Resd
8429. (8-24)
I've done almoet everything at a redio station: OU, PD, promotion, MD, My aume increesed 14 percent ove provious ours book. As PO my lest station ehowad No. 9
Garn-midnight 12 -plus. Announcer, MD, PD or combo desired. Top 40, oldies, dieco. Experience in computer logoing, euromation, telephone/telk.
GAN" EVAR, (2161 992-8924. (18-24)

Ledy Rock E Roller. 5 yra major market, looking for a gig et a atotion that belloves Rock is aine and kick
Call Terrye at (314) $844-0078$ or (314) $687-5072$. (8-24)
RAY ST. JAMES PD QV93/Herrimburg, boking to refurn to Ortendo/Tempe area. Ten yrs. experience, PD MO, jock, excellent prosuction.
(305) $857-$-0078 evenings. (8-24)

THOM ROBINSON, 10 yrs experience, heew produc don. formerly with
(306) $871-4185$. (8-24)

BRAD ORCHARD, colloge end 2 rre experience, look ing for So. Cellifornia gig, Call (213) 886-0249 ampime Experienoed Miltwestem announcer would ince to be part of a wiming AOR taaml Knows the fiotd pheses
inquire at (313) 892-0482 or (313) 893-3178, and ask for LARRY OLEK. (Q-24)

Currently emptoyed by a major Chicapo rocker. Sac ing PD position at AORTTop tracks station, st merke considered. Heve hands-on progromming, reterch ex-

Top 10 market experience, 1 pt phone, quellty pro-
duction, all formete considered. Call MARK HILL 1817 duction, all formets cons
$288-1758$ anytime. (8-24)
Top 10 major market personality desires progrermming position. Extensive background in sudience and mueic research. Stable family man with 181 phone end cowioge level reaching experience in the fied. Excent ind
firm offers only. Ceil (412) $768-7373$ anytime end bove message. 18-17)
Rock or Pop/Adult personalicy from Harrieburg, PA metro market now looking for move up. Currently PM drive jock for 5,000 wart Pop/Aduth and interent plpes medium/major market in Northesst, 47 pro, acod plpes
tight production. Call STEVE before 11 am at 17171243. tight produc
9886. $18-17)$
Southem Calffornil Program Director with numbers looking for medium to lorge market operationa or pro gramming. Verious (orm
between 9 gam-5pm. (8-17)
Award winning Production Director with 4 treck ex arlance. Top 50 mation promotion, and Pop/Adult phy dive. messege. (8-17)
BERRY BURKS a proven programming pro hae just pulled off another buccessful book. If you're intereated in a dedicated winner to make vour station the force in your market cell befo
1581 anyuime. (8.17)
Attention Wazhington. JIM ALLEN Now availeble fo Atrable PD/MD programming chellenge, Pop/Adilt, AOR TOp 40. Call (209) 831-6400. (8-17)
Exparienced jock is looking for a medium merket Top40 . Poo/Adult or Country stertion in need of someone versatite, dopendable, hard working and stable. Been
$P D$. and MD at prisvious stations. Call (212) 372-9440 weekday after $8: 30 \mathrm{pm}$ or anyime (8-17)
Mejor, Market Production Ace looking for major-er worlds to conque. Netional recognition for production, Lioking for top twenty fecility, top flight multh-rrack equipment. I demand excellence of myeil, dellver. treach, Lontemporay sound, mings before 1016039986 -

## Miscellaneous

Due ro explowion KOJO/Laramte neede oldie semice from eh Country to-
bots. Contect Mike Gormen, MD, Box 818, Laremile. WY 82070. (8-24)

KINN/Alarnogordo. NM soeking record eervice from ell lebole. Celle anytime b
(805) 437-4440. (8-24)

WZWZ/Kokomo. IN has ewitched from sutometion to Wiv AOR. Desperately need Houm wervice from inl lebele. (8-24)
KICE-FM/Bend, OR is chenging formots to Counery/hock and needis record service from aile (8-17)
WAUK requeate record service from all lebele for Pop Adult format. Send to Jockio Edwords, WAUK, 1400
Whirehill, Woukeeha, Wi $13100(8-17)$ Dieco 11 IUNCMITTerre, Houre, IN is in deaperate need of record service from all labele for Disco, batlede elvd Ja2A combo. IN 47803 (8-17)
We are atill rming to robult our oddice fibrary after lant veer's fikn. Care packnges of Rock LPe and AB' protofully mocepted 20053. 18-171

# LIETETMIS: BREAKERS 

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

## DOOBIE BROTHERS

## Dependin' On You (WB)

63\% of our reporters on it. Moves: Up 73, Same 11, Down 0, Adds 18, including WRKO, KHJ, KFRC,KIMN, KLIF, WAKY, WHBQ, WLAC, 92X, WISM, WJBQ, WAAY, KILE, KDZA. Se日 Parallels, charts at number 26.

## JOURNEY

Lovin', Touchin', Squeezin' (Columbia) 62\% of our reporters on it. Moves: Up 73, Same 13, Down 1, Adds 14, inchuding KRBE, WPST, WICC, WTRY, KLIF, WAYS, Y103, WEEO, KAAY, KKXL, WNAM. See Parallels, charts at number 30 .

## NEW \& ACTIVE

Recent releases with alrolay reported by at teast 50 of our reporting stations are listed in order of their activity. The two numbers following the artist /ttite flabel deslonation texample: 100/25) Indicate how many of our reporters are on the record this week 1100 ) and of those 100 now
many added it thits week (25). Moves" are broken down for each record and inatcate how many added it this week (25). Moves" are broken down for each record and indicate now
many stations moved the song up on their enarts, neld te the same ton to on, add to on 31.31 many stakions moved the song up on their charts, held dt the same ton to on, add to on, 31.31,
etc.) moved it Down on their charts, or Added it this week. Complete alrpiay activity on active can be found in the parallels.

CHEAP TRICK "Ain't That A Shame" (Epic) 89/11
Moves: Up 65, Same 11, Down 2. Adds 11, Including CKGM, KRBE, WZZP. WTRY, BJ105, KJRB, KSEL, WNAM
MOON MARTIN "Rolene" (Capitol) 83/21
Moves: Up 42. Same 20. Down 0. Adds 21, including CHUM, KRBE, Q105, WKEE, WKBO, Z98, KSTT, KRUX, KERN, WEEO, G100, KOOK
LOBO "Where Were You When I Was Falling In Love" (MCA) 78/7, Moves: Up 54, Same 16, Down 1. Adds 7. WGH, WFMF, WMEE, KRSP. KERN, 14WK, WNAM
MAUREEN McGOVERN "'Different Worlds" (WB) 75/5
Moves: Up 45, Same 21, Down 4, Adds 5, WCAO, WOKY, WTSN, WFBG, WFOM.
WINGS "Arrow Through Me" (Columbia) 73/32
Moves: Up 32. Same-g. Down 0, Adds 32, including CKGM, KDWB, KJR. WPST, WKBO, WAYS, WAPE, Z98, WNDE, KJRB, KRSP, WLBZ, WAAY. WSEZ, WRKR, KYSN
DONNA SUMMER "Dim All The Lights" (Casablanca) 71/23 Moves: Up 42, Same 6, Down 0, Adds 23, including Y100, WOKY, KBEQ. WKEE, WGH, WTIX, 92Q, KXX106, WSGN, KOFM, KRQ, WHEB, WAAY, WSEZ, WSPT, KOOK.
JENNIFER WARNES 'I Know A Heartache When I See One" (Arista) 65/12, Moves: Up 39, Same 13, Uown 1. Adds 12, including KBEQ, WBBF, WTRY, 94Q, KLIF, WTIX, KOFM, WCIR, G100, WAKX, WEAQ. PATRICK HERNANDEZ "Born To Be Alive" (Columbia) 62/7 Moves: Up 41, Same 10, Down 4, Adds 7, 99X-FM, KING, WOW, KCPX KILE, KKLS, WRKR.
MICHAEL JACKSON "Don't Stop Till You Get Enough" (Epic) 61/23, Moves: Up 38, Same 0, Down 0, Adds 23, including WABC, KHJ, KFI, KOPA, WICC, WAXY, WGH, WRVQ, Z98, WNDE, K104, WRFC, KYSN. JOHN STEWART "Midnight Wind" (RSO) 54/16
Moves: Up 24, Same 14, Down 0. Adds 16, including $96 \mathrm{KX}, \mathrm{CHUM}$, WICC. WFLI, WJDX, WOW, KRQ, WXIL, KKXL, WEAQ, KOOK
ROCKETS "Oh Well" (RSO) 53/2
Moves: Up 26, Same 19, Down 6, Adds 2, KQWB, KKXL, WIFI 28-23, WLCY 22-20, WZZP d-34, KJR 20-17, KUPD 10-10.

## Others Getting Significant Action

RICKIE LEE JONES "Young Blood" (WB) 49/1
Moves: Up 32, Same 14, Down 2, Adds 1, KKXL, WRKO 18-17. WLCY 24-22, KSLQ 22-20, WOKY 21-16, KING 8-7, KEYN-FM 17-14, WXIL 22-17, WGLF 13-7. BLACKFOOT "Highway Song" (Atco) 48/0
Moves: Up 24, Same 15, Down 9, Adds 0, WCAO d-30, WPEZ 19.17, KRBE 21-19, KDWB 18-14, KIMN on, BJ105 21-19, WEEO 25-19, WAAY 15-12, WISE 11-7. WTMA 12-9.
DIANA ROSS "The Boss" (Motown) $47 / 5$
Moves: Up 28, Same 14, Down 0, Adds 5, Y100, WAYS, WYRE, WXIL, KRLC, WPGC 21-19, WKBW 19-15, WGCL 15-10, KHJ 16-13, KOPA 22-17, WBBF 20-14, WTIX 26-21, WFOM 26-23. WROK 19-10.
KNACK "Good Girls Don't" (Capitol) 46/39
Moves: Up 3. Same 4, Down 0, Adds 39, including WRKO, WPEZ, KRBE, Q105, Q102, KFI, B100, KING, KUPD, WPST, 14Q, WHYN, Y103, WTIX, WSGA, WRVQ. WHBQ, 92Q, WISM, KRQ, WFBG, WRFC, WSPT.
MICHAEL JOHNSON 'This Night Won't Last Forever': (EMI/ Americal 44/11, Moves: Up 24, Same 9, Down 0, Adds 11, including WOKY, WBBF, WAEB, WIRK, WNOE, WRJZ, WFOM, WAKX, KYSN.
LOUISE GOFFIN "Remember (Walking in The Sand)" (Elektra) 41/13, Moves: Up 18 , Same 10 . Down 0 . Adds 13 , including WKEE,
WPST, WHBQ WMEE, $13 F E A$ WSEZ WGLF WEAQ KDZA WPST, WHBQ. WMEE, 13FEA, WSEZ, WGLF, WEAQ, KDZA.
STEPHANIE MILLS "What Cha Gonna Do With My Love" (20th) 41/9, Moves: Up 25, Same 6, Down 1. Adds 9, WKEE, WTRY, WKBO, WIRK, KRQ, KROY, 14WK, KSLY, KBOZ, 99X-FM 6-4, WFIL 13-11, WRKO 23-20, WPGC 25-22, Z93 22-20, KHJ 30-27. KEARTH 26-24.

\section*{Radlo\&Records NATIONAEAIRPLAY/3O <br> | $\begin{gathered} \text { THAEE } \\ \text { WHEKS } \\ \text { AOOO } \end{gathered}$ | $\begin{gathered} \text { Nwo } \\ \substack{\text { weiks } \\ \text { Aco }} \end{gathered}$ | Last |  |
| :---: | :---: | :---: | :---: |
| 10 | 9 | 4 | 1 |
| 5 | 3 | 1 | 2 |
| 6 | 4 | 3 | 3 |
| 1 | 1 | 2 | 4 |
| 12 | 8 | 6 | ( 6 |
| 3 | 5 | 5 | 6 |
| 17 | 12 | 10 | 1 |
| 7 | 7 | 8 | 8 |
| 19 | 14 | 12 | 0 |
| - | 22 | 16 | $(10$ |
| 8 | 10 | 11 | 11 |
| 24 | 17 | 14 | (12) |
| 4 | 6 | 9 | 13 |
| 2 | 2 | 7 | 14 |
| 11 | 11 | 13 | 15 |
| - | 26 | 18 | (1) |
| - | 25 | 21 | (1) |
| 22 | 16 | 15 | 18 |
| - | - | 28 | (1) |
| - | - | 27 | (2) |
| 26 | 24 | 22 | (2) |
| - | - | 23 | (2) |
| - | - | 26 | (23) |
| 9 | 13 | 17 | 24 |
| 21 | 19 | 20 | 25 |
| - | - |  | (2) |
| 14 | 18 | 24 | 27 |
| 13 | 15 | 19 | 28 |
| 16 | 20 | 25 | 29 |
| - | - |  | (3) | <br> August 31, 1979 <br> LITTLE RIVER BAND/Lonesome Loser (Capitol) EARTH, WIND \& FIRE/After The Love Has Gone (ARC/Col) ROBERT JOHN/Sad Eyes (EMI/America) KNACK/My Sharona (Capitol) ELO/Don't Bring Me Down (Jet) MAXINE NIGHTINGALE/Lead Me On (Windsong) DIONNE WARWICKI'II Never Love This Way Again (Arista) SUPERTRAMP/Goodbye Stranger (A\&M) <br> ROBERT PALMER/Bad Case Of Loving You (Island) <br> COMMODORES/Sail On (Motown) <br> CARS/Let's Go (Elektra) <br> SNIFF 'N' THE TEARS/Driver's Seat (Atlantic) <br> CHIC/Good Times (Atlantic) <br> BARBRA STREISAND/The Main Event/Fight (Columbia) <br> CHARLIE DANIELS BAND/The Devil Went Down... (Epic) M/Pop Muzik (Sire) <br> NICK LOWE/Cruel To Be Kind (Columbia) <br> NIGHT/Hot Summer Nights (Planet) <br> BONNIE POINTER/Heaven Must Have Sent You (Motown) <br> HERB ALPERT/Rise (A\&M) <br> GQII Do Love You (Arista) <br> ATLANTA RHYTHM SECTION/Spooky (Polydor/BGO) <br> GERRY RAFFERTY/Get It Right Next Time (UA) <br> RAYDIO/You Can't Change That (Arista) <br> EDDIE RABBITT/Suspicions (Elektra) <br> DOOBIE BROTHERS/Dependin' On You (WB) <br> ELTON JOHN/Mama Can't Buy You Love (MCA) <br> DONNA SUMMER/Bad Girls (Casablanca) <br> DR. HOOK/When You're In Love (Capitol) <br> JOURNEY/Lovin', Touchin', Squeezin' (Columbia) <br> This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations <br> ars <br> MOS ADD ED <br> KNACK "Good Girls Don 't" (Capito!) <br> WINGS "Arrow Through Me" (Columbia) <br> FOREIGNER "Dirty White Boy" (Atlantic) <br> HERB ALPERT "Rise" (A\&M) <br> ATI.. RHYTHM SECTION "Spooky" (Polydor/BGO) Complete Reglonalized Station Listings on page 26 and 27. <br> HOTTEST <br> LITTLE RIVER BAND "Lonesome Loser" (C.apitol) ROBERT JOHN "Sad Eyes" (EMI/America) KNACK "My Sharona" (Capitol) EARTH, WIND \& FIRE "After The Love..." (ARC/Col) COMMODORES "Sail On" (Motown)}

TRIUMPH "Hold On" (RCA) 40/0
Moves: Up 25, Same 10, Down 5, Adds 0. CHUM 20-16, CKGM 27-25, KDWB 23-20, WZZP 25 21, K UPD 9-7, KNOW 31-27, BJ105 32-29, KRO $30 \cdot 28$
IAN GOMM '"Hold On"' (Stiff/Epic) $37 / 17$
Moves: Up 9, Same 11. Down 0, Adds 17, including CKLW, WOKY, WAXY, WMEE, KRKE, 13FEA, WGLF, KKLS, KBOZ.
EDDIE MONEY "Get A Move On" (Columbia) 33/10
Moves: Up 12. Same 11, Down 0, Adds 10, KFI, KING, BJ105, WRJZ, WMEE, KRUX, WCIR, WGLF, WISE, KENI. HERMAN BROOD ' 'Saturdaynight'" (Ariola) 31/4
Moves: Up 13, Same 13, Down 1. Adds 4, WNOE, WBBQ, WXIL, KDZA, WRKO 26-23, KRBE 29-27, WGCL on, KHJ on, KUPD 25-23.
FOREIGNER "Dirty White Boy" (Atlantic) $30 / 29$
Moves: Up 0, Same 1, Down 0, Adds 29, including WPGC, KRBE, KSLQ, KHJ, KFI, KFRC, 13Q, WGH, WHBQ, 92Q, KCPX, K104, WYRE
LED ZEPPELIN "All My Love" (Swan Song) 30/19
Moves: Up 1, Same 10, Down 0, Adds 19, including CHUM, KRBE, Y100, KING, WTIX, KXX106, KZ93, KROY, WHHY,
KBDF. KBDF
KANSAS "Reason To Be" (Kirshner) 30/19
Moves: Up 4, Same 7, Down 0, Adds 19, including WPEZ, KFI, WKEE, WFLI, KZ93, KCPX, WTSN, KFYR, KRLC.
MARY MACGREGOR "Good Friend" (RSO) 29/5
Moves: Up 21, Same 3, Down 0, Adds 5, WAEB, WIRK, WTIX, WTMA, WEAQ, WFIL d-17, WBBF 38-33.
KC \& THE SUNSHINE BAND "Please Don't Go" (TK) 28/7
Moves: Up 18, Same 3, Down 0, Adds 7, WHYN, 14WK, WAAY, WHHY, WAGQ, KKLS, KCBN, Y 100 3.2. KEARTH 29-27. WAXY 25-19, WQAM 15-8, WBBQ 26-18, WGLF $36-30$
BILLY THORPE "Children Of The Sun" (Capricorn) $26 / 2$
Moves: Up 12. Same 7. Down 5. Adds 2, KUPD, KOPA, KDWB 15-11, KSLQ 8-6, WAYS 33-30, WVIC $23-18$,
KIOA 14-10, WISE 14-5.
KENNY ROGERS "You Decorated My Life" (UA) $24 / 22$
Moves: Up 0, Same 2, Down 0, Adds 22, including WFIL, KSLQ, WOKY, KOPA, 13Q, WSGA, WHBQ. 92Q. KTSA, WSGN, WNDE, CK101, KSLY.
TOBY BEAU "Then You Can Tell Me Goodbye" (RCA) 24/4
Moves: Up 14, Seme 6, Down 0, Adds 4, WIRK. WKIX, WJDX, KKXL, WPEZ 2825, 130 2421, WANS 3430, KEWI 1411 ADDRISI BROTHERS "'Ghost Dancer's (Scotti Brothers) 24/0
Moves: Up 14, Same 10, Down 0, Adds 0, WIFI on, WZZP d-31, KBEQ on, KFI on, KEARTH 23-22. WBBF 26.22.
WTIX 33-27, KINT 14-12, WXIL 29-24. WTIX 33-27, KINT 14-12. WXIL 29-24.
DIRE STRAITS "Lady Writer" (WB) $23 / 0$
Moves: Up 9, Same 12. Down 2, Adds 0, KJR on, KXX106 17-15, KOFM 25-23, KMJC 26-24, WGUY 23-21, Y94 22-20 KBOZ 30-26.
JIMMY BUFFETT "Fins" (MCA) 20/12
Moves: Up 4, Same 4, Down 0, Adds 12, including WLCY, 94Q, WAPE, WIRK, KNOW, KEYN. FM, KRKE, 14WK.
WTMA
Continued on Page 33


[^0]:    These trecke are by artasts who heve recelved concentrated alrplay and poedtive released as ediggles are deelgneted by es esterisk (9). Indluidual ertisti' AOA HOttracks are listed in order. of thelr lovel of airpley end scceptence.

[^1]:    -Asterisk denotes that cut has been released as a single.

