

Radio & Records

Applying Lifestyle Analysis
To Your Own Market

SEE PAGE 14

Musical Creativity:
A Meeting Of Your Minds

SEE PAGE 12

ISSUE NUMBER 277

THE INDUSTRY'S NEWSPAPER

APRIL 13, 1979



Donna Summer



Paul Jabara



Giorgio Moroder

Casablanca Triumphs On Oscar Night

Contemporary music in general and Casablanca Record and FilmWorks in particular enjoyed a night of triumph at the 51st annual Academy Awards presentation Monday night (4-9). Casablanca, which entered the movie arena just two years ago, swept both top musical awards, as "Last Dance," written by Casablanca artist Paul Jabara and sung by Donna Summer in "Thank God It's Friday" (a Casablanca/Motown production), was voted Best Original Song; and Summer's producer, Giorgio Moroder, won the Original Score Oscar for his "Midnight Express" music. "Midnight Express,"

a Casablanca FilmWorks production, also earned the Best Adapted Screenplay award. In addition, veteran pop-rock arranger/composer Joe Renzetti won the Oscar for Best Adapted Score for his musical work in "The Buddy Holly Story."

Casablanca President Neil Bogart, the innovative force behind the company's swift motion picture success story, commented, "We are jubilant over the Academy Awards Casablanca has won, and we look forward to a future of continued triumph for the FilmWorks Division."

Thayer Resigns At NBC Radio

Jack Thayer, Executive Vice President/Special Projects for the NBC Radio Group, resigned from that position on Friday (4-13). Before assuming the Executive VP

post at the time of NBC Radio's reorganization into three separate divisions (R&R 9-29-78) for its AM, FM and Network facilities, Thayer had been President of NBC Radio.

Thayer told R&R that his job had ceased to be "satisfying," and added that he was looking for another highly active situation. NBC officials said no replacement for Thayer had been considered as yet.

Thayer was President of NBC Radio from August 1974 to September 1978, having created the network's ambitious but ultimately costly NIS (News & Information Service) in 1975. Before assuming the NBC Radio presidency, he was Vice President/General Manager of the Nationwide Communications chain.



Jack Thayer

COMMISSION BECOMING A ONE MAN SHOW?

Ferris Takes Active Hand In Reshaping FCC

Reaching past Broadcast Bureau Chief Wally Johnson, FCC Chairman Charles Ferris acted first to release Policy & Rules Division Chief Roscoe Long, and told Johnson later. Long, a Republican who "officially" resigned last Friday, had held his position under Johnson since creation of the department almost three years ago.

It is speculated that Ferris wants to make way for his own appointees. For over a month, rumor at the Commission has been that Long would be axed and Dick Shibben, Chief of the Renewal and Transfer Division, would be shifted into the Policy and Rules job, thus allowing the Chairman to fill a key broadcast position with a Democrat. Another very persistent rumor has been that Johnson will soon be asked to retire.

Private Radio Bureau

As the story goes, Private Radio Bureau Chief Carlos Roberts was transferred from Office of Plans and Policy (OPP) by Chairman Ferris to make room for OPP's current chief, Nina Cornell. Roberts, a Hispanic, wasn't dismissed, but the department was

restructured — which according to one source inside the FCC was done over a weekend and announced to Roberts's staff on Monday morning two months ago — and Roberts ended up with a considerably

smaller staff when the dust settled. What seems to be bothering several key FCC personnel more than what's being done is how the FCC's CEO is molding a new organization.

14-YEAR DEBACLE TO CONTINUE

FCC Rejects KRLA Ownership Plan

In an effort to regain FCC approval for a merger of KRLA/Los Angeles after a 14-year struggle over ownership (R&R 10-6-78), an attorney for one of the five companies seeking a merger told R&R Monday (4-9) that they will propose a new set of alternatives to the FCC.

The Commission last week (4-5) rejected the initial merger because one company — Bob Hope's Western Broadcasting Company — is required to purchase all of KRLA's stock from the other companies after three years, and they would be absolutely obligated to sell. Citing the Communications Act,

the Commission said that an arrangement would have to be on a continuing basis.

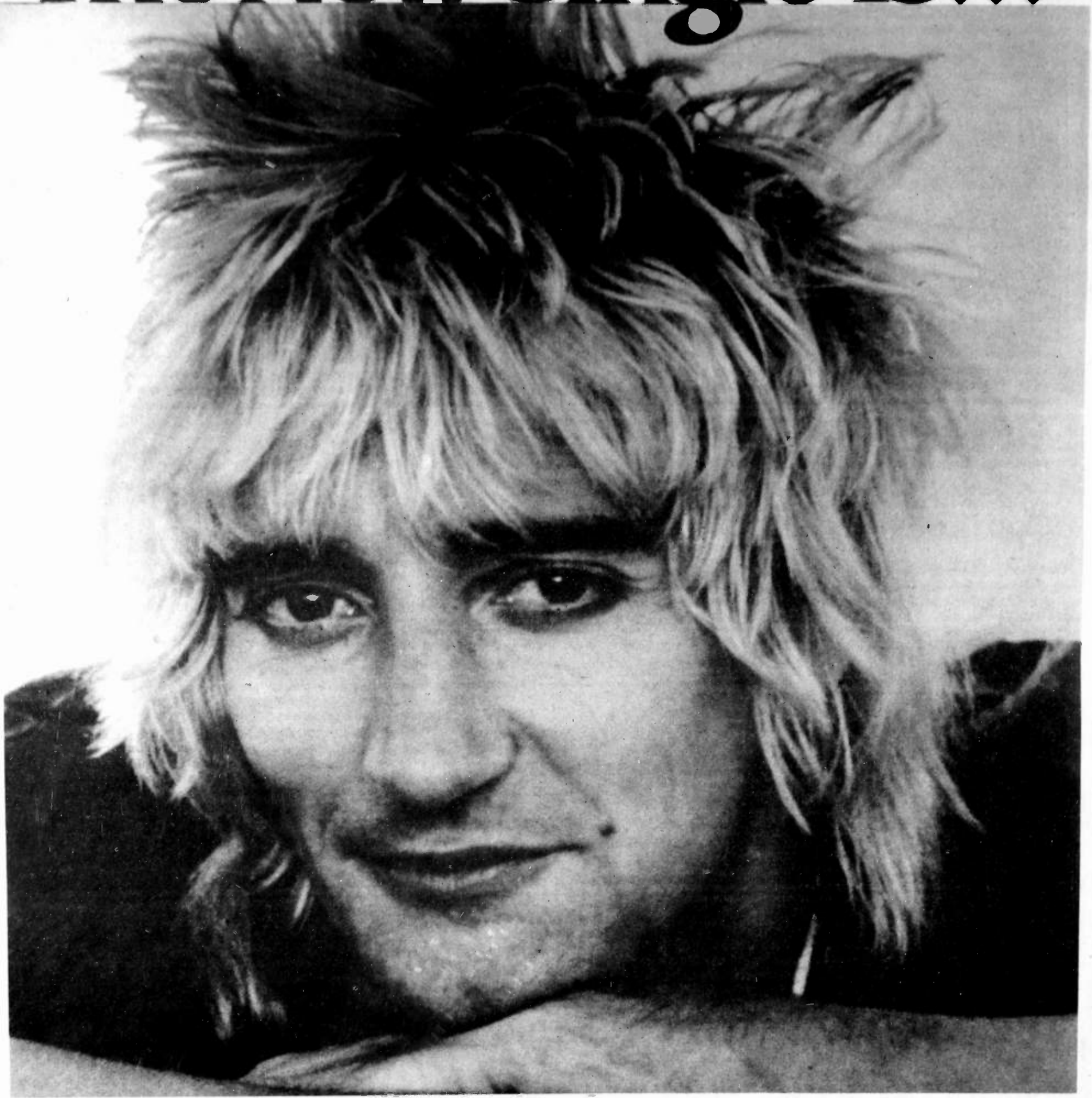
In addition, the Commission said the reimbursements proposed to two other companies to relinquish their interests were considered higher than allowed by the Communications Act. The FCC says that in merger situations, reimbursements are limited to the expenses incurred in prosecuting applications.

What alternatives the companies will propose to the FCC remains to be seen; but this action indicates the parties are willing to go to great lengths to push the merger through the Commission.



WFMS 25¢ GAS SALE LEAVES TOWN AGHAST — WFMS/Indianapolis thought it would be an attractive promotion to sell its listeners 25¢-per-gallon gasoline for an afternoon, but the Country station wasn't quite prepared for the depths of emotion the sale would awaken in the city's motorists. WFMS chose an out-of-the-way gas station, but found cars appearing 30 seconds after the first announcement, with a dozen police "petrolmen" called in to handle a traffic jam which caused a 5-mile backup on the main highway. The station had planned to pump 6000 gallons, but the police ordered them to stop after 1250 in the interest of public safety. A compromise was effected which enabled WFMS to resume the sale in the evening, but even then traffic became so threatening that the authorities halted the sale again. Meanwhile, four local TV stations covered the chaos resulting from WFMS's successful gassing game. At left, a sample scene of motoristic mayhem surrounding the service station; while the WFMS van and a station pump jockey are pictured at right.

The New Single Is...



“Ain’t Love A Bitch”



On Warner Bros. Records.

Produced by Tom Dowd

Levy Named VP/GM At KLAC

Stuart Levy has been appointed VP/GM of Los Angeles's reigning Country station, KLAC, replacing newly-named Metromedia Radio Senior Vice President Bill Ward. Levy began his broadcast career with KLAC and has been there 16 years, working up from the mail-room to Local Sales Manager in 1973 and General Sales Manager, his most recent position, in 1976.

Metromedia Radio President George Duncan stated, "Stu Levy has devoted over 16 years to KLAC. The experience and knowledge he has gained while working in almost every department at the radio station uniquely qualifies him for the position of VP/GM. We look forward to KLAC reaching even greater heights under his supervision."

Levy commented to R&R, "KLAC enjoys an excellent position within the marketplace, but every product, I feel, needs to be constantly fine-tuned. The station is and will continue to be very promotion and marketing-oriented. KLAC has a responsibility to continually raise the level of consciousness of country music within the community."



We want the public and advertising community to feel they can rely on KLAC to serve their needs. I am anxious to meet the challenge."

As a going-away tribute to Ward, KLAC produced a takeoff

on its "There's Only One KLAC" billboard campaign, pictured above. Beneath the special billboard, Ward (left) is pictured handing over the keys to the station to Levy.

NEW BEAUTIFUL MUSIC APPROACH AT FM

Combined Takes Over KSD, KCFM

Combined Communications Corp. has completed its purchase of KSD and KCFM/St. Louis, and has already instituted plans for its new acquisitions. KSD had been acquired from a unit of Pulitzer Publishing Co. in exchange for Combined's two Phoenix radio stations, KTAR and KBBC-FM. KCFM was purchased from Commercial Broadcasting Co. for an undisclosed cash amount.

Combined Radio Division President John Bayliss told R&R that KCFM would retain its Beautiful Music format, but with a distinctly different approach. Bayliss characterized the format modification as a "contemporary" presentation of Beautiful Music, with live air personalities and the programming of several contemporary vocalists whose music fits the station's desired image. Bob Gaskins, currently involved in pro-

gramming at Combined's Detroit Beautiful Music station, WCZY, will supervise KCFM's format shift, commuting between the two stations.

As for KSD, a Pop/Adult fixture

in the market for many years, General Manager Ed Newsome said that no format change was planned. "KSD is a good radio station," Bayliss noted, "and we hope to make it better."

Woodstock For The 70's Planned For Summer

Following in the late-60's/hippie nostalgia footsteps of "Hair," two promoters have set plans to stage a second Woodstock rock festival on the tenth anniversary of that 1969 cultural monument. John Morris, who booked the talent lineup for the original festival, and Michael Wadleigh, director of the "Woodstock" film, are negotiating with New York state officials in an attempt to secure a site close to the 1969 Bethel location. Plans have been made to produce a film with Orion Pictures and a soundtrack album (no doubt a multiple-record set) on Portrait.

Performers at the new Wood-

stock are to number approximately 30, including about 10 who were at the first festival (provided that ten acts have survived intact). Morris and Wadleigh are planning to limit the audience to 300,000, with tickets to be sold on a regional basis across the country at \$37.50 apiece (for a three-day show, August 15-17). The promoters promise vastly improved organization for the event, but were unable to guarantee the traditional "sea of mud" conditions that made the original such a memorable occasion for the audience. They also denied that Woodstock II was a nostalgic event.

"Tree" Dies Of Gunshot Wounds

Veteran radio Production Director Tom "Tree" Kelly died Saturday night (4-7) after being assaulted March 23 by an intruder at his Venice, CA sound studio/home. Police surmise that a struggle occurred, as the 25-year-old Kelly had been shot five times at close range with a .45 caliber pistol, with the intruder taking a bullet in the groin.

Nevertheless, the intruder managed to walk out of the house, surrendering to a hospital for treatment the following Monday. Due to the nature of the wound, a police

report was filed and the intruder arrested. The suspect is currently being charged with murder.

Despite his injuries, Kelly succeeded in placing a phone call for help, and was subsequently rushed to Marina Mercy Hospital in nearby Marina del Rey. After two weeks in the hospital's intensive care unit, Kelly succumbed to massive system failure.

Lengthy Radio Career

Kelly began his radio career at
(Continued on page 28)

GRT Clarifies Status, Consolidates Sales, Promotion Forces

In the aftermath of Janus Records' folding (R&R 4-6), GRT Corp. President Gordon Edwards announced that GRT would be reorganizing its record and tape divisions as well as its promotion and field sales staffs. The latter will be consolidated into one unit, which will handle both records and tapes.

While there will be a reduction in staff at the GRT Record Group's Los Angeles offices, Edwards said the promotion and sales staffs would not be affected, dispelling rumors which had surfaced in the wake of the dissolution of Janus. Furthermore, Edwards denied earlier reports that GRT was either selling its record operations or seeking a distribution deal with a major label.

INSIDE R&R:

WASHINGTON REPORT	4
MEDIASCOPE	8
WHAT'S NEW	10
MEDIA MARKETING	14
RIP 'N' READ	18
CROSSOVER PAGE	20
STREET TALK	22
TOP 40 SECTION	24
GARY OWENS	29
PICTURE PAGE	44
BLACK SECTION	47
AOR SECTION	50
COUNTRY SECTION	65
POP/ADULT SECTION	70
OPPORTUNITIES	75
MUSICVISION	78

LETTER

Arbitron Council's Christian Responds To 18-34 Inadequacy Charge

Dear R&R,

As a member and Vice-Chairman of the Arbitron Advisory Council, I have seen various presentations by Arbitron which describe how they do their work. This experience, along with the opportunity to question them directly, has given me and other members of the council a greater insight into the inner working of the Arbitron methodology. Let me assure you that they are aware of the service's limitations and are earnestly trying to find acceptable improvements in specific areas. One of which is diary returns by the 18-34 age group.

A response (Arbitron VP/GM) Rick Aurichio provided to Bob LaBonte indicated that some headway had been recently made which indicated that some alternative procedures may work well among the under-35 age group and particularly well among the 18-24 age group. I know that Arbitron will not institute any changes until they have thoroughly tested the new procedures to determine if any new biases have been unknowingly introduced. They are careful in what they do.

The printed article (R&R 4-6) indicated that such testing would not begin until 1981. This is not true. Mr. LaBonte and I have been told separately that full scale testing commences in 1979 with hopeful implementation scheduled by 1981.

Arbitron's implementation of Expanded Sample Frame (in Seattle in Oct/Nov '79) is a direct response to improve the 18-34 sample representation. This thoroughly-researched procedure not only improves the representation of the younger age group but also the representation of one and two-person households. Arbitron has a plan for introducing the ESF procedure to all markets by 1982.

The Council knows that Arbitron conscientiously studies limitations and possible solutions, always keeping in mind the economics of the marketplace in which they operate. They could design and implement procedures that would answer many limitations but the broadcasters, LaBonte and I could not possibly afford such a service. It just wouldn't be worth that kind of expense. Arbitron tries to tread this road very carefully - implementing only when there is a noticeable improvement that has value to the broadcaster and is affordable.

In Rick Aurichio's letter to Bob LaBonte, he discusses the reliability of the measurements now produced for the 18-24 and under-35 age groups. He mentioned that the reliability would not be improved by much, even though those age groups were better represented in the tabulated sample. Broadcasters should be more concerned with reliability of the audience estimates without specific regard to proportionate representation. We as broadcasters should remain broadcasters and researchers should remain researchers. In this manner we will be getting the best service for broadcasters and at the same time direct the researchers where they can be of best service to broadcasters.

Ed Christian

Vice Chairman/Arbitron Advisory Council
Executive VP/GM WNIC-WWKR/Detroit

Detroit Stations Swap Spots

In an unusual development, a pair of Detroit radio stations, All-News formatted WWJ and Oldies formatted WTWR, are currently airing each other's commercials. The purpose of the campaign, scheduled to run for three weeks, is

to demonstrate the power of radio advertising by urging listeners to tune in to the other station's format. WWJ, an AM, and WTWR, an FM, share no common ownership, and claim the campaign is unprecedented in Detroit history.

WASHINGTON REPORT

This Week In Review

KRLA back in the news — merger is off temporarily . . . Roscoe Long's exit at FCC establishes credibility of certain recent rumors (both cover stories) . . . FCC takes up first case under new "distress sale" procedures at closed meeting yesterday (4-12); meanwhile WDAS asks for same treatment . . . Daytimers don't like the Goldwater bill and they're letting him know it, as are broadcasters from South and North Carolina, who met respectively with Sen. Hollings and Rep. Broyhill to argue principally against fees . . . AP Radio and Mutual plan to petition FCC for 15-ft. earth stations . . . NAB's Summers tells West Virginians that FCC can't have double posture of pro-regulation and pro-deregulation . . . and John Erlichman arrived back in Washington via WTOP.

Update

By Jonathan Hall

Industry Awaits FCC Verdict On Distress Sales

Yesterday (4-12) FCC commissioners and their staff went behind closed doors to look at a request from a station in Rineland, Wisconsin to sell its property to a minority at a "distress sale" price. The result of the Commission's decision hopefully will give some indication of the percentage of market value the FCC will allow a licensee to collect in a distress situation (see R&R 3-2, Page 6, for definition and explanation of distress sale).

WDAS Makes Application

R&R has learned that WDAS-AM-FM/Philadelphia, which was recently designated for hearing (allegedly for various types of wrongdoing including speculation of payola), wants the FCC to grant it special consideration under the same policy.

Stating that they seek this avenue in order to avoid "the enormous adverse financial and personal burdens" (owner Max Leon is in his late seventies) of Commission procedure, WDAS attorneys filed a petition on Friday (4-6) asking the FCC to act quickly.

WDAS was about to be sold to Gene Jackson and Sydney Small, principal owners of Unity Broadcasting Network, Inc. for \$6.2 million prior to the FCC's interruption of the sale.

At issue is how much of the \$6.2 million Leon will get for the station. There are those inside the FCC who seek to severely restrict the sale price while attorneys for WDAS are arguing that the \$6.2 million amount is a fair "distress" price based on recent improvement in their ratings, thus enhancing "market value."

Leon and son-in-law Bob Klein issued a statement after receiving word of being designated for hearing, saying: "We cannot understand why the FCC singled WDAS out for investigation, because the record of service to the black community by WDAS cannot be matched by any other station in the country and we believe that at the proper time and place that WDAS will be vindicated."

DBA Blasts Sen. Goldwater's Bill

In a statement released Friday (4-6), the Daytime Broadcasters Association (DBA) blasted S-622, Sen. Barry Goldwater's bill, for its support of clear channel stations and its refusal to recognize the "plight" of daytimers wanting to broadcast fulltime.

DBA Chairman Ray Livesay, President of WLBH/Mattoon, IL, also objects to the bill because it places no limit on fees, which gives the FCC a "blank check to charge as it sees fit."

However, the board of the Arizona Broadcasters Association wrote Goldwater applauding his efforts, although Executive Director Ken Heady told R&R they had not gone as far as formal endorsement of S-622.

NAB Touts May 8 As "Crossroads" Date

NAB Executive VP John Summers, in remarks to the West Virginia Broadcasters Association in Morgantown, said Tuesday (4-10) that the FCC must soon choose between regulation or deregulation or "smother in bureaucratic entanglement." He noted the Commission will address the issue of comprehensive deregulation of radio May 8.

Meanwhile, the NAB evaluated Rep. Lionel Van Deerlin's latest rewrite proposal (R&R 3-30). Here are some of their comments:

1) Spectrum fees: Broadcasters would have a far better idea of what they would have to pay in the future. It is a plus that proceeds are not tied into financing of public broadcasting. However, the concept of paying for the use of the spectrum (a tax) is one that broadcasters find objectionable. Also, the fee, based on gross revenues, must be paid, no matter what the financial condition of the licensee.

2) EEO: The Commission would no longer be given power to regulate radio stations in civil rights and EEO areas.

3) Ownership: The absence of ownership limitations (outside individual markets) appears much more favorable than the original version.

AP And Mutual Seek Bigger Dish

Associated Press Radio service will ask the FCC for more rope. After approving a one-year test last month of 10-foot earth stations, AP now wants authority to test 37 15-foot disks. Mutual Radio, which has completed engineering studies in 40 markets, will soon file a similar request. Currently AP has 660 subscribers to its radio news service.

Related Development

The NAB last week (4-4) said the FCC should maintain an "essential" system of licensing, prior approval and enforcements for satellite communications to eliminate illegal receive-only earth stations.

However, the NAB said it supported site coordination requirements for common carriers "and others who desire long-term protection," but urged optional site coordination for private users such as networks, broadcast stations and the news wire services.

Subsequent to last week's story on earth stations, R&R has learned that NBC wants to continue the current policy requiring frequency coordination of all receive-only earth stations. Continued frequency coordination would: 1) protect investments of satellite carriers, 2) allow FCC to reposition satellites, and 3) open options to communications users.

Presidential Strong Arm?

Henry Geller reiterated his offer Tuesday (4-10) to let Senator Barry Goldwater (R-AZ) review the Carter and Ford administrations' documents on public broadcasting, without taking them out of the National Telecommunications and Information Administration (NTIA) offices.

Controversy erupted a couple of weeks ago when Goldwater was denied inside information on treatment of public broadcasting by both Carter and Ford.

When questioned during the House Communications Subcommittee oversight hearings this week, Geller said he could not release Carter documents without White House approval. NTIA's Executive Director noted his agency's rationale for releasing Nixon's documents was because of a "pattern of wrongdoing."

Denying Muscle Maneuver

Earlier last week, one-time Carter communications advisor Barry Jagoda denied putting political muscle on the chairman of the National Public Radio (NPR) in 1977.

The subject emerged at another oversight hearing before the subcommittee. Congressman Lionel Van Deerlin (D-CA) referred to Jagoda's role as "more than a parish priest's." It is alleged that the Carter administration sought to "influence" programming.

Jagoda told the Washington Star recently, "I wish the White House would release all of our memoranda on this subject so it would be clear once and for all, particularly for Senator Goldwater's own information — because I really think he is being misled — that our main policy on public broadcasting was to eliminate improper influence."

Washington Street Talk

Sen. Ernest Hollings said to be miffed by broadcasting constituents from South Carolina who were in town this week to try and smooth things over after antagonizing the author of one of the Senate bills to amend broadcasting law.

Also in for a dinner meeting with Congressmen this week was a delegation from North Carolina. They continue to push for distance between Rep. Broyhill (their own) and Rep. Lionel Van Deerlin, author of H.R. 3333.

Administration Outlines Regulatory Reform Bill

Sponsors of the White House Regulatory Reform Act of 1979 outlined in greater detail last week (4-6) what President Carter had unveiled at the NAB Convention in Dallas (R&R 3-30) on March 28.

The President's bill calls for 1) analysis of proposed new regulations, 2) periodic review of existing rules, 3) publication of a semi-annual regulatory agenda, 4) establishment of deadlines for most proceedings, and 5) enhanced public participation.

Jim Graham, Counsel on the Senate Governmental Affairs Committee, told R&R that at least nine or ten more hearings will be held on the proposals because it is a

"complex and difficult area" that has wide impact. The Committee, headed by Sen. Abraham Ribicoff (D-CT), has drawn up a bill very similar to the White House proposal, and Graham said the differences between the two "could be worked out." According to Graham, there is mounting interest in the bill.

The three sponsors outlining the President's proposal were Charles Schultze, Chairman of the President's Council of Economic Advisors; Douglas Costle, Administrator of the Environmental Protection Agency (and Chairman of the Regulatory Council); and John White, Deputy Director

of the Office of Management and Budget (OMB).

The statements of each are summarized below:

Schultze: A major purpose of the bill is to maintain economic progress of the nation's private sector while improving the efficiency of regulation. The administration would like to see a comparison of options rather than a description of economic impact of a single proposed regulation.

Costle: The bill proposes cutting needless delay by providing the agencies with \$20 million for the next three years to enhance public participation. It also proposes allow-

ing 60 days for the public to comment on alternative regulatory approaches. The bill would allow administrative law judges to: 1) issue subpoenas, 2) hold conferences to simplify or settle cases, 3) require submission of evidence and cross-examination in written form, and 4) limit cross-examination of witnesses during proceedings.

White: Outlines OMB's role in overseeing the order and regulatory process, discusses management problems of the regulatory process, and describes key management reform provisions as well as steps to increase public participation.

FLASHMAKER.

“GRAHAM PARKER'S SQUEEZING OUT SPARKS IS GOING TO BE THE ONE ALBUM AGAINST WHICH EVERYTHING ELSE THIS YEAR WILL HAVE TO BE JUDGED.

“A rock 'n' roll tour de force: Songs that rip across the surface of our consciousness; performances that will leave you breathless; and Parker's voice dominating every moment, every move.”

—Melody Maker (3/17/79)

“SQUEEZING OUT SPARKS is one of the most important rock albums ever released. The sound is pure, unadulterated, 'give me more and more and more rock 'n' roll.' Roaring, screeching guitars: A pumping, thumping bass; frantic keyboards. Pounding drums kicking your skull wide open. And Graham's pleading, soulful vocals miked right up front like an exposed electrical wire, all high voltage and lethal.

“An urgent, melodic, commanding, bitchy, rockin', devastating piece of vinyl. It is music that will make you re-assess your whole life. It is music that will make you tap your foot. It is music to grow old with. Graham Parker is no ordinary man.”

*—Jon Marlowe,
Miami News*

“SQUEEZING OUT SPARKS is Graham Parker's best album in a while. The lyrics are interesting and trenchant, and the music can be tough and rocking, or softer and more overtly tender, than Parker has allowed himself to be before.”

*—John Rockwell,
New York Times*

“SQUEEZING OUT SPARKS is Parker's toughest, most decisive album, and the melodic hook infusion helps to humanize its toughness. His lyrics also have a new sense of purpose. Graham Parker has found himself.”

—Village Voice

“This is high-level, high-energy rock... Parker is a consummate rocker.”

Circus

**FLASHMAKER
OF THE WEEK.**
Record World (4/2/79)

NATIONAL BREAKOUT.
Billboard (4/2/79)

**Graham Parker's
SQUEEZING OUT SPARKS.**
His remarkable new album.
And his first...
on Arista Records and Tapes.



AB4223

DEBUTS!
RW:121* / BB:146* / CB:156*

Produced by Jack Nitzsche
for North Spur Productions, Inc.
Recorded and mixed by Mark Howlett.

ARISTA

WASHINGTON REPORT

Update

Letters From The Chairman

1) To NAB: Responding to initial communique from NAB President Wasilewski, Chairman Ferris asks him for "detailed recommendations" on how industry and Commission can cooperate to reduce backlog of pending broadcast applications. Ferris also asks for clearer instructions on how to prepare applications and where FCC can change rules used to process them.

2) To Congress: Ferris also wrote House Investigations Subcommittee Chairman Bob Eckhardt (D-TX) last week saying that a new law aimed at reducing flow to private industry by government workers who turn around and do business with former workers (revolving door theory) may actually harm "government's ability to attract and retain the best people available."

Consent Agreement Reached With Pacific West

An attorney with the Consumer Protection Office of the U.S. Postal Service told R&R that a consent agreement with Pacific West was filed Tuesday (4-3) with an administrative law judge, thereby terminating the case.

The consent agreement prohibits the company from collecting copyright fees from radio stations through the mail. However, the agreement does not constitute an admission of violation, the attorney said.

The Postal Service filed an administrative complaint against the company after receiving allegations of possible mail fraud (R&R 3-23).

Competition Intense For New Stations In Major Markets

Proof that competition for new stations in major markets can be very stiff was the Commission's decision to set for hearing five applications for a new FM broadcast station to serve Tucson, AZ.

FCC action will be withheld until an environmental impact statement is completed on Tucson FM Broadcasting's proposal. The Commission has also dismissed three objections against Tucson FM.

Competition is even stiffer for AM broadcasters. One example was a recent FCC judge's decision to give an applicant permission to operate a full-time station over five other applicants. The broadcaster, Barto Communications Inc., will operate on 1150 kHz in Gaithersburg, MD, which has been inactive since 1973.

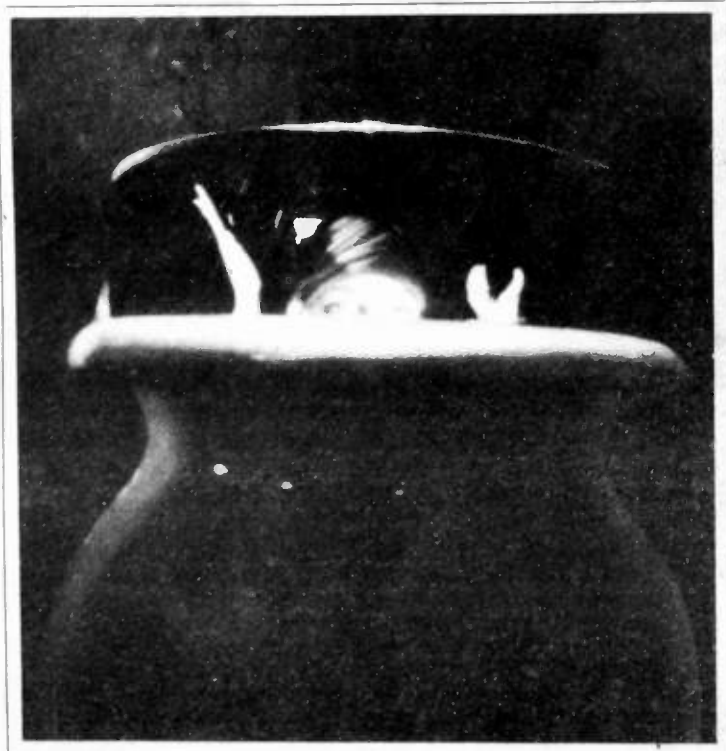
Odds Are Worse Than 3 To 1

Despite the more than three-to-one odds against the FCC approving a new AM station, this obstacle is only the first step. (Of 87 applications for new AM stations filed, only 26 were granted in fiscal year 1978.) Barto will have to compete for its share of the Washington, DC suburban audience, which is covered by approximately 20 existing AM signals.

Because all the applicants, with one exception, were determined qualified to be licenses by Administrative Law Judge John Conlin, the final decision turned on proposals for integration of ownership with management. Barto's four shareholders said they would work full-time.

Barto's proposal was enhanced by a minority group member who had "significant" ownership interests, broadcast experience and will have managerial responsibilities, Conlin noted. Unless there is an appeal or the Commission requests a review, the decision becomes effective 50 days after the initial decision.

(Advertisement)



People



Eli Zaret
Santa Fe

Former Nixon aide John Erlichman returned to Washington this week via radio. Outlet Co.'s All-News WTOP began airing Mutual Broadcasting's syndicator on Monday (4-9). Program originates in Santa Fe, NM where Erlichman lives.

Detroit

ABC FM Network unveils new radio version of Howard Cosell. At luncheon last week in New York, R&R had opportunity to listen to



Dick Verne

Eli Zaret, who will do sports commentary from Detroit.

Washington

NBC Radio Network VP Dick Verne appointed to NAB Radio Programming Conference Planning Committee headed by RKO Radio Pres. Dwight Case. Meeting is to be held in St. Louis in September.

Rep. Jim Weaver (D-OR) participated in National Public Radio's first of six nationwide call-in programs last week. The program, which focused on the military's all-



Rep. Jim Weaver

volunteer plan, included Rep. Robin Beard (R-TN) and moderator Fred Fiske of WAMU/Washington, DC.

Joan McDonald named FCC Director of Personnel.

Bob Mitchell exits NAB suddenly as VP for Membership. Controversy reportedly surrounds personality conflict with secretary and regional managers. Replacement likely to be Larry Tierney, who will be brought in on trial basis to handle the job.

Score: Broadcasters 3; Citizens Groups ?

Petitions filed by citizens' groups against a radio station's renewal can sometimes spell disaster for broadcasters (R&R 3-2). But three recent cases show stations coming out on top.

The Commission recently dismissed as "defective" petitions to deny filed by the Southeastern Regional Directorate of the NAACP Legal Defense Fund against 16 Charlotte, NC broadcast stations, alleging violation of EEO rules. The FCC, said the petitions lacked "specificity" and pointed out that only six of the stations were listed in the body of the document.

Facing WPAT-AM-FM/Paterson, NJ was a petition filed by Paterson Coalition for Media Change (PCMC), citing minority hiring, programming and Fairness Doctrine failures. The FCC dismissed allegations against the FM also because of lack of specific facts. However, PCMC continues to attack WPAT-AM.

Meanwhile, in the Midwest, a confrontation concerning a crossownership question was somewhat resolved. The St. Louis Broadcast Coalition agreed to withdraw part of its petition when the Commission approves transfer of KSD-AM (licensed by KSD Inc. which runs two newspapers and a TV station in St. Louis) to Combined Communications of Phoenix, AZ (see related story, Page 3). In exchange, Combined traded KTAR & KBBC/Phoenix, breaking up Combined Phoenix's crossownership. A petition is still pending against KSD-TV.

Indians, Media Reform Group Hold Powwow On Access Proposal

154 tribes and a Washington-based media reform group last week told the FCC that financial assistance was not enough to help Native Americans obtain radio and TV stations and urged more direct intervention.

The National Congress of American Indians (representing the tribes) and Media Access Project (MAP) claim the lack of access to the broadcasting media has "hampered" Native Americans from exercising their First Amendment rights. They want the FCC to "freeze" frequencies just for them.

Meanwhile, the lone voice of one Native American is telling the Commission to keep its hands off. Gilbert Leivas, a Native American and owner of KMDX/Parker, AR (one of only two Native American-owned stations), recently asked the FCC whether: 1) petitioners actually speak for Native Americans and 2) the proposed policy would constitute reverse discrimination.

The petitioner — the United Church of Christ (UCC) — said late last year (R&R 12-6-78) the goal of ensuring that the proposed 54 reservations are given access to radio and TV stations could be accomplished by freezing frequencies for Native American applicants who indicate that the local Indian community will be their primary community of service.

Also supporting UCC's petition was Sho-Ban News and the Northwest Indian News Association, which recently said the proposal would help break down the "buckskin curtain" which causes "confusion" between the Native American and mainstream cultures.

The New Mexico Interchurch Agency joined Sho-Ban News and NINA in asking the FCC to set aside the broadcast frequencies. Specifically, the agency says the facilities will help Native American Indians: 1) upgrade employable skills, 2) encourage good health practices, and 3) promote educational opportunities.

Report Recommends Revisions In Pre-designated Process

An FCC report, released March 15, concerning procedures for processing contested broadcast applications criticizes the current system for the delays it causes and offers a number of recommendations.

Among the report's recommendations (prepared by Max Paglin, contractor) are: 1) simplify and shorten the cutoff lists, 2) eliminate the sending of "deficiency letters" as part of the processing procedure, and 3) restrict the pre-designation voluntary amendments of the applicants.

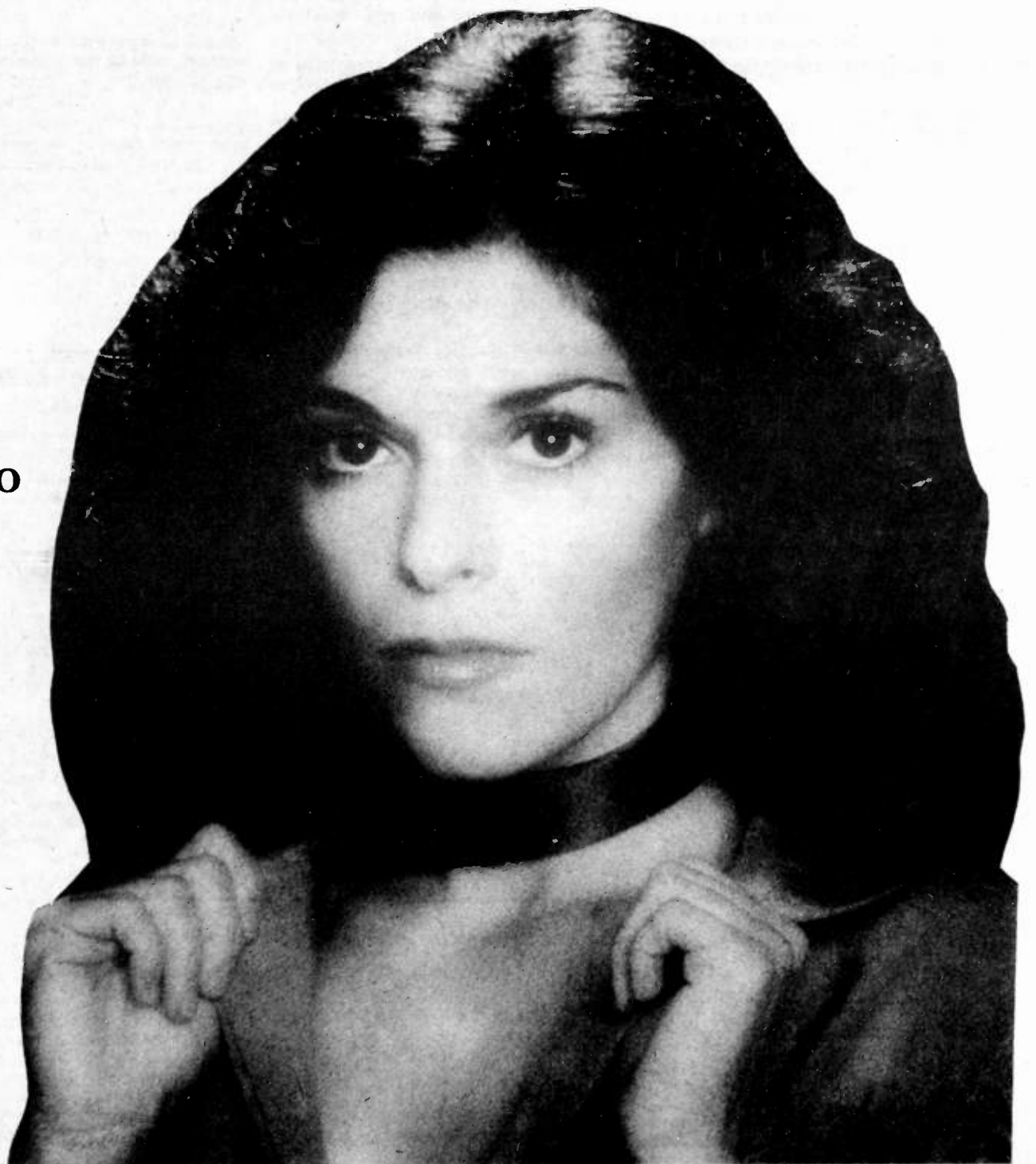
Request Action!

**“Keep Your
LOVE LIGHT
Burnin’”**

Evie Sands

Caps Off Her
Successful 20 City
Promotion Tour
With This Uptempo
Single From
“SUSPENDED
ANIMATION”

On RCA Records



Mediascope

Problems Of Cost, Diversity Erode Staid BBC Image

For years, those Americans who view this country's broadcasting as a "cultural wasteland" have pointed to the commercial free efforts of the **British Broadcasting Corp.**, with pride, praising BBC radio's programming of classical music and learned talk. However, according to the **Wall Street Journal**, the advent of commercial television in Britain in the Fifties and commercial radio in the Seventies has forced the BBC to abandon its staid programming concepts, creating a diversity of programming which displays slight difference from that which is available on the commercial channels. Furthermore, rapidly escalating production costs and pay increases have risen faster than revenues generated by license fees on television sets (license fees for radio sets were abandoned approximately 10 years ago.)

Currently, there is strong indication that the British public doesn't really miss the original BBC approach. The BBC's two radio stations which program classical music and current affairs discussions combine for less than 15 percent of the British listening audience, according to one survey. The BBC station carrying a combination sports and Pop/Adult music format attracts, in contrast, one-third of the listeners, while the fourth BBC outlet, which is similar to an American Top 40 format, pulls slightly more than one-third of the audience. The 19 local commercial stations split the remainder of the listeners.

ABC's Broadcast Division Generates 87% Of Firm's Revenue

According to **ABC Inc.**'s just-released annual report, the firm's broadcast group, which includes O&O radio and television stations as well as the network, accounted for 87 percent of the firm's total revenues. ABC's revenues from broadcasting jumped 20 percent last year to \$1.55 billion from \$1.28 billion in 1977. Pre-tax profits for the broadcast group likewise increased 14 percent to \$310.8 million from 1977's \$273.5 million.

FCC Complaints Down Almost 50%

The **Federal Communications Commission's** broadcast bureau recently reported that it had received 2810 public complaints in January of 1979, a sharp decrease of 1859 complaints from December, 1978. Additional comments and inquiries for January came to 1769, a decline of 86 from the previous month.

AM's & FM's Now Eligible For Armstrong Awards

For the first time in their 15-year history, the annual **Armstrong Awards** for excellence and originality in radio broadcasting will include AM as well as FM. In addition, **Armstrong Foundation** President **Wesley J. Hennessy** and **National Radio Broadcasters Association** Executive Vice President **Abe Voron** announced that the awards will now be co-sponsored and jointly administered by both the Armstrong Foundation and the NRBA.

Having previously been limited to FM stations, AM and FM stations alike will be competing on an equal basis in six categories: News, News Documentary, Music, Education, Community Service and Creative Use Of The Medium. In addition, there are three new categories to be awarded when merited: Technical Achievement In Broadcasting, Innovative Station Programming and Outstanding Contributions To Radio Industry.

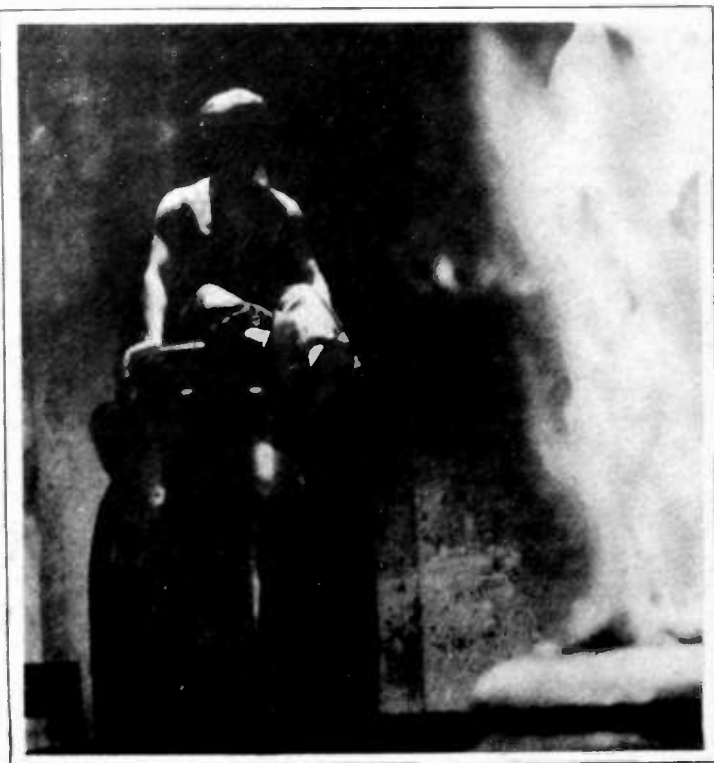
Stations will receive entry forms in April with deadline for entry June 11. The awards will be presented at the annual NRBA convention (Oct. 7-10, 1979) in Washington, DC.

Supreme Court Returns RKO Case To FCC

The **U.S. Supreme Court** recently denied **RKO General's** appeal of a lower court's decision involving RKO's contested license for **WOR-TV/New York** and ordered the matter returned to the **FCC** for consideration.

RKO had argued that the **Circuit Court of Appeals** had overstepped its bounds when it refused to deny RKO's competitor, **Multi-State Communications**, the license on the grounds that a letter from **Chase Manhattan** bank did not assure Multi-State's financing of the operation. Although an FCC judge ruled that a bank official had weakened the bank's pledge, the appeals court reversed his decision, claiming that the FCC should have considered the bank's letter as firm intent. While the Supreme Court ruled the lower court had indeed transgressed, the error was not deemed large enough to merit the court's consideration.

(Advertisement)



Disco I.D.'s Now Available

Ranging from short to "totally enclosed" logos, a new set of disco-flavored I.D. jingles produced by **Steve West** of **KJR/Seattle**. "Dancin'" by name, is now available to any station through syndication company **PAPA** of Irving, TX.

TV News

Bee Gees Plan 90-Minute Prime Time Special Next Season

The **Bee Gees**, thinking ahead, have already arranged for a 90-minute **NBC** prime time special for the 1979-80 TV season, with **Robert Sitgwood** and **David Frost** as Executive Producers. The focus of the show will be on tracing the **Gibb** brothers' 20+-year career, and viewers are promised a first glimpse at the group's "comic home movies," as well as a look at the **Bee Gees** actually recording in the studio. A significant amount of the footage will be shot during the **Bee Gees'** upcoming 60-city tour commencing this summer. Although the special has a historical focus, some special guest stars will appear, with names to be announced later.

MORE MUSIC ON TV: **Hoyt Axton** plays a country singer on "WKRP In Cincinnati" April 23. **Rod Stewart** is on "Rock Concert" April 13 and 14, depending on market. **Amit Stewart** (no relation) guests on "Midnight Special" April 13 and "Soul Train" April 21. **GQ** is also on "Soul Train" May 19, as well as "American Bandstand" May 12. The **Raes** join the ranks of "Soul Train" visitors April 28. **Carrie Lucas** is on "American Bandstand" May 26. **Dream Express** is on "Midnight Special" April 13. And **Lefl Garrett** is one of the Network Stars who will Battle on May 7 on **ABC**; he'll represent **CBS**, on which network his first special is shown May 11.

ABC Eight For Ten But CBS Makes It A Battle

Although **ABC** took eight of the top ten places in the **Nielsen** ratings for the week ending April 1, the leading network did not waltz to its usual lopsided victory. **ABC** had a 20.2 average rating, while **CBS** (which took the other two top ten slots) finished with 18.9 and **NBC** took to the rear with 15.0. Four of **ABC's** eight top tenners were comedies which debuted this season, with the brand-new "Mackenzies Of Paradise Cove" finishing second for the week, even beating its lead-in "Happy Days," as "Laverne & Shirley" was preempted for the week.

"Mork & Mindy" led the pack, followed by the "Mackenzies" and "Happy Days." Next were 4) "Three's Company" 5) "60 Minutes" (CBS) 6) "Eight Is Enough" 7) "Charlie's Angels" 8) "The Ropers" 9) "MASH" (CBS) 10) "Angie." **NBC** just missed the top ten, with the NCAA championship basketball game finishing 11th, "Jesus Of Nazareth" Part I taking 12th, and "Diff'rent Strokes" coming in at 13. "WKRP In Cincinnati" looked solid again at 20, while the "Captain & Tennille" special finished 28th.

Arbitron's ratings for the week ending March 30 gave **ABC** its usual overwhelming edge in New York, Los Angeles, and Chicago. "Mork & Mindy" paced nine **ABC** programs in New York's top ten, followed by 2) "Happy Days" tied with "The Ropers" 4) "Angie" tied with "Three's Company" 6) "Mackenzies Of Paradise Cove" tied with "MASH" (CBS) and "The Ten Commandments" (ABC movie) 9) "Love Boat" tied with "13 Queens Blvd."

In Los Angeles, "Mork & Mindy" won by five full rating points, followed by 2) "Happy Days" tied with "Mackenzies" 4) "Ten Commandments" 5) "Angie" tied with "Three's Company" 7) "Charlie's Angels," "Eight Is Enough," and "The Ropers" tied, and 10) "60 Minutes" (score one for CBS). In Chicago, where "Mork & Mindy" strangely did not place in the top ten, "Three's Company" and "The Ropers" tied for the lead followed by 3) the basketball game (NBC) 4) "Ten Commandments" tied with "Happy Days" and "Mackenzies" 7) "13 Queens Blvd." 8) "Eyewitness News Update" (WLS-TV) tied with "60 Minutes" and 10) "Love Boat."

Radio & Records

Bob Wilson, Editor & Publisher

Dick Krizman, Vice President, Sales & Marketing

Mark Shipper, Senior Editor
Richard Zumwalt, Art Director
Steve Usian, Director, Creative Services

Editorial

NEWS

Ken Barnes, News Editor
Don Waller, Associate Editor

FORMATS

John Leader, Top 40 Editor
Jim Duncan, Country Editor
Biff Collie, Nashville Editor
Jeff Gelb, AOR Editor
Mike Kasabo, Pop/Adult Editor
Bill Speed, Black Radio Editor
Bobby Ocean, Cartoons

Associate Editors

Christina Anthonv, Pam Bellamy, Karen Biondo,
Nancy Hoff, Gail Mitchell, Linda Moshontz, Lee Wade

Washington Bureau

1101 Connecticut Ave. NW, Suite 1004
Washington, D.C. 20036 (202) 466 4960
Jonathan Hall, Bureau Chief
Brian Owens, Associate Editor
Jane Teer, Office Manager
Jason Shrinisky, FCC Advisor

MusicVision

Direct Line: (213) 997-1515
Dennis Lavinthal, Lenny Beer, Tom Profera, Howard Gillman

Production

Marilyn Frandsen, Associate Art Director
Roger Zumwalt, Photography
Leslie Halpern, Production Manager
Sandra Gutierrez, Assistant
Richard Agata, Assistant

Display Advertising

Ken Rose

Circulation

Krisann Aglio

Research

Ellen Barnes
Jack Toothman

RADIO & RECORDS is published every Friday by **Radio & Records, Inc.** 1930 Century Park West, L.A., CA 90067. (213) 553-4330. Subscriptions \$140 per year or \$45 per quarter. All reasonable care taken but no responsibility assumed for unsolicited material. **R&R** reserves all rights in material accepted for publication. All letters addressed to **R&R** or its Editors will be assumed intended for publication and reproduction and may therefore be used for this purpose. Nothing may be reproduced in whole or in part without written permission from the Publisher. Application by **Radio & Records, Inc.** for registered trademarks pending: **AOR, Breakers, The Back Page, AOR Hot Tracks, Mediascope, Most Added, National Airplay/30, Parallels, Radio & Records, Street Talk.** Printed in U.S.A. Mailed first class to the United States, Canada, England, Australia, New Zealand, and Japan. © 1979 **RADIO & RECORDS, INC.**

Linda Ronstadt
"Alison"

E-46034

A brand new single from
her triple platinum album

"Living in the U.S.A."

6E-155

Produced by Peter Asher
Engineered by Val Garay
On Asylum Records & Tapes.



©1979 Elektra/Asylum Records • A Warner Communications Co. Printed In USA.

WHAT'S NEW

RCA To Distribute New York Int'l Records

A new label, **New York International Records**, will be manufactured and distributed by **RCA Records** on a worldwide basis, according to a recent signed agreement between RCA Records and the **Champion Entertainment Organization, Inc.** The agreement was jointly announced by **Champion Entertainment President Tommy Mottola**, who will head the newly-formed label, and **RCA Records President Robert Summer**.



Tommy Mottola

Summer commented on the agreement, stating: "Tommy Mottola is among the most creative individuals in the music business. Our association with him includes such successes with such artists as **Daryl Hall** and **John Oates**, **Odyssey**, and the **Savannah Band**. We look forward to this association with Tommy's new label — a natural extension of our relationship."

Mottola, in turn, said, "This is a time when RCA is clearly fulfilling its potential for greatness in the record industry, and I am delighted with our

new label relationship with RCA."

New York International's immediate plans include the expansion of their New York offices, the establishment of a West Coast office and the release of albums by **Ellen Shipley**, **Cory Daye** and **Odyssey**. In addition, the debut album from **Susan**, currently available on RCA, will soon be available on the new label. New York International's London office will oversee the release of the label's product in the U.K. and Europe.

Beat The Clock

For those gamblin' kinda guys who don't encounter enough risks in the radio and record industries, **Datatime** has developed the **LCD Game Watch**. In addition to the usual functions associated with such units (displaying hours, minutes, seconds, days of the week, and dates), the watch offers the wearer the choice of three games of chance — jackpot, dice, and roulette — all at the touch of a button. The items are available in either yellow or silvertone.

Gallagher Promoted To VP/Nat'l Sales At RCA

Larry Gallagher has been promoted to **Division Vice President, National Sales at RCA Records**. Gallagher, a 14-year veteran of the label, comes to the new position having most recently served as **Director, National Accounts, Sales** for the past two years. Prior to that position, Gallagher had been a salesman and **Sales Manager for RCA** in a variety of positions within the South and Midwest.

RCA Division Vice President of Sales and Distribution Bob Fead, in making the announcement, commented: "In his 14 years with RCA Records, Gallagher has proved himself to be one of the most tenacious go-getters in this industry. His dedication to the task of selling and marketing music is, without reservation, totally remarkable. I am convinced he will serve RCA and **A&M** and **Associated Labels** with distinction as we move forward to capture an ever-larger share of the U.S. record market."

(Advertisement)

AUSTRALIA'S NATIONAL CAPITAL NO.1 TALK PERSONALITY DEAN BANKS

*now in Los Angeles, to gather new interview material for his top rating radio show.

Talk to **Norman Winter** on (213) 462 7453 he'll put you through to Dean

APRIL 16-20

British Decca Claims 1st Fully Digital Disc

The first fully-digital album has been released this March by **British Decca**. The label claims the classical double album, recorded live at the traditional **Austrian New Year concert** by the **Vienna Philharmonic Orchestra**, conducted by **Willi Boskovsky**, pioneers the use of digital editing, hence the fully-digital claim.

The discs retail for normal price and will be rush-released in the U.S. on the **London** label. Although recorded live, the final product was a digitally edited blend of two separate performances and entailed approximately 70 edits.

Gallup To Survey Disco's Demos

Beginning this month, noted pollsters the **Gallup Organization** will conduct a six-city research study in an effort to determine the specific demographics of the disco audience. The survey calls for 600 people in the 18-34 age group to be polled via telephone in the following markets: **New York, Los Angeles, Chicago, Washington, Dallas** and **Boston** with results to be released in July.

While acknowledging that the survey is "not a truly projectable national sample," **Gallup staff member Joel Henkin** claims the key disco markets covered by the survey will provide a more accurate view of just who buys and listens to disco as well as additional spending and listening habits of discophiles. The results will be available to interested parties and corporations for \$2900.

Trio Claims Creation Of Non-Laser Holograms

Claiming to have spent \$100,000 in research over the past three years, **Jim and Greg Gibbs** (inventors) and **Allen Shapiro** (investor) say they have invented a new form of holography, one which doesn't require a laser beam, but instead operates by an ordinary incandescent light. According to Shapiro, this "white lite" hologram will create a new form of television as well as a new entertainment on film medium.

"The hologram we have is like a snapshot," continues Shapiro. "You put it down on your desk and it sinks into the third dimension and to the eye, it's totally real."

The trio has samples of their work on film and plates available, but are currently seeking financing for the production and marketing of their holograms. Holograms are three-dimensional reproductions of an image and have been the subject of scientific research and development since 1963, when the laser beam was introduced.

Sound Palace Installs Custom System

The **Sound Palace** recording studio in New York City has installed a new monitor system, affectionally known as "Big Ted," in honor of its developer, **President and Chief Engineer of ROR Audio Research Ted Rothstein**. As a result of Rothstein's designing the system to com-

plement the design of the room, the **Sound Palace's Studio B** claims the cleanest, most distortion-free low end (even at 20 cycles in the bass) in the city. The system is currently available in either its present form or in customized versions for other studios.



(Advertisement)

ERR WAVES

LOOK! HERE COMES PROMOMAN IN HIS "MILD-MANNERED REPORTER" DISGUISE...

WRONG! --AS A VICE SQUAD COP! ANYONE HERE "HOLDING"?

... WELL, I AM...

BUT REALLY... I DON'T HAVE TO GO THAT BAD...

...THE SUPER HERO DASHES INTO A NEARBY PHONE BOOTH...

...HE CHANGES FROM HIS COSTUME INTO HIS DISGUISE -- THEN BACK INTO HIS COSTUME AGAIN!

WHY?...HE'S GOTTA GET A PACK OF CIGARETTES...

... AND HE NEEDED THE SPARE CHANGE! HAH! GET IT!

TAKE 2

PHONE

PHONE

PHONE

BY BOBBY OCEAN

Produced by Narada Michael Walden, Patrick Adams.
Sonny Burke & Wayne Henderson.



Narada Michael Walden
puts some body in your soul
with his new hit single,
"I Don't Want Nobody Else
(To Dance With You)"

from his new album "Awakening."
On Atlantic Records and Tapes. 
Single also available on 12" commercial disc.

WTIX 40-33
WNOE 34-24
WHBQ deb 26
KEEL deb 26

WISE deb 36
WFLB deb 35
WZUU on
WAVZ add

BJ105 add
KROY add
WFBG add
KAYC add

Music: A Meeting Of Your Minds?

By Don Waller

As anyone in the radio and record industries can tell you, it all begins with a song. Excluding news, sports and information, people listen to the radio to hear songs, which they proceed to purchase. Whether on single, album or tape, the song is what sells the listener. Obviously, songwriters are the foundation of popular music.

Therefore, it is as frustrating to record executives as to fans when a songwriter who has previously churned out hit after hit succumbs to that dreaded phenomenon known as "writers block." But is this really a phenomenon or merely an occupational hazard, related to the very processes of perception by which the songwriter actually creates those songs?

Also, what about those songwriters/artists who, as the years go by, experience an irreversible decline in the quality of their work. Not to discount the ever-changing public's taste as a factor, nor that there may be several other reasons, but we're talking about artists who maintain their audience's allegiance even when their initial spark of creative vitality has long since been extinguished. Can this sort of "rote creativity," inevitably leading to self-parody, possibly have a physiological explanation?

Artistic Differences

Perhaps the audience really doesn't notice the decline in quality. Music is a subjective thing. What may be one man's monotony is another man's mesmerism. Could it be that audiences/casual listeners do not hear a song the same way that the artist/musician hears that same song? And not just in technical terms, could it be that listeners as opposed to creators of music *physically* do not listen to music in the same manner? Can the same explanation account for the differences between "active" and "passive" listeners?

Which leads us to ask, how do lyricist-composer partnerships work? Is it simply a matter of two heads being better than one, or do lyricists and composers tap different mental faculties altogether?

One more question: how do you sing a song with words? The obvious answer is you just open your mouth and do it, but that won't do. There are a number of great voices that don't write songs or lyrics. Why not? Just how are melody and lyric related? Can musical aptitude be learned or is it just something people are born with?

Dominance And Submission

The answer to all these questions lies in the long-established concept of "cerebral dominance" — that the left and right hemispheres of the brain perform different functions. The left hemisphere has been found to be the center of language skills and analytical abilities while emotion and intuition are concentrated within the right hemisphere. Approximately 25 years ago, it was discovered that musical ability is almost exclusively the province of the right hemisphere.

If language is controlled by the left side and music by the right, then how does an individual coordinate and combine the two in song? In a recent collection of studies in the neurology of music, "*Music And The Brain*," published by London-based William Heinemann Medical Books, Ltd., one chapter addresses that very question.

Neurologists **Antonio R. Damasio** and **Hanna Damasio** question the believability of the brain's rival halves combining in such a process, quoting a 1972 study by neurologist **Macdonald Critchley**, who concluded: "It is straining credulity to imagine that music, as comprising at one and the same time song and articulate language, should stem from the activities of opposite halves of the brain."

Cerebral Legerdemain

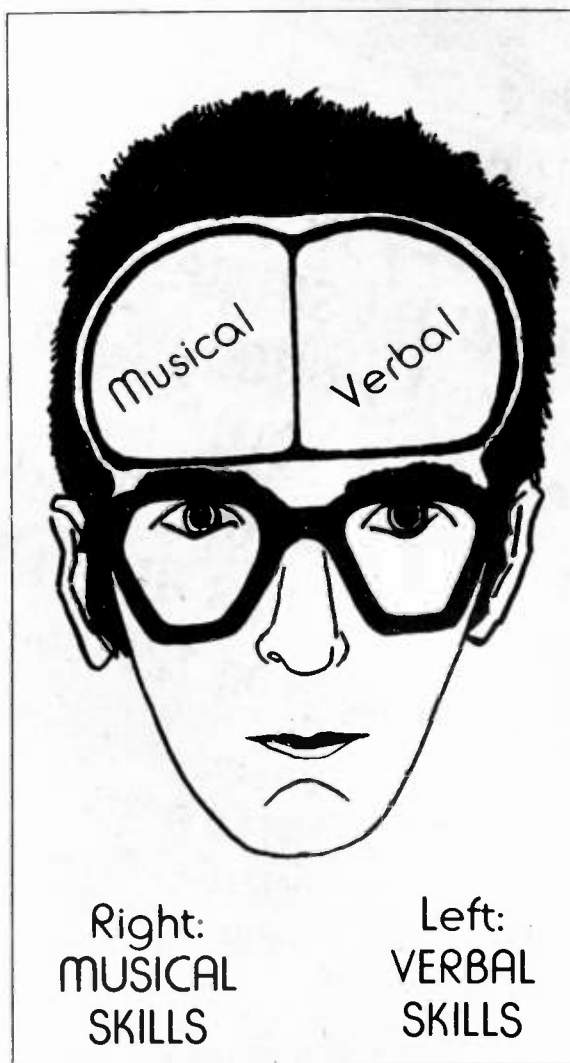
Critchley continued, "... If we talk with our major (left) hemisphere and sing with our minor (right), by what cerebral legerdemain do we contrive to cope with those intermediate vocalizations, i.e., chanting and recitative?" In other words, how can a neurological theory that supports the concept of cerebral dominance explain a **Pete Townshend**, a **Ray Davies**, an **Elvis Costello**, a **Bruce Springsteen** or even a **Chuck Berry**, artists in whose songs music and words are inseparably linked? Furthermore, in which half of their brains did poets who combined musical qualities with their poetry, such as **Keats**, **Whitman**, **Dylan Thomas** and **Vachel Lindsay**, compose their poems?

Are there physiological explanations for "composer's block?"

Do audiences and musicians actually hear the same song differently?

Do lyricists and composers tap the same mental faculties?

Is musical aptitude learned or something you are born with?



Although studies dating back to the last century and beyond point toward a cerebral dominance for language or analytical skills and several newer studies support the existence of a dominance for music, the Damasio claim the issue has been confused because these classic studies involved "abnormal" persons (musical prodigies, for example) as subjects. In recent years, scientists have found that "normal" people seem to process musical information differently than "abnormal" people. Now scientists believe that dominance for musical skills develops in the right hemisphere first, and is gradually transferred to the left hemisphere in musically gifted or musically sophisticated people so that it may be "perceptually processed," or understood. Therefore, to answer the questions posed earlier regarding "writer's block" and "rote creativity," scientist conjecture that as the artist ages and, in the process of aging, becomes more analytical about his craft, he loses touch with his emotional side and relies almost exclusively upon his know-

ledge of technique and formula. This could also provide a physiological explanation for the "burnout" phenomenon. After repeated exposure to a particular song, the listeners' emotional half of their brains become detached from the experience, and the song fails to elicit the original response.

Neurological Crossover

This idea that musical information is processed differently in the brains of untrained and trained people was first expounded in 1974 by neurologists **Bever** and **Chiarello**. Their experiments revealed that untrained listeners perceived melodies as a single entity while trained listeners perceived songs as "sets of relations between musical elements." Interestingly, these trained listeners performed noticeably better when they covered their left ears, using only their right, thereby sending information to their left hemispheres to be processed. (Note: the physiology of the brain is such that the left ear conveys information to the right hemisphere and the right ear to the left hemisphere.)

In addition, Bever and Chiarello's findings suggest that the ability to analyze music increases with musical training and is not entirely dependent on innate musical talent. By experimenting with choirboys of the same age, they found that as the choirboys gained musical experience, their right ears (and left hemispheres) became superior in listening skill. However, this skill applies mainly toward technical matters such as determining pitch. As yet, evidence is inconclusive as to whether a similar shift of dominance relating to the expressive aspects of music occurs.

The Damasio, however, suggest that such a shift in the emotional aspects of music does indeed take place, explaining that the verbal processing which enables singers to sing the words of a song is markedly different from the processing required to speak those words outside of a musical or poetic context. The Damasio theorize that the verbal language used in song is most likely "generated by right hemisphere function and is therefore close to the origin of melody itself." Because these words originate in the right hemisphere, there is no hemispheric conflict.

Out Of Your Right Mind

Therefore, the Damasio propose that language and music unite within the right hemisphere, instead of shifting with training to the left. "This," the Damasio say, "could be why musical perception and expression commonly relate so closely to emotional experience and expression, hallmarks of right hemisphere function, remaining somewhat distant from the analytical processes that conduct reason from the left hemisphere."

Obviously, a great deal of research into the (grey) matter remains to be done. But some of the questions posed at the beginning of this article have been answered and, we hope, the basic concept of a physiological relationship between music and the human mind has stimulated your cerebral cortex sufficiently to provide an even better understanding of how you, your listeners and your artists listen to music.

RADIO FORECAST:

W **Vanwarmer** **Months** **Ahead!**

Randy Vanwarmer's
"Just When I Needed You Most"

THE BACK PAGE

BREAKERS

RANDY VANWARMER

Just When I Needed You Most (Bearsville)

72% of our reporters on it, 22 adds including, WABC, WRKO, KUPD, WICC, KINT, WNAP, KRUX, KTKT, WYRE, WRFC, KSEL, WNAM, KBDF, WKBW 10-4, KSTP 26-22, KSLO 33-29, KEARTH 29-24, WHYN 37-33, 94Q 23-16, WSGN 31-18, KFXM 29-23, WGUY 27-22, WHEB 25-19, WAAY 26-19, WCGQ 18-9, WANS 18-12, KKXL 13-8, WAKX 24-17, WEAQ 24-18, KDZA 30-24. See Parallels, charts at number 28.



Bearsville Records

Distributed by Warner Bros. Records

Media Marketing

Major Market Survey

I hope that you enjoyed last week's peek into the lifestyles of R&R readers — I certainly enjoyed conducting the study and learning more about you. What I would like to do in this column is discuss some ways in which you might apply lifestyle analysis to your own market. In so doing, I will first focus on how a lifestyle survey could be designed for use in a major market or by a record company. Secondly, I'll attempt to show how some of the concepts of lifestyle research could be implemented in a smaller market (with a concomitant smaller budget).

A major market lifestyle survey would take much the same form as the R&R Lifestyles 1979 questionnaire. However, the items in the R&R survey were taken from a "general" lifestyle questionnaire used to relate lifestyles to a wide variety of products and services. A major market radio station or a record manufacturer would gain more knowledge and insight into the market for programming and/or music by conducting a more "situation-specific" lifestyle analysis. In other words, the activity, interest and opinion items (AIO's) could be designed especially for the situation — i.e., the products, services, and consumers — in mind. This would allow the use of a much shorter list of statements than the 310 or so that appeared in the R&R survey.

Where would these special items come from? One approach is to run a few focus groups with your target listeners and ask them to talk in general about their daily activities, their concerns, hobbies, interests, etc. Of particular concern would be the ways in which radio and/or music fits into their lives — when, where, why, how, and with whom do they listen to it? The statements gleaned from such focus groups could then be used to form a battery of AIO's in a survey questionnaire.

A second approach to generating statements, and one which should be used in conjunction with the first approach above, is to hold a brainstorming session within the company. At this session, various people within the company who have knowledge about, or who come into contact with, the target consumers simply make up items which seem relevant to the consumers' lifestyles. The list of items in the R&R survey could be a good springboard for this creative, brainstorming effort. You may want to use some of the items in that survey "as is," or modify them somewhat, or use them as suggestions of directions you wish to probe more deeply.

As an example of what this approach might yield, take a look at the "Lifestyle" questionnaire which was sent to me by Rich Robinson of WCRS-WSCZ/Greenwood, SC. Now, what Rick and his slightly wacko colleagues have put together is obviously a take-off on the R&R survey and is not intended for serious use. But it does serve to illustrate how you could construct your own lifestyle survey which is much more pinpointed to the true AIO's of your audience.

In addition to the "situation-specific" AIO's, the questionnaire would include standard demographics, and would also go into some detail regarding audience music/programming preferences, radio listening habits by daypart, etc. Another possibility for a radio station is that programming and sales departments cooperate on the survey. Then, you would want to include items relevant to various classes of purchases (e.g., fast foods, travel, appliances, sports equip-

ment, etc.) which could be useful to the sales department in attracting potential advertisers.

After completion of the survey questionnaire, it should be administered to a representative sample of your listeners or potential listeners. Because of the nature of the questionnaire, it is generally difficult to administer over the telephone, although not completely impossible. Typically, however, a mail survey is used. Ensuring an adequate response rate is always a problem in mail surveys, and I will address that issue in next week's column. Suffice it to say for now that the sampling issue is only one major contributor to the cost of mail-out life-

In this case, you would go through the same design stages as for the major market survey — i.e., focus groups and/or brainstorming. However, you would stop short of designing a formal survey questionnaire. Instead, you could come up with a very short list of open-end questions pertaining to radio/music lifestyles that you would tag onto the end of your call-out research.

For instance, you could work with a very global set of questions such as:

1. When do you listen to music (radio)?
2. Why do you listen to music (radio)?
3. Where do you listen to music (radio)?
4. How do you listen to music (radio)?
5. With whom do you listen to music (radio)?

Hopefully, however, your brainstorming or focus groups would yield some more specific areas of questioning. But I think you can see how even the above questions could give you some rough insights into audience lifestyles as they relate to music/radio listening. By keeping a tally of the

SECTION I: ABOUT YOUR INSECURITIES AND INHIBITIONS

Disagree 1 2 3 4 5 6 7 Agree

I try to avoid anyone from the FCC.....

I enjoy listening to the competition.....

Staff meetings are more fun when the salesmen are sauced..

I would like to have the copywriter committed.....

The station should supply Playboy to boost morale.....

If the program director called me at 3 AM, I would hang up on him.....

I would trust our all-night man with my life savings.....

I try to avoid food that has bugs on it.....

I would do better than average in a tornado.....

I like to think I am a bit of a homosexual.....

There is too much sex and violence in the General Manager's office.....

I dread local sunset.....

There are good DJs and there are great DJs; I stink.....

I am in favor of blowing up the tower.....

The greatest peril in the world today is Pat Paulsen.....

My friends often ask me for advice on housebreaking a pet..

After 10 minutes on the air, I usually run out of witty things to say.....

There is too much emphasis on work today.....

Living is a very important part of my life.....

I try to buy a company's products if they support Charles Manson.....

Host DJs are uglier than I am.....

I think it would be fun to call a country station and request Elvis Costello.....

I like to eat cold spaghetti.....

I get off on Brooke Shields, Kristy McNichol and Tatum O'Neal.....

I would like to spend a year in the production room.....

I often drink very expensive cologne.....

Advertising should be taken off of my shift.....

I enjoy listening to the competition.....

Rod Stewart and Bonnie Tyler should team up with Joe Cocker.....

If the FCC looked at my logs for this week, I would be in prison for the rest of my life.....

SECTION II: DEBASE ACTIVITIES DURING THE PAST YEAR

None 1-4 times 5-30 times 31-250 times

Worked.....

Wore skis to bed.....

Let all four automation reels run out.....

Rifled through the receptionist's drawers.....

Followed the program log.....

Signed on late.....

Checked the other announcers' copy bins to see if you have more taping than they do.....

Had over 30 seconds of dead air.....

Ripped off a station LP.....

Took payola to play Chunky, Novi and Ernie.....

style research, which may preclude a smaller market station from using the technique to its fullest extent.

Small Market Lifestyles

A small station, with a small research budget, probably cannot afford to conduct a formal lifestyle survey. The costs of developing, printing, mailing and analyzing the survey are too great. However, some of the concepts of lifestyle research can be coupled with an existing music research system.

things they mention in response to these questions, you can get an informal picture of your audience lifestyles at very little added cost!

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



Radio Loves The New Hit Single By Dr. Hook-

"WHEN YOU'RE IN LOVE WITH A BEAUTIFUL WOMAN"

4705

WRKO on
WZUU on
92Q add
KTLK add
14Q add
WAPE deb 32
KNOW add
BJ105 add
WVIC add
KEYN add 37

KYNO add
WTSN add
WHEB add
13FEA add
WFBG deb 38
14WK add
WCIR add
WXIL on
WHHY on
WSEZ deb 37

WFOM on
WFLB 35-26
WTMA add
KCBN add
KBIM add
WAEB add
Z96 add
WTAC add
KLEO add
WBSR add

WGOW add
KRIB add
WORD add
WLOF add 38
KVOX add
KSTN on
KOBO on
WROA on

98Q on
WRFC on
WWID on
WCOS on
KOTN on
V97 on
WPRO on
WMFJ 38



FROM THE BEST-SELLING ALBUM PLEASURE & PAIN



Producer: Ron Haffkine
Management:
Ron Haffkine & Bobby Heller



© 1979 CAPITOL RECORDS, INC.

The R&R Convention — It Really Didn't End On March 4th

By Allen Klein

Maybe it's my research background that commits me to digesting an event before sitting down to write about it. The Radio & Records Convention was a rather unique gathering. My part in it was rather minimal but extremely enjoyable. There were a few areas that did concern me, and I think an apology is due to the Rating Session panelists who had to endure the first part of our scheduled meeting, which involved members of the Arbitron Advisory Board. The premise behind having a combined session was excellent, because we all believed the Advisory Board give-and-take would be a direct lead in to the questioning of all the rating services. I, for one, was looking forward to the Advisory Board session because this was the first time these representatives would be exposed to a roomful of programmers, and I anticipated a lively session. As you know, the Advisory Board is made up of broadcasters representing a cross section of the industry throughout the nation.

Arbitron's objective in setting up this Advisory Board is to keep an open line of communication with the industry it services, to allow fair discussion of problems brought to them by broadcasters, and to review any major changes or innovations Arbitron plans to make in its service. I was positive the programmers and station personnel in the audience would give the Advisory Board representatives a briefcase full of ideas they would like relayed back to Arbitron.

The session, unfortunately, turned into a testimonial for Arbitron. The feeling I received was that the members of the Advisory Board had excellent understanding of Arbitron's problems in researching radio listening and processing the data as they were exposed to the inner workings of the Arbitron organization. This new insight into the research world seemed to mellow the Advisory Board's representatives toward Arbitron and satisfy them that Arbitron is doing everything possible to solve all research problems.

I was sitting in a chair near the door, and I counted approximately 75 people getting up after 15 minutes into the session and walking out mumbling to themselves. There was evidently a feeling of disbelief about what they were hearing. One individual's comment summed up the general feeling when he said to no one in particular, "They are all too cozy."

From this point, it was all downhill. The meeting generated into a discussion of the integrity of the Advisory Board when one of the members of the audience asked about remuneration received by members of the Advisory Board from Arbitron. The representatives took umbrage that their integrity could be bought for the price of a "coach airline ticket" to Palm Springs, where the last Advisory Board meeting was held. Rip Ridgeway of Arbitron, who was in the audience waiting to participate in the Rating Session, was called upon by the Advisory Board representatives to clarify or expound on a number of points.

It was particularly embarrassing for the members of the other ratings organizations (Jack McCoy

of RAM, Bresci Leonard of Burke, Jim Carnegie of Media Statistics and Herbert Briggins of Audits & Surveys/Trac 7) to sit through this session because it really put their services in an unfair position. Gentlemen, I apologize for your being put in such a situation, and I thank you for remaining for the Rating Session. I know how furious you were.

It was a shame that more of the audience could not endure the 45 minutes of accolades to the Arbitron organization so that they could learn about the activities and plans of the new services in the field. The most shocking revelation to come out of the session is that only three or four broadcasters in an audience of a few hundred know who their Arbitron Advisory Board representative is. There was an uneasiness when the Advisory Board representatives appeared with legal counsel so they would not "step over the fine line." It seemed very strange to most that an Advisory Board had to have an attorney present when reporting back to the industry it represents.

The Rating Session which followed, and which I had the privilege of moderating, went as I expected. The only difficulty was in getting all the questions answered when you have five rating organizations' representatives on the panel, each supporting a different approach to researching the industry. We received quite a number of questions in the mail and through solicitation. Unfortunately, we could not ask all of them. The following is a list of questions which piqued my interest. You may want to ask your local rating representative to respond to some of them.

1. Return rates or completed interviews rates run from 30%-60% for the various services. The initial sample is picked on a basis to geographically represent the population in a County, but because return rates are so low, how do we know the usable sample is representative of the geographical population proportions of a County?

2. Arbitron, since no controls are placed on where diaries are returned from within a County, doesn't this benefit the power stations?

We try to sell ourselves. We even try to get back into broadcasting if we were enticed away. It is easy to lose touch with the masses to whom most of radio programs. The general public lives a little differently, earns differently, plays differently, and thinks differently. We, in this industry, are not the masses, and if you put that motto on the wall you may have a future in this business.

The AM Stereo session was another one I enjoyed. Listening to the engineers, all that was required was for one system to be selected and AM Stereo would be on its way. There was no real discussion of the time lag between a station installing the equipment and the individual being able to receive it. It was agreed that if the manufacturers of receivers see a market out there, they are going to produce and market the new equipment and, therefore, penetration will be rapid.

I believe the most telling question from the audience came from Mark Blinoff of KMPC when he asked, "Will the stereo lamp on receivers light when an AM station broadcasts in stereo?"

3. What are your cooperation rates against your original pre-designated sample? I don't mean the return rates of those accepting diaries or those contacted who are agreeable to answer questions.

4. Since you weight everything else, why don't you process the listed and unlisted sample separately and project it to the listed and unlisted proportions? This would solve the wide fluctuations in listed and unlisted homes that we see in each report . . . especially if these two universes listen differently.

5. Arbitron, which is the most profitable arm of your company — radio or TV research? If radio, is radio paying for TV's unprofitability?

6. When someone who doesn't speak English or Spanish answers the telephone, what do you do? Do you hang up?

7. Everyone claims a margin for error in their results. If each service claims equal variances — plus or minus — in their ratings in spite of the differences in techniques, what makes your findings better or more reliable?

8. Arbitron, if E.S.F. (non-listed telephone) homes make your sample and report more representative of the population, can we consider the findings more accurate? If yes, how inaccurate were the pre-E.S.F. reports, and how can you justify ADIs and TSAs using only listed phone homes in non-metro Counties?

I attended a number of other sessions, and I would like to share some of my thoughts with you.

One of the most interesting was Dr. Richard Lutz's session on "Lifestyles." The results of the industry survey were compared with similar research done by Bill Wells, Senior Vice President of Research Services of Needham, Harper & Steers, with the general public. While we all had a good laugh at ourselves, the most important thing was that we are *not* like the public. Broadcasting is an incestuous business. We talk among ourselves.

Mark's contention was that if the lamp doesn't light you can take all of your equipment, all your fine sounds, and put them in the waste basket because only when the light turns on will people turn on. The answer was almost assuredly the lamp will light. Not definitely, but almost most assuredly.

As with all industry meetings, there were as many new questions raised as were answered. The one definite thing that everyone agreed on was the Convention was a smashing success from both an overall information and entertainment viewpoint.

John Hall
Power

*Just Give Me The Warm Power Of The Sun
Give Me The Steady Flow Of The Waterfall
Give Me The Spirit Of Living Things
As They Return To Clay
Just Give Me The Restless Power Of The Wind
Give Me The Comforting Glow Of The Woodfire
And Please Take All Your Atomic Poison Power Away*

*Everybody Needs Some Power I'm Told
To Shield Them From The Darkness And The Cold
Some May See A Way To Take Control
When It's Bought And Sold*

*I Know That Our Lives Are At Stake
Yours And Mine And Our Descendants In Time
When There's So Much To Gain And So Much To Lose
Every One Of Us Has To Choose*

Words and Music by John and Johanna Hall
Copyright © 1979
Used by permission of Siren Songs CASC 491

"POWER"
A SINGLE
BY
JOHN HALL



AVAILABLE NOW ON COLUMBIA RECORDS

To The "Tree"
That We All
Grew To Love.

Thomas C.
Kelly
1953-1979

KWST — Jan Basham
Jerry Sharell — Kathy Kenyon
Fred Mancuso
Paul Rappaport
Warner Bros. Records
Billy Bass

*Donations To The
Family Addressed To:*

Tom Kelly
1432 Mars Ave
Lakewood, Ohio 44107

Brad Messer's
Rip "N" Read



Then Cheryl Tiegs Walked In

I couldn't make out the face. I was dreaming, and it was something about broadcasting, and the man was saying something about regulation, so I thought he was Lionel Van Deerlin. Then it became plain he wasn't. He was saying radio news operations are sometimes so poorly funded that licensees ought to have to do better. His idea was to account by *budget percent* rather than by time . . . so a station that promised nine percent of its programming as news would have to spend nine percent of its budget there. As I formed a question about when all my new equipment and outside reporters would arrive, Cheryl Tiegs walked in a door I hadn't noticed. The dream took an off-ramp. I followed. When the daydream popped I was back in front of a typewriter. Darn. I'm sure the new machines would've had lots of flashing lights.

On the subject of new equipment: I'd like to talk with anyone who has had experience with a Voice Stress Analyzer. Every time I take a plane and pick up the airline magazine there's an ad for one, and because a machine that indicates possible lies over the telephone seems a bit much, I'd appreciate some solid scientific/practical information. It would surely save a lot of trouble, knowing what's True instantly. First person I'd call would be the head of the company that sold me the Voice Stress Analyzer, to ask whether the thing really works.

Monday April 16 — Taxes Due Before Midnight

Because the 15th came on Sunday the Federal tax filing deadline is midnight tonight, and in many cities the post-offices stay open as cars line up along the curbs to drop off last-minute returns.

BOBBY "Blue Velvet" VINTON is 44. **Dusty Springfield** hits 40 and the youngest Osmond brother **Jimmy** is 16. **Henry Mancini** becomes 55. **Peter Ustinov** is 58, and the basketball star who was born **Lew Alcindor, Jr.**, **Kareem Abdul-Jabbar**, turns 32 today.

WILBUR WRIGHT is born 112 years ago (1867).

On this date in 1947 a ship loaded with fertilizer exploded in the harbor at Texas City, TX, killing 510 as fires started nearby. More than 3000 were injured when the "Grandcamp" went up.

Tuesday April 17 — Bay Of Pigs Invasion

Fifteen hundred CIA-trained troops attacked Cuba eighteen years ago tonight, and about 1200 of them were captured (1961). President **John Kennedy** claimed full responsibility for the operation against **Fidel Castro**, adding immensely to Castro's third-world international prestige and greatly embarrassing the United States worldwide. Cuba said the prisoners could be ransomed to freedom. About four months prior (1-3-61) the U.S. had broken off diplomatic relations with Cuba after Castro accused the government of planning an invasion.

THE ROLLING STONES' first album was released in Britain 15 years ago today (1964). **Sirhan Sirhan** was convicted of the assassination of **Robert Kennedy** ten years ago (1969).

APOLLO-13 splashed into the Pacific on this date in 1970 after the first in-space crisis that threatened to maroon astronauts Out There. Two days after the launch of our third manned moon-landing mission an oxygen tank exploded. Unable to come straight home, the spacemen circled the moon, then returned to Earth. The astronauts were **Fred Haise, Jr.**, **John Swigert, Jr.**, **James Lovell, Jr.** (Mission April 13-17).

HARRY REASONER is 56. **Bill Sommers** (William Kreutzmann) of the old **Warlocks** is 33. The band gained fame after changing its name to the **Grateful Dead**.

Wednesday April 18 — Paul Revere & The Laundromat

PAUL REVERE's famous warning ride was 204 years ago (1775). He and **Samuel Prescott** and **William Dawes** got word the British army was leaving Boston. Revere was stopped after warning Lexington and it was Prescott who escaped and managed to go on to Concord with the message. See April 19. Revere was 40 when he made that ride, had been one of three advisors during the tea crisis and a leader of the Boston Tea Party, and was the man who engraved the first continental money. As a silversmith he was tops, and his silverware is highly valued today. A Paul Revere Signature recently sold for \$650 at an antique auction.

THE FIRST LAUNDROMAT opened at Ft. Worth, TX 45 years ago (1934).

SAN FRANCISCO'S GREAT EARTHQUAKE and fire were 73 years ago (1906) and California hasn't had so strong a quake since. Scientists estimated the intensity (magnitude) at 8.3. The fire killed more people than the earthquake, the final toll being 452. The fire was extinguished on the 21st.

JIMMY CARTER two years ago today made his first energy speech, calling on Americans to wage the "moral equivalent of war" and calling the situation "the greatest challenge that our country will face during our lifetimes."

DRINKING WATER in 79 U.S. cities was reported to be polluted with traces of organic chemicals in an Environmental Protection Agency study made public four years ago today. Some of the contaminants were suspected of causing cancer.

ALBERT EINSTEIN died at age 76 (1955) 24 years ago today.

Thursday April 19 — The Shot Heard 'Round The World

Thanks to the warning from Paul Revere and others, 77 volunteer Minutemen (ready in a minute) were ready when the British arrived at Lexington at sunup. Seven hundred troops faced the Minutemen. There was a discussion during which the Americans were nearly persuaded to stand aside, but an unauthorized shot was suddenly fired touching off wild shooting by both sides. The volley from the British killed eight Americans and wounded ten. The British marched on to Concord and took possession of a small arms cache, then hit the road for the return to Boston. But a force of some 4000 Americans attacked them along the route, killed or wounded more than one-third, and the British opted for the safety of Charlestown. Patriots then laid siege to Boston in fighting that lasted until March of 1776.

RALPH WALDO EMERSON, in the Concord Hymn, wrote "By the rude bridge that arched the flood, their flag to April's breeze unfurled. Here once the battle stood, and fired the shot heard 'round the world.'"

Friday April 20 — Meteor Shower Expected

I don't want to promise what can't be delivered, but there may be a meteor shower tonight. Back in 1861 an impressive comet appeared and came fairly close to Earth, leaving a trail of debris along its path through space. Tonight or tomorrow night, says the **British Astronomical Association**, earth is expected to pass through that old comet path . . . causing some of the small debris to enter our atmosphere and burn. The annual event is called the **Lyrid Meteor Shower** and often produces a "shooting star" every four minutes. Check your local planetarium or Astronomy Dept. at a university. As always the best time to see meteors is after midnight, although the moon (now in the last quarter) will brighten the sky somewhat and reduce "seeing" conditions.

ADOLF HITLER was born in 1889 and would've been 90 today. Actor **Ryan O'Neal** is 38. Wisconsin became a U.S. territory on this date in 1836.

チ ー プ ・ ス ト リ ー ク

Is On:

WRKO 21-17
KBEQ 37-33
F105 on
PRO-FM add
JB105 on
94Q add
BJ105 add
WMEE add
WLBZ on
13FEA on
WEEO on
WSPT 24-20
WOLF add
WYSL 24-17
KQWB-FM on

WLS LP cut
WTMA on
WBBQ on
TEN-Q on
KQEO add
WZDQ #34
WRFC on
WFOX on
WCGQ on
WBCF on
WFAH on
WXIL on
WING on
KZ93 on
WWDC on

WRKO/BOSTON-
RICHARD WOODWARD
"We added the record because
of tremendous album sales.
The single has been gener-
ating active phone response.
Call-out research has been
VERY positive. Single sales
are beginning and the album
has been TOP 5 FOR THE PAST
THREE WEEKS."

TEN-Q/LOS ANGELES
JIM CONLEE

"In a light play rotation
for one week of testing, it
became the #9 most requested
record on a heavy rotation
with expanded hours. Looks
like it's going to be a
record in L.A."

KGB-FM/SAN DIEGO
"Voted the #1 band of all
time."

For more info call Jerry Smallwood, (213) 975-5987
Or ask your local Epic Promotion Rep.



ON EPIC RECORDS

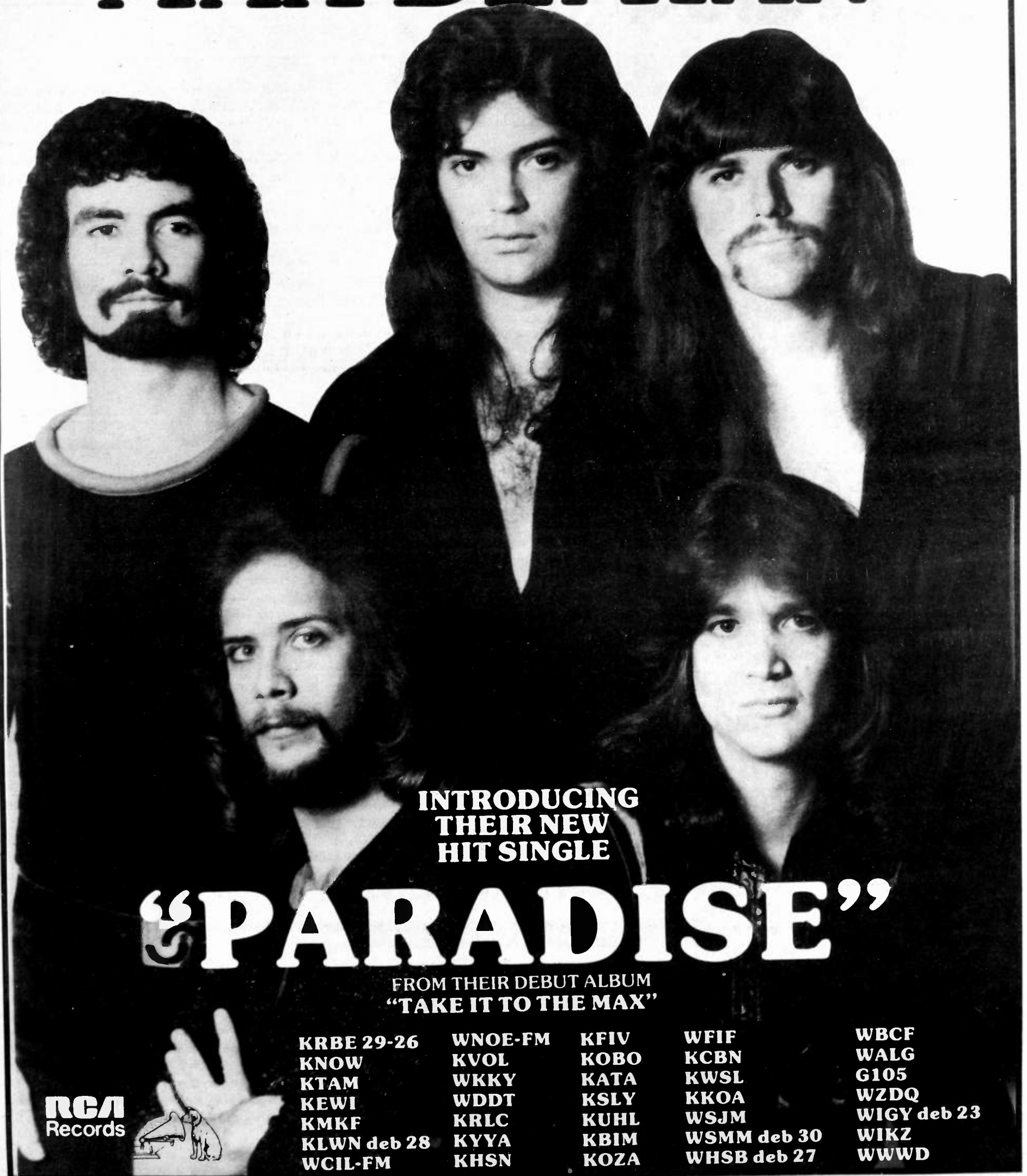
CROSSOVER PAGE

Songs receiving substantial crossover activity are listed alphabetically. Shaded areas indicate originating format. Records which originate simultaneously in two or more formats are not shaded. Descriptions are compatible with R&R chart terminology.

	TOP-40 See Back Page	Popular Rhythms See Page 48	DISCO See Page 49	AOR See Page 54	COUNTRY See Page 66	P/A See Page 72
ANGELA BOFILL "This Time I'll Be..." (GRP/Arista)		"CLIMBER" Jazz: "HOTTEST"		No. 9 Jazz Chart		"Significant Action"
CHER "Take Me Home" (Casablanca)	Chart: Debut 2 "BREAKER"		"HOTTEST"			Chart: 2-20
JUDY COLLINS "Hard Times For..." (Elektra)	"Significant Action"			No. 8 Soft AOR		Chart: 28-27 "NEW & ACTIVE"
DOOBIE BROTHERS "What A Fool..." (WB)	Chart: 1-2		"HOTTEST"	No. 3 Album Chart		Chart: 1-5 "HOTTEST"
MICHAEL FRANKS "Tiger In The Rain" (WB)		Jazz: "HOTTEST"		No. 3 Soft AOR		
GO "Disco Nights" (Arista)	"NEW & ACTIVE"	"HOTTEST"	"HOTTEST"			
INSTANT FUNK "Got My..." (Salsoul/RCA)	"NEW & ACTIVE"	"HOTTEST"	"HOTTEST"			
CRYSTAL GAYLE "When I Dream" (UA)					"MOST ADDED" Chart: Debut 39 "NEW & ACTIVE"	"MOST ADDED" "Significant Action"
JACKSONS "Shake Your Body..." (Epic)	Chart: 10-10	"HOTTEST"	"HOTTEST"			"Significant Action"
NICOLETTE LARSON "Rhumba Girl" (WB)	"NEW & ACTIVE"			No. 4 Soft AOR		"Significant Action"
McGUINN, CLARK & HILLMAN "Don't You Write..." (Capitol)	"NEW & ACTIVE"			No. 10 Album Chart "HOTTEST"		Chart: Debut 39 "NEW & ACTIVE"
BARBARA MANDRELL "If Loving You..." (MCA)	"Significant Action"				"HOTTEST" Chart: 2-2	Chart: 39-30 "NEW & ACTIVE"
DAVID NAUGHTON "Makin' It" (RSO)	"Significant Action"		"MOST ADDED"			"Significant Action"
ORLEANS "Love Takes Time" (Infinity)	Chart: 23-27			No. 25 Album Chart "MOST ADDED"		Chart: Debut 37 "NEW & ACTIVE"
POINTER SISTERS "Happiness" (Planet)	"NEW & ACTIVE"	"CLIMBER"				"Significant Action"
RAYDIO "You Can't Change That" (Arista)	"Significant Action"	"CLIMBER"				"Significant Action"
SISTER SLEDGE "He's The Greatest..." (Cotillion)	Chart: 23-11	"HOTTEST"	"HOTTEST"			"Significant Action"
SPYRO GYRA "Morning Dance" (Infinity)		Jazz: "HOTTEST"		No. 2 Jazz Chart		"Significant Action"
RAY STEVENS "... Barry Manilow" (WB)	"NEW & ACTIVE"				"Significant Action"	Chart: 23-11 "MOST ADDED"
VILLAGE PEOPLE "In The Navy" (Casablanca)	Chart: 22-11	"CLIMBER"	"HOTTEST"			"Significant Action"
WINGS "Goodnight..." (Columbia)	Chart: 21-17			No. 1 Singles Chart		"BREAKER" Chart: 38-21

**On Tour And
On The Radio!**

The MAX DEMIAN Band



**INTRODUCING
THEIR NEW
HIT SINGLE**

“PARADISE”

**FROM THEIR DEBUT ALBUM
“TAKE IT TO THE MAX”**

**RCA
Records**



**KRBE 29-26
KNOW
KTAM
KEWI
KMKF
KLWN deb 28
WCIL-FM**

**WNOE-FM
KVOL
WKKY
WDDT
KRLC
KYVA
KHSN**

**KFIV
KOBO
KATA
KSLY
KUHL
KBIM
KOZA**

**WFIF
KCBN
KWSL
KKOA
WSJM
WSMM deb 30
WSB deb 27**

**WBCF
WALG
G105
WZDQ
WIGY deb 23
WIKZ
WWWD**



**INFINITY
RECORDS**

**ORSA
LIA**

**"I Never Said I
Love You"**



**DEMOGRAPHIC DEBUT
ADULTS 18-49,
FEMALE REQUESTS!**

WLAC add	WBGN add
WKY on	Z98 7-5
WBBQ add	WZZP on
WCUE add	KAYC 35-33
WJET add	KXOK 26-23
WKEE add	KWEN 28-23
KSLY 26-24	WKLO 37-35
KRKE 24-22	WGOW 9-7

**Radio & Records
Pop/Adult Airplay #16**

**ALL WE ASK YOU
TO DO IS LISTEN.**



STREET TALK

99X/New York, the pioneering station that first brought you that ultimate breakthrough in music radio promotions, the "No Bee Gees Weekend," is at it again. This time PD Bobby Rich has aimed at a broader target, taking on WKTU with a direct challenge in the form of a "No Disco Weekend." The station memo on the upcoming promotion lays it on the line: "Anyone discovered playing any disco music — or wearing disco attire to work — is subject to immediate dismissal." If you've ever tried to change attire fast in New York, you know the 99X jocks have a tough weekend ahead of them!

It's all over but the contract signing . . . KLOS/Los Angeles has made its PD choice, and he comes from a top-rated Northeastern AOR outlet. Names, dates, and details next week.

RCA has finally hired a VP of Promotion, and he's from inside the company. John Bettencourt, Eastern Promotion Manager, has been appointed to the job.

Washington, DC boulevard rumblings have it that John Landecker will exit WLS/Chicago to join ABC's new capital city FM rocker WRQX. Landecker reportedly will take the early-a.m. slot, hating it out with WPGC's morning glory Jim Elliott. Now that sounds like a hell of a match.

Will the WMET/Chicago PD post be filled by a key AOR PD from a major market, or will Metromedia go for the bid of one of their own employees, currently on the air at one of their leading AOR outlets? It's all throwing Chicago AOR circles for a loop . . .

A PD appointment that is confirmed is Jim Fox's new job at KAUM/Houston. Jim joins the ABC outlet from the PD position at Q102/Cincinnati. Congratulations!

Double trouble! Various folks impersonating rock stars were stirring up a mess of complications recently. Looking to have a bit of satirical fun, Supertramp told an L.A. Forum audience that they'd be joined by a few stars during their encore, and sure enough, out came Elton John, Alice Cooper, and members of the Doobie Brothers. Actually, though, it was members of Supertramp's road crew dressed up and masked to look like Elton, Alice, and the Doobs. Unfortunately, the masquerade was so impressive that a local AOR station told its listeners all about the exciting jam at the Supertramp concert when Elton and the rest dropped by, and Elton's management, fully aware that he was in Europe at the time, were not at all amused. Elton himself recently added to the impersonation confusion when he attended a party at a place called "Legends," at which all guests came dressed as their favorite legend. Elton came as Rod Stewart. But he wasn't the *only* Rod Stewart impersonator making the rounds. An ambitious fellow named Daryl W. Craiger was just arrested in Jefferson County, Kentucky, for second degree forgery and theft by deception. Daryl had been handing out publicity photos of Rod to Louisville locals and was reportedly passing off credit cards with Stewart's name on them, but he met his downfall when an audio dealer became suspicious and called Warner Bros. Records to check on the rock star's actual whereabouts. When informed that Rod was nowhere near Kentucky, the dealer called the cops. According to local sources, Daryl Craiger's voice sounded nothing like Stewart's Scottish tones, but he still managed to pull off his impersonation for quite a while. They must have thought he was sexy . . .

WLCY/Tampa is doing some air shift shifting, with Roger St. John from sister station KULF/Houston coming in to do afternoons and a brand new morning team joining the staff, Burt & Kurt from WJDX/Jackson.

Former KCBQ/San Diego airman Tony Evans has joined the new John Sebastian KUPD/Phoenix team to handle the 2-6pm shift.

And finally, in a more unusual station switch, Ted Anthony has joined WTWR/Detroit as morning man from Radio Iran in Teheran. Anthony, whose radio career includes stops at CKLW, KSFO, WLS, KLAC, and WIND, was approached in 1977 by the Shah's government to become the country's first English-speaking disc jockey. He ended up doing a nine-hour daily air-shift, playing three different music formats, and married an Iranian girl. When the Shah did a quick fade, Anthony realized it was time to do likewise, although he is still concerned about his former Iranian listeners. But as he said, "The Iranians had loved pop and American music, and responded to my show, but the revolutionaries hated anything American and it became clear it was time to go." After that experience, mornings in Detroit should be a breeze.

610 KFRS

SAYS THANKS TO ROBIN WILLIAMS



Pat Norman, VP & GM-KFRS, Robin Williams, Les Garland, Program Director-KFRS.

FOR MAKING THE MARCH OF DIMES SUPERWALK '79 THE BIGGEST IN NORTHERN CALIFORNIA HISTORY!

SPECIAL THANKS TO:

LARRY BREZNER

STU SMILEY

TOM ROSS

BILL THOMPSON

BOB LACY

MARK

TOP-40



John Leader

Here it comes . . . another chance to win or lose, succeed or fail, stay or move. Spring-time in the "rockies," and I don't mean the mountains either. The "rockies" are the music radio stations all over this country that will find themselves in the dreaded spring Arbitron sweep as of next Thursday (4-19)!

As the playlists tighten up, all the PD's want is a little cooperation and understanding and all the promotion people want is a "break." It happens every spring and, like it or not, you've got to roll with it, because it doesn't seem like a pattern that's going to break anytime soon. The only reason I bring it up at all is in hopes that the "cooperation and understanding" part might sink in a little on both sides of the radio and records fence.

This week, a look at the sagging retail sales of records that Lenny Beer pointed out in last week's MusicVision column. A few programmers and retailers will attempt to explain why it's happening and what it means to radio.

Next week, the format that's getting more popular by the minute . . . the format that falls somewhere between Top 40 and Pop/Adult. Our example will be KCMO/Kansas City and their Program Director, Tom Barsanti. In a recent interview with Tom, he explains the exact differences between what KCMO does and what a more traditional Top 40 station might do. It works for KCMO and some other stations too and you can read what Tom has to say in next week's Top 40 column in R&R.

Have a great week!

The Missing Record Buyer

I hope you had a chance to read Lenny Beer's MusicVision column last week. He asked the question, "Where have all the sales gone?" It apparently is a valid question and he posed some answers, admittedly speculation on his part, as to why sales are down. In my weekly conversations with our reporting stations I have heard PD's and MD's state that record sales have never been lower, which makes it tough in many cases to know which records to put in what rotation.

This week I spoke with several programmers and music directors, as well as some retail accounts here in Los Angeles, in an attempt to see what kind of sense we can make of the reduced record sales problem. Oftentimes just knowing what causes a problem can be as good as having the solution.

In Miami, I called Bill Tanner, Program Director of Y100. Amazingly enough I caught Bill on the day following his tour of several retail record accounts in South Florida. Bill visits the stores that Y100 contacts on a semi-regular basis, just to talk with the people who run the stores and get a feel for what type of customer they deal with. Did he find that sales were down in Miami?

"For sure. The market is very soft right now and I think that the lack of super-hit artists is a big part of it. Right now you don't have Eagles, Fleetwood Mac or Stevie Wonder with new LP's in the stores. The big acts like Bee Gees and Billy Joel have been out for a while and sold very well, but they have pretty well run their course here. I think the superstar acts are the ones that help bring people into the stores and right now there's a lull until those new superstar albums are released."

But what about Disco music, which is so big in Miami and the entire South Florida area? "Well, as you know, Y100 plays a lot of that kind of music and it is big here, but Disco, in my opinion, is a lot more song-oriented than artist-oriented. Disco sells singles a lot more than albums. People don't go into a record store and ask for the new Chic album like they do for a new Eagles LP, at least not yet. With Disco, it's the song they're after. They hear and like a particular song and make their purchase. That may change, but so far that's generally how it goes. The exceptions to that rule are the Disco acts that fully cross into the mainstream on Top 40 radio with lots of airplay. But still, Disco music sells lots of singles and some albums. It doesn't sell lots of both, like a Fleetwood Mac or a Rod Stewart."

Bill also mentioned the energy crunch as a possible contributor to the slowness in record sales, commenting that the demographic that buys records are the same folks who like to "cruise around in their cars, and with gas getting very expensive, something has to give."

Bob Pittman, Program Manager of WNBC/New York, has also noticed retail sales down in recent weeks, but he goes one step further, admitting that he's theorizing when he states, "I think people are generally less interested in music than they were a year ago. I don't see quite the degree of fanaticism surrounding music that I have in the past. People are getting into lots of other things and that may be a contributing factor too. Movies are doing very well in New York right now and

there are a lot of good ones out. Let's face it, the entertainment dollars people have to spend are not worth what they used to be in terms of buying power, so people are forced into making decisions on just where those entertainment dollars are going to go."



Bob Pittman

Bob's theory may be born in the economic problems that we have all noticed. A fast walk through the supermarket aisles can show you just how much more everything costs the consumer now, and records are certainly no exception.

An area that does seem to stand out as an exception at this point is Chicago, where I contacted WLS's Music Director Alan Burns. In checking his extensive retail figures, Alan found that the soft market problem had not shown up in the Windy City.

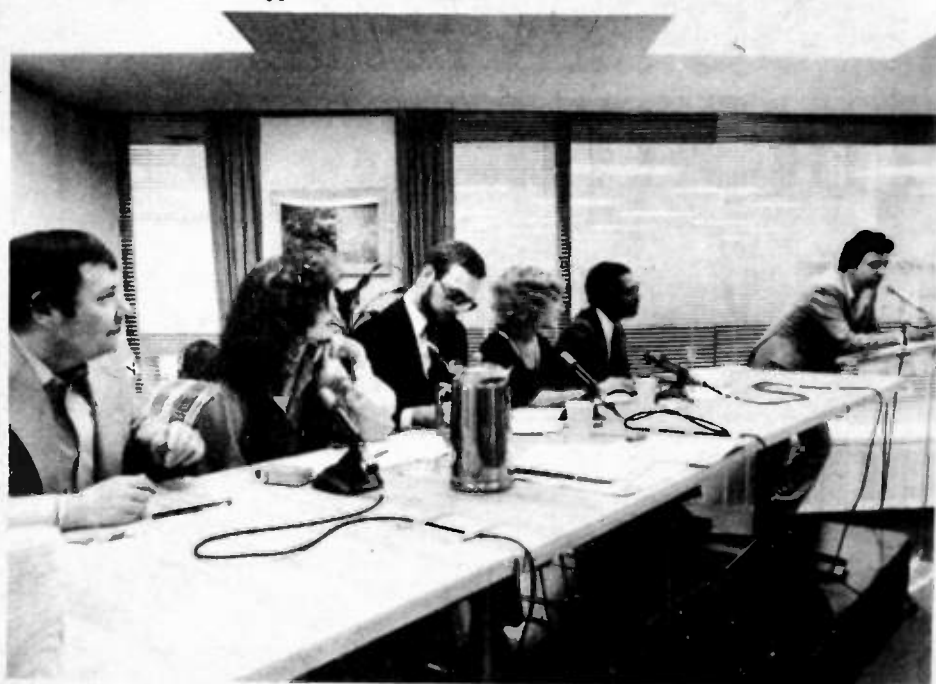
"Things are not down here. I noticed a real dip in sales just before Christmas, which was explainable when we considered that dollars were going for Christmas presents other than music at that point. But right now we find that sales are on a bit of an increase. The last couple of weeks in particular have shown sales up, now down."

There may be some special considerations in Chicago, and Alan agreed that the weather of this past winter may indeed be playing a role in the increase in sales he's recently noted. During the storms that plagued the city during January and February (remember the TV coverage?) sales were down simply because people could not get to the stores even if they wanted to. Now, with the weather getting a bit more normal, sales could be surging as people can again become mobile.

To cover the scene on the West Coast I thought I would personally contact a few retail record outlets and sample their opinions. After all, it had been quite some time since I'd done that on a weekly basis. I called several retail shops and paid a visit to the Tower Records store in the San Fernando Valley. The store's manager, Greg Schmit, seemed to echo all of the Los Angeles retail opinions I heard: "Business has softened up quite a bit in recent weeks. We're not in real bad shape, but things could be a lot better. My estimation of what's happening is real simple . . . economics. People just don't have as much money to spend as they did because everything they're buying now costs more, including records. We just had another price hike for our albums and that may not be it entirely, but it's definitely a factor. We deal with primarily a middle-class customer, and they're not buying albums in the quantities they used to. I look for business to get better when the artists like Fleetwood Mac, Stevie Wonder and others release their new albums, but right now things are down somewhat. But, again, I think that when it comes to five gallons of gas or a new hit album, people are sticking with the necessities."

Lenny Beer's speculation on why record sales are down seems to be right on target, at least according to the small sample of people I spoke with. My speculation is that a lot of things come into play when record sales decline. Economics play probably the biggest part of it. When people have less spendable income, a situation most of us find ourselves in now, entertainment dollars are harder to come by. And at the retail level a lot of hope rides on the upcoming releases by the superstar acts. Bob Pittman's feeling that public interest in music may not be acute right now could be changed if sufficient interest in new superstar albums is shown.

What it all comes down to is cycles. Record sales, like so many other things that are measured regularly, go up and down. Interestingly enough, I didn't speak to anyone who thought record sales wouldn't "bounce back" when the conditions were right. But then the question of what those "right conditions" might be comes up. If economics are playing a big part in the decline of record sales, then perhaps we should collectively rethink any future price increases for music. There does have to be a point of no return beyond which we dare not go, and the theory that records are still one of the least expensive forms of entertainment may no longer hold true in the eyes of the consumer, if the prices of albums continue to increase. As Greg Schmit told me, "People are waiting for sales now more and more. When we knock a buck off our regular price on an album, it moves, and people are waiting for that to happen in a lot of cases."



MUSICRADIO MEETS THE PRESS — WABC/New York announcers and executives addressed an audience of over 150 metropolitan area high school newspaper editors at a special press conference last month. At right, afternoon air personality Dan Ingram fields questions from the students. The rest of the panel consisted of (l-r) WABC personality Ron Lundy, Liz Kelly, WABC's new all-night announcer, Program Director Glenn Morgan; Research Director Jacques Grudman; and Community Affairs Director Cliff Love. During the news conference results of a special music survey conducted by the station in 84 area high schools were announced.



Alan Burns



Bill Tanner

BEE GEES

The spirit surrounds us.

“Love You Inside Out,” the new single.

Inevitably on its way to #1,
in the tradition of its
companion singles “Tragedy”
and “Too Much Heaven.”

From the 4,000,000-selling
album Spirits Having Flown.

TOO MUCH HEAVEN RS-913
TRAGEDY RS-918
LOVE YOU INSIDE OUT RS-925
SPIRITS HAVING FLOWN RS-1-3041



John Leader

Bits



THE KING'S WHISPER: Springtime in the Northwest means that a major promotion or two or five can't be far away, and KING/Seattle has come up with another biggie. Quoting the rules of the new KING's Whisper Contest: "A mystery celebrity is guarding a vault at People's Bank with thousands of dollars inside! Be the first to identify Eleven KING Radio's mystery voice, and you can win the chance to remove up to \$25,000 in cash. A new clue to the identity of the mystery celebrity will be given on the air each day. KING will draw a registered listener's name hourly during the contest, and if that contestant is listening they'll have 11 minutes to call in and play. An added dimension is a sliding jackpot. When hourly contestants call the station and are on the air, they'll be given a choice of taking the cash jackpot or guessing the identity of The Whisper celebrity. The jackpot starts at \$11 and goes up \$11 each hour it's not taken. If a caller takes the jackpot, it resets to \$11 and that contestant is not eligible to play the contest again. If they incorrectly guess the identity of the Mystery Whisper their name is returned to the list of entrants and may be drawn again. If they correctly guess the mystery voice, they win the grand prize and the contest is over." Sound like a biggie? You bet, and entry blanks have been

made available at literally hundreds of Seattle locations. Further, KING arranged for every six-pack of Coca-Cola distributed within the market to have a "bottle hanger" entry form attached. It's a major promotion with a major-sized marketing campaign to match, but then what else would you expect from Seattle, a market where the big contest is definitely not dead!

BINGO! NOW WHERE'S MY PHONE?: WROV/Roanoke has devised a new and legal way to play Bingo on the radio. Prospective contestants pick up bingo cards, provided by the station, at various client locations around the city. The cards are designed as grids, four squares by four squares. The top of the card uses WROV's call letters and the side four squares are filled in with the last four digits of the player's phone number. As the jocks call out the combinations, W-7, R-3, etc., the players simply "X" the appropriate box on their card. When four boxes have been "X-ed" in any direction, the listener calls the station for verification and WROV calls back to check that the last four digits of the phone number are correct. This one is bound to help the quarter-hours.

LISTENERS HAVE THEIR SAY: Occasionally the sales department will drop a give-away promotion on your desk, and it's your job to come up with a creative way to handle it. John Frost, PD at KRBC/Abilene, TX, was faced with just such a dilemma recently when he asked to give away cases of Coca-Cola's new drink, Rondo. Thus was born the Great KRBC Pop Off contest. Listeners were invited to call in and "pop off" about something that bugged them, anything from landlords to taxes. Those whose gripes were aired won a case of Rondo and client and station were preserved.

EASTER BUNNIES NEVER LOOKED LIKE THIS: WTCJ/Tell City, IN has put together an Easter promotion involving a grand prize of your own "Easter Bunny." The station is giving away a personal bunny to play hostess during an all-expenses-paid evening at Clcinnati's Playboy Club. Listeners are invited to call in and guess which bunny will come from behind a door and greet the caller. If the guess is correct the caller wins a small prize immediately and becomes eligible for the big prize drawing. The station had the bunnies at the Club actually voice the promos for the contest, which so far, has been very popular with their male audience.



LET'S FACE IT, THIS IS A STRANGE PICTURE — KKYK/Little Rock morning man Jason O'Neill stands in line with the contestants in the 1979 University of Central Arkansas "Miss Body Beautiful" contest. Jason had the enviable duty of MCing the event, in which the girls wore sacks over their heads so the judges could concentrate on the matter at hand. This is definitely another photo that proves the adage "a picture is worth a thousand words," but we won't press our luck.

Motion

Tony Evans from KCBQ/San Diego has joined KUPD/Phoenix to do the 10pm-2am shift . . . Randy Davis has been promoted to Assistant Program Director at KEEL/Shreveport. He will continue to handle the music . . . KSEL/Lubbock has two new sales people; Debbie Gissolli from Texas Tech, and Tony Hoover from KCBD-TV . . . Lu Hanks (Amanda King) is the new production/continuity director and weekend air personality for WNOX/Knoxville. Also joining the WNOX is Rhett Bledsoe to do weekends and Tom Michaels for the 10pm-2am slot . . . WRKO/Boston has named Sandra Birnhak Promotion/Advertising Director. Sandra was formerly President of Promotion Network, a design firm based in Boston and New York . . . Reid Lundy is now doing 7pm-12midnight at WSGN/Birmingham. He's from KIMN/Denver . . . Michael O'Shea from KCPX/Salt Lake City has accepted the PM drive slot across the street at KRSP/Salt Lake City which was vacated when Todd Kelly exited KRSP to become PD at KFXM/San Bernadino . . . Joe McMillan, formerly of WHDH/Boston is now doing middays at WOKY/Milwaukee . . . Michael Jackson, one of L.A.'s leading radio talk show hosts (KABC/Los Angeles) has conducted an interview with Playboy Publisher Hugh Hefner. Portions of the program may be of interest to your News Department and the interview is available free from Burns Media. Call (213) 985-8522 . . . Richard Marston is the new Local Sales Manager for WAYS & WROQ/Charlotte. He comes to the Sis Radio, Inc. station from their Jacksonville property WAPE . . . Steve Summers has exited KENO/Las Vegas to join the airstaff at WLOF/Orlando, doing afternoon drive . . . A super morning gig is open at KXOK/St. Louis. Contact PD Lee Douglas for all the details.



SHOW ME THE WAAY — Harry Chapin asks that musical question backstage after a WAAY/Huntsville-sponsored concert as he gathers with station representatives. Pictured (l-r) are MD Jay Fredericks, Chapin, and air personality Fred Holland.

(Advertisement)



BANGOR BIRTHDAY BAKEOFF FOR WLBZ — WLBZ/Bangor, ME (262) celebrated its first year as a Top 40 station with a Birthday Bakeoff. Listeners competed in baking cakes for the station, with the winner receiving a stereo system and 100 albums of his choice. Pictured (l-r) are WLBZ air personality Tim Comer, office manager Mary Lee Simpson, GM Barry Darling, the winner, MD Michael O'Hara, Sales Manager Barry Hobert, and PD John Marshall.



SUPERTRAMP RADIO CAMP — Supertramp and A&M held a listening breakfast for Los Angeles radio recently, centered around their "Breakfast In America" album. Pictured (l-r) are the group's Dougie Thomson, A&M Sr. VP Harold Childs, KHJ PD Chuck Martin, group's Bob C. Benberg, KRTH PD Bob Hamilton, and A&M's Jan Basham.

"YOU NEVER KNOW WHAT YOU'VE GOT"

AM 2137



...is the follow-up single to the million-selling "Livin' It Up (Friday Night)." AM 2069
And it's out to become hit number two.

Both from the Bell & James debut album,
Bell & James. SP 4728

And they're just getting started.

ON A&M RECORDS & TAPES

Produced by LeRoy Bell & Casey James.

© 1979 A&M Records, Inc. All Rights Reserved.



BELL & JAMES



"Tree"

(Continued from page 3)

WIXY/Cleveland in 1969 answering phones for Billy Bass, then the station's 6-10pm air personality. Currently Vice President of Promotion and Creative Services at Chrysalis Records, Bass told R&R: "Back in those days we had to deal with jingles and all that stuff. Tree was, even at 16, a production wizard who was showing me ways to put jingles together to make my show sound better than anyone else's. He was an anti-violent person, it's very ironic and sad that he should come to a violent death."

In 1970, Kelly, became a jock/production man at WNCR/Cleveland, and moved over to WMMS/Cleveland in 1972. After a year doing production for WMMS, Kelly headed west in 1973, joining KMET/Los Angeles as Production Director. Kelly migrated back to the Midwest in 1975 to serve as Production Director at WABX/Detroit for a few months, soon returning to Los Angeles as Production Director for KWST, his last radio job. Kelly also spent two years as the producer of the syndicated show

"Rock Around The World."

Kelly left radio in 1977 to establish his own studios/production company, Tree Studios, which he operated until his untimely demise. He is survived by his parents and a sister.

A&M's Casell Commits Suicide

Chuck Casell, Editorial Director at A&M Records, leaped to his death from the roof of the Otani Hotel in Los Angeles last Thursday (4-5). Police discovered the 34-year old Casell, who admitted despondency owing to marital problems, upon the roof of the 21-story building earlier that afternoon and spent over two hours in conversation with him in an attempt to talk him down.

At this point, according to police reports, an officer fired two electrically charged darts from his Taser (an electronic immobilizing device) into Casell, to no effect. Casell then started for the ledge. Two officers grabbed him by his arm and clothing, but he managed to wriggle free, falling to his death seconds later.



COSTUME EFFICIENCY — CHUM/Toronto air personality Bob Magee competed with five other local jocks (the radio kind) to determine who could most quickly change into a Superman outfit in a public phone booth. Magee won and was honored by being named "Canada's Superjock Of The Airwaves" and receiving a free hand-gliding lesson (pictured above).



GOT TO BE KILT — Columbia's Cheryl Lynn visited KILT/Houston recently, KILT being one of the first stations to play her single, "Got To Be Real." Pictured (l-r) are Columbia's Norman Hurt, Lynn, and KILT PD Bill Young.



FIREFALL FALLS BY SAVANNAH — Firefall played in Savannah recently, and WSGA did an in-store promotion with the band. Pictured (l-r) are group members David Muse, Rick Roberts, and Michael Clarke, Atlantic's Mark St. John, WSGA Assistant MD Denis Reid, group's Mark Andes, and (rear) group's Jock Bartley.

(Advertisement)



ZINGING THE BLUES (BROTHERS) — WANS-FM/Anderson, SC held the latest in a growing number of Blues Brothers impersonation contests. Winners got a free trip to New Orleans, the home of the Blues, plus \$107 (station frequency) spending money; and the station staged a disco dance afterward. Pictured with various spurious Blues Brothers are Atlantic's Steve Jones (center, front in white jacket), and WANS-FM's Charlie McCoy (center, standing, without shades), Tim Donahue (third from right, rear, no shades), and Bill McCown (right, up against the wall).

NOTE #2:

SAINT TROPEZ ALREADY ON:

NEW:
WABC (DISCO)
WNOE
96X

KTLK
WDRG
WKIX
WBBQ

WMEJ
WABB
WKGW
WFOX

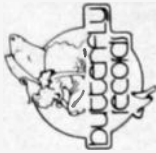
WRFC
WFLB
WGNI
KILE

KCBN
KYLK
WINX
WAVZ

Don't Wait.... "One More Minute!"
TO ADD THE NEW SINGLE FROM "BELLE DE JOUR"
FROM THE NEW ALBUM BY

SAINT TROPEZ

PRODUCED BY W. MICHAEL LEWIS & LAURIN RINDER
A RINLEW PRODUCTION



MCA RECORDS

ON BUTTERFLY RECORDS/MANUFACTURED & DISTRIBUTED BY MCA RECORDS



It Pays To Flog Your Memory Department

Remember this scene in Woody Allen's hilarious movie, "Bananas!?"

A creepy street punk attempts to beat up on a little old lady with a crutch as she hobbles down the darkened alley ways . . . Well, look closer . . . the nasty looking mugger was Sylvester Stallone in his first film role. It was about the time I first met Sly when he was parking cars at a posh restaurant in Encino, California.

If only Stallone could have beaten Woody with a crutch in time to stop him from foisting "Interiors" on us.

Glad to hear that R&R's multimedia show did so well at the NAB. Several station managers told me that they specifically enjoyed the nude Eskimo slides and the antiquarian photo of Marconi talking into a light bulb!

The hip 27-year-old author of "The Ticket Book," Rod Dornsife, was telling me last week that nearly 500,000 copies of his publication have been sold around the country!

The amazing thing is that over 400,000 have been sold in auto shops and accessory stores and *not* bookstores.

Rod was a policeman for a number of years and admits he wrote the book to "make a bunch of money!" You've got to admire his truthfulness. He also published it himself which takes great courage. I enjoyed the chapter about being extra careful when slamming your car door in the nude.

Wendell, the silly twerp who writes "Wendell's Weakly" is among other things, a paid researcher for *The Book of Lists*. He's been checking out some strange legitimate facts that he's passed along exclusively to the Gary Owens Column: *The World's Messiest Coronation* occurs in Nepal, where the new King is smeared with mud from the ground at certain selected locations: an anthill, a stable and a hooker's home. Then, after being bathed in holy water, he is anointed with a mixture of cow's milk, honey, yogurt, and clarified butter, and then he takes the oath of office (either that or they pop him in the oven!).

Wendell is the a.k.a. of Craig L. Wittler, who's a funny and erudite young man whose comedy service is doing very well, thank you (you've probably noticed his address in R&R as Box 9844, Venice, California 90291, that's where he lives . . . inside the Box 9844, Venice).

Do you know who is the leading Poster Personality in Italy? That's right, Mouseclubbers . . . It is Pope John Paul II, and he has emerged as the "Skiing Pope" . . . His poster is out-selling John Travolta seven to one and Farah Fawcett-Majors fifteen to one.

The giant picture is based on stills from a movie made by an acquaintance of the Pontiff, a Polish medical student. (Rumor has it the pre-med photog has insured his shutter finger for a big policy with Lloyd's of Warsaw!)

Several items have reached the Gary Owens column bulletin board . . . which as a public service, we pass along to you . . . the sometimes insipid reader:

The Crel, Ohio Chapter of the Veterans of Foreign Bad Water would like to announce that next week's meeting will not be held because the shipment of kaopectate has not yet arrived.

Mrs. Minnie Gackner of Manhattan Beach, California wishes to invite anyone interested in a seance at which the late Calvin Coolidge and the late Janis Joplin will be married.

England's Queen Elizabeth would like Mable and Earl's Chicken Box Cafe in Bakersfield to know how *much* she appreciates the invitation to "Hog Jowl Night," but she is, unfortunately, previously engaged.

Will Mike Kasabo, who attended the premiere of "The China Syndrome" the other night in formal evening attire, complete with silk opera hat, please check with the etiquette vice president . . . We think those silk hats are supposed to be worn *opened up!*

SOME RECORDS GET MISSED FOR ALL OF THE WRONG REASONS.

Consider Omniverse by FRESH. Mike Nesmith's tight production deserves more airplay. And now with the release of the single, "You Never Cared" there's a chance for a FRESH start.



FOR SERVICE CALL DANNY DAVIS
OR SKIP MILLER TOLL FREE AT 1-800-421-0760

**33,000,000 PEOPLE
DEMAND TO HEAR
THIS RECORD!**

THEME FROM "CHIPS"

The Title Music From TV's Hottest Series,
Starring Larry Wilcox And Erik Estrada!

Performed By

CORNICHE

Available Also In 12" Disco Version!

From Windsong Records



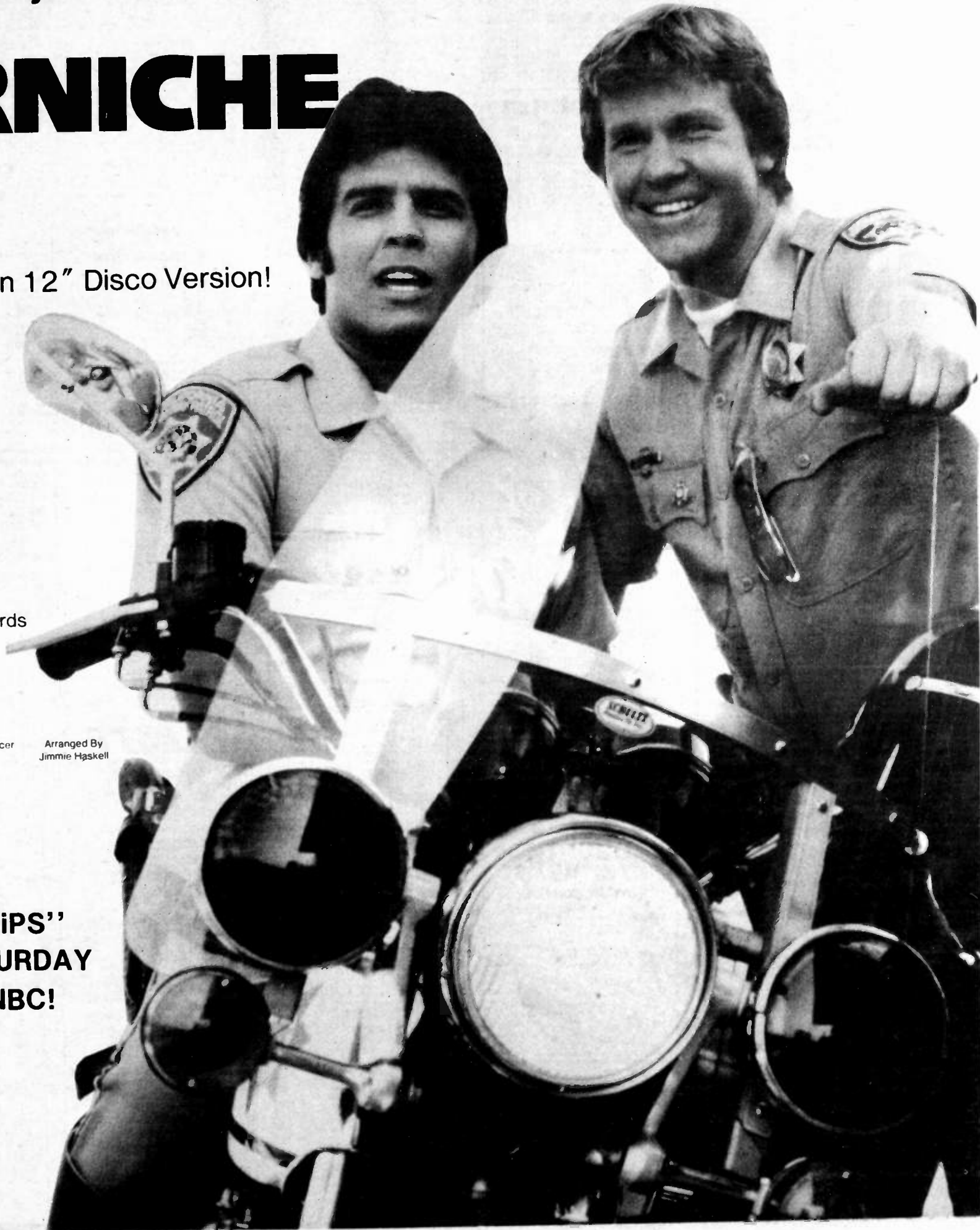
Manufactured and
Distributed by
RCA Records

Produced By
Denny Diante
And Joe Saraceno

Executive Producer
Al Teller

Arranged By
Jimmie Haskell

**WATCH "CHIPS"
EVERY SATURDAY
AT 8PM ON NBC!**





**YOU CAN'T
BUCK
ROGER'S
TREND...SO
"GET USED
TO IT"**

**HEAVY RHUMBA
RUMBLINGS**

AT RADIO:

CKLW on
KSTP on
WZZP on
KBEQ 38-34
KJR 26-23
14Q 34-29
WHYN add 39
94Q 8-5
WAPE on
WTIX 38-31
Z98 39-36
KNOW 20-14
KXX106 24-17
WERC deb 28

BJ105 34-32
WRJZ deb 35
KRAV add 25
92X on
WNDE add
KEYN 34-32
KJRB 26-22
KTAC on
WJBQ deb 22
WGUY on
WLBZ add

WHEB 37-31
WEEQ 30-26
WCIR on
WSEZ 37-30
WFOM on
WCGQ deb 38
WGLF 18-14
WFLB 31-28
WTMA deb 28
WANS 33-27
KILE 36-28

KQWB 34-30
KKXL on
KFYR add
KKRC add
KKLS on
WAKX deb 32
WEBC on
WSPT 27-23
KLMS add
KYSN add 35
KBDF deb 28
KQDI deb 30
KOOK deb 30
KBOZ deb 28
KRLC on
KBIM add

**NICOLETTE
LARSON**
"Rhumba Girl"



Z93 22-19
KSTP on
KSLQ 32-28
WOKY add
WZUU on
KBEQ add 40
KOPA on
94Q 18-10
WSGA 30-25
WBBQ deb 30
WHBQ 26-24
KNOW deb 40
KXX106 23-19
WERC 22-20
WRJZ 27-23
WKY add
WOW on
KEYN 22-21
WHB add 28
KTAC add
KCPX 9-7
KGV add
KMJC 26-24
KYNO on
KROY 11-9
KFXM 25-21
KRKE 17-15
WGUY deb 25
WLBZ deb 33
13FEA deb 28
WEEQ 27-25
14WK 34-28
WCIR on
WXIL on

WAAY 29-23
WHY 26-21
WAGQ on
WSEZ add
WFOM 23-19
WCGQ 17-14
WGLF 30-25
WFLB add
WTMA 27-25
WANS 24-17
KSEL add
KAAY add 25
KQWB 31-26
KKXL deb 28
KKLS on
WAKX add
WEBC on
WJON on
WRKR add
WEAQ 30-25
WSPT deb 30
WKAU on
KLMS on
Y94 add
KCBN add
KBOZ 21-17
KRLC add

**ROGER
VOUDOURIS**
"Get Used To It"



98 Cleveland
1 DOOBIE BROTHERS/What A Fool...
2 FRANK MILLS/Music Box Dancer
3 BLONDIE/Heart Of Glass
4 JACKSONS/Shake Your Body...

105 Tampa
1 FRANK MILLS/Music Box Dancer
2 HERBIE MANN/Superman
3 BLONDIE/Heart Of Glass
4 BELL & JAMES/Livin' It Up...

WLCY TAMPA
1 FRANK MILLS/Music Box Dancer
2 DIRE STRAITS/Sultans Of Swing
3 CHIC/I Want Your Love

101 FM Los Angeles
1 BLONDIE/Heart Of Glass
2 DOOBIE BROTHERS/What A Fool...
3 PEACHES & HERB/Renowned

64 KEF Los Angeles
1 FRANK MILLS/Music Box Dancer
2 AMII STEWART/Knock On Wood
3 DOOBIE BROTHERS/What A Fool...

WOLKY Milwaukee
1 DOOBIE BROTHERS/What A Fool...
2 PEACHES & HERB/Shake Your Groove...

493 Atlanta
1 PEACHES & HERB/Renowned
2 BLONDIE/Heart Of Glass
3 DOOBIE BROTHERS/What A Fool...

493 Atlanta
1 PEACHES & HERB/Renowned
2 BLONDIE/Heart Of Glass
3 DOOBIE BROTHERS/What A Fool...

610 KFRC San Francisco
1 PEACHES & HERB/Renowned
2 BLONDIE/Heart Of Glass
3 DOOBIE BROTHERS/What A Fool...

610 KFRC San Francisco
1 PEACHES & HERB/Renowned
2 BLONDIE/Heart Of Glass
3 DOOBIE BROTHERS/What A Fool...

KSLC St. Louis
1 BLONDIE/Heart Of Glass
2 AMII STEWART/Knock On Wood
3 CHIC/I Want Your Love

491 FT. WORTH/DALLAS
1 LRB/Lady
2 TOTO/It's A Long Way To The Top...
3 DOOBIE BROTHERS/What A Fool...

WEST
1 BLONDIE/Heart Of Glass
2 AMII STEWART/Knock On Wood
3 CHIC/I Want Your Love

ELEVEN KING RADIO Seattle
1 PEACHES & HERB/Renowned
2 FRANK MILLS/Music Box Dancer
3 AMII STEWART/Knock On Wood

610 KFRC San Francisco
1 PEACHES & HERB/Renowned
2 BLONDIE/Heart Of Glass
3 DOOBIE BROTHERS/What A Fool...

SOUTH
1 DOOBIE BROTHERS/What A Fool...
2 LRB/Lady
3 FRANK MILLS/Music Box Dancer

KRBE Houston
1 JACKSONS/Shake Your Body...
2 DOOBIE BROTHERS/What A Fool...
3 BABY'S EVERY TIME I THINK...

DENVER
1 BLONDIE/Heart Of Glass
2 AMII STEWART/Knock On Wood
3 DIRE STRAITS/Sultans Of Swing

ELEVEN KING RADIO Seattle
1 PEACHES & HERB/Renowned
2 FRANK MILLS/Music Box Dancer
3 AMII STEWART/Knock On Wood

610 KFRC San Francisco
1 PEACHES & HERB/Renowned
2 BLONDIE/Heart Of Glass
3 DOOBIE BROTHERS/What A Fool...

KITL Dallas
1 DOOBIE BROTHERS/What A Fool...
2 LRB/Lady
3 FRANK MILLS/Music Box Dancer

400 Miami
1 AMII STEWART/Knock On Wood
2 DOOBIE BROTHERS/What A Fool...
3 GARY'S GANG/Keep On Dancing

KOPA Phoenix
1 GLORIA GAYNOR/I Will Survive
2 BLONDIE/Heart Of Glass
3 ROD STEWART/Do Ya Think I'm Sexy

KIR 95 Seattle
1 AMII STEWART/Knock On Wood
2 BEE GEES/Tragedy
3 DIRE STRAITS/Sultans Of Swing

HUPD Phoenix
1 BAD COMPANY/Rock & Roll Fantasy
2 STYX/Rainy Days & On Sunday

SOUTH
1 DOOBIE BROTHERS/What A Fool...
2 LRB/Lady
3 FRANK MILLS/Music Box Dancer

400 Miami
1 AMII STEWART/Knock On Wood
2 DOOBIE BROTHERS/What A Fool...
3 GARY'S GANG/Keep On Dancing

KOPA Phoenix
1 GLORIA GAYNOR/I Will Survive
2 BLONDIE/Heart Of Glass
3 ROD STEWART/Do Ya Think I'm Sexy

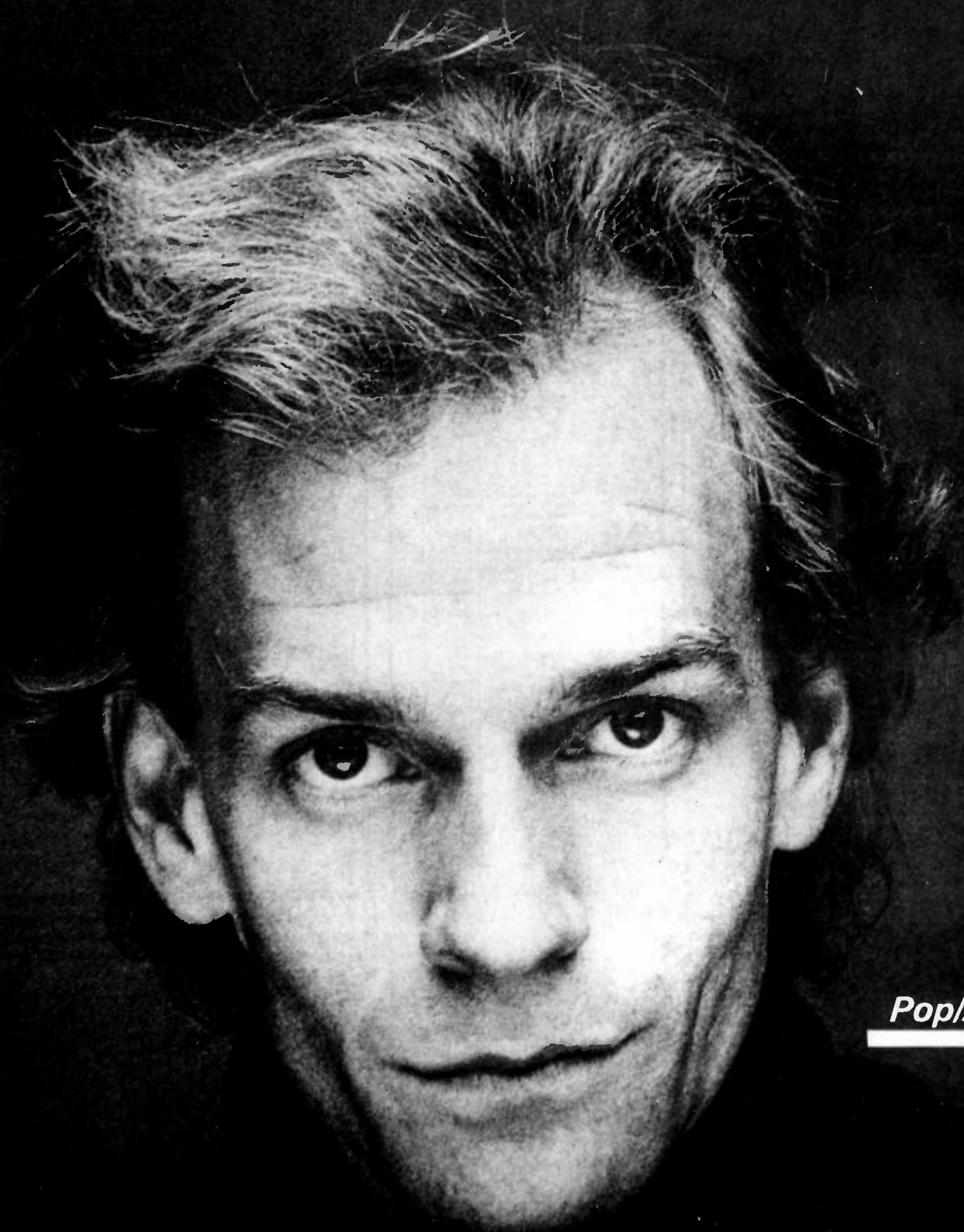
KIR 95 Seattle
1 AMII STEWART/Knock On Wood
2 BEE GEES/Tragedy
3 DIRE STRAITS/Sultans Of Swing

HUPD Phoenix
1 BAD COMPANY/Rock & Roll Fantasy
2 STYX/Rainy Days & On Sunday

"I'LL COME RUNNING"

LIVINGSTON TAYLOR

"I'LL COME RUNNING"



*Radio & Records
Pop/Adult Airplay #22*

**NOW CROSSING
TOP-40 AT:**

KSTP 30-26
BJ105 on
WRKR add
WTIX on
WLOF on
WKWK on

WNOE on
WCOL 30-26
KCBQ on
K101 on
WIP on
WQDE 29-24
KBCQ 19-12

KBIM on
WAIV on
WZOO on
WAQY on
KWSL on
KWEN on

Epic

(England Dan & JF Coley continued) WKIX on 8J105 32-11... WKIX on 8J105 32-11... WKIX on 8J105 32-11...

(George Harrison continued) MIDWEST KOFM 13-9... WKRAU 16-13... WKRAU 16-13...

(Evelyn "Champagne" King continued) WEST KJRB 11-10... WKRAU 16-13... WKRAU 16-13...

ORLEANS Love Takes Time (Infinity) LP: Forever P1 P2 P3 EAST SOUTH EAST...

QUATRO & NORMAN Stumblin' In (RSO) EAST P1 SOUTH P2 P3 EAST...

G GLORIA GAYNOR I Will Survive (Polydor) LP: Love Tracks P1 P2 P3 EAST SOUTH EAST...

J JACKSONS Shake Your Body... (Epic) LP: Destiny P1 P2 P3 EAST SOUTH EAST...

L LITTLE RIVER BAND Lady (Harvest) LP: Sleeper Catcher P1 P2 P3 EAST SOUTH EAST...

P PEACHES & HERB Reunited (Polydor) LP: 2 Hot! P1 P2 P3 EAST SOUTH EAST...

S AMII STEWART Knock On Wood (Ariola) LP: Knock On Wood P1 P2 P3 EAST EAST EAST...

H GEORGE HARRISON Blow Away (Dark Horse) LP: George Harrison P1 P2 P3 EAST EAST EAST...

K EVELYN "C" KING I Don't Know If It's... (RCA) LP: Smooth Talk P1 P2 P3 EAST EAST EAST...

M FRANK MILLS Music Box Dancer (Polydor) P1 P2 P3 EAST SOUTH EAST...

P PEACHES & HERB Reunited (Polydor) LP: 2 Hot! P1 P2 P3 EAST SOUTH EAST...

S AMII STEWART Knock On Wood (Ariola) LP: Knock On Wood P1 P2 P3 EAST EAST EAST...

H GEORGE HARRISON Blow Away (Dark Horse) LP: George Harrison P1 P2 P3 EAST EAST EAST...

K EVELYN "C" KING I Don't Know If It's... (RCA) LP: Smooth Talk P1 P2 P3 EAST EAST EAST...

M FRANK MILLS Music Box Dancer (Polydor) P1 P2 P3 EAST SOUTH EAST...

P PEACHES & HERB Reunited (Polydor) LP: 2 Hot! P1 P2 P3 EAST SOUTH EAST...

S AMII STEWART Knock On Wood (Ariola) LP: Knock On Wood P1 P2 P3 EAST EAST EAST...



RADIO

AOR RADIO IS "GLOWING" B

SUPERTRAMP



Breakfast In America

SP 3708

Featuring "The Logical Song" AM 2128
Now On Tour

Produced by Supertramp and Peter Henderson

Warriors (Soundtrack)



Warriors (Soundtrack)

SP 4761

Featuring "Theme from the Warriors" AM 2129
The film now in release.

Single Produced by Barry Devorzon.

TUBES



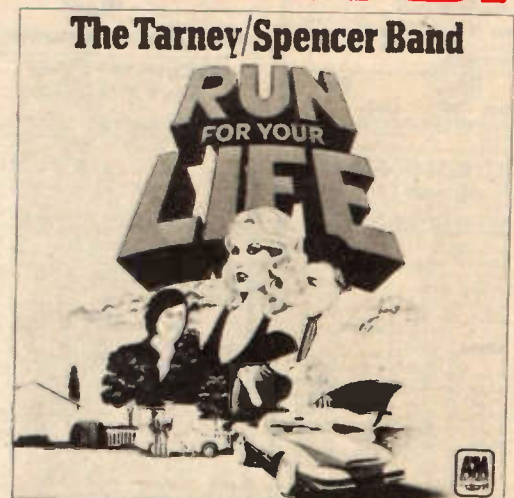
Remote Control

SP 4751

Featuring "Prime Time" AM 2120
Now On Tour

Produced by Todd Rundgren

TARNEY/ SPENCER BAND



Run For Your Life

SP 4757

Featuring "No Time To Lose" AM 2124

Produced by David Kershenbaum

"THE HIT SYNDROME" FRO

ACTIVE



CAUSE WE'RE HOT, RED HOT!

JOE JACKSON



Look Sharp SP 4743

Featuring "Is She Really Going Out With Him?" AM 2132

Now On Tour

Produced by David Kershenbaum

STYX

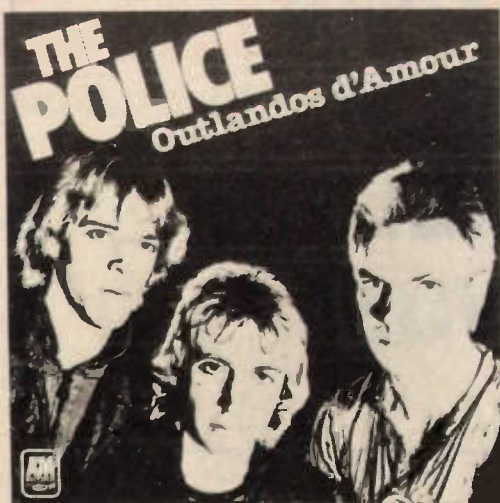


Pieces Of Eight SP 4724

Featuring "Renegade" AM 2110

Produced by Styx
Production Assistance: Barry Mraz

POLICE



Outlandos d'Amour SP 4753

Featuring "Roxanne" AM 2069

Now On Tour

Produced by The Police

SEAWIND



Light The Light SP 734

Featuring "Hold On To Love" H2 120

ON HORIZON RECORDS & TAPES

Now On Tour

Produced by Tommy LiPuma.

A&M RECORDS & TAPES.



Rod Stewart

Blondes have more fun

CONTEST

*Are you a survivor in
the Rod Stewart Contest?*

*If your number appears below —
you're still in the running*

GRAND PRIZE: *An all-expense-paid trip
around the world!*

1401 Chris Geurts / KDWB
2249 Don Selasco / KROY
2726 Clark Smitt / WEEI
3590 Mickey Cade / WUSS



1. To enter the Rod Stewart "Blondes Have More Fun" Contest you must have received a Rod Stewart numbered picture disc and a corresponding ticket from either your local or regional Warner Bros. representative. Ticket is not transferable.

2. The prize—TRIP AROUND THE WORLD—two first class airline tickets, hotel accommodations, plus \$100 a day spending money.

3. To qualify: your completed entry should be returned to your local or regional representative or to . . . Warner Bros. Records, Attn: Carol Hart, 3300 Warner Blvd., Burbank, California 91510. Entries are limited to one entry per person.

4. All entries will be forwarded to Deloitte Haskins & Sells, One Wilshire Building, Los Angeles, Calif. 90017, who will be conducting the random drawing that will determine the winner.

5. Deloitte Haskins & Sells will pull half of the names the first week, and will continue to cut the previous week's list in half until we reach 1 . . . the winner.

6. Employees of Warner Bros. Records Inc. or any of its parent, subsidiary, or affiliated companies (or any relatives of any such employees) are not eligible to enter this contest.

7. The winners must sign a release form, releasing Warner Bros. Records Inc. from any liability for injuries or accidents during the trip.

8. You need not purchase anything to enter.

9. Contest void in Florida and New York and wherever prohibited by law.

Others Getting Significant Action

(Continued from back page)

HERBIE MANN "Superman" (Atlantic) 38/1, KBEQ, WKBW 8-5, KEARTH 24-18, WHYH 32-27, KCPX 25-19, WHEB 38-27, WFBG 37-31. GARY'S GANG "Keep On Dancing" (SAM/Columbia) 35/1, WGBF, WRKO 23-19, Y100 11-3, KHJ 10-6, 14-Q 28-19, WQAM 14-10, KENO 18-15. RICKIE LEE JONES "Chuck E's In Love" (WB) 30/16 including WRKO, KJR, KUPD, WNAW, KYNO, WAAY, WRFC, KQWB, KBIM, WAVZ 32-29, Z98 36-28. DAVID NAUGHTON "Makin' It" (RSO) 30/9, KFI, KING, WHYH, WSGA, Z98, WYRE, WAAY, KAYC, KBIM, Y100 39-35, WAVZ 30-27, WKIX 25-19. AMERICA "California Dreamin'" (American Int'l) 28/1, KCBN, WKBW 22-16, B100 22-19, WTX 37-30, WEAQ 23-19, KLUC 24-17. DR. HOOK "When You're In Love With A Beautiful Woman" (Capitol) 24/15 including 14Q, 92Q, WVIC, KYNO, 13FEA, WCIR, WTMA, KCBN, WRKO on, WZUU on, WFLB 36-26. DOOBIE BROTHERS "Minute By Minute" (WB) 24/10, KDWB, KSTP, KSLQ, KING, WHBO, KTAC, KRQ, WGUY, WANS, KKRC, KLUC 14-7. KENNY ROGERS "She Believes In Me" (UA) 22/22 including KVIL, Z93, KOPA, WAAY, WHBO, KNOW, WSGN, WRJZ, WKY, KCPX, 14WK, KKXL, IAN MATTHEWS "Give Me An Inch" (Mushroom) 22/3, WAEB, WTSN, KDZA, WJBO 24-19, WANS 36-33, KQWB 28-22, KSLY 31-27. RAYDIO "You Can't Change That" (Arista) 21/6, KING, WKEE, 14Q, KEYN, KGW, KKLS, WBBQ 30-25, KROY 31-27, WISE 32-29. REX SMITH "You Take My Breath Away" (Columbia) 20/16 including CKLW, WOKY, KEARTH, KFRC, WICC, WAXY, Z98, WISM, WGLF. SAMMY HAGAR "(Sittin' On) The Dock Of The Bay" (Capitol) 18/5, WCIR, WFLB, Y94, KLUC, KBOZ, KIMN 30-27, KJRB 30-26, KYSN 33-28. MAUREEN MCGOVERN "Can You Read My Mind" (WB) 18/1, KNOW, WFL 16-13, KRKE 23-21, WTSN 16-11. LINDA CLIFFORD "Bridge Over Troubled Water" (RSO/Curtom) 18/1, Q102, WLCY 32-29, WHYH 40-34, WTX 35-28, WHEB 40-35. FRANK ZAPPA "Dancin' Fool" (Zappa/Mercury) 16/3, WTX, KJRB, KLUC, 99X-FM on, KUPD 28-26, CK101 26-22. CARL "Good Times Roll" (Elektra) 16/2, WRKO, WHYH, KRBE 25-21, KJR 21-19, KXX106 27-20, WGUY 17-13, KBDF 30-20. VAN HALEN "Dance The Night Away" (WB) 14/7, WPGC, 13Q, WRJZ, KJRB, WGLF, KLUC, KRCL, KBEQ on, KUPD 28-18. FOXY "Hot Number" (Dash/TK) 14/4, CKLW, WGCL, WQAM, Y95, WPGC on, Y100 28-25, KEARTH d-29, WAGO 27-22. CLAUDIA BARRY "Boogie Woogie Dancin' Shoes" (Chrysalis) 14/2, WTX, KRQ, CHUM 9-4, KEARTH 26-22, JB105 40-36, WLBZ 32-29. SANTANA "Oye Como Va (Don't Make No Prison)" (Columbia) 14/2, BJ105, WCGQ, B100 on, WKEE 33-30, WFBG 40-34, KSLY 29-25. ROCKETS "Can't Sleep" (RSO) 13/7, WNAW, WISM, KEYN, KROY, CK101, WISE, KCBN, WZUU on, KFRC on. JOURNEY "Just The Same" (Columbia) 12/6, KBEQ, KJRB, WGUY, WKAU, WGBF, KBDF, KSLQ 20-16, KFRC 24-21, KSLY 15-11. NARADA MICHAEL WALDEN "I Don't Want Nobody Else (To Dance With You)" (Atlantic) 12/5, WAVZ, BJ105, KROY, WFBG, KAYC, WTX 40-33. CHEAP TRICK "I Want You To Want Me" (Epic) 12/4, PRO-FM, 94Q, BJ105, WMEC, WRKO 21-17, KBEQ 37-33, WSPT 34-20. JUDY COLLINS "Hard Times For Lovers" (Elektra) 12/1, WAEB, WRKO 30-27, KING 22-19, WICC 24-22, Z98 29-27. SISTER SLEDGE "We Are Family" (Cotillion) 11/8, WRKO, KVIL, KEARTH, 94Q, WSGA, KTSa, WAVZ 28-22. BADFINGER "Love Is Gonna Come At Last" (Elektra) 11/1, WTX, KFI on, 14Q 23-20, KROY 23-21. CHICAGO "Gone, Long Gone" (Columbia) 10/3, KFI, WRKR, KFXD, WPEZ 31-29, KENO 25-17, WKAU 31-27.

STYX Renegade (A&M) LP: Pieces Of Eight. P1 P2 P3 EAST SOUTH MIDWEST WEST

RANDY VANWARMER Just When I... (Bearsville) LP: Three Hearts. P1 P2 P3 EAST SOUTH MIDWEST WEST

BOB WELCH Precious Love (Capitol) LP: Three Hearts. P1 P2 P3 EAST SOUTH MIDWEST WEST

SISTER SLEDGE He's The... (Cotillion) LP: We Are Family. P1 P2 P3 EAST SOUTH MIDWEST WEST

VILLAGE PEOPLE In The Navy (Casablanca) LP: Go West. P1 P2 P3 EAST SOUTH MIDWEST WEST

WINGS Goodnight... (Columbia) LP: Go West. P1 P2 P3 EAST SOUTH MIDWEST WEST

AOR HOTTRACKS. These tracks are by artists who have received concentrated airplay and positive reaction on AOR radio over an extended period of time. Tracks which have been released as singles are designated by an asterisk (*). AOR Hottracks are listed in order of their level of airplay and acceptance.

THE PICTURE PAGES

McCoo & Davis At RIAA's DC Dinner



Following their recent performance at the RIAA dinner in Washington, DC, Columbia's Marilyn McCoo and Billy Davis, Jr. were congratulated by top label execs. Photographed at the fete are (l-r): CBS Records Division President Bruce Lundvall, Billy Davis, Jr., Philadelphia International Records' Leon Huff and Kenny Gamble, Marilyn McCoo, CBS Records Sr. VP Paul Smith, CBS Records VP LeBaron Taylor, and the RIAA's Henry Brief.

Sultans Of Sales



Werner Bros. recording artists Dire Straits appear to be pleased as punch upon being presented with a platinum record award for their debut album, "Dire Straits." Shown at the ceremony are (l-r): Dire Straits' John Illsley and Mark Knopfler, WB Board Chairman Mo Ostin, and Dire Straits' Pick Withers and David Knopfler.

Nashville Gets Taste Of Schlitz



When Capitol's Don Schlitz performed at Nashville's Exit In recently, he was met backstage by various radio reps. Shown after the show are (standing, l-r): WKDA/WKDF Production Director Dave Elrod, WKDA PD Mike Beck, WKDA/WKDF air personality Butch Brannum, WLAC MD Eva Wood, Don Schlitz, and WSM air personality Coyote McCloud; (bottom row, l-r) Capitol's Michelle Peacock, journalist Kip Kirby, Capitol's Chuck Flood and WKDF PD Alan Sneed.

"Hair" There And Everywhere



"Hair" was the fare as RCA Records sales staffers traveled around New York in a specially-equipped bus to service 20 accounts in two days with the film's soundtrack as well as invite key retail personnel from those accounts to a combination listening session-clip viewing. At the front of the bus, from left: King Karol's Secretary-Treasurer Ben Kerol, King Karol Exec. VP Morris Weissman, King Karol President Phil King, RCA's Bill Reilly, RCA Records President Robert Summer, and RCA's Mary Beth Connors.

Polydor Pacts Phillips/MacLeod



Polydor Inc. has signed Phillips/MacLeod with the pop-rock duo's debut album, "La Partie Du Cocktail," just released. Seen at the signing are (l-r): Polydor Exec. VP Dick Kline, Sean MacLeod and Bob Phillips, Polydor President Fred Haayen, Polydor VP Rick Stevens, Polydor's Arthur von Blomberg, duo's asst. manager Sam Tagliavore, manager Elliot Abbott and producer Tony Peluso.

Fonda, Taupin Fond Of Talkin'



Captured conversing with the show's host following their recent taping of DIR Broadcasting's new radio program, "The Robert Klein Show," are actress Jane Fonda (left) and tunesmith Bernie Taupin (right). In addition to informal interviews conducted before a live audience, the show features a top 20 album countdown.

**THEY SOUND AS GOOD
ON THE RADIO
AS THEY LOOKED ON T.V.**



**JOHNNY MATHIS
and
JANE OLIVOR**

SING

**"THE LAST TIME I FELT
LIKE THIS"**

NOMINATED FOR BEST ORIGINAL SONG
AT THE 51st ACADEMY AWARDS

THEIR CURRENT COLUMBIA SINGLE CONTINUES ON RECORD
THE STUNNING PERFORMANCE ENJOYED BY OVER 70 MILLION PEOPLE



THE PICTURE PAGES

Molly Hatchet Attracts Plaques



Following their recent performance at Great Gullderleeve's in New York City, Epic's Molly Hatchet are pictured holding their very own picture-disc plaques. Disc-playing their good taste in art are (top) group's manager Pat Armstrong, (second row, l-r) E/P/A Sr. VP Don Dempsey, group's David Hlubek, E/P/A's Larry Stessel, group's Duane Rolland and Danny Joe Brown, (bottom row, l-r) E/P/A VP Al Demarino, ATI's Bill Elson, E/P/A VP Frank Rand, and group's Steve Holland and Bruce Crump.

Mercury Swings Mace



Phonogram Inc./Mercury Records has signed England's Terry Mace with his debut album scheduled for May release. Pictured at the pacting are (seated, l-r): Terry Mace and Phonogram Inc./Mercury President Robert Sherwood, while Mace's attorney Mickey Shapiro (left) and Phonogram/Mercury's David Werchen look on.

Capricorn Goes For Two Guns



Capricorn Records has signed Oklahoma-based rock group Two Guns with their debut album, "Balls Out," to be released this month. Shown at the signing ceremony are (l-r): group member Kenny Barker, group's manager Alan Walden, group members Mike Sconce, Bobby Williams and Pat Sconce, Capricorn President Phil Walden, and Capricorn VP Don Schmitzerle.

Irving Adds Foster To Roster



Irving Music Inc., the BMI affiliated publishing division of A&M Records, has signed David Foster to a publishing agreement. Foster, who co-wrote and co-produced Cheryl Lynn's "Got To Be Real" and produced Alice Cooper's "How You Gonna See Me Now" as well as having produced the recent Hall & Oates album, is pictured second from right. Also pictured at the pacting are (l-r): Foster's managers Ron De Blasio and Ned Shankman and Irving Music President Chuck Kaye.

Grisman's Greetings



Horizon Records' David Grisman recently performed with his all-acoustic quintet at the Great American Music Hall in San Francisco. Pictured backstage meeting the mandolinist are (l-r) A&M's Arla Dietz-Baim, Horizon's Fred Mancuso, Horizon's Eileen Basich, Horizon label head Tommy Lipuma, David Grisman, Grisman's manager Craig Miller, and Grisman Quintet members Daryl Anger, Mike Marshall, Tony Rice and Todd Phillips.

Elektra/Curb Inks Pink Lady



Elektra/Curb Records has acquired the American rights to release recordings by Japanese stars Pink Lady, with the duo's debut single for the label, "Kiss In The Dark," to come in April. Pictured plotting strategy at the Elektra offices are (l-r): E/A VP Ken Buttice, Pink Lady's Mie, Pink Lady's personal director Paul Drew, Pink Lady's Kei, E/A Chairman Joe Smith, and E/A VP Jerry Sharell.

Black Radio



Bill Speed

April 6th and 7th marked the dates the first annual Black College Radio Conference, held in Atlanta, at Paschal's (the city's only black-owned hotel). The Chairman was Lo Jeiks, of Black College Radio (a division of Collegiate Broadcasting Group, Inc.)

The theme of the conference was "A Record In The Making." Attendees came from many of the nation's black college communications departments, as well as the professional radio and record community. The future industry leaders' enthusiasm to know what goes on in "The Real World" was the unofficial emotional theme of the conference.

The event's energy level clearly states the urgent need for this kind of career preparation. Many of the speakers were commercial and college pros. There were a number of topics that could have gone into lengthy discussions — however, this was the first conference of its sort, and more can be accomplished next year. A celebration of Clark University's station WCLK's 5th anniversary in broadcasting was a highlight, and the event was topped off with awards presented to artists and companies for their support (listed at right).

Topics covered included management, sales, programming, and news and public affairs. How to start and maintain a college radio station was another prime subject, as was career opportunities in broadcasting.

Sales & Management

The management panel was moderated by Jess Peters, Station Manager of WAOK/Atlanta, who outlined some organizational how-to's as well as encouraging the students to become total business persons, not just black managers. He also advocated knowing what goes beyond the microphone: learning what you want in specific and going after it. Included on that panel were James Williams, Station Manager of WCLK/Atlanta, and Larry Watkins, Station Manager at WABE/Atlanta.

Next came the sales panel, moderated by Diane Harris, Sales Manager at WHUR/Washington (Howard University). Included were Lavonia Perryman and John Young, Account Execs at WHUR; Al Anderson, President of A.H. Anderson & Assoc. of Atlanta; Robin Whaley, Account Exec. at WSB/Atlanta; and Marvin Whaley, Account Exec. at WKLS/Atlanta. Basically, what was outlined here was that there are more meaningful opportunities in sales than in on-air positions. In addition, the panelists pointed out that many sales managers go on to get involved in ownership. But the real bottom line was making the students aware of other entities that exist inside a radio station, since most college stations are non-commercial.

Programming, News & Records

A luncheon sponsored by CBS Records featured LeBaron Taylor, VP of Black Music Marketing, as the principal speaker. He outlined what to expect when you're outside of the college station atmosphere. Taylor stressed being prepared to go into a market or radio situation and finding it not exactly what you had expected. He also advised students to be aware of the competition, and his final note was,

"Degrees are nice but experience is the best teacher!"

Moving on to more panels, the next was a programming discussion moderated by Keith Adams, VP of Programming of Broadcast Enterprises Network. He and other panelists William Jennings (Director of Communication at Grambling University) and Scottie Andrews (PD WVEE (V-103)/Atlanta) discussed the pros and cons of automation, crossover records, and programming to your particular market's taste.

The news and public affairs discussion was moderated by Paul E.X. Brown, President of Paul E.X. Brown & Assoc., Atlanta. Others participating were Faye McDonald Smith of WETV/Atlanta, Ike Newkirk of WQXI/Atlanta, Pat Applewhite of WGST/Atlanta, and Gene Michaels of WAOK News. The key theme here was the importance of this particular department, and how news and public affairs give your station an identity for listeners.

Building Up The Market

Saturday's discussion started with starting and maintaining a college radio station. The moderator here was Curtis White of the Hayes & White communications



Keith Adams

law firm in Washington DC. William Denny, audio-visual specialist at Morris Brown College in Atlanta, and Sam Williams Jr., engineer from Miami and a local FCC official, Franklin M. Hayes participated.

The last panel, Career Opportunities in Broadcasting, was moderated by NAB's Darryl Dillingham. Gloria Anderson, of the Corporation for Public Broadcasting in Atlanta; and Gloria Walker, Chairperson, Department of Communications at Clark College in Atlanta joined him on this panel.

It was followed by a luncheon sponsored by A&M Records, featuring principal speaker Al Edmunson, Jr. National Promotion Director at A&M. In Edmunson's speech he outlined

the potential black market, and the opportunities available to the attending students on how to deal with it. He advised dealing from not just a black standpoint, but being a business person first and black second. He also gave an overview of past and present industry relations. Edmunson also mentioned the \$2.3 billion worth of albums American adults purchased last year, stating that \$334 million (14%) were purchased by black adults, a high figure when relative income levels are considered. This speech was awarded a standing ovation.

From there many attendees went over to join in the WCLK celebration, ending with the awards banquet sponsored by Bang Records, with presentations given for outstanding support of black college radio. Here's how the awards went:

Black College Radio's:

Most Popular New Female Artist	Cheryl Lynn
Most Popular New Male Artist	David Oliver
Most Popular Duo/Group	Rick James & Stone City Band
Most Popular Producer/Arranger/Composer	Quincy Jones
Most Popular Comedy Artist	Richard Pryor
Most Popular Gospel Artist	Shirley Caesar
Most Popular Established Female Artist	Natalie Cole
Most Popular Established Male Artist	Teddy Pendergrass
Most Popular Duo/Group	Chic

A special presentation to college radio's Station of the Year was awarded to WHUR/Washington, DC.

People

John Howard Brown is the new National Director of Disco Development and Promotion at Elektra/Asylum Records. Brown brings to the newly-created post a varied background, having most recently served as the East Coast Regional Marketing Coordinator for E/A's music fusion department. Prior to that, he was the National R&B Promotion Director for ABC Records. Don Ringold has been named to Brown's vacated post coming from stints as an air personality at WHAT/Philadelphia and as an East Coast Regional Promotion Manager for Mercury Records. Also, in a related move, Harriet Gilstrap has been upped to the position of National Disco Coordinator reporting directly to Brown. Prior to her promotion, she worked for five years as the E/A Assistant Regional Promotion Rep for New York . . . There is a new female voice livening up the air waves at WKTK/Baltimore. It belongs to Ann Thomas, recently hired as their afternoon drive personality, moving over from neighboring station WXYV. In addition to her air duties, Ann will also assist PD/MD Lou Krieger . . . Tony Giamarco is the new 10pm to 2am jock at WDRQ/Detroit. Prior to this, he lent his skills at V95/Jacksonville . . . Musical chairs at WKND/Hartford — James Jack, former Program Director, has returned to the station as a consultant. Bill Mack, announced as the new Program Director, is now the morning man . . . Jim Minor is now working in the sales department at WANT/Richmond. Jerry Carter of WKIE/Richmond will become the Production Manager at WANT filling the space left by Minor . . . The family of singing star Billy Stewart was awarded a \$500,000 settlement by the Ford Motor Co. Stewart, perhaps best known for the hit "I Do Love You," was drowned along with two members of his band on January 17, 1970 when his 12-day-old Thunderbird veered off the road and plunged into a North Carolina river . . . Please be sure to send me all your station's news, photos, promotional materials, etc. Remember, you don't have to be a reporter to participate. Address to: Bill Speed, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



John Howard Brown

Places

WHEREVER I HANG MY HAT IS HOME: Home in this case is KRE/Berkeley whose ownership was officially turned over to Inner City Broadcasting on April 4. Future plans and/or changes will be announced at a later date . . . Grand slamming their way back into Baltimore for another season were the Orioles, who celebrated their return by inviting the local radio and television personalities to participate in a pitching contest April 5. Congratulations go to Lou Krieger, PD/MD of WKTK/Baltimore, who came in a strong second . . . KIIS was the scene of several guest artist interviews recently. Among those visiting the station were Celi Bee, Alton McClain & Destiny and First Choice . . .

I LOVE THE NIGHTLIFE: Seems no one is immune from disco bug's bite — not even Count Dracula himself! Last week Philadelphia was the location of a sneak preview of "Love At First Bite," a soon-to-be-released film starring George Hamilton as the Count and Susan St. James as his lady friend. WCAU gave 550 of its listeners a chance to document this latest phenomenon which shows the Count boogiein' down with the best of them . . .

Things

LIGHT UP MY LIFE: That's what WKTK/Baltimore will do when they stage the "Disco 105 Extraordinaire" on April 13 at the Baltimore Civic Center. A lighting contractor has been hired for the extravaganza and he will transform the arena into a giant disco. There will be continuous music from 8pm to 1am as well as special guest appearances by the Raes, Edwin Starr and the Crown Heights Affair. The entire event will culminate with a \$5000 dance contest . . . WMAS/Springfield, MA is sponsoring a mail-in coupon contest with the grand prize being a 1979 Oldsmobile. The coupon drive began March 31 and will run for a month with both newspaper and TV exposure . . .

THEY SHOOT DISCO DANCERS DON'T THEY?: WEZD recently staged a dance marathon with the winner dancing for 72 hours, setting a city and state record. Close to \$2,500 in merchandise was given away including a stereo unit, albums, a chance to recuperate with a stay at the Marriott and, you guessed it, dance lessons . . . WDRQ/Detroit honored its roots by throwing a champagne and hors d'oeuvres party for the local record spinners on April 8 . . .

Popular Rhythms

DISCO

R A D I O

HOTTEST

Following are listed in order of their airplay activity.

- INSTANT FUNK
"Got My Mind Made Up" (Salsoul)
- GG
"Disco Nights (Rock Freak)" (Arista)
- SISTER SLEDGE
"He's The Greatest Dancer" "We Are Family" (Cotillion)
- CHER
"Take Me Home" (Casablanca)
- GINO SOCCIO
"Dancer/Dance To Dance" (RFC/WB)
- AMII STEWART
"Knock On Wood" (Arista)
- CHERYL LYNN
"Star Love" (Columbia)
- JACKSONS
"Shake Your Body (Down To The Ground)" (Epic)
- FOXY
"Hot Number" (TK)
- CHIC
"I Want Your Love" (Atlantic)
- BOMBERS
"(Everyone) Get Dancin'" (West End)
- VILLAGE PEOPLE
"In The Navy" (Casablanca)

NEW & ACTIVE

- DOOBIE BROS.
"What A Fool Believes" (WB)
- CLAUDJA BARRY
"Boogie Woogie Dancin' Shoes" (Chrysalis)

MOST ADDED

- DAVID NAUGHTON
"Makin' It" (RSO)
- BRAINSTORM
"Hot For You" (Tabu)
- DONNA SUMMER
"Hot Stuff" (Casablanca)

EAST: WKTU/New York, NY, Matt Cienett; WKYS/WASHINGTON, D.C., Bill Bailey; WMAS/Springfield, MA, Jim Davis; WBOB/Boston, MA, Jane Dunklee; WCAU-FM/Philadelphia, PA, Roy Perry; WTKX/Baltimore, MD, Lou Krieger. SOUTH: KSET/EI Paso, TX, Chuck Kelly; WKGK/Knoxville, TN, Kerry Lambert; KHYS/Beaumont, TX, Ted Stecker; KRLY/Houston, TX, Michael Jones; WEZD/New Orleans, LA, Chris Wallenberg. MIDWEST: WMJC/Detroit, MI, Peter Booker; KFMY/Minneapolis, MN, Gary DeMaroney; WGCI/Chicago, IL, Barry Mayo; KATT/Oklahoma City, OK, Mike Gardner; WDRQ/Detroit, MI, Eddie Rogers; KKSS/St. Louis, MO, Lee Michaels. WEST: KUTE/Los Angeles, CA, Bill Stevens; KHS-FM/Los Angeles, CA, Mike Wagner; Sherman Cohen; KXTZ/Phoenix, AZ, Larry Barwick; KDKD/Denver, CO, Ron O'Jay.

Album Airplay

Following are listed in order of their airplay activity.

- GEORGE BENSON "Livin' Inside Your Love" (WB) "Love Ballad"
- JACKSONS "Destiny" (Epic) Shake Your Body (Down To The Ground)"*
- SISTER SLEDGE "We Are Family" (Cotillion) "He's The Greatest Dancer" "We Are Family"
- RICK JAMES "Bustin' Out Of L Seven" (Gordy) "High On Your Love"
- PEACHES & HERB "2 Hot" (Polydor) "Shake Your Groove Thing" "Reunited"
- INSTANT FUNK "Instant Funk" (Salsoul) "Got My Mind Made Up"
- PATTI LABELLE "It's Alright With Me" (Epic) "It's Alright With Me" "Music Is My Way Of Life"
- MARVIN GAYE "Here, My Dear" (Tamla) "A Funky Space Reincarnation"
- LINDA CLIFFORD "Let Me Be Your Woman" (RSO/Curtom) "Bridge Over Troubled Water" "Don't Give It Up"
- CHIC "C'est Chic (Atlantic) "I Want Your Love" "Le Freak" "Chic Cheer"

*Asterisk denotes that cut has been released as a single.



SOLAR'S SHALAMAR GOES MOBILE - While in Mobile, Solar's Shalamar stopped by the Record Bar retail outlet to promote their "Tossing, Turning & Swinging" Dance Contest, which was co-sponsored locally by WBLX-FM. Pictured are (front row, l-r): WBLX-FM Asst. PD Carmen Browne, Shalamar's Jeffrey Daniel, Record Bar Mgr. Ray Chappell, Record Bar's Gail McCaskill, Shalamar's Jody Watley, and Record Bar's Una Moore, Kim Johnson and Linda O'Beirne (back row, l-r) Record Bar's Steve Haffley and Al Jeffwat.

JAZZ RADIO

HOTTEST

Following are listed in order of their airplay activity.

- GEORGE BENSON
Livin' Inside Your Love (WB)
Various Cuts
- MICHAEL FRANKS
Tiger In The Rain (WB)
Various Cuts
- SPYRO GYRA
Morning Dance (Infinity)
"Morning Dance"
- JOE SAMPLE
Carmel (MCA)
Various Cuts
- SEAWIND
Light The Light (Horizon)
Various Cuts
- CEDAR WALTON
Animation (Columbia)
Various Cuts
- ANGELA BOFILL
Angle (GRP/Arista)
"This Time I'll Be Sweeter"
- B. BAKER CHOCOLATE CO.
B. Baker Chocolate Co. (LRC/TK)
Various Cuts
- MONGO SANTAMARIA
Red Hot (Tappan Zee/Columbia)
"Watermelon Man" "Sambita"
- STUFF
Stuff It! (WB)
Various Cuts

NEW & ACTIVE

- JOHN KLEMMER
Brazilia (MCA)
Various Cuts

EAST: WRVR/New York, NY, Jim Smith; WHUR/Washington, D.C., Anthony Carlton; WEA/Baltimore, MD, Quasi Foo May. SOUTH: WCLK/Atlanta, GA, Requesa Ward. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Paster. WEST: KADX/Denver, CO, John Sutton; KRE/Berkeley, CA, Rob Singleton; KKGO/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Ted Terry.



KSOL CONSOLEATION - Gathered around the console at KSOL/San Mateo when Fantasy recording artist Rudy Copeland stopped by the Bay Area station to promote his new album, "Rudy Copeland," are (l-r): Fantasy's Ronnie Richardson, Rudy Copeland, Copeland's producer Larry ("Bony Moronie") Williams, and KSOL MD J.J. Jeffries.

AOR

(ALBUM ORIENTED ROCK)



Jeff Gelb

The Selling Of AOR Radio

Here it comes again: the notorious spring ratings period, traditionally a time for radio stations to pull out their promotional stops in all-out efforts to win listeners and (perhaps resultant ratings figures). AOR radio has always played the game a bit differently, staying away from big budget promotions that tended to hypo numbers for a short period of time. Sometimes this choice was not a philosophical decision but a financial one; in years past many AOR's lacked the budgets to meet the AM Big Guns head-on promotionally (i.e., do you want to be the station giving away albums when the guys down the street are giving away cars?). But ratings and money for promotions tend to go hand-in-hand, and with AOR stations now climbing to the top of their markets in ratings results, many AOR's can approach the coming ratings period with a competitive promotional budget. How will they spend these dollars, or will they be spent at all? Where does AOR radio stand on selling itself to listeners during ratings periods? Some key AOR programmers and promotion directors offer their stations' game plans in the following paragraphs.

WMMS/Cleveland, notorious for their year-round promotional push, will keep them coming this spring, according to Promotion Director Dan Garfinkel. "There's a winter to spring attitude change in our listeners," he noted. "As the weather clears and they take to the streets again, we reflect this new energy in the number and nature of the pro-

"A good station appeals to its audience 365 days a year . . . The audience you have at the beginning of a book has probably been with you all year."

—Frank Cody

motions we do. More groups are on tour, more albums are coming out; all-around it's a good time of year for promotional tie-ins. Naturally we're not forgetting that there's an Arbitron then, which doesn't in itself make us do more promotions. We may decide to change its focus a bit to reflect certain dayparts, or perhaps make a promotion more elaborate in nature to coincide with that four-week ratings period." Within the next four weeks WMMS will unveil a new T-shirt design along with other major merchandising items, and tie in with a local chain of hero shops to pick Cleveland's hero for a paid trip to Hawaii . . . along with several other ideas still in the works.

While KGB/San Diego PD Rick Leibert said, "I'm not so sure large-scale promotions translate into ratings points," the station does have several major promotions scheduled for the next month, as a part of their year-round promotion schedule. Aside from the obvious value of their popular Chicken station mascot making the rounds of area games, concerts and functions, the station will stage its third annual coordinated music and fireworks Sky Show over San Diego stadium following a Padres-Mets baseball game (the station's TV spots for this period show the logo emblazoned in colorful fireworks). The station will also be playing "the 101 all-time greatest albums," as determined in a listener and station employee poll, all month long.

"A good station appeals to its audience 365 days a year," said KBPI PD Frank Cody. "The audience you have at the beginning of the book has probably been with you all year, so it's really more a problem of maintenance, of making them want to write your call letters in their book." To do so Cody said he felt it was best not to experiment with promotions which were not already a part of the station's personality profile. In agreement was KDKB/Phoenix PD Jon Sinton, who echoed, "There's not a day when someone's not mentally rating you." The station has tried a large-scale giveaway promotion involving free windjammer cruises which brought surprisingly lukewarm registration results, so the station now relies on promotions which take the giveaway "clutter" off the air and bring the station into the community. For the spring book KDKB has hooked up with an area TV station for a massive blood drive which will get lots of free TV exposure because of the tie-in. KDKB also has a colorful balloon which will be sent out to different Phoenix locations daily. Beyond that, Sinton's advice was, "Say your call letters a lot."

Call letter identification is uppermost in the minds of many AOR programmers, among them Don Keith, PD of Birmingham's AOR outlet, which recently switched its calls to

"You don't see TV networks doing trade-outs with sponsors for new cars or such to give away during the book. You see them offering audiences special programs to appeal to their viewing habits."

—Dave Lange

WRKK from WVOK-FM to avoid confusion with their AM sister station. WRKK will ask listeners to write down WRKK's call letters and the period of time when they listen and mail that information to the station, who will in turn call back their listeners, check to see whether they are listening, and reward listeners with various prizes. WAQX/Syracuse hopes to increase station visibility by handing out free hats, T-shirts, and other lifestyle goodies, along with expanding the station's free playlist publication to four pages with an increased free circulation in the community.

WSAN/Allentown will be giving out station-produced "credit cards" to their listeners, then reading four of the cards' numbers over the air per hour. Listeners have 14 minutes and "70 seconds" (the station is at 1470 on the AM dial) to call and identify themselves as the cards' owners to win everything from albums to kitchen appliances. The free cards are also good for discounts on future purchases from selected station advertisers. KY102/Kansas City will also go in for big giveaways, including a free trip to Transylvania in conjunction with the film "Love At First Bite," and in conjunction with Sprite beverages a

free Camaro, to be given away during the first major outdoor rock concert in the area this season.

Many stations eschew the idea of spending megabucks in giveaway promotions, preferring to concentrate on special station programming instead. WILS/Lansing PD Dave Lange compared radio's "buying audiences with promotions" with the means by which TV networks gain viewers during peak ratings periods: "You don't see TV networks doing trade-outs with sponsors for new cars or such to give away during the book. You see them offering audiences special programs to appeal to their viewing habits." Many stations will be involved in special programs, commercial-free periods, and listener request weekends. W4/Detroit, while stepping up its special programming features, is staying away from extravagant giveaways; as station MD Mark McEwen put it, "What our station is giving away is good music."

When asked how his station was gearing up for the spring ratings period, KADI/St. Louis PD Pete Parisi replied, "Our janitor is going around knocking on doors and asking people to listen." He added, "We'll be doing several prayer meetings with our jock staff." To all AOR stations on the eve of the spring ratings period, promotions or no, may your prayers be answered. Good luck to everyone.



WRIF SPONSORS RATINGS SYMPOSIUM — Representatives from Arbitron, Audits & Surveys and Burke accepted WRIF/Detroit's invitation to be panelists in a review of radio ratings services for 148 agency personnel and retailers attending. Pictured (l-r) are Arbitron's VP of Radio Product Development Al Parisi, Audits & Surveys Client Services exec Bill Kester, Burke Eastern Regional Manager and VP Lou Alpert, WRIF Research Director Fred Jacobs, WRIF General Sales Manager Bob Longwell, ABC-FM Director of Research and Sales System Linda Mellan.

Evolution

Jack Bankson has been appointed as Broadcast Supervisor for KZOK/Seattle and three other affiliates of SRO . . . WWOM/Albany has switched formats to Disco from AOR. Out are GM Gus Cawley and PD/MD Chris Bailey . . . Former KZLA/Los Angeles PD Jack Popejoy has left the station. Acting PD is MD Jim LaFawn . . . WYXE/Madison MD Les Cook has been given additional responsibilities as Asst. PD for the station . . . Dan Scott is the new MD at WAIM/Greenville . . . Max Miller has been upped to PD from MD at KY99/Amarillo . . . Former K102/Laramie PD John Logan has joined KAWY/Casper for an airshift. KAWY MD Fred Moore has left the station for an L.A. album promotion post . . . Bruce Cotton is the new PD at WXML/Savannah, upped from an airshift . . . New to KPRI/San Diego is MD Jessie Sommers, coming from Y94/Houston, plus Bree Bushaw from WNBC/New York for 7-midnight. Bree replaced departing Michael Hester . . . Rick Miller is the new 7-12 midnight air personality at KBPI/Denver . . . Dia Stein is new to middays at WQXM/Tampa from an airshift at WAQX/Syracuse . . . Jane Burton is new to news at WRIF/Detroit from WMJC/Detroit. Former WRIF newscaster Carol Coughlin is now in Toledo TV news . . . Former KLOS/Los Angeles part-timer David Chaney is now doing weekends at KEZY-AM/Anaheim . . . Ron Tarsi is the new GM of 1-95/Bridgeport, upped from news and community affairs director . . . Rick Bennett has rejoined WOMP/Wheeling for mornings, replacing departing Dan McGrath.

Introducing Hawaiian AOR

I got a surprise phone call this week from Shawnee Smith, MD at Hawaii's sole AOR station KQM (or, as they call it, QFM)/Honolulu. The call was a surprise for two reasons: first, because I was unaware they existed; second, because they are the only game in town for AOR music audiences. I spoke with station PD Steven B. Williams about the nature of the Hawaiian radio market and why it has taken so long for AOR radio to take hold there.

Williams explained that historically AOR has been attempted in Hawaii (on KIKI-AM, once a B-A Superstars affiliate), but never on FM. As he explained, "We're very much in the position progressive FM radio was in a decade ago on the mainland, in terms of sponsor acceptance. While our audience is very liberal, our business community is very conservative, and they still have the tendency to view AOR stations as being staffed with dope-smoking hippies." To battle that image problem Williams has staffed QFM with people handpicked to project a "young, serious professional" image.

Those people are music professionals as well, who are given creative leeway to program their own shows based on their knowledge of the Hawaiian audience, which Williams called an eclectic one. "Hawaiians seem to like more variety in their AOR music than mainland radio audiences do. We probably, for example, play more jazz music in our regular rotations than your average AOR." Most of the music is mainland-based, though Williams said he regularly programs islands artists' material when available.

Officially QFM has been an AOR station since last October, so its first major ratings test is still to come. Already, however, the station has gained major artist acceptance as demonstrated when visiting artist Rod Stewart granted his only islands radio interview to QFM. Williams has great expectations for the station, and feels one factor that will be instrumental in their long term success is their Disco radio competitors (there are three in Honolulu alone). "What I like about the emergence of the Disco radio form is that every time the musical pendulum swings that far in one direction it creates a large backlash, and QFM is there, ready to cater to it."

Three Weeks Ago the Names

Phillips and MacLeod

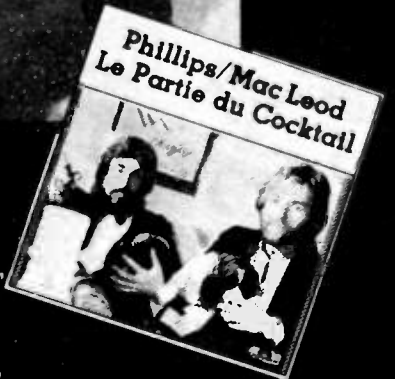
Were Unknown to the Western World

Then Their Album

“Le Partie Du Cocktail”

Appeared

AND Presto . . . Phillips/MacLeod Have
Become the Duo Extraordinaire for AOR Radio



Joining Le Partie . . .

WYDD, KZEW, KATT, KAWY, WLIR, WBAB, WBCN, WIOQ, WSHE, WHFS, WLMD,
WLPL, WKDF, WQBK, WOUR, KZEL, KZAM, KINK, KSPN, KSAN, KSJO, KTIM,
KSFM, WXML, WHHY-FM, WRAS, WAAL, KLRB, KFMF, I-95, WPDH, ZETA-4,
WJAX, WKUE, WQSR, WIQB, KBLE, KTCL, KBCO, KNX-FM, KZAP, KLLO.

polydor

Jeff Gelb

QFM joins R&R as a regular AOR reporter this week, along with KROQ/Pasadena, whose airplay emphasis of new wave music should provide interesting insights into the future of that AOR permutation. In weeks to come our roster of regular AOR reporters, already the industry's largest sampling of AOR radio stations, will further increase as we sift through the numerous requests to become an R&R reporting station, searching for the format's prime movers and shakers.

Another glowing report on the positive effects of incorporating jazz into an AOR musical mix comes from KINK/Portland MD Les Sarnoff, who claims that the station's rise in ratings is directly attributable to the station's ever-increasing shift to jazz music for a musical flavoring. KINK plays one jazz cut every half hour until 7pm, and three cuts per hour the rest of the evening. Record sales of jazz music have tripled in the area and direct listener response to the station has been equally impressive, says Sarnoff in a statement issued by Artists International, a management firm co-chaired by Chick Corea.

One factor that seemed to increase audience acceptance of the jazz music being programmed by KINK is that the station never actually uses the term "jazz" in reference to the music it plays. "With proper screening and proper selection," Sarnoff surmises, "you can play jazz on an AOR station and people won't even realize it's jazz; they'll just hear it as good music. People don't sit in their cars or bedrooms defining the music you're playing . . . All they want to hear is music that is pleasing and challenging to them and that moves them along." And KINK has found, much to their delight, that part of "what moves" Portland's AOR audience is selected jazz cuts.

Sometimes words fail to convey feelings adequately. Nothing I could say here would be a suitable goodbye to one of our industry's most respected members, Tom "Tree" Kelly, who passed away last weekend, a victim of an intruder's gunshots. Suffice it to say that among those who knew and loved him, he will be greatly missed and never forgotten.



HAPPY BIRTHDAY TO Q — The QFM96/Columbus airstaff grouped together on the occasion of their second AOR anniversary. Pictured (l-r) are Bill Pugh (seated), Tom Touber (PD), Steve Runner (MD), John Fisher, Mary Stone, Mike Eiland, Tim Smith and (seated, front) Beth Kepple.



WMMR GOES TO THE DOGS — At the end of WMMR/Philadelphia staffer John Bloodwell's leash is Assistant PD Dick Hungate, handing out "WMMR Dog Treats" (animal crackers) to those awaiting admission to a Fabulous Poodles concert, while PD Jeff Pollack (right) greets members of the crowd.

Update

April Fool's Day really brought out the devil at some AOR stations, especially KSJO/San Jose, which announced over the air that they were switching formats to Disco. Jocks said tearful goodbyes and did final musical sets, but were forced to call the charade to an early halt when enraged listeners began to arrive in large groups at the station, ready to demonstrate against the supposed changeover. Station jocks spent the rest of the day apologizing for their too-realistic escapade. Meantime WBLM/Lewiston-Portland's sponsors paid for a day's worth of fake spots using their names. The station also promoted a Dead concert for later that April Fool's night, which turned out to be a radio concert of material by artists who have passed from this mortal coil . . . KZOM/Beaumont celebrated its first AOR anniversary with a birthday party concert, featuring seven area bands playing to over 3000 listeners . . . WORJ/Orlando just moved its tower up from 350 to 800 feet, which gives the station such an increased listening area that they were forced to drop their power from 100,000 to 71,000 watts, which still covers the entire state at night . . . WNEW-FM/New York received over 300,000 envelopes from listeners who requested tickets for three area small hall performances by Elvis Costello. WNEW-FM was the city's only station supplying tickets for the shows . . . KTXQ/Dallas gathered over 16,000 cans of food at a benefit concert featuring four area bands . . . Q107/Toronto received 400 entries for its first Homegrown-type album project, proceeds to benefit UNICEF . . . KQMQ/Honolulu needs album service from all labels. Contact PD Steven B. Williams at (808) 946-2869 . . . WRIF/Detroit sports director Ely Zarit has been recruited as the official ABC-FM Network sportscaster . . . And as Ely might say, in sports news, it was WQSR/Tampa over the Allman Bros., 18-8 in the final match of a best, two-out-of-three softball match recently. Way to go, guys.

Color

HANDS ON: KZOM/Beaumont chose 35 participants from those who registered to place one hand on a brand-new \$8000 Grand Prix, and leave it there till theirs was the only hand remaining, at which time the car was theirs to drive away. The marathon was held at an area mall, where entrants had one four-hour sleeping break per day and a 15-minute rest break every three hours. After three days all chairs were taken away, which cut down the odds considerably until, 235 hours later, one person remained and won the car . . . hands down.

TUBES TV'S: The Tubes themselves recorded the promos for a KTIM/San Rafael contest held in conjunction with the group's newest A&M album release. The promotion asked listeners to guess which Tubes member was sitting in the "secret square" as depicted on the back cover of the album. Two winners received remote control TV sets.

KZEW GIVES AWAY THE CARS: Two Z-28 Camaros, that is, in conjunction with Sprite beverages, who placed the entry forms in their pop cartons. Along with the cars come a pair of thousand-dollar car stereo systems.

BREAKFAST IN SAN DIEGO: KPRI/San Diego, in conjunction with A&M Records and the new Supertramp album release, is doing a mail-in registration promotion for a breakfast with Supertramp for 25 of its listeners at one of the area's finer eateries.

Concerts & Conversations

PRESENTATIONS: KDKB/Phoenix presented Fabulous Poodles for \$2.93 . . . WLUP/Chicago presented Boomtown Rats for \$2.

RADIO CONCERTS: Michael Murphey on KZEW/Dallas . . . Michael Franks on WLIR/Long Island . . . Jan Hammer on WKDF/Nashville . . . Elvin Bishop on KQ98/Omaha . . . Dire Straits, Good Rats, Peter Tosh, Robert Gordon, Desmond Child & Rouge on WNEW-FM/New York.

CONVERSATIONS: Eddie Money on KPRI/San Diego . . . Jim Dandy on WQUT/Johnson City . . . Supertramp on KLOS/Los Angeles . . . David Grisman on KVRE/Santa Rosa . . . Manzanera, Tonio K, Jack Casady on WIOQ/Philadelphia . . . Tonio K, Boomtown Rats on WXRT/Chicago . . . Ian Anderson on KPAS/El Paso . . . Molly Hatchet on KY102/Kansas City . . . UK on KDKB/Phoenix . . . Suzi Quatro, Robert Gordon, Gary Lewis on M105/Cleveland . . . Fabulous Poodles on WLIR/Long Island . . . Ted Nugent, Outlaws, Eddie Money on KEZY-FM/Anaheim . . . Dire Straits, Robert Gordon, Joe Jackson, Judy Collins, The Babys, Bryan Ferry, Desmond Child & Rouge, Roger Daltrey on WNEW-FM/New York . . . Fabulous Poodles, A.R. Aces on KBCO/Boulder . . . Billy Thorpe, The Babys on KTIM/San Rafael . . . Michael Murphey on KZEW/Dallas, KCNC/Corpus Christi . . . BTO on CFOX/Vancouver . . . Robert Gordon on WBRU/Providence . . . Rod Stewart on KQMQ/Honolulu . . . Dwight Twilley, Supertramp on KROQ/Pasadena.

Radio & Records

THE INDUSTRY'S NEWSPAPER

1930 Century Park West, Los Angeles, CA 90067 Tel: (213) 553-4330

Check here to change address of a subscription in force. Print new address below and attach label from a recent issue showing old address. Please send notice of change 4 weeks in advance.

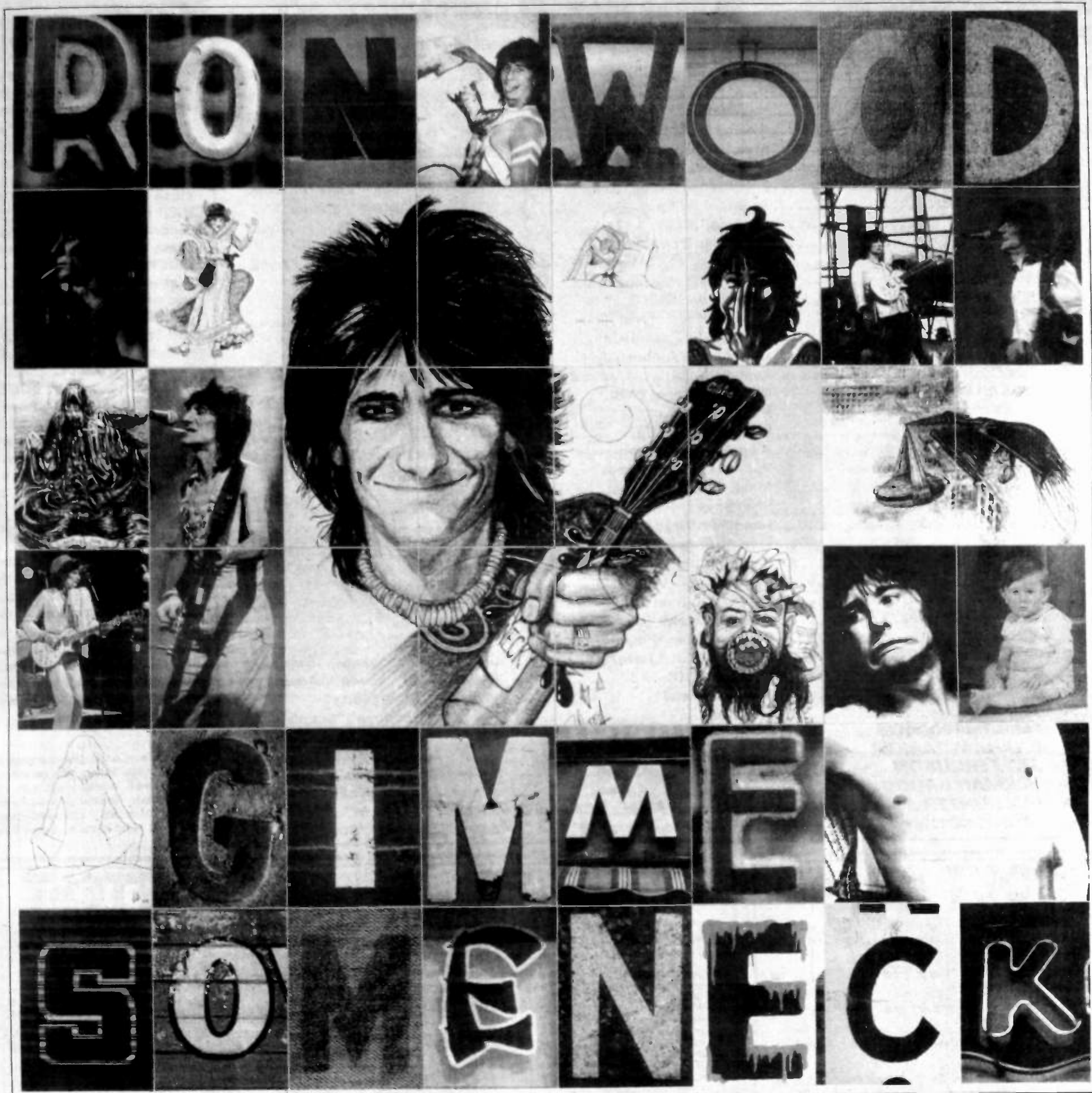
Overseas subscribers add \$100 per year. International US funds please.

Please check above to enter a subscription to Radio & Records for one year. **ONE YEAR — \$140**

Enclose payment with order.

Name _____ Street _____

City _____ State _____ Zip _____



RON WOOD

COMING NEXT WEEK



Radio & Records

Album Airplay/40

Chart Summary

April 13, 1979

149 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart listing 40 albums with artist names, album titles, and airplay preferences like 'Logical', 'Home', 'Vision', etc.

Our largest sampling of reporters to date chose SUPERTRAMP for top honors this week, with 106 hot reports and significant mediums. BAD CO. retained hots at 109 reporters for a very close first place race. DOOBIES remained hot with 102 reporters while DIRE held steady with hots at 99 stations.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. It does not attempt to fabricate a trend. The artists in italics registered the most rapid gains in airplay this week.

MOST ADDED

Table with 6 columns showing album additions for artists like ORLEANS, IAN HUNTER, JAY FERGUSON, etc.

The Most Added reports of charting artists are displayed over a five week period. They are listed in order of total mentions within the specific rotation for the week.

MEDIUM

Table with 6 columns showing medium reports for artists like JOURNEY, McG., C. & H., TUBES, etc.

The Medium reports of charting artists are displayed over a five week period. They are listed in order of total mentions within the specific rotation for the week.

THE HOTTEST

Table with 6 columns showing hottest reports for artists like BAD COMPANY, SUPERTRAMP, DOOBIE BROTHERS, etc.

The Hottest reports of charting artists are displayed over a five week period. They are listed in order of total mentions within the specific rotation for the week.

**GET
READY
FOR
TRIUMPH**



AFL1-3224

ALREADY ADDED OUT OF THE BOX . . .

WCCC
WQBK
WOUR
WPLR

WRHY
WHFS
CILQ
WMJQ

WOMP
WORS
WKQQ
WSHE

ZETA 4
KZEW
KMAC
KSRT



JOHN KLEMMER

BRAZILIA

AA-1116



This is Brazilia. Geographically located
behind the eyes and between the ears.
It's all in the way you see and feel it.

—John Klemmer



Management: Gary Borman Mngnt.

A John Klemmer Production.

Produced by Stephen Goldman & John Klemmer

MCA RECORDS

©1979 MCA Records, Inc.

RE-RELEASE!

Capitol Records

proudly re-releases the album that many
programmers have called the most overlooked
album of 1978:

KING OF HEARTS "Close, But No Guitar"

THE ADDENDUM 10/4/78, REPRINTED AS "MOST ABOUT three or four years ago, a great Rock & Roll About three or four year ago, a great Rock & Roll Band from France "Les Variations" released two albums on Buddah that caused a minor stir. They returned to France and eventually disbanded. Now two of their members (Robert Fitaussi and Marc Tabaly) have surfaced with a new band called KING OF HEARTS. Their debut album "CLOSE, BUT NO GUITAR" picks up where Les Variations left off but greatly improved. The material is much stronger and the direction is a determined one. It's straight ahead Rock & Roll . . . and it's great! One listen to 'STAY WITH ME' will make you a believer. Robert's vocals and Marc's stinging guitar riffs carry them through their material flawlessly. KING OF HEARTS are not only close, but they are home with some of the best Rock & Roll on the streets today.

HELEN LEICHT, WIOQ ASST. P.D. — BILL HARD FMQB ALBUM REPORT 12/15/78

" . . . Dear Capital Records: (And any stations that are not playing this record) — Please wake up! The record in question is 'King Of Hearts.' I am presently embarking on a personal crusade to wear out this Lp — not only on the air during my shift, but also on my turntable at home. This is, quite simple, one of the best pop albums in years and I can't believe it's being overlooked. The first three tracks on side one alone should make this a platinum Lp."

STEVE SMITH, ALBUM NETWORK 10/9/78

While I was in Philadelphia a couple of weeks back, Alex and Helen at WIOQ reminded me of a fine new Rock & Roll record that is most certainly being lost in the shuffle . . . "CLOSE, BUT NO GUITAR" by King of Hearts. They report extra-strong listener response and sales reaction as a result of WIOQ's airplay of the Lp. I give the album a couple of critical listens this week, and must agree that there's some great radio stuff to be found therein. You ought to dig your copy of the Lp out of that enormous stack of albums waiting to get on the radio and audition some of the tunes . . . here's a place to start: "STAY WITH ME," "SOMETHING TO HIDE," "HOW LONG DOES IT TAKE" and "RIDIN' ON."

HELEN LEICHT, WIOQ ASST. P.D. — BILL HARD FMQB ALBUM REPORT 2/9/79

" . . . I hear that Capital is releasing a special 'King of Hearts' sampler. Hooray! Maybe this will be another Tom Petty situation. Please, everybody, go back and listen to the album; it's really good and deserves airplay. We've been behind it ever since it first came out and get calls for "SOMETHING TO HIDE."

BILL HARD, FMQB ALBUM RECORD

Helen has a very strong track record — she's one of my key programmers for finding hot new albums. WIOQ was the first station to scream about "Baker Street" and they were out of the box on The Cars, Eddie Money, Dire Straits and Karla Bonoff, among others. They've been on KING OF HEARTS for six months, and male and female requests for "SOMETHING TO HIDE" have been consistently good. I've hear that tune on WIOQ many times and it sounds terrific on the radio. Glad to see the re-release!

ED LEVINE, M.D., WAQX;

"RIDIN' ON" is the hottest rock & roll track I've heard this year! Because of its hot guitar work, we've had calls asking if we were playing a new REO single, and REO is huge in upstate New York! THE KING OF HEARTS album is as good and commercial as the Tata LP.

MICHELLE ROBINSON, M.D., WSHE:

Glad to see Capital re-releasing this fine album from KING OF HEARTS. It was great the first time and should not be overlooked now that it's getting another chance. My favorite tracks are "STAY WITH ME" and "SOMETHING TO HIDE."



THE HOT CUTS:
SOMETHING TO HIDE
HOW LONG DOES IT TAKE
RIDIN' ON
THIS TIME IS RIGHT
STAY WITH ME

Produced by
RICHARD LANDIS



SILVER CLOUD
RECORDS
LEBER-KREBS INC.

RE-ACTION!

WKLS
WSHE
WPFR
WBCY
KREM

WQDR
WIOQ
WLAV-FM
WAIM
KSFM

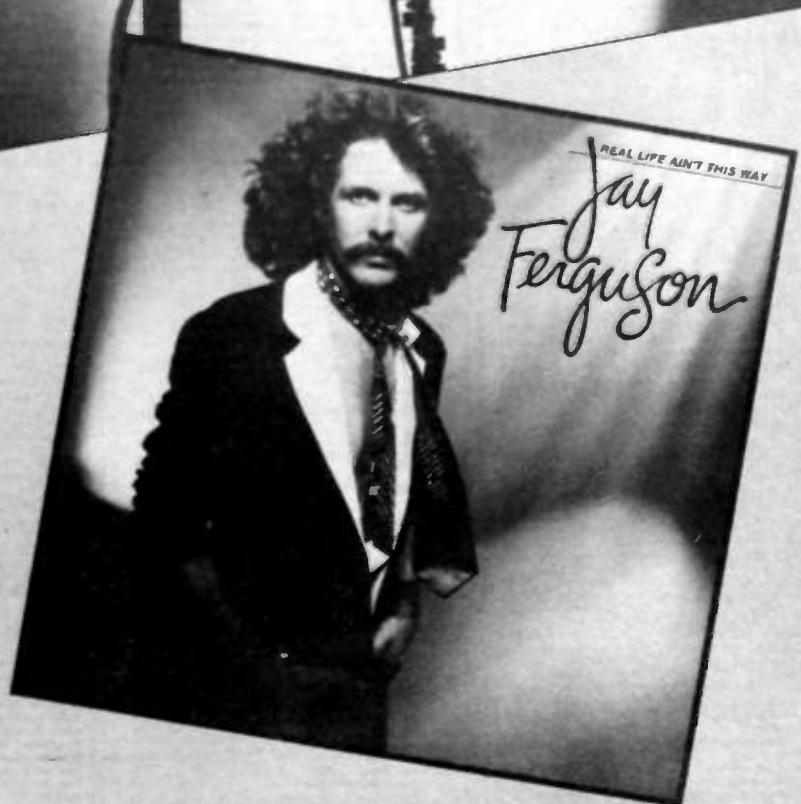
WYXE
WQFM
WFFX
WPDH
KRST

WYFE
WKUE
WAER
WFPK
KBCO

WMMS
WIBA
WQBK
WHFS
KFLY-FM

WRNO
WCOK
WAQX
KZAP

Jay Ferguson "REAL LIFE AIN'T THIS WAY...
BUT ROCK AND ROLL IS!"



(6E-158)

Jay Ferguson's new album is really happening:

No. 8 Most Added Album Airplay—Radio & Records,
Week of April 6.

Most Added FM Album—Cashbox, Week of April 9.

Produced by Jay Ferguson and Ed Mashal
Executive Producer: Bill Szymczyk for
Pandora Productions, Ltd.

On Asylum Records and Tapes.



© 1979 Elektra/Asylum Records • A Warner Communications Co.

Management: Marty Pichinson Management



COUNTRY



**Jim
Duncan**

News Notes

Nuclear nonsense: "Jungle" Jim Cameron of WILQ/Williamsport, PA reports: "Even though there are news reports of radioactive steam leaking out of the nuclear reactor south of here, everything is well at the 'Q.' Rumor does have it there will be a few new categories in the upcoming State Farm Show: glow-in-the-dark Herefords; chickens over 35 pounds; bacon that cooks itself; fluorescent fruit, and thermonuclear alfalfa!" . . . WMAQ/Chicago MD Suzane Benson told R&R she just came back from a visit to her parents in Harrisburg and now she glows in the dark . . . Now let's shed some light on the real news . . . After eight years with the station, seven as PD, Roger Swan has been named General Sales Manager for WDDD/Marion. Swan tells us the station's new AM property should be on by the end of June. Bruce Welker, who does the morning show, has been named PD and will be Operations Director of both stations . . . As Joe Hoppel moves up to VP of Programming for WCMS/Norfolk, Russ Cassidy takes over as PD. Dan Williams, from WHIM/Providence, RI, is the new MD, with Brad Karva, from WHNE/Norfolk, appointed production man . . . Jim Randall, who does afternoon drive, has been made MD of WMZQ-FM/Washington, DC . . . Bill Berg is the new MD at WWVA/Wheeling. Berg has been with WWVA since 1976. He joined the station from KLAQ/Denver . . . Dave Nelson, formerly of KEAN-AM-FM/Abilene, is the new MD of KFVV/Arroyo Grande. He reports the station will change call letters on May 7 to KKAL (California Country) . . . Ron Kane is the new afternoon driver at KCKN/Kansas City, joining the station from WZIX/York, PA . . . After 12 years as a Country station, WFMP/Fitchburg, MA has abandoned the format with the sale of the station. Longtime air personality Gene Laverne has moved over to WLMS/Leominster, MA as PD, and will change the station to Country for the New England area. Product would be appreciated to get things rolling: 19 Water Street, 01453, (617) 537-4141 . . . After 24 years as a daytimer, WGTO/Cypress Gardens, FL is now on 24 hours a day, according to PD Terry Slane . . . WHBF/Rock Island, IL will be serving the Quad-City area with eight air-traffic reports per day for the first time . . . Scott Miller, PD/MD of WOBL/Orberlin, OM tells R&R Paul Stoneman has joined the station from WLYT-FM/Cleveland. Stoneman will be doing an unspecified air shift with WOBL . . . Stan Davis says WADC/Parkersburg, WV is celebrating its 25th anniversary and would like some artist salutes. Stan is the PD and you can reach him at (304) 485-7354 . . . Denver football ace Lyle Alzado is now doing a daily sports show three times each morning on KERE/Denver. By the way, old friend Jay Hoffer, KERE's Operation Manager, has helped develop an automated Country format for Denver's Concept Productions, known as "Concept 4." The format is currently being aired on KJEM/Bentonville, AR and KPQX/Havre, MT . . . Congrats to Doug Brannon and his wife Cynthia on the recent addition to the family, a baby boy. Brannon is MD of KCUB/Tucson . . . While our mind is on Tucson, would like to thank Jim Stone, Tommy Wright, and all the great people at KCUB for their hospitality during my visit last week. Also had a super time "honky-tonkin" at the Maverick nightclub with KIKX's Tim Tyler and Bob Jones. RCA's Carson Schreiber was kind in giving us a taste of the nightlife (and superb Mexican food) of Tucson. (Carson: after hearing you into the new Ronnie Milsap record on J.J. Wright's all-night show on KIKX, your decision to move from radio to records seems even more understandable!)

CMA Board Meets In Tucson

The Country Music Association officers and directors met last week in Tucson to formulate plans for the rest of 1979. Looking ahead, the CMA plans an extensive drive toward increasing radio and disc jockey membership . . . The date of the 1979 CMA Awards show is set for October 8, with plans for a pre-show available to radio stations. The show would feature interviews with nominees and would be a live broadcast direct from the Grand Ole Opry. Similar to last year, the awards show will be available for radio simulcast. More details in the coming weeks . . . The CMA Convention-Study Committee has decided to move the D.J. Convention back to the week of the awards show, not the third week in October, as was previously announced . . . Plans for this year's CMA "Fan Fair," in Nashville June 4-9, were outlined, with Roy Clark announced as the co-host for the International Show, which will have seven countries represented this year . . . The CMA will be hosting a luncheon at the April 14 Wembley Country Music Festival in London . . . The annual Talent Buyers' Seminar dates were set for October 8-10 in Nashville . . . R&R's Jim Duncan continues to coordinate the revision of the CMA "Broadcaster's Kit," which will be available later this year . . . The third quarterly meeting of the CMA is set for July 10-12 in Calgary, Canada, when the CMA will be guests of honor at the world-famous Calgary Stampede . . . During their stay in Tucson, the CMA were guests of KCUB owner Jim Slone at a cocktail reception at his desert home. The top picture shows Slone with KCUB's Jay Price, Tommy Wright, Dave Nelson, KSON/San Diego owner Dan McKinnon, KCUB's Foss Tucker, MCA's Barbara Mandrell, RCA's Jim Ed Brown, KCUB MD Doug Brannon, Warner Brothers' Norro Wilson and CMA Board Chairman Tom Collins . . . Middle picture shows CMA board members prior to the meeting. They are, left to right, R&R's



Jim Duncan, Bill Denny, Wesley Rose, Frank Jones, CMA President Ralph Peer, Joe Galante, Bull Utz, Jim Ed Brown, Hap Peeples, Dick Frank, Rick Blackburn, Mike Hoyer, and Bill Lowery . . . Lower photo is of KIKX air personalities Marlin Jay and J.J. Wright prior to a radio interview with Jim Ed Brown and Barbara Mandrell, both on the CMA Board.

Country Radio Growing

One of the most asked questions by Country radio and record people is: "How many radio stations actually program Country music?" The Country Music Association has just released the results of an extensive radio survey, which began last December, and was recently tabulated.

The survey is an annual project the CMA undertakes to determine the number of radio stations that program Country music either full time or part time. This year's results have shown an amazing increase of 274 full-time Country stations since 1978, demonstrating the most dramatic growth in that area in recent years. Last year, according to CMA survey, there were 1150 stations programming Country music full time, this year there are 1424, a 24% increase. Other significant increases are listed below:

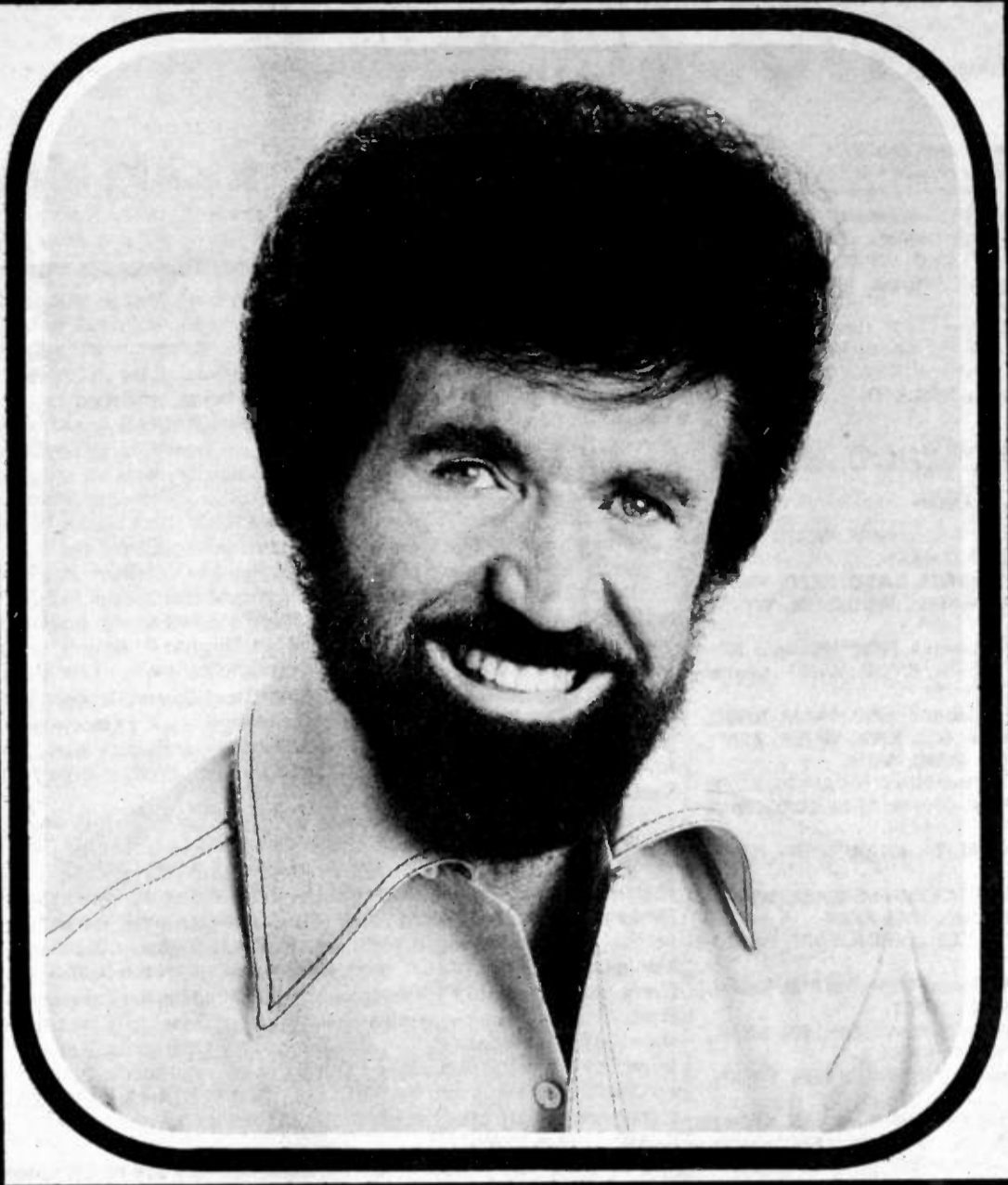
8-15 hours of Country:	1978: 230 stations	
	1979: 275	= increase of 45 stations (20%)
All stations that program Country music:	1978: 1800	
	1979: 2278	= 478 stations (27%)

The number of AM Country stations has increased from 1311 to 1639, with FM Country stations increasing from 506 to 639.

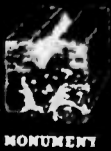
Geographical Information:

New England:	1978: 40 stations	
	1979: 52	= increase of 12 stations (30%)
Middle Atlantic:	1978: 90 stations	
	1979: 108	= increase of 18 stations (20%)
East North Central:	1978: 240 stations	
	1979: 290	= increase of 50 stations (20%)
West North Central:	1978: 210 stations	
	1979: 281	= increase of 71 stations (34%)
South Atlantic:	1978: 400 stations	
	1979: 468	= 68 new stations (17%)
East South Central:	1978: 250 stations	
	1979: 331	= 81 new stations (32%)
West South Central:	1978: 270 stations	
	1979: 336	= 66 new stations (24%)
Mountain:	1978: 120 stations	
	1979: 151	= 31 new stations (26%)
Pacific:	1978: 120 stations	
	1979: 148	= 28 new stations (23%)
Canada:	1978: 90 stations	
	1979: 112	= 22 new stations (24%)
Australia:	1978: 0 stations	
	1979: 1	= 1 new station (100%)

In order for the radio list to stay as correct as possible stations are requested to send any changes in call letters, power, PDs, managers, addresses, etc. to the CMA, 7 Music Circle, North, Nashville, TN 37203. The complete 1979 radio list will be available to CMA members in approximately two weeks.



Now that you've got
the new Sonny James hit,
**'HOLD WHAT
YOU'VE GOT'** 45 280
Sonny James



MONUMENT RECORD CORPORATION
21 MUSIC SQUARE EAST, NASHVILLE, TENNESSEE 37203



TREE PUBLISHING CO.
8 MUSIC SQUARE WEST, NASHVILLE, TENNESSEE 37203

MANUFACTURED AND MARKETING BY PHONOGRAM INC. A POLYGRAM COMPANY
ONE 16th PLAZA CHICAGO ILL. 60611
DISTRIBUTED BY POLYGRAM DISTRIBUTION INC.

NEW & ACTIVE



Biff Collie

Inside Nashville

T.G. SHEPPARD "You Feel Good All Over" (WB/Curb) 27/27. One of the "Most Added" of the week. Some new adds include KSO, WUBE, WMC, KAYO, KNEW, KCKC, KRAK, KHEY, KDJW, KRMD, KKYX, KRDR, WKMF, KFGO, KFDI, WPOR, WOKO, WMZQ-FM, WNRS, and others.
ELVIS PRESLEY "Are You Sincere" (RCA) 25/25. One of the "Most Added" of the week. New at WIRE, KLAC, KNEW, KCKC, WUNI, WINN, WHN, WKKH, KDJW, WCOS-FM, WLWI-FM, KRMD, WKDA, KVOO, WLAS, KVKH, KDJW, WMZQ-FM, WLWI-FM, KRMD, WKDA, KVOO, WLAS, WOKO, WWVA, WPOR, KFTN, KRDR, KBET, KTYN, KFDI.

Others Getting Significant Action

Listed in Alphabetical Order

JOHN ANDERSON "My Pledge Of Love" (WB) 32/6, WIRE, WSUN, WIXZ, WFNC, KUZZ, KRDR. Charts: 29-22 WWVA, 33-27 KYNN.
RAZZY BAILEY "If Love Had A Face" (RCA) 14/14, KAYO, KEED, WNRS, WHK, WIL, KFDI, KOKE, WEAT, WBAM, KRMD, WMZQ-FM, WOKO, KRAM, KBBQ.
BURTON CUMMINGS "Takes A Fool To Love A Fool" (Portrait) 25/9, KSON, KLAK, KSO, WXCL, WIRE, WIL, CFGM, KVOO, WHBF. Charts: 18-16 KFTN, 26-21 KAYO, 30-23 WWVA, 28-23 WUNI.
KENNY DALE "Down To Earth Woman" (Capitol) 19/19 KRAM, KRDR, KAYO, KUZZ, KEED, KSO, WNRS, WINN, WXCL, KFDI, WUBE, KENR, WLAS, WBAM, WLWI-FM, WCOS-FM, WEAT, WMC, WUNI.
JOHN DENVER "Sweet Melinda/What's On Your Mind" (RCA) 13/7, KUZZ, KRZY, WSLR, WDDD, KRMD, WUNI, WPOR. Charts: 16-13 KCKC, 35-24 KUGR.
NARVEL FELTS "Moment By Moment" (MCA) 15/8, KRAK, WNRS, KTYN, KXRB, KFDI, WEAT, WMUS, KBET.
JESS GARRON "Lo Que Sea" (Charta) 26/10, CKLW-FM, KHEY, WHOO, KWKH, KVET, WLAS, WTSO, WITL, WHBF, KBET, 36-29 KFTN.
TERRI HOLLOWELL "May I" (Con Brio) 21/8, KEED, KRDR, WIRE, WDDD, WNRS, KIDN, KHEY, WIRK-FM.
DAVID HOUSTON "Faded Love And Winter Roses" (Elektra) 21/9, KNEW, KRAK, KTYN, KHEY, WEAT, KVET, KFDI, KBBQ, KBET.
RONNIE McDOWELL "World's Most Perfect Woman" (Epic) 8/8, KRAK, KSO, KXRB, WKMF, WBAM, WMC (both), WUNI, KKYX.
REBA McENTIRE "Runaway Heart" (Mercury) 11/8, KVOO, KSO, WKKN, KFDI, WKMF, KRMD, WVOJ, WOKO.
KENNY ROGERS "She Believes In Me" (UA) 18/12, WHK, WNRS, KRMD, WKDA, WKMF, KKYX, WMZQ-FM, WWVA, WEEP, WBAX, KEED, KUGR, debut 30 WDAF.
BILLIE JO SPEARS "I Will Survive" (UA) 20/19, KRAM, KEED, KRZY, KSO, KHAK, CKLW-FM, KXRB, WKMF, KWKH, WCOS-FM, WBAM, KRMD, KKYX, KENR, WWVA, KBBQ, KRDR, KFDI, WTHI.
JOE STAMPLEY "I Don't Lie" (Epic) 12/12, KRAK, KRAM, KVOO, KFTN, KAYO, KBBQ, KEED, KRDR, WUBE, WQQT, KKYX, WLAS.
RAY STEVENS "I Need Your Help Barry Manilow" (WB) 18/3, KUZZ, WLAS, WNYR.
GARY STEWART "Shady Streets" (RCA) 20/4, WIL, KVET, KENR, KXRB, 39-28 KUGR.
PEGGY SUE "See Me In Your Eyes" (Doorknob) 24/5, KEEN, KLAK, KWMT, KFNC, WWOL, 25-20 KSO, 26-13 KVOO.
JOE SUN "Blue Ribbon Blues/I Came On Business For The King" (Ovation) Both sides receiving play, "Blue" predominating. Adds this week: KCKC, WXCL, WIRE, KWKH, WKDA, WOKO, WIXZ, WPOR, KOKE.
HANK WILLIAMS, JR. "To Love Somebody" (Elektra/Curb) 28/4, KEED, WKDA, WFNC, KENR, 31-27 KUGR.

ITEMIZING: Freddy Fender's boss-buddy Huey Meaux celebrated his 50th birthday this year and his new Starlite/CBS record deal with a Cajun party (naturally) in Houston... Lee Hollingsworth is manager and co-owner of Faron Young's Celebrity Room... George Jones failed to get a temporary injunction against his old partner Shug Baggott's using the name Possum, Inc... Archie Bell and Elvis Presley are both in the "Famous Tennesseans" book series now being published by the University Press at Memphis State University... They say the new T.G. Sheppard/Buddy Killen studio romance may have blossomed into a hit record (Killen's producing T.G. nowadays)... Donna Fargo's in the middle of a two week stint at Las Vegas' Riviera Hotel... Karl Shannon, WHAS/Louisville, wrote a song for Waylon, made him and the Waylors charter members of the Dead Armadillo cult!... Grandpa Jones and Romana are celebrating the arrival of... a covey of quail!!! (Grandpa and NASCAR star Cale Yarborough bagged a batch quail hunting in the Carolinas)... Captain Kangaroo was here last week for the Nashville TV Workshop, sponsored by the Christian Life Commission of the Southern Baptist Convention, dealing with television and morality (paradox?)... Sonny Hall and Jim Kent continue to pursue that lawsuit against Tony and Susan Alamo for breaking an oral contract relating to the formation of a "Disc Jockey Association." Kent and Hall previously published the Nashville Star Reporter... "Coal Miner's Daughter" filming at the old Ryman Auditorium in Nashville Tuesday and Wednesday invited local press to peruse... Lola Falana signed to host a TV special here for Nashville International, who produced the "Lucy Comes To Nashville" special done here last fall. She missed a press conference at Opryland Hotel the other day... In last week's "Inside Nashville" column a mix-up at the printers inadvertently confused Mike Owens (Buck's son), who manages KNIX/Phoenix, and Paul Richey, George Richey's brother (and Tammy's brother-in-law) who runs Richey House Publishing and Studio complex (Oops!)

RUMORS: WSIX Radio moving to Music Row?... And what successful independent label will move back to the West Coast from Nashville?... Brenda Lee and Buddy Lee are not married!... Tammy Wynette paid for her AT&T commercials with AT&T stock?... Jolly Joe Nixon, longtime fixture on the Hollywood Country scene and one of the funniest people I've ever known, is doing Country programming (a la Drake-Chenault, et al) for Jay More Music Programming and seriously needs all the Country record product he can get. His address is 4529 Angeles Crest Highway, La Canada, CA 91001... Original Crickets Bob Montgomery, Sonny Curtis, Jerry Allison and sometime bassist Waylon Jennings to do a TV special?... Larry Gatlin going to Elektra Records?... Freddie Hart moving to Wheeling as a Jamboree regular?... Super-Country radio personality Neil "Tywhop" Jones to move to a major market to do an all-night truckers' show? (He'll be a dandy!)... Don King's new girlfriend talked him into "crimping" his soft straight blond tresses?... WBCS/Milwaukee PD Bill Conway was once a "gofer" for PD Charlie Prosize at WFAA/Dallas and that's how he got into the business?... WTCR/Ashland, KY Dave McClain points out that three former schoolteachers are heavyweight ladies in Country today: Donna Fargo, Margo Smith, and Anne Murray (let that be a lesson to you!)

MEMO PAD: CMA Awards-'79 will be telecast live on CBS Monday Oct. 8, 8:30-10pm CDT... Emmylou Harris and her husband, producer Brian Ahern, are expecting the arrival of their first child sometime in early September. Ms. Harris has two children by a previous marriage... Mel Tillis is set for television's "Hollywood Squares" on April 27... On the 27th and 28th of April, Roy Clark, Don Williams, Ray Price and the Oak Ridge Boys are set to take part, among other celebrities, in the annual George "Goober" Lindsey Golf Tournament in Montgomery, AL... Roy Clark, along with Barbara Mandrell and actor Dennis Weaver, are set to host the 14th annual Academy of Country Music Awards, live on NBC, May 2 from the Hollywood Palladium... Ms. Mandrell has also been asked to be the special guest of The Statler Brothers for their annual (10th) "Happy Birthday U.S.A." celebration from their hometown in Staunton, Virginia, July 3 and 4. The "Brothers" had another feather added to their success cap, when the recent NARM (National Association of Record Merchandisers) convention in Florida voted them "Best Selling Country Group of 1978"... Woody Bowles, formerly of Celebrity Management here (he started with Mae Axton) announced formation of the Berry Hill Group, INC., a PR and management firm... In case you come up short of a preacher some Sunday while Jerry Clower's in town, he's a lay preacher, does it often... Whatever Porter Wagoner's doing lately must be right; he's got his first chart record in awhile... Veteran "Good Guy" Bob Ferguson, for many years staff A&R at RCA who last year "retired" to Mississippi to work with an Indian group, is "tired of being retired" and mulling a return to Music City as an independent producer. (Pro is the word)... WIRE/Indianapolis and Waxworks' Bill Robinson thinks out loud about the FM FCC programming ruling stating that as of May 1st, 1979, simulcasting time will be curtailed considerably in most cases. (He sells programming!)... Ask Martin Rudisill, WCBX/Eden, NC what happens when you drink 27 Frescas!



Emmylou Harris

Country Albums

Album cuts receiving airplay and some activity. Listed alphabetically.

LYNN ANDERSON - Outlaw Is Just A State Of Mind - (Columbia) "I Love How You Love Me" "Come Running"

MOE BANDY - It's A Cheating Situation - (Columbia) "Barstool Mountain" "Working Girl" "Conscience, Where Were You" "Keep The Hurt From Hurting"

JIM ED BROWN & HELEN CORNELIUS - Jim Ed & Helen - (RCA) "Can I Pick You Up" "United We Stand" "I Think About You"

JANIE FRICKE - Love Notes - (Columbia) "Let Me Love You Good-bye" "You're The One I Love" "Stirrin' Up Feelin's"

MICKEY GILLEY - The Songs We Made Love To (Epic) "Bye Bye Baby" "Just Long Enough To Say Goodbye"

ROY HEAD - Tonight's The Night - (MCA) "Smooth Whiskey"

CON HUNLEY - No Limit - (WB) "Since I Fell For You" "Let's Try Again" "That's All That Matters"

OAK RIDGE BOYS - Have Arrived - (MCA) "My Radio Sure Sounds Good To Me" "Leaving Louisiana..." "Dream On" "Dig A Little Deeper"

ELVIS PRESLEY - Our Memories Of Elvis - (RCA) "Spanish Eyes" "Your Love's Been A Long Time Coming"

MARTY ROBBINS - The Performer - (Columbia) "Confused And Lonely"

ROGERS & WEST - Classics - (UA) "You've Lost That Lovin' Feeling" "Let It Be Me"

MARGO SMITH - A Woman - (WB) "Traces"

MEL TILLIS - Are You Sincere - (MCA) "Are You Sincere" "Love Is A Two Way Street" "Unchained Melody" "Last Cup Of Coffee"

KENNY ROGERS - The Gambler - (UA) "She Believes In Me" "Wish I Could Hurt That Way Again"

STATLER BROTHERS - The Originals - (Mercury) "Where He Always Wanted To Be" "Just A Little Talk With Jesus"

GARY STEWART - Gary - (RCA) "I've Just Seen The Rock Of Ages" "The Blues Don't Care Who's Got 'Em" "The Next Thing You Know"



WHO'S WHO - The 1980 "Who's Who of Country and Western Music" is currently in the works through Windsor Publications of Los Angeles. The book will contain segments on artists, songwriters, musicians, disc jockeys, radio stations, record companies, record producers, publishing companies, and others directly connected with Country music. Those interested in being included in the "Who's Who" should immediately send a bio and picture to Windsor Publications, P.O. Box 1500, Woodland Hills, Ca. 91365. Shown above are the book's compilers (standing) Kent McNeel, Harold Hensley, Hugh Cherry, Gene Bear, along with editor Kenn Kingsbury and Windsor's Ron Smith (seated).

Radio & Records

Country Regional Adds

WEST

KRZY Albuquerque, N.M. John Denver "Mind" Billie Jo Spears Eddy Arnold Jerry Lee Lewis "Cold" Randy Barlow Crystal Gayle

MIDWEST

WLSR Akron, Oh. Tanya Tucker Jerry Lee Lewis Crystal Gayle Ray Price Willie Nelson John Denver (both)

EAST

WOKO Albany, N.Y. Sonny James T.G. Sheppard Elvis Presley Tanya Tucker Crystal Gayle Jerry Lee Lewis Rex Allen, Jr. Joe Sun "Blue" Razy Bailey Nick Noble

SOUTH

WVMI Biloxi, Ms. Bellamy Brothers Sandy Posy Stetler Brothers Oak Ridge Boys

WVJ Jacksonville, Fl. Margo Smith Bobby Lewis Dandy Pia Zadora Sherry Brane Reba McEntire Bobby W. Lovins

WVW Memphis, Tn. T.G. Sheppard Kenny Dale Ronnie McDowell Mickey Gilley

WVX Savannah, Ga. Jerry Lee Lewis "Cold" Joe Stampley Elvis Presley (both) Ray Price Mary K. Miller

COUNTRY SINGLES

Grid of country singles charts with artist names and song titles. Includes: JOHN DENVER Sweet Melinda (RCA), REX ALLEN, JR. Me And My Broken... (WB), JOHN ANDERSON My Pledge Of Love (WB), EDDY ARNOLD What In Her World... (RCA), RAZZY BAILEY If Love Had A Face (RCA), RANDY BARLOW Sweet Melinda (Republic), BURTON CUMMINGS Takes A Fool To... (Portrait), KENNY DALE Down To Earth... (Capitol), JESS GARRON Lo Que See (Chart), CRYSTAL GAYLE When I Dream (UA), MICKEY GILLEY Just Long... (Epic/Playboy), VERN GOSDIN You've Got... (Elektra), MERLE HAGGARD Red Bandana (MCA), TERRI HOLLOWELL My I (Con Bra), DAVID HOUSTON Faded Love And... (Elektra), BONNIE JAMES Hold What... (Monument), JERRY LEE LEWIS Rockin' My... (Elektra), MANDRELL & BANNON I'd Thought... (Epic), MEL MCDANIEL Love Lies (Capitol), RONNIE MCDOWELL World's Most Perfect... (Epic), REBA MCENTIRE Runaway Heart (Mercury), MARY K. MILLER Next Best Feeling (RCA), WILLIE NELSON September Song (Columbia), KENNY O'DELL Medicine Woman (Capricorn), STELLA PARTON Steady As The Rain (Elektra), ELVIS PRESLEY Are You Sincere (RCA), RAY PRICE There's... (Monument), CHARLIE RICH I Lost My Head (UA), DAVID ROGERS Darlin' (Republic), KENNY ROGERS She Believes In Me (UA), T.G. SHEPPARD You Feel Good... (WB/Curb), SAMMI SMITH What A Lie (Cyclone), BILLIE JO SPEARS I Will Survive (UA), JOE STAMPLEY I Don't Lie (Epic), RAY STEVENS I Need Your Help... (WB), GARY STEWART Shady Streets (RCA), PEGGY BUE See Me In... (Doornob), JOE BUN Blue... (Ovation), TANYA TUCKER I'm The Singer... (MCA), PORTER WAGONER I Want To Walk... (RCA), HANK WILLIAMS, JR. To Love... (Elektra/Curb), FARON YOUNG Great Chicago Fire (MCA)

P/A

POP/ADULT



Mike Kasabo

Welcome Aboard

In keeping with the policy of offering our readers the most comprehensive and accurate record information available, we are proud to announce the addition of 19 new reporting stations: Each one will be a valuable new additive to the national scope of P/A music trends.

With this expanded list of reporting stations, Radio & Records enlarges its position of leadership by delivering the most available information to Pop/Adult stations nationwide. And heeereeee they are:

Mark Lewis — KFQD/Anchorage	Jay Phillips — WSLI/Jackson, MS
Susan Flanegin — WJBO/Baton Rouge	A.J. Austin — WMOB/Mobile
Tony McKenzie — WDEF/Chattanooga	Dale Parsons — WTAR/Norfolk
Jim Barroll — WIS/Columbia, SC	B.J. Wexler — KTOK/Oklahoma City
Kent Lacy — KROD/EI Paso	Lee Morgan — WDBO/Orlando
Andy Manuel — KUGN/Eugene	Jimmy Dean — WPTF/Raleigh
Jim Thomas — KFJZ/Ft. Worth	Dick Grant — WRVA/Richmond
Bill Striker — WOOD/Grand Rapids	Rick Belcher — WSGW/Saginaw
Dave Denver — K59(KGMB)/Honolulu	Larry Joseph — WBOW/Terre Haute, IN
Jed Duvall — WIBC/Indianapolis	

All of the above stations have a very high profile in their markets, and most also show rating dominance in the last general sweep (Oct/Nov) by Arbitron.

Color

REALLY GOIN' COCONUTS!: Several weeks ago, 50 excited (some went as far as to say "crazed") contestants gathered at a Wichita shopping mall armed with paints, knives and drills for the KAKE "Kreative Kokonut Kontest." The reason for the strange assemblage was to allow each contestant to paint, carve and drill a genuine Hawaiian coconut. The winning design netted the exhausted participant and a friend an eight-day and seven-night all-expenses-paid vacation in the 50th state. John and Linda Finn, the winning couple, are now wriggling their toes in delight on the beaches of Waikiki.

WSJS ADDS TO CARTER'S ENERGY IDEAS: Hot on the heels of President Carter's "state of the energy" talk last week, WSJS/Winston-Salem is running a promotion that has listeners submitting energy saving ideas; this alone qualifies them to win the very thing they're trying to save — gasoline. Station personnel will be the judge of the three best ideas per week, netting twenty free gallons apiece. Additionally, all suggested energy-saving ideas will be forwarded to the state Department of Energy.

PSA'S AID CONTEST: WGY/Schenectady is running a "Secret CB'er" promotion that utilizes well-known celebrity voices. They took various PSA's and edited the "secret CB'ers" self-identification and another short phrase from the body of the spot. One at a time they are aired along with clues as to the person's identity. If the voice is correctly guessed, the correct answer card is punched up with the celebrity identifying himself. Winners receive 40-channel CB radio and antenna and qualify for the grand prize drawing for the free use of a car for one year. By the way, the PSA's from which material has been "lifted" are played in their entirety as well to give the public service groups expanded coverage.

A DIFFERENT RING FOR TWO LADIES: WIBC/Indianapolis is in the midst of selecting two lady representatives who will participate in the upcoming World Boxing Council light-heavyweight championship fight which will be nationally televised. The April 22nd contest will feature Indianapolis native Marvin Johnson, holder of the WBC belt, and challenger Matthew Franklin. Interestingly, Franklin is the only boxer to have ever knocked out champ Johnson. Station is asking for photo entries to be judged, with two people selected to serve as between-round card holders, indicating the number of the upcoming round.

SPRING HAS SPRUNG AT KSL: The Salt Lake City powerhouse is in the middle of a spectacular promotion called "The All-American Spring," which will allow the winners a choice of various vacation trips.

PD George Lemich explains, "It's a contest that the listener will really have to be involved with. We're building it around the CBS Radio Mystery Theater concept: what we want is listeners to write a radio script, either comedy or drama." Twenty pages is the preferred length and KSL will produce the two winning entries, (one in a high school classification; the other in an open division) and air them. As an additional gift, the station is going to fly the two winners to New York and have them sit in on the CBS production that spawned the idea, and give them unlimited mileage on Eastern airlines for seven days.

As a side note, all entries will be judged by members of KSL's old radio drama group of the '40's and '50's.

YOU SAY IT, THEY'LL PLAY IT: Starting April 23rd, WRPL/Philadelphia will kick off its all-request week. Listeners' requests will make up all the music the station will air that week. During this time, periodic alarms (big & small) will go off signaling a prize to be awarded to the person whose request is being read at the time. The small alarm will give dinners for two, albums, and theater tickets; while the bigger sound can get the person a Dodge compact car or a trip to a popular vacation spot.



FEELING A KNEED — Recent guest personalities Gary Sandy (left) and Loni Anderson (from "WKRP In Cincinnati") are captured during a break in the Ron St. John show on WGBS/Miami. Shortly after this photo, St. John was seen in the hall screaming, "Why wasn't I born rich!"

Transition

Susan Dakdduk (pictured) joins WHAS/Louisville as all-night personality. The 24-year-old Ohio native comes from WSAI/Cincinnati, where she served as anchor in the news department . . . Gil Sullivan has been named Account Executive of WBZ/Boston after seven years as AE at WCVB-TV also Boston . . . Russ DeMarrs has accepted the General Sales Manager position of WRFD/Columbus after nine years as GSM of KEEY-AM-FM/Minneapolis . . . Leslie Eisenberg moves into the Public Affairs Directorship of WFYR/Chicago after several years as producer of a syndicated radio series about human behavior for the American Psychological Association . . . KFMZ/Ft. Worth had some shuffling as Ray & Ram come into the morning drive slot from KAAY/Little Rock and Jim Thomas was promoted to Music Director . . . Bob Ray moves from the morning slot at KLIV/San Jose to become Operations/Production Manager of KSFO/San Francisco, assisting program chief Alan Hollen . . . Del Hull exits PD/MD slots of KRNT/Des Moines, and is replaced by Scott Huskey who had been Operations Manager for the station's FM sister . . . Dave Clark to the Music Director position of WHAM/Rochester from the PD position of KBKB/Ft. Madison, IA . . . New weekend talk-show host at KDWN/Las Vegas is Don Jaye . . . J.J. Hemingway to WRNZ/Augusta from WTOB/Winston-Salem . . . Steve Bean promoted to MD at WKIQ/Bowling Green . . . Steve Klauke moves from middays to the News Director position of WORG/Orangeburg, and is replaced by Diane LaBoone, who comes from WRIX/Honepath, also in South Carolina . . . Jim Davis exits WWWE/Cleveland Music Director position effective today (4-13) with no replacement announced . . .



Update

WJNO/West Palm Beach Program Director Russ "Hide Your Daughter" Morley has been named an official judge of the Miss Nude Florida Pageant. Always the opportunistic type, Morley has arranged to interview some of the contestants on his daily program as well as serving as host to the event's official ball . . . News of a more sobering nature: KOLO Music Director Mike Hagerty has been chosen to be the MC of this year's Reno Muscular Dystrophy telethon on Labor Day weekend . . . WMAL/Washington personalities were collectively honored by Goodwill Industries for their distinguished service to the community . . . KFMB/San Diego personality Scruff Evans is doing a variation on Gary Owens's Harbor Freeway bit by giving away autographed pictures of San Diego Stadium . . . WORG/Orangeburg personality Stu Wright is welcoming in spring by conducting his show from the roof of the building that houses the station. Purpose of this is to have morning commuters stop on their way to work, meet Stu and receive an album . . . WCER/Charlotte is holding a Barry Manilow lookalike contest, and according to MD Jim Abens, the best representative so far is an Afghan hound. Eventual winner receives an entire Manilow catalogue. Funny, I always thought he was into beagles . . . K95/Honolulu is celebrating Aku's birthday, April 14th, by renting a large hall for the party and offering a free feast to all on the Island who would like to come by and celebrate . . . The WHIZ/Zanesville "Wizards" take on a local hospital in an all-star basketball game with all proceeds going to the American Red Cross . . . KVI/Seattle is the recipient of the first annual Gene Autry Radio Station of the Year award, which will be given each year to one of the eight Autry-owned stations . . . A different kind of award was given to Terry Gross from his wife Joan recently, as she presented him with an eight-pound girl, Michelle Lynn, who was born March 18 . . .

We're So Close...



SHERON WILEY, Her Newest Hit Single, "SO CLOSE"

PB11485

KSL
KOB
WSM
WHIO
WHOK
WHAM

KROC
KGY
WEOK
KAGO
WJR
KSEE

KSLM
KDWN
KBLF
KOY
WNEW
WOOD

WIBW
KBLL
KAGI
KWRO
WDXR
WJMB

WMT
KUGN
KGVO
WJNO
KUKI
KAFM

WCER
WMBZ
WHIZ
WKNE
WHAV

KBLI
KSRO
WOMC-FM
KAOL
KWAL
WFTL
KRMG

Radio & Records — Others Getting Significant Action
Gavin — Airplay

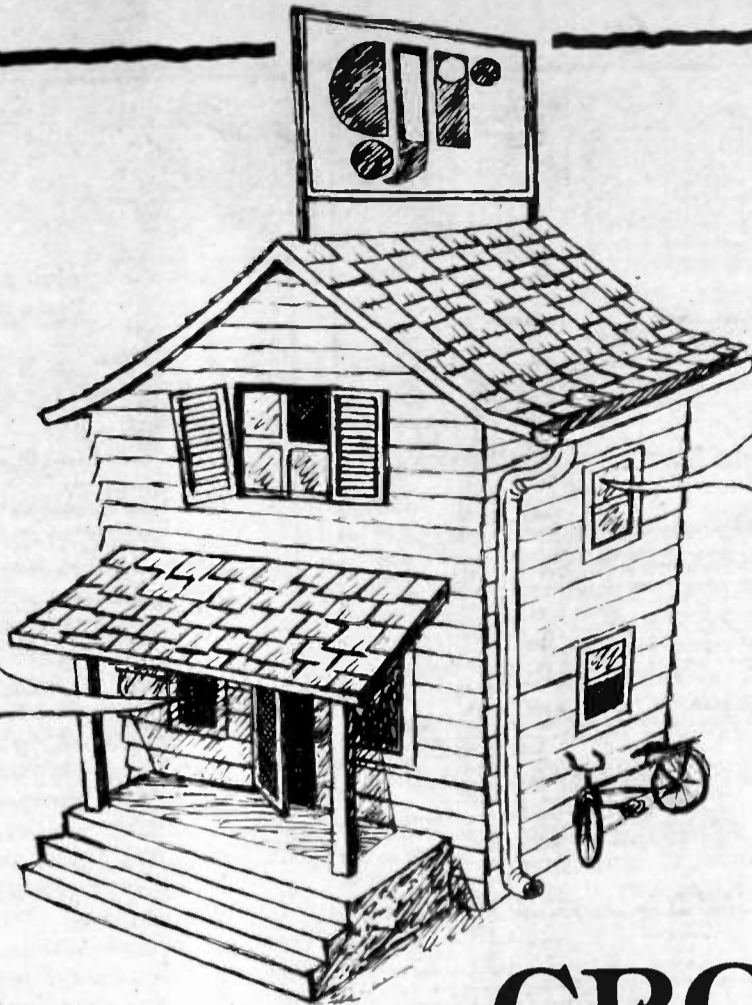


Written by Randy Goodrum

on Free Flight Records

Manufactured and Distributed by RCA Records

DAD,
ARE YOU
SURE THIS
IS THE WAY
Columbia GOT
STARTED?



HE'S
NOT
SURE

STAR CROSSED LOVERS

GRR 103

George Deffet



KEEP CALLING,
KATHY - ONLY 800
MORE STATIONS
TO GO!

NATIONALLY AVAILABLE FROM THESE
FINE INDEPENDENT DISTRIBUTORS:

Tara — Atlanta
Pan American — Denver
Associated — Phoenix
Big State — Dallas
Bib — Charlotte
Pickwick — St. Louis
Pickwick — Minneapolis
Malverne — Long Island
All South — New Orleans

Schwartz Bros. — Washington, D.C.
Tone — Miami
Progress — Cleveland
Chicago
Buffalo
Detroit
Cincinnati
Indianapolis
Pacific — San Francisco
Sound — Seattle

— Airplay —

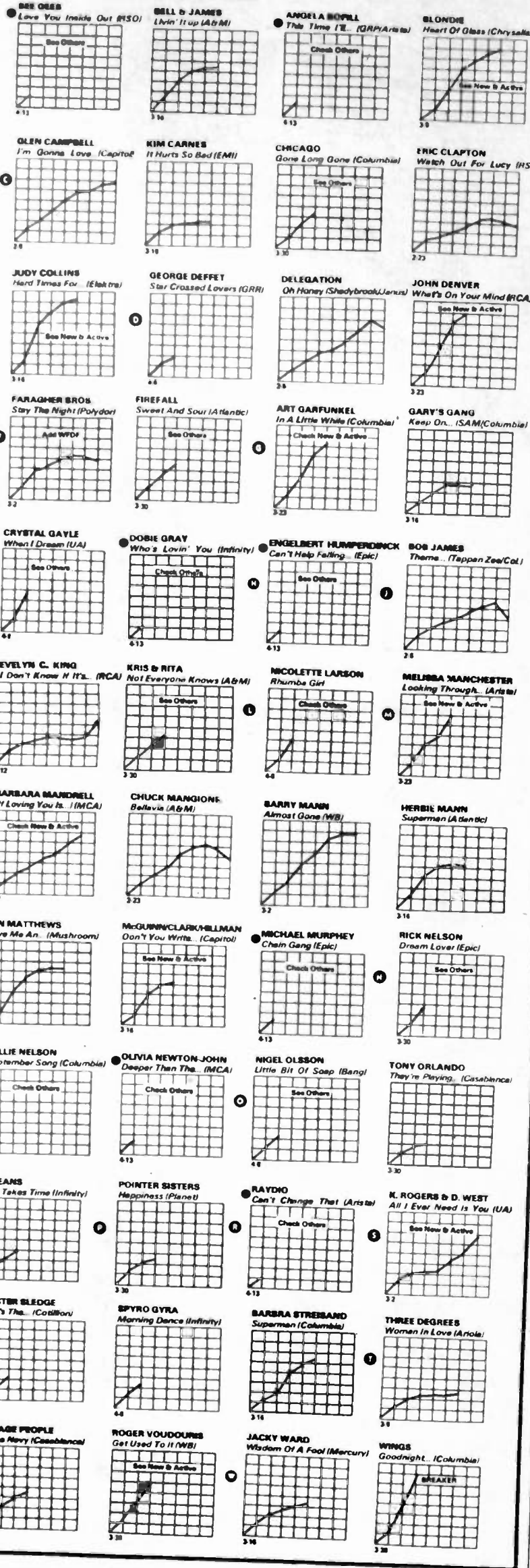
KOMO	WMT	KROC	WKTG
WSMB	KUGN	KYMN	WNDB
WYEN	KXRO	WBCF	WJNO
WSB	KEDO	WJMB	KGLO
WTBQ	KRKO	KAOL	KIIQ
WCOL	KAGI	KGBX	KTHO
KMOX	KWRO	KGVO	KOWL
KMJ	KTIX	KBLL	KPTL
WCCO	WSLM	WGHQ	KQIP
WRCR-FM	WTVN	WEOK	KCSW
WATR	WSPD	WHAV	KAIN
KPPL	WHIO	WMSQ	KBLI
WEJL	WMPX	WPAX	KWAL
		KROF	WYNE
			KRKK



GRR music inc.
4900 Reed Road, Suite 331
Columbus, Ohio 43229
614/459-3833

Arranged and produced by Al Delory

P/A SINGLES



EAST

WBAL/Baltimore Ash Ley	WHDH/Dalton Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo

MIDWEST

WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo

SOUTH

WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo

WEST

WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo
WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo	WYAT/Atlanta Wendy Fungo

Others Getting Significant Action

FIREBALL "Sweet And Sour" (Atlantic) 1/13 add WHO, WJIS, WKHM.
GARY'S GANG "Keep On Danck" (SAM/Columbia) 1/10 Moves 17-12.
KRIS & RITA "Not Everyone Knows" (A&M) 3/20 Moves 17-12.
DELEGATION "Oh Honey" (Shadybrook/Lenski) 3/28 Moves 17-12.
JOHN DENVER "What's On Your Mind" (RCA) 3/23 Moves 17-12.
FARAGHER BROS "Stay The Night" (Polydor) 3/22 Moves 17-12.
FIREBALL "Sweet And Sour" (Atlantic) 3/30 Moves 17-12.
ART GARFUNKEL "In A Little White" (Columbia) 3/23 Moves 17-12.
GARY'S GANG "Keep On..." (SAM/Columbia) 3/16 Moves 17-12.
CRYSTAL GAYLE "When I Dream" (UA) 4/1 Moves 17-12.
DOBIE GRAY "Who's Lovin' You" (Infinity) 6/13 Moves 17-12.
ENGELBERT HUMPERDINCK "Can't Help Falling" (Epic) 6/13 Moves 17-12.
BOB JAMES "Theme..." (Tappan Zee/Columbia) 3/28 Moves 17-12.
EVELYN C. KING "I Don't Know How" (RCA) 1/12 Moves 17-12.
KRIS & RITA "Not Everyone Knows" (A&M) 3/20 Moves 17-12.
NICOLETTE LARSON "Rhonda Girl" 6/4 Moves 17-12.
MELISSA MANCHESTER "Looking Through..." (Arista) 3/23 Moves 17-12.
BARBARA MANDRELL "I'm Loving You Is" (MCA) 3/22 Moves 17-12.
CHUCK MANGIONE "Bellevia" (A&M) 3/23 Moves 17-12.
BARRY MANN "Almost Gone" (WB) 3/22 Moves 17-12.
HERBIE MANN "Superman" (Arista) 3/16 Moves 17-12.
IAN MATTHEWS "Give Me An..." (Mushroom) 3/3 Moves 17-12.
MCGUINN/CLARK/HILLMAN "Don't You Write..." (Capitol) 3/16 Moves 17-12.
MICHAEL MURPHEY "Chain Gang" (Epic) 6/13 Moves 17-12.
RICK NELSON "Dream Lover" (Epic) 3/30 Moves 17-12.
WILLIE NELSON "September Song" (Columbia) 4/13 Moves 17-12.
OLIVIA NEWTON-JOHN "Deeper Than The..." (MCA) 6/13 Moves 17-12.
NIGEL OLSSON "Little Bit Of Soap" (Bang) 4/8 Moves 17-12.
TONY ORLANDO "They're Playing..." (Casablanca) 3/30 Moves 17-12.
ORLEANS "Love Takes Time" (Infinity) 3/30 Moves 17-12.
POINTER SISTERS "Happines" (Planet) 3/30 Moves 17-12.
RAYDIO "Can't Change That" (Arista) 6/13 Moves 17-12.
K. ROGERS & D. WEST "All I Ever Need Is You" (UA) 3/22 Moves 17-12.
BETTER SLEDGE "He's The..." (Columbia) 4/4 Moves 17-12.
SPYRO GYRA "Morning Dance" (Infinity) 3/30 Moves 17-12.
BARBARA STREISAND "Superman" (Columbia) 3/16 Moves 17-12.
THREE DEGREES "Women In Love" (Arista) 3/30 Moves 17-12.
VILLAGE PEOPLE "In The Morning" (Casablanca) 3/23 Moves 17-12.
ROGER VOUDOUROS "Get Used To It" (WB) 3/28 Moves 17-12.
JACKY WARD "Wisdom Of A Fool" (Mercury) 3/16 Moves 17-12.
WINGS "Goodnight..." (Columbia) 3/28 Moves 17-12.

MusicVision

It's Still The Bee Gees

Thanks to continued support from rack locations, the Bee Gees still lead the field in national album sales. Close competition from the Doobie Brothers, who lead at retail but trail significantly at the racks, has been thwarted, as the Bee Gees continue to hold a good piece-counted lead. The momentum which appeared to be with the Doobies two weeks ago has been stopped, and although they still hold a similarly large lead over Dire Straits, Peaches & Herb and the field, the Bee Gees appear to be strong enough to top the list for weeks to come.

Rock and roll is hot again in the stores as the new albums by Bad Company, Supertramp, Van Halen and the Allman Brothers continue to sell well. Van Halen appears to be the hottest breaking of this group, and on their new LP's showing, following their hot-selling debut album, could be on the verge of claiming the title of the hottest touring band around. This week's debut at number 16 confirms that belief.

The Village People have done it again, as their newest debuts at number 13 while "Cruisin'" is still strong at number 11. With the catalog strength of the "Macho Man" album continuing, the Village People are now the biggest selling current act.

Pictures, We Need Pictures

We will shortly be starting a picture section similar to that for radio for our reporters. However, before we can inaugurate the photo section, we need your cooperation. What we'd like is photos of in-store contests, displays, artist visits, etc., especially those which include photos of our exceptionally good-looking reporters. After all it is time for everyone to see the faces of Ira Heilicher, Doug Ackerman, Mike Reilly, Howard Applebaum, Ira Rothstein, Larry Ruegamer, et al.

— Lenny Beer

BREAKERS

"Breakers" are those albums registering the greatest level of sales activity in any given week.

VAN HALEN

Van Halen II (WB)

52% of our reporters show immediate Top 30 sales on this hot new rock act. The first album, which continues to sell well, has set the stage for this group to move to the forefront of the current rock set. Reports both rack and retail already including Record Theatre, Lieberman Kansas City (combined), Lieberman Portland (rack & one-stop), Eucalyptus, Licorice Pizza, Kempmill, 1812 Overture, Waxie Maxie, Music Sales, Warehouse, Music Plus, Record Factory, Cactus. Charts at No. 16.

VILLAGE PEOPLE

Go West (Casablanca)

Hot disco group now has three hot-selling albums with 46% of our reporters showing Top 30 activity on their latest. Reports include Lieberman Kansas City (combined), Warehouse, Record Factory, Central South One-Stop, Disc (Houston), Waxie Maxie, Korvettes, Fathers & Sons, Oz (Birmingham), Music Plus, Tara. Charts at No. 13.

NEW & ACTIVE

All other new and recent releases receiving significant sales action, as measured by their percentages of Top 30 reports and actual sales levels at our reporting outlets.

JOURNEY "Evolution" (Columbia) 46% of our reporters list Top 30 sales movement on another in the current wave of hot rock product. Group is on the verge of breaking big, with reports including Western Merchandisers, Lieberman Portland (one-stop), Eucalyptus, Tape City, Record Rendezvous, Everybody's, Tower (SF), East/West, Music Stop, National Record Mart, Record Bar, Cactus.

INSTANT FUNK "Instant Funk" (Salsoul) 39% of our reporters show Top 30 action on Disco/Black crossover hit. Single is leading sales, and continued fate of the album will depend on crossover success of the 45. Reports include Two Guys, Circles, Tara, Specs, Hotline, Tape City, Kempmill, Record Rendezvous, Strawberries, Record Factory, Record World/TSS.

BOB WELCH "Three Hearts" (Capitol) Sales have slowed here to 31% of our reporters showing significant activity. Growth still potential as single moves up the chart. Reports include Western Merchandisers, Pickwick (national retail), Record Factory, Rhody, Record World/TSS, Warehouse, Fathers & Sons, Waxie Maxie, Music Stop, Hotline, Tara, Franklin, World Records.

FRANK MILLS "Music Box Dancer" (Polydor) Surprise single hit has caused a surprise album hit. The racks are moving heavily for the Middle America classic. Good merchandising techniques can push this into the Combined Top 30. Reports include 28% of our dealers, among them Fred Meyer, Record Theatre, Pickwick (national retail), Pickwick (national combined), Lieberman Portland (one-stop), Music Sales, Disc (Houston), Mile Hi, Great American, Oz (At-

Radio & Records

COMBINED TOP 30

April 13, 1979

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK	
1	1	1	1 BEE GEES/Spirits Having Flown (RSO)
3	2	2	2 DOOBIE BROTHERS/Minute By Minute (WB)
4	3	4	3 DIRE STRAITS/Dire Straits (WB)
9	7	5	4 PEACHES & HERB/2 Hot! (Polydor)
2	4	3	5 ROD STEWART/Blondes Have More Fun (WB)
—	10	10	6 GEORGE BENSON/Livin' Inside Your Love (WB)
7	8	6	7 BILLY JOEL/52nd Street (Columbia)
—	—	9	8 BAD COMPANY/Desolation Angels (Swan Song)
6	8	7	9 BLUES BROTHERS/Briefcase Full Of Blues (Atlantic)
—	—	16	10 SUPERTRAMP/Breakfast In America (A&M)
5	5	8	11 VILLAGE PEOPLE/Cruisin' (Casablanca)
10	11	11	12 GLORIA GAYNOR/Love Tracks (Polydor)
—	—	→	13 VILLAGE PEOPLE/Go West (Casablanca)
15	14	12	14 CHEAP TRICK/At Budokan (Epic)
—	19	24	15 BLONDIE/Parallel Lines (Chrysalis)
—	—	→	16 VAN HALEN/Van Halen II (WB)
26	15	13	17 ALLMAN BROTHERS/Enlightened Rogues (Capricorn)
8	9	14	18 OLIVIA NEWTON-JOHN/Totally Hot (MCA)
—	27	21	19 SISTER SLEDGE/We Are Family (Cotillion)
23	25	15	20 RICK JAMES/Bustin' Out Of L Seven (Gordy)
12	12	29	21 DONNA SUMMER/Live & More (Casablanca)
25	20	18	22 JACKSONS/Destiny (Epic)
16	18	19	23 TOTO/Toto (Columbia)
14	18	17	24 KENNY ROGERS/The Gambler (UA)
—	28	23	25 CARS/The Cars (Elektra)
30	26	27	26 GEORGE HARRISON/George Harrison (Dark Horse)
21	22	26	27 STYX/Pieces Of Eight (A&M)
11	13	20	28 CHIC/C'est Chic (Atlantic)
17	24	—	29 NEIL DIAMOND/You Don't Send Me Flowers (Columbia)
28	29	25	30 POCO/Legend (MCA)

This chart is based solely on sales statistics compiled weekly from our MusicVision retail, rack and one-stop reporters.

MusicVision is an independent marketing firm contracted by Radio & Records to compile sales information from key retail and rack locations across the country. All data is audited by R&R.

lanta), Licorice Pizza.

VAN HALEN "Van Halen" (WB) 28% of our reporters exploding again with the group's first effort. Album is nearing two million and should continue strong with hot new tracks pulling it along. Reports include Western Merchandisers, Fred Meyer, Oz (Atlanta), Great American, Kempmill, Everybody's, Mile Hi, Music Plus, Rhody, Record & Tape Collector.

AMII STEWART "Knock On Wood" (Ariola) Disco crossover single is pulling good album movement for 28% of our accounts. Some rack action is following retail's lead for Western Merchandisers, Lieberman Kansas City (combined), Kempmill, Tara, Specs, Record Rendezvous, Record World/TSS, Record & Tape Collector.

NATALIE COLE "I Love You So" (Capitol) Reports jump from last week's 15% to 26% this week on hot new album. No single happening yet but sales are strong for Cactus, Record Bar, Central South One-Stop, Fathers & Sons, Music Stop, Oz (Birmingham), Tower (SF), Strawberries, Kempmill.

POLICE "Outlandos d'Amour" (A&M) Sales dropped to 22% overall this week and product deficiencies may be the problem. We will make a close check of stock in next week's issue. Reports include Lieberman Kansas City (combined), Eucalyptus, Licorice Pizza, Franklin, Strawberries, Music Plus, Music Stop, Rhody, Record World/TSS, Record Factory.

CHER "Take Me Home" (Casablanca) Positive sales gain here to 22% overall mentions. Album is growing along with single hit. Reports include Western Merchandisers, Pickwick (Somerset), Rhody, Warehouse, Music Sales, Warehouse, Waxie Maxie, Disc (Houston), Strawberries, Tape City, Specs.

Others Getting Significant Action

FRANK ZAPPA "Sheik Yerbouti" (Zappa) Another consistent sales week for longtime album seller. 20% of our reporters moving significant quantities including World Records, Oz (Atlanta), 1812 Overture, Record Rendezvous, Everybody's, Tower (SF), Music Stop, Music Sales, Cactus, Record Factory.

RICKIE LEE JONES "Rickie Lee Jones" (WB) Debut album is hot for 20% of our reporters and especially active in Atlanta. Reports include music Sales, Waxie Maxie, Music Plus, Record Rendezvous, Franklin, Kempmill, Licorice Pizza, World Records.

MAZE "Inspiration" (Capitol) 19% of our reporters list Top 30 sales on this hot black act. Reports include Record Bar, Warehouse, Cactus, East/West, Oz (Birmingham), Strawberries, Kempmill, 1812 Overture.

HERBIE HANCOCK "Feets Don't Fail Me Now" (Columbia) Good week, as sales jump to 19% overall with accounts including Record Theatre, Record & Tape Collector, Record World/TSS, Waxie Maxie, Oz (Birmingham), Kempmill, Hotline, Tara.

GQ "Disco Nights" (Arista) Sales jumped to 19% on this hot Disco crossover item. This album could be very big in the next few weeks. It already is for Record Theatre, Circles, 1812

