

# Radio & Records

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Complete Album Rock Ratings Results

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Ernest James Explains

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ISSUE NUMBER 295

THE INDUSTRY'S NEWSPAPER

AUGUST 17, 1979

## Russ Knight Takes Over As WNEW PD



Russ Knight has been appointed PD at WNEW-AM/New York replacing Dean Tyler, who exited last week. Knight was PD at Country station WHK/Cleveland (which also lost air personality Don Imus to a New York station, WNBC, this week — see separate story) until recently.

WNEW VP/GM Jack Thayer told

### RESTRICTION DEBATE STILL RAGING

## Clear Channel Stations Attacked

The largest single indictment of clear channel stations by a broadcast group has come from Century Broadcasting Corp. of Chicago, licensee of five FM stations. "Only in those circumstances where a clear channel station can affirmatively demonstrate that the need for its skywave service

R&R, "Russ brings to his position a wealth of experience as an on-the-air performer, as an Operations Manager, and as a Program Director, a unique combination. He's been in every kind of format. He goes back to the days of Gordon McLendon — once when he was on the air for McLendon at KLIF/Dallas, he had a 62 share of audience. He's a bright, aggressive, combative, competitive kind of young man who can make a meaningful contribution to radio here in New York City."

Knight, obviously excited, told R&R, "It's the opportunity of a lifetime for me, especially to work for a guy like Jack Thayer. I enjoyed the association with WHK, but this is an opportunity that you just can't turn down. Something like this doesn't come along every month or year. For the time being, we're just going to keep the station as it is, because when you've got Ted Brown, William B. Williams... it's the image station in the country, and a fantastic operation."

over the new local service is compelling should special protection be permitted," said Century.

Similarly, WFNC/Fayetteville, NC, a full-time station with 50 kw days and 1000 watts at night, called upon the FCC to break up the clears immediately. However, the

CLEAR CHANNEL/ See Page 24

### \$5 MILLION MINORITY BUSINESS MILESTONE

## Tyrrell Forms T-Electric With Infinity

Jim Tyrrell has formed T-Electric Records, marketed by Infinity Records, and funded in conjunction with four top Minority Enterprise Small Business Investment Companies (MESBIC) in what was described as the "largest single MESBIC syndication of its kind in the history of minority business development."

T-Electric results from a \$5 million initial funding arrangement

between Tyrrell (former E/P/A VP/Marketing), Infinity, and the four MESBIC operations, including subsidiaries of General Foods, Equitable Life Insurance, and MCA's own MCA New Ventures, which funded Source Records last year. MESBIC companies are licensed by the Small Business Administration to provide management and financial assistance to minority-owned businesses.



**T-ELECTRIC RECEPTION** — T-Electric President Jim Tyrrell (at podium) is applauded at the label announcement press conference in New York by (l-r) Infinity President Ron Alexenburg, Ford Foundation and MESBIC board member Robert Braswell, public relations rep Vi Higginson, and New York Deputy Mayor Haskell Ward.



**ZEPPELIN COMES ALIVE AGAIN** — Led Zeppelin, a band known for taking its time (over three years since their last studio LP, almost as long between live performances), is back in action. A new album is imminent, and the band returned to live performances last week before thousands of British fans of Knebworth Park. In the above exclusive photos, the Zep is pictured in performance (top) and acknowledging the crowd's acclaim (below l-r, John Paul Jones, John Bonham, Robert Plant, and Jimmy Page).

## Imus Returns To WNBC In The Morning



Don Imus, one of the nation's best-known comic air personalities, will return to WNBC, his last base of operations in New York. Imus, who has worked at Country station WHK/Cleveland for the past two years, will take over the morning show at NBC's Top 40 flagship in early September.

Mornings at WNBC has been handled by the team of comedian Richard Belzer and veteran air personality Scotty Brink. According to a station spokesperson, Belzer was reluctant to renew his contract with WNBC, wishing to pursue television and movie opportunities, so the team will break up with both personalities exiting.

WNBC's desire, the spokesperson added, was to create a morning show "that was a little outrageous; something that would cause a lot of talk." Imus, who will be aided by WNBC staff writers who had been contributing ma-

terial for Belzer and Brink, is the station's choice to achieve that effect.

Gil Rosenwald, WHK VP/GM, told R&R, "Naturally, I am very disappointed in losing Don Imus. We are friends both professionally and personally, so I feel the loss both ways. We had a contract for his services through June 1980 and we negotiated a termination. I wish him the very best in New York with WNBC and his other projects. As for his replacement on the afternoon show, right now we are looking for a top-notch personality."

## Alexenburg/Tyrrell Reunion

Tyrrell, who will serve as President of T-Electric, viewed the new company as "a tightly-run family business" with the potential for "extraordinary growth. The black community needs more such businesses," he continued. "Our goal is to generate a great deal of revenue within the phenomenal \$3.5 billion record industry while making a significant contribution to the community with employment opportunities." Tyrrell added that T-Electric would "maintain a tight roster of artists," with the first signing the group Love Committee, and that a second company, Studio West Records a "major state-of-the-art recording complex" in New York, would also be formed.

Infinity President Ron Alexenburg, stated, "What we actually have here is a family operation. All of us worked together at CBS

T-ELECTRIC/ See Page 24

**GET HEALTHY  
WITH  
ASHFORD  
&  
SIMPSON.**

***“Found A Cure”***

*WRITTEN, PRODUCED AND PERFORMED BY*  
**ASHFORD & SIMPSON**

**Y100**

**96X**

**WGCL**

**WZZP**



On Warner Bros. Records

**WTIX**

**WNOE**

**WGLF**

**WFLB**



### Regan Returns As Fabulous Debuts In September

Russ Regan, a prominent record executive for two decades, has officially returned to the industry in an active role as head of Fabulous Records. Regan told R&R, "I've formed a new record company called Fabulous Records, and it's being distributed by TK in Miami and my great friend Henry Stone, who I'm happy to be with."

Regan continued, "My first product will be released in approximately three weeks." The first record on Fabulous will be a single by new singer Jane Flores, a disc described by Regan as a "straight-out rock" and a "roller-disco kind of record" called "Symphony On Wheels." An album by veteran producer/arranger/composer Leon Ware will follow.

The new label, based in Hollywood, will use TK's promotion staff, but Regan will be taking an active role. "I'm back in the trenches," he commented. "I love being back on the street, and it's something I never should've gotten away from. I'm very involved in the two areas I love best, product and promotion."

During a lengthy industry career, Regan worked in promotion for several labels, did some recording on his own, and served as President of Uni and 20th Century Records. He most recently headed Parachute Records.

### Klein Sentenced

Allen Klein, former Beatles manager, was sentenced Thursday (8-9) to two months in jail and a \$5000 fine, having been convicted April 26 on one count of filing false income tax returns for 1970. In addition, federal district court judge Vincent L. Broderick placed Klein on two years probation and ordered him to pay one-sixth of the costs of prosecution (approximately \$4000). Klein was released upon his own recognizance and, according to his attorney Gerald Walpin, will appeal the sentencing.

## NBC Radio To Air Post-CMA Awards Program

The NBC Radio Network, in conjunction with the Country Music Association, will air a live 90-minute broadcast immediately following the 1979 CMA Awards Show on Monday evening, October 8. Along with interviews with the winners of the CMA Awards, the program will spotlight the Hall of Fame inductee and include actual voice segments from the television show, which will air via CBS-TV that night. The live radio broadcast will begin directly after the television program's conclusion at 11:05 (EST).

Co-hosted by Bill Anderson and Ralph Emery, the radio broadcast will be produced and directed by

KSON-AM-FM/San Diego President Dan McKinnon and R&R Country Editor Jim Duncan, both of whom currently serve on the CMA's Radio Committee of the Board of Directors, where the idea for the program was initially conceived.

NBC Radio Network Director of Program Development Ruth Ann Meyer and the CMA will oversee stations cleared for the broadcast. The program will be offered to NBC affiliated stations initially, then to CMA organizational member stations, and finally on a first-come first-served basis. Half of the available commercial time within the 90-minutes of the show will be available for the stations to sell.

## CBS, Motown, RCA Continue Cutback Trend

In moves variously described as "consolidation," "tapering down," and "cutbacks," CBS, Motown, and RCA engaged in further staff layoffs last week. CBS announced that "slightly over 100 field and label people" were terminated, constituting "middle and lower level" employees. Label representatives denied published and rumored reports containing estimates ranging from 150-260 laid off employees, terming them "absolutely wrong."

Motown officially announced that approximately 30 staffers, also described as middle and lower level employees, had been dismissed as a reflection of the state of the economy. Estimates ranging up to 80 dismissals were emphatically denied by label officials. The Motown layoffs incorporated various departments, including publishing, promotion, and various clerical positions.

RCA announced a "reduction of 20 employees nationwide," issuing a statement similar to the company's announcement last month when about 25 staffers were terminated, maintaining that RCA was "taking further action to reduce overhead consistent with cur-

rent industry conditions." The dismissals took place in the com-

pany's New York, Los Angeles, and Nashville offices, and did not

affect field personnel, according to RCA.

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**GOOD-BYE, DICK WHITTINGHILL, HELLO! KEN & BOB ON KABC.**  
Turn over a new leaf by turning to Ken Minyard, Bob Arthur and the whole Newstalk team. They're funny. They're bright. They'll keep you informed. They're also the most popular morning personalities on L.A. radio.  
Just wait 'til you hear their latest: "Ken and Bob's 1st Annual Fabulous Mile-High Parachute Jump and Live Broadcast (with a net) Doo-Dah, Doo-Dah" Genesimo! Tune in. We may soon be saying good-bye to them, too.  
**Ken & Bob and the Newstalk team 5-9 am Monday-Saturday KABC TALKRADIO 79**

**AT WHITT'S END? Catch "Haynes at the Reins!"**  
MORNINGS 6-9:00 A.M.  
Join the Dean of Los Angeles radio personalities, Dick Haynes, featuring the wild antics of Sir Chester Drawers, Wilhelmina Mildew and Gumdrops Gus. Jim Healy's got sports and Dave Godwin the news and traffic reports. Mornings are marvelous on KLAC!  
WHAT DO YOU DO HAYNES, WAKE 'EM UP OR PUT 'EM TO SLEEP?  
LISTEN 'GUMDROP GUS' I NEED YOU LIKE A MOOSE NEEDS A HAT RACK!

**KLAC / 570**

**L.A. STATIONS SALUTE WHITTINGHILL FAREWELL (BY PITCHING FOR HIS LISTENERS)** — Dick Whittinghill, morning man at KMPC/Los Angeles for almost 30 years, finished his final morning show last week (he'll continue with a two-hour Sunday shift). He told R&R, "I've never retired before, so I haven't had a chance to think about it. But it's been a ball; I've enjoyed the whole 30 years." Whittinghill, who reported he'd turned down two "very interesting" offers from other L.A. stations, then departed for a European vacation. No sooner had he completed his morning shift duties, however, than KABC and KLAC "saluted" him with the ads pictured above, in an attempt to attract his loyal listeners. KLAC's Dick Haynes, in fact, went even further over the air, telling Whittinghill that if he planned to retire his joke files as well, he could "send 'em over to me."

### Platt Named WRVR PD, Expanding Jazz Format

John Platt, who recently exited the PD position at WXRT/Chicago, has been appointed PD at WRVR/New York. Platt, who had worked at the Chicago AOR outlet for 6½ years before joining the New York Jazz station, commented to R&R, "WXRT has always played jazz as a component of its musical blend. Given the fact that they

were looking for someone who has a background beyond jazz, I guess I seemed a logical choice to them."

Platt will be using his "background beyond jazz" to broaden WRVR's format to an extent. "My object for the next few months is to try to expand the roster of the types of artists the station plays without losing the sense that we're a Jazz station. But at the same time, we'll be able to pick up some of the crossover artists, and listeners from other stations. WRVR's audience right now is evenly divided between black and white. They have already been able to play some of the crossover black artists without any kind of backlash. The area they've been very cautious about so far is working in AOR music. We'll be exploring what artists can be accepted and work them in as quickly as is prudent."

### Tuesday Files Antitrust Action Against AFTRA

Tuesday Productions, a San Diego-based commercial production firm, filed a sweeping antitrust suit against the American Federation of Television and Radio Artists (AFTRA) in U.S. District Court Monday (8-6). Tuesday's action alleges that AFTRA has "conspired to monopolize the commercial production industry," "possessed the power to exclude competition," "engaged in an unlawful conspiracy to restrain trade," and "threatened Tuesday to enter into an agreement which is prohibited under the National Labor Relations Act." Furthermore, the action charges AFTRA with "fixing or stabilizing prices of commercials" and "interfering with free and open competition." Tuesday is seeking damages for "sustained losses in value of its

respective businesses" as well as losses in profits it would otherwise have made and substantial expenses and attorney's fees in each of the five separate actions. However, no exact dollar amount of damages has been revealed.  
Last September, Tuesday filed unfair labor practice charges against AFTRA which resulted in the production house winning specific concessions from the union: removal from AFTRA's unfair list, union members being allowed to work for Tuesday, and several of Tuesday's singers being allowed to work union jobs by paying dues while not joining the union.  
If Tuesday's current suit is successful, the company contends, substantial changes in the commercial production industry could result.

### R&R Radio Coverage Expands

**Beginning in September, R&R will expand its service to the national radio community by offering complete coverage of News/Talk and Beautiful Music stations.**

# WASHINGTON REPORT

## Update

By Jonathan Hall

### Clears Vs. Daytimers: No Accord In Sight

WWL/New Orleans is a 50,000 watt, Class I-A clear channel station using 870 kHz which would like to go to 250,000 watts. In response to complaints from KIEV/Glendale, CA, WWL commissioned a Washington, D.C. engineering firm, Jules Cohen & Assoc., which concluded it was technically feasible to combine a 250 kw superpower and KIEV on the same channel. The firm estimates KIEV could be protected to its 0.86 mV/m contour.

But KIEV in its reply comments disputes that, as does WAZE/Clearwater, FL. Carl Marcocci, WAZE President, noted the Commission has repeatedly denied it expanded service because of potential interference with WWL. Marcocci claimed in a letter dated August 13 that the lack of response from daytimers filing comments last month was because they were too busy to respond. "WWL says it shares the Commission's view to increase daytimers' service," Marcocci pointed out, but noted, "they go on to suggest concepts (increased power for clears) which have a directly negative impact on such a proposal."

### Clears Accused Of Sales Gimmick

KFI, a clear using 640 kHz which also wants to increase its power, told the FCC that while increased minority ownership of broadcast stations is a worthy goal, it should not be used to deprive millions of minorities in rural areas of their only radio service.

Responding to several daytimers which claim KFI is preventing them from adding full-time service, KFI said that neither WHLO/Akron (640 kHz) nor WEW/St. Louis (770 kHz, which would like to move to 640 kHz) could cover their unserved areas even if allowed to go full-time.

As for WSKY/Asheville, NC (1230 kHz), which has 250 watts at night but seeks to be a super power on KFI's frequency in North Carolina's Western mountains, KFI contends they supported KFI's argument about the lack of FM service in rural areas and therefore the need to retain the clears. But WCPC/Houston, MS another small-powered full-time AM station wanting to switch to KFI's frequency, says KFI makes no claim to serving Northern Mississippi, adding the clears "are fighting tooth and nail to protect a sales gimmick."

### Consolidation Attacked

Another station, KFMB/San Diego, said clear channel WJR/Detroit only rehashed its point of view advanced in earlier comments, but failed to refute KFMB, which must use a directional antenna at night, on why WJR's power should not be cut back.

KFAB/Omaha, General Electric Broadcasting Co. (GEBCO), and the Clear Channel Broadcasting Service (CCBS) all argued that a proposal to consolidate the 25 clear channel stations on several channels, thus freeing remaining ones for daytimers, has no substantial basis and would result in monumental problems. For example, CCBS claims that moving WHAM/Rochester, NY from 1180 kHz to 1160 kHz would interfere with the signals at KOFI/Kalispell, MT, WJJD/Chicago, and WCJW/Warsaw, NY, which uses 1140 kHz, but is only 36 miles from Rochester.

### Citizens' Groups Push For More

Citizens' groups want new radio stations created any way possible. These include the Coalition of Chinese American Community Associations for Expanded Communications (based in New York), the National Black Media Coalition, and Boston's Committee for Community Access. Each contends: 1) there is less need for clear channel stations because of new technologies, cable, TV, and FM and 2) Arbitron has demonstrated a very small percentage of listeners in rural areas reporting listening to clears.

### WPLN Disagrees With NPR

WPLN-FM/Nashville, a public radio station owned by the Nashville Library System, is an affiliate of National Public Radio (NPR), and presumably because of certain "political pressures" was the only public radio station to file reply comments prior to deadline. They said NPR's position advocating breaking up the clears was based on two incorrect generalizations: 1) that new public radio stations would be created and 2) that rural areas rely totally on AM signals. WPLN suggested that clears serve a useful purpose, especially in times of national emergencies. See Page 1 for further details.

### Gabbert Leaving Radio



Jim Gabbert

One of radio's foremost spokespersons, Jim Gabbert, is selling off all his radio properties and buying Channel 20 (KEMO-TV) in San Francisco for \$9.8 million cash. The owner of K101 & KIQI/San Francisco and KIKI & KPIG/Honolulu is selling everything and getting out of radio.

Already sold subject to FCC approval are the Hawaii stations, which were bought by John Parker of Lake Tahoe for \$1.5 million. Also gone is KIQI, a rocker. It was sold for \$3 million to René De la Rosa, and will become San Francisco's first full-time Spanish station. Gabbert has not yet sold K101, but told R&R he had several hot prospects ready to pay the \$15 million asking price.

Asked if he will seek a tax certificate for KIQI, which is going to a minority, Gabbert said he will. This will enable him to obtain a tax break. Gabbert also told R&R he felt the FCC would not allow him to keep his radio property and own the UHF station too.

While the Commission does prohibit crossownership of radio and VHF in the same market, it will grant a waiver for buying a UHF-TV. This rule, which is currently undergoing review, was adopted to allow ownership of UHF facilities by radio broadcasters.

### Will Back Out of NRBA

Gabbert, who has been the driving force behind the National Radio Broadcasters Association, said he will relinquish his presidency of the organization at its annual convention in Washington, October 7-10. Gabbert and NRBA Executive VP Abe Voron have led the association from a few hundred FM broadcasters to a 1300-member radio-only group.

## How To Make Lemonade Out Of A Lemon—What Is The True Measure Of Public Service?

If your license is being challenged at renewal time by a citizens' group, should you, the radio broadcaster, be judged innocent of charges until the petitioners prove their accusations? Or put another way, all things being equal, should the radio licensee automatically be renewed?

Public interest groups kick, yell and scream bloody-murder when broadcasters ask for the benefit of the doubt in a contested renewal. However, because of recent court decisions, broadcasters are afraid the tide might be turning and are looking to Congress for sympathy.

Congress has clearly indicated it will retain the "public trust" concept. But there is a way, Rep. Al Swift (D-WA) told R&R in an exclusive interview, to achieve substantial deregulation and add presumption of renewal without having to write it into law, which a lot of public interest groups object to. How, asked R&R?

"So many regulations made over the years have been to guide or herd broadcasters into meeting public service responsibility," replied Swift, who then began to break it down. "If you can quantify that responsibility, meaning they know what they have to do, then they don't need ascertainment, a lot of record-keeping, or logging requirements, and don't need format approval."

Congressman Swift's idea is to substitute a dollar-standard for the current time-standard used by the FCC to measure whether a station is living up to its public responsibility. "I think a vast majority of the broadcasters would do a superior public service job if they know they've got to part with the bucks," he concluded.

The first-time Congressman from Bellingham, Washington says he doesn't think broadcasters are being very creative with public service programs because "they see it as an onerous thing and not as being something to help build the audience, so they have found all kinds of ways to get over it quickly." But Swift was a former

news and public affairs director and he demonstrated that he knows his stuff. He knows, for example that given the budget, programmers (whom he humorously says in most instances would have the station broke in six months if stations were turned over to them) will find ways to combine public service with building ratings instead of having the two ideals fight each other. The Congressman gave this example:

"I was driving across the country one time and I heard a small radio station in Nebraska that did a tremendous public service, but I'm sure they would get no credit for it. A little rural community, they were having a standard promotion, contest. The contest was 'Who created the finest work of art,' and the prize was that the radio station would buy the first and second prize and display them in the community.

"Now if you can get a little community in Nebraska with a whole lot of people running around being creative, painting pictures,

*"Now if you can get a little community in Nebraska with a whole lot of people running around being creative, painting pictures, sculpting, etc., that is an incredible public service, and I think the definition should be broad enough so that could count."*



Rep. Al Swift

sculpting, etc., that is an incredible public service, and I think the definition should be broad enough so that could count. And if the station can draw some listeners in the process, fine."

Swift also knows that to get more stations doing creative public service campaigns, Congress has got to change things. He explains:

"You've got the Justice Department suing the NAB, which is the only entity that tries to bring any uniform sanity into what stations will voluntarily do in a number of areas, saying that the effort to reduce the

number of commercials is in fact a way of boosting the cost.

"Now anybody that understands anything about the advertising field knows that radio and television are not only competing against each other but the print media, and it's cost per thousand that sets what you can charge. And you charge the same whether you're running 60-second spots per hour or whether you're running two. That's all people will pay.

"Let alone the argument that you are running 60 60-second spots per hour and no one is listening and the advertiser knows it. The marketplace that the Justice Department is worried about is a cross-media marketplace with a common denominator which is known as a cost per thousand, and they don't even understand that."

The former broadcaster also knows the FCC doesn't count the thousands upon thousands of dollars that radio broadcasters raise annually for local charities. He says the FCC limits broadcasters' flexibility because stations putting a lot of effort into charity benefits have to do the same number of hours of non-entertainment news and public affairs as all others.

Swift's plan calls for substituting a dollar requirement for the time requirement. "Because the broadcaster has got to spend it, management is going to turn it over to the news and public affairs production people. They are motivated to do a good job on the air; the broadcaster is motivated to do a good job, he is going to make 'lemonade' out of that lemon, he is going to do it by getting some local prestige and recognition for doing a good job."

NEXT WEEK: Congressman Swift gives the details of his bucks plan and discusses his views on broadcaster/citizens group relationships.

# SUPERGROUPS

## IN CONCERT

### MAJOR ENTERTAINMENT SPECIALS FOR ABC RADIO NETWORK AFFILIATES



**"Super Groups — most well constructed live concerts we've aired. More phone response than any concert we've run."**

PD Jeff Appleton  
WBUF - Buffalo

**"Great!"**

PD Larry James  
KNUS - Dallas

**"Great! Nothing but the most positive response. Gee I love it. When are we getting more?"**

PD Bobby Cole  
KMEL - San Francisco

**"It's great to have an exclusive event like this."**

PD Mike Piccozzi  
WHCN - Hartford

**"We're delighted and extremely pleased with quality and listener response of the two concerts thus far."**

PD Mike Jorgenson  
KIDO - Boise, Idaho

**"The concerts were well received — excellent."**

PD Denise Oliver  
WITY - Baltimore

**"Created all the audience excitement and more than we've expected. We're ready for the rest of them."**

PD John Gehron  
WLS - Chicago

**"Super — Excellent — Very well done."**

PD Mike Elliot  
WITI - Milwaukee

**"Well received by the audience — impressive — technical quality exceptional."**

PD Bobby Christian  
WXXK - Pittsburgh

**"Great Show — Looking forward to airing the rest of them."**

PD Pete Parisi  
KADI - St. Louis

## ...AND ADVERTISERS

Over 7,500,000 adults 18 plus were tuned to the May 12 premiere of the ABC Radio Network's production of "Supergroups in Concert", featuring the rock group Chicago, according to a survey commissioned by a major national research company.

The two-hour special heard on some 300 ABC Network stations on Saturday, May 12 at 8:00 PM delivered more than three times the audience normally counted for that time period.

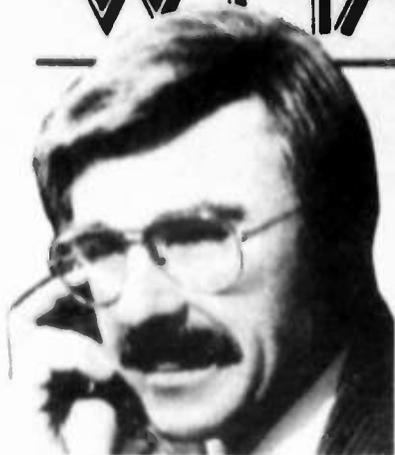
- Chicago in concert reached 10% (6,170,000) of all adults 18-34.
  - Almost 4,000,000 — or 13% of all men 18-34 listened.
- More than 3,000,000 — or 11% of all adults 18-24 listened to the program.

**SUPERGROUPS IN CONCERT STARRED THE MOODY BLUES, JULY 28.  
COMING...THE ALLMAN BROTHERS BAND, AUGUST 25...PETER FRAMPTON,  
SEPTEMBER 15, 1979.**

**RADI abc  
Network**

Source: Person projections by ABC Radio Network Research based on a survey among 1,514 adults 18 + for the period May 17 through May 23, 1979 to measure the broadcast of Chicago on May 12, 1979. References available upon request.

# WHAT'S NEW



## Who's Who In America? Gary Owens!

Gary Owens has been named to the 1980 Edition of *Who's Who In America*. Owens, who begins his 18th year at KMPC/Los Angeles in September, has been selected for his accomplishments in the radio, television, writing and public service fields.

In addition to his career as an air personality, Owens is a veteran of more than 600 national television appearances, including six seasons as a regular on "Rowan And Martin's Laugh-In," and as a principal on PBS programs "Sesame Street" and "The Electric Company." He has also done over 1000 animated cartoons and written three books in addition to his column of weekly witticisms for *R&R*.

## Cox Chalks Up Record 2nd Quarter, Half

Cox Broadcasting Corp. chalked up record second quarter and six months results in the period ending June 30. Net profits in the second quarter climbed 26 percent to \$12 million, up from \$9.5 million in the year-previous period. Second quarter sales increased 19 percent to \$69.3 million from \$58.1 million in 1978.

The company's six-month net soared 31 percent to \$19.4 million, up from \$14.8 million for the corresponding period in 1978 while second half revenues rose 19 percent to \$125.1 million versus \$104.9 million in the year-previous.

## Radio's Share Of Movie Marketing Increasing

Radio is getting a larger share of movie advertising than ever before. Films as different as "Manhattan," "Grease" and "Up In Smoke" have all been heavily promoted via radio and have returned large amounts of money very quickly as a result. In fact, 35 percent of "Manhattan"'s ad budget, which translates as several million dollars, went to radio.

There are three major factors behind radio's increased share of movie marketing budgets. Because of radio's multiplicity of formats, ads can be targeted toward specific audiences. Because of the relatively low production costs, a variety of spots can be created within the same budget. And because of the flexibility of the medium, spots can be altered more easily than print or TV campaigns.

Additionally, radio's ability to deliver in a hurry is a distinct advantage. If a film's first week's box office merits it, ads can be upped via radio to take advantage of the hot property.

Take "More American Graffiti" for example. Because of the film's music orientation, a spokesman for the ad agency handling the film describes the radio budget as being one of the highest in history. Spots have been customized to fit various formats in keeping with specific musical sequences (Top 40 spots feature artists such as the Supremes and the Zombies while AOR spots highlight the Byrds, Cream and Bob Dylan).

However, according to the *Hollywood Reporter*, radio's exact share of movie marketing is unclear. The *Newspaper Advertising Bureau* estimates \$80 million goes to radio and \$389 million to newspapers, \$10 million to magazines, and \$86 and \$45 million to spot and network TV, respectively.

The *Radio Advertising Bureau* estimates \$11 million in nationally placed movie advertising, but has no figures for local radio spot buys for films. Since local radio ads in general account for about 80 percent of the dollar volume, the total amount spent on radio for films is obviously substantially greater than \$11 million.

Agency spokespersons estimate that between 5-20 percent of the average film budget goes to radio, but because each film is marketed differently, such figures are essentially meaningless. However, as movie promotion becomes more and more research-oriented, it is expected that radio's share of the movie marketing pie will continue to increase.

## WKRP In Dallas

It had to happen. WKRP is taking to the airwaves next month. WKRP/Dallas, GA, that is. According to Station Manager Mitch Leopard, after running through various sets of call letters unsuccessfully, the Georgia Pop/Adult outlet located about 30 miles west of Atlanta, hit upon WKRP for "We Keep Radio Playing."

Although Mary Tyler Moore

Enterprises had a hold on the call letters until April of 1980, Leopard's attorneys discovered that FCC regulations say only a radio station can put a hold on call letters. Since "WKRP In Cincinnati" is not a real radio station, the hold was invalid.

WKRP/Dallas began testing the calls the last week in July and, providing no other stations object within the FCC's 30-day test period, they will officially be known as WKRP-AM.

## Broadcasting Powers Taft To Record 1st Quarter

Powered by its radio and TV operations, Taft Broadcasting reported record results for its first fiscal quarter ending June 30. Net earnings for the period increased 17 percent to \$7 million, up from \$6 million in 1978 with revenues rising 19 percent to \$52 million from \$43.7 million.

Taft's broadcasting division posted an 18 percent rise in profits to \$11.8 million on 17.5 percent higher revenues of \$24 million. The firm attributed the division's performance to "strong demand by advertisers for time on both radio and TV." In addition to its broadcasting interests, Taft owns several amusement parks and TV production companies.



## Kiss: A Coin Machine

A year and half in development, the Kiss pinball machine from Bally will appear in America's pinball palaces. Backed by an extensive promotional campaign, sporting a novel strobe light effect, and playing two of the Casablanca recording group's most popular tunes ("I Wanna Rock 'N' Roll All Night" and "Shout It Out Loud") at crucial moments, the machine also sports a 120,000 "Ultimate Bonus" memory feature. And yes, the group receives a royalty on every machine sold.

## Post-Termination Commissions?

A California Superior Court decision expected later this month may set a precedent for commission sales in any industry. At issue is a recent state labor commissioner's ruling that a TV station account executive is entitled to sales commissions from spots aired after he left the station.

Citing the California labor code, the labor commissioner ruled that Thomas Diggins was entitled to commissions for air time which he sold in the month following his departure from KSBW-TV. Blair Broadcasting of California, owners of the station, contend that Diggins signed an "employment memorandum" which stipulated that commissions were not payable "for his former accounts for air time occurring after his termination of employment."

Central to the case is whether "servicing accounts," including collections of billings, can be required before payment of commissions. KSBW-TV claims this requirement is consistent with "the prevailing practices of the broadcast industry."

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## Adult Contemporary Countdown

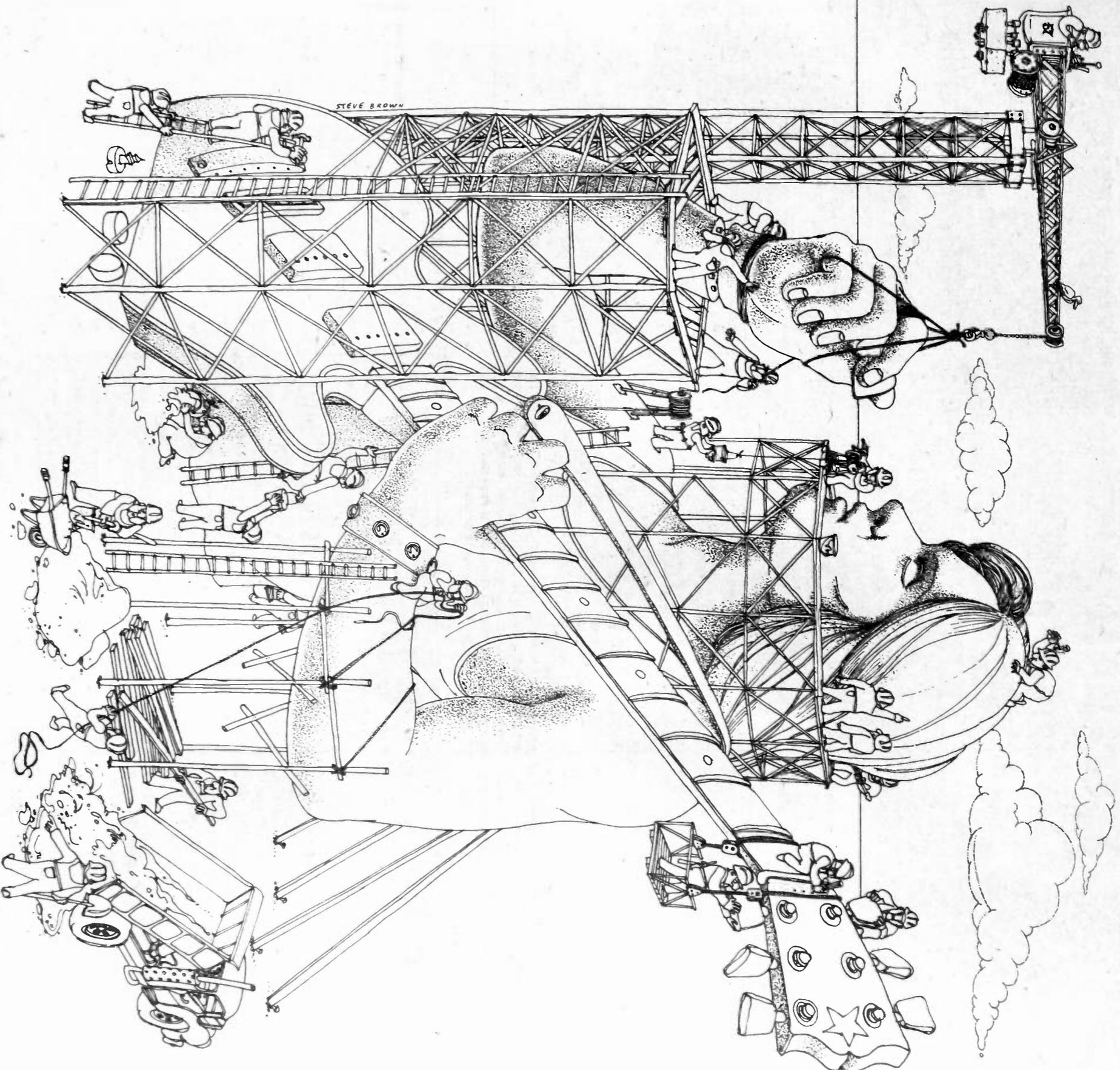
A weekly, 3-hour radio show featuring the nation's most popular songs among people over 21

For information and demo call Tom Dooley at WFIL

215-879-1600

Collect or Direct

# Watermark builds a new series for radio.



PROFILES IN ROCK presents the type of artists that have become the essence of contemporary music. The first 13 Profiles, beginning in October, 1979, are on The Rolling Stones, The Doobie Brothers, Bad Company, Heart, Kansas, The Cars, Allman Brothers Band, Ted Nugent, Yes, Jefferson Starship, Boston and more.

PROFILES IN ROCK is written and produced by Bert Kleinman with production by Ron Harris. The series is hosted by Terry McGovern.

PROFILES IN ROCK will be exclusively licensed to just one station in each market. For information, call the Network Department at Watermark 213/980-9490.

PROFILES IN ROCK is distributed by Watermark, makers of Allen Worlds, American Country Countdown, American Top 40 and The Robert W. Morgan Special of the Week.

**Profiles In  
ROCK**

Watermark □ 10700 Ventura Blvd., No. Hollywood, CA □ 213/980-9490

# WHAT'S NEW

## SOFT NEWS HARD POLITICS

### National Public Radio Program Considers All Things

Every day, three-and-a-half million people tune in to a radio program that covers topics ranging from national events to recipes for dandelion greens. The program, "All Things Considered," does just that — considers all things, and at the government's expense. The show is funded by **National Public Radio**, carried by 220 public radio stations across the United States and is heard for 90 minutes in the early evenings and for an hour on the weekends.

ATC employs 20 reporters and 12 producers/editors at a cost of \$2.7 million per year, which is 3 percent of the CBS news budget. ATC has been here since 1971 — a direct result of the formation of the **Corporation for Public Broadcasting** in 1967 and the consequent birth of National Public Radio in 1970. The government must have wondered if it had done the right thing when ATC held a "name-the-warplane" contest and received entries like "Profiteer," "Child Killer" and "Bozo."

But this honesty and intensity in programming philosophy and coverage led to several scoops over ATC's network colleagues, reports the **Wall Street Journal**. When the Supreme Court Justice privately decided not to hear the appeals of the Watergate defendants, an ATC reporter broke the news. In addition, the first reporter to broadcast from the Senate when the Panama Canal treaty debates were taking place was from ATC.

The success of "All Things Considered" has prompted Public Radio to plan a similar two-hour morning program for next winter.

### Comsat Plans Nationwide Link-Up By 1983

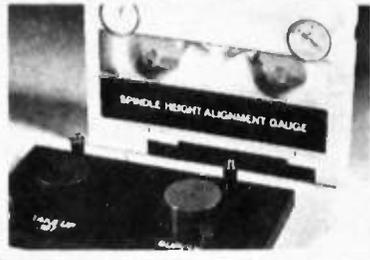
The **Communications Satellite Corp.** recently announced plans to institute direct satellite-to-home subscription TV broadcasting on a national scale to millions of homes by 1983. However, the system must pass through the **FCC** and withstand the objections of competitive media (commercial and cable television, in particular).

Comsat claims the system would require a new generation of satellites set up specifically to handle direct-to-home signals. Subscribers would each pay a monthly fee that would encompass programming and servicing of a roof-mounted receiver supplied and owned by Comsat. Subscribers would receive anywhere from two to six channels of ad-free TV, featuring films, sports, educational and cultural programs as well as data and text transmissions. Comsat spokespersons say the fee would be comparable to what a family might spend on a night at the movies.

Biggest obstacle facing Comsat lies in its being established by Congress in 1962. Although it is now publicly held and insists it has no longer any ties to the government, the matter is due for extensive Congressional scrutiny before the system is given the green light.

### VCR Alignment Gauge

Previously, checking spindle height alignment on  $\frac{3}{4}$ -inch VCR's was a four-hour job for a qualified technician. However, the Santa Clara-based electronics firm, **Memorex**, has developed a gauge for this purpose which enables the layman to do it himself in a mere 30 seconds, thereby eliminating the primary cause of edge damage to  $\frac{3}{4}$ -inch videotape.



### Rational Radios

While the "GE7-4880" from **General Electric** doesn't provide programming answers, its intelligence stems from a microprocessor located inside the clock radio. By simply tapping out instructions on its keyboard, you can extract delayed alarms, two wake-up times, pushbutton tuning, instant station recall and programmable snooze times from the novel unit. A back-up battery (in case of power failure) is provided as well. Cost: \$116.95.

### MCA Inc. Reports Record 2nd Quarter, First Half

**MCA Inc.** has reported that net income and revenues for both the second quarter and first half of 1979 are the highest in the firm's history. Net income for the second quarter ending June 30 increased seven percent to \$29.4 million, up from \$27.5 million in the year-previous. Second quarter revenues rose 21 percent to \$272.9 million, up from \$225 million in 1978.

MCA's net income for the first half (minus \$49.7 million in income derived from the resolution of the firm's tax refund suit for investment tax credits on eligible theatrical and TV films during the years 1962-70) rose 9 percent to \$53.6 million from \$48.9 million in 1978. First half revenues climbed 20 percent to \$555.9 million, up from \$461.4 million in the corresponding period of 1978.

While the company's Filmed Entertainment division reported record second quarter and first half results, the Record and Music Publishing division reported losses for both periods. Higher overall operating costs as well as increased costs to enhance MCA's position in the record industry were cited as causes for the declines.

### RKO & Drake-Chenault Join Forces For 70's Special

**RKO Radio** and **Drake-Chenault** have joined forces to produce, package, syndicate and distribute a year-end special, "The Top 100 Of The Seventies." The 12-hour program will be produced by **Dave Sholin** and **Ron Hummel** of RKO from a script by **Laurie Kaye** with archival information provided from the Drake-Chenault files.

When production is completed, syndication and distribution of the project will be jointly handled by Drake-Chenault's **Jim Kefford** and RKO Radio's **Harvey Mednick**. A full-color commemorative poster as well as various additional merchandising and advertising aids are planned. For further information contact: Special Features Division, Drake-Chenault (213) 883-7400.

### The Greying Of America— The Greening Of The Wallet

According to a recent **Census Bureau** prediction, the median age of Americans will reach 35 by the year 2000. The current median age is 30 and would be even higher except that the median age for black Americans is 24.7. As Americans grow older, advertising reflects this change in our society.

Ad campaigns generally aimed at the youth market with the demographic cut-off point of 45 years of age are now being revised to capture those middle-aged folks as well as those people up to 64 years of age. What has brought about these changes? Look at the rapidly growing number of 45 to 64 year olds and the money they're making. Last year the 45-64-year-old population in America had a combined total income of \$400 billion. Consequently, many traditionally youth-oriented merchandisers are expanding their lines and attempting to lure these people with specialized products (see **R&R** 7-27).

According to **Stephen O. Frankfurt**, Director of Creative Planning and Development for **Kenyon & Eckhardt Inc.**, the 45-64 age group accounts for more than half of all American households with annual incomes over \$25,000. Not only do these households sport the highest incomes in the nation, but they are 20 percent above the national norm (the 25-44-year-old segment has household incomes 11 percent above the norm). Furthermore, the 55-64 subgroup maintains a per capita income 30 percent above the U.S. average. In addition, the 45-64 market comprises 44 million Americans, roughly one-third of the country's population, and is growing at a faster pace than the overall population.

Perhaps the most significant statistic, however, concerns "discretionary incomes," i.e., that money spent on luxuries. The 45-64 segment has 50 percent of this money although they make up only one-third of the population.

## PRO: MOTIONS

### Beatty Upped To VP At Media Communications, Inc.

**Robert Beatty** has been promoted to Vice President/Associate Media Director of **Media Communications Inc.** Beatty, formerly Assistant Media Director of the New York-based media buying service, will be responsible for the firm's newly-created Record Division, which MCI has established to meet the needs of record labels, distributors and retailers. He will also hold responsibilities in the areas of new business development and special projects for the firm.

Prior to his joining MCI two years ago, Beatty headed **Bob Beatty Productions**, a New York-based radio syndication service as well as having served in the media department at **Ted Bates Advertising** in New York.

### Siegal Named VP/Distribution At Radio Records

**Judd Siegal** has been named Vice President of Distribution and Marketing for the newly-formed **Radio Records** (no relation) label. A 15-year veteran of the industry, Siegal was most recently Vice President of Sales and Distribution for **Arista Records**. He will be located at Radio Records' home offices in Ft. Lauderdale, FL. (305) 462-7407.

### Robins Forms One B Management

**Larry Robins**, a Director of **New Direction Management** for the past four years, has resigned that post to establish a new firm, **One B Management**. Robins's new firm will be located at 8827 Burton Way, Los Angeles 90048. (213) 550-1948.

### Stone Starts Full Service Production/Management Firm

**Butch Stone** has formed **Butch Stone Enterprises**, a full service production, publishing and management company. Prior to establishing the new firm, Stone served 14 years as President of **Black Oak Arkansas Inc.** The new company will be located at 9229 Sunset Blvd., Suite 813, Los Angeles, CA 90069.

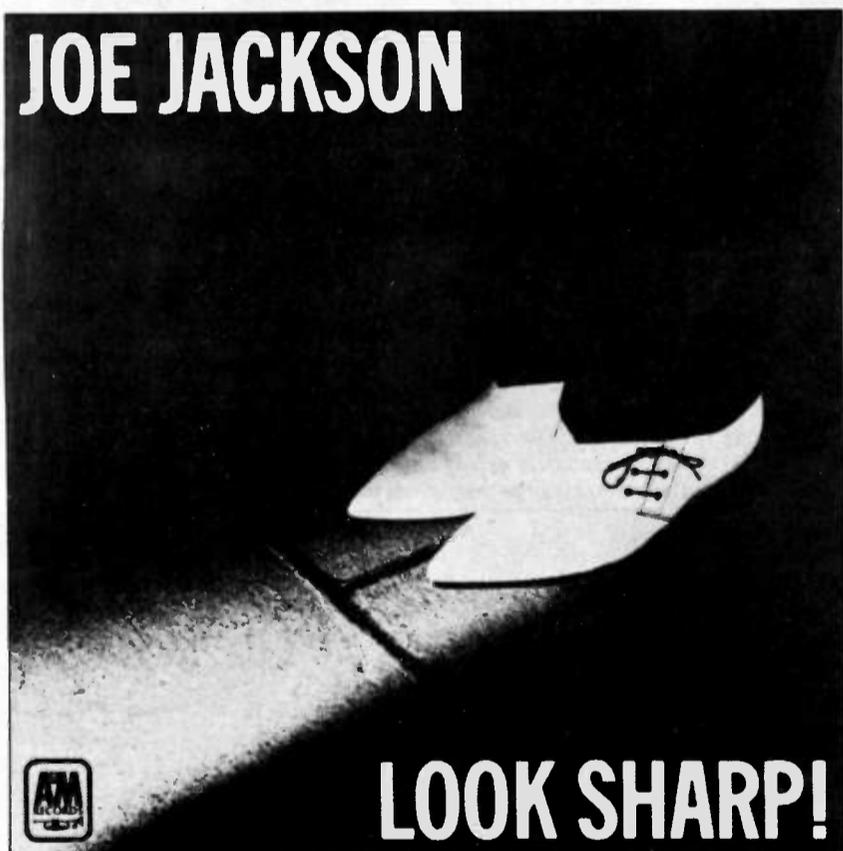
### Kunkel Elected President of DRAG

**Bill Kunkel** of **WOMC/Detroit** has been elected President of the **Detroit Radio Advertising Group (DRAG)**. Additional officers elected by the group, which is comprised of 16 radio stations, 16 radio rep companies and four national radio networks in the Detroit area, are: **WXYZ's Gene Boiven** (treasurer), **ABC's Joe Kelly** (secretary) and board members **Jim Forrer**, **Dan Follis**, **John Fouts**, **Jim McQuaide**, **Herb McCord** and **John Risher**.

# LOOK SHARP! AT

# PROPAGANDA

JOE JACKSON



SP 4743

Joe Jackson's sharp music is everywhere these days. The single "Is She Really Going Out With Him" is a surefire smash. Producer: David Kershenbaum.

A BLATANT ATTEMPT TO INFLUENCE YOUR MUSICAL TASTE



SP 4786

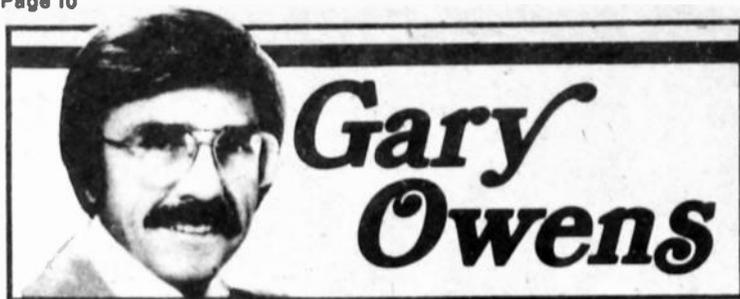
Now there's more Joe Jackson on Propaganda. Live versions of "Throw It Away" and the Chuck Berry Classic "Come On" plus a previously unreleased studio killer track "Don't Ask Me"—A definite rock classic. Executive Producer: Jeff Ayeroff.



Joe Jackson looks sharp on Propaganda. A blatantly "sharp" attempt to influence your musical tastes.  
**ON A&M RECORDS & TAPES**



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I was watching columnist Jack Anderson being interviewed on television the other evening . . . and he was quite happy to be "the world's best known muckraker."

Jack used to be employed by the late Drew Pearson . . . (are you Drew Pearson? No, but I will be in a moment . . . must be all that beer) so he comes by gossip quite naturally.

Not long ago, the country was talking about Wilbur Mills wearing his party hat and frolicking with stripper Fanne Fox . . . Congressman Wayne Hays and his exploits . . . (exploits are former ploits, as you know) and like that.

Well, here at the Gary Owens column we have our own sources, and you are about to be the very first to read what some of these scandals are all about. We just couldn't hold the news from you any longer . . . Ready? Better get all those under 43 years of age out of the room.

1. Representative Grover L. Moots does not even know Elizabeth Ray. But, he once spent a weekend with her 96-year-old friend, whom he had to marry.

2. Senator Wilber R. Schneiff, who is well known to have a weird thing about baking dough, rented a hideaway for his trysts with Betty Crocker.

3. Congressman Ortin Flaker isn't involved in any sordid sex scandal. But, he enjoys lashing his prim, efficient 56-year-old secretary to the Washington Monument and beating her with rolled up copies of the Congressional Record.

4. Senator Buster T. Snarkovitch will soon be revealed to habitually run around the Capitol building at night in nothing but his wife's formal wedding dress and a pair of sneakers he stole from J. Edgar Hoover's estate.

5. Congressman Clarence D. Blooger will soon be front page because of his

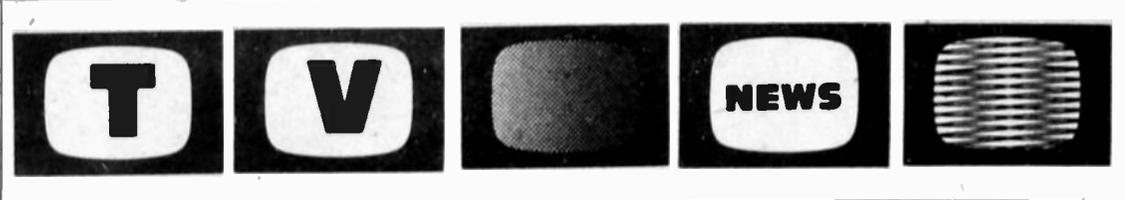
insane desire to torture gorillas in the Washington Zoo by making them watch film footage of his campaign speeches. Flogger also has 26 midgets on half-pay.

6. Senator Luscoe T. Beaver will soon be shown up for the cad he is when a certain Miss Trixie Larue will play tapes she has made of the Senator pretending he is shredded wheat while she pours milk over him and jams strawberries in his ears, eyes, nose and throat.

Dignifying you say? Base? Shocking? Well, that's not all . . . There's Congressman Barfman's junkets to Europe to satisfy his mad desire to have a Belgian bulldozer bury him in tapioca . . . There's Senator Giggler's indiscreet all-night romps with turkeys at a notorious poultry farm. And the women in Congress too! There's Representative Alice B. "Gertrude" Zoon, who is well known to enjoy crushing championship wrestlers and ripping apart Mack trucks with her bare hands.

And last . . . perhaps most shocking of all . . . is Senator Grogan R. Flinge. Yes, that Senator whom we all think of as being so fine and good and true . . . I just don't know if we should tell you this. It's entirely out of keeping with the way everyone else has been acting. Well, it isn't fair that you shouldn't know . . . so here it is . . . Senator Flinge is living quietly in Washington with his wife!

Remember, you read it here first!



**CBS Leads In Emmy Nominations**

CBS, perennial second-placer in the ratings this year, beat leader ABC in the Emmy nominations "competition," taking 79 to ABC's 66, NBC's 52 and PBS's 19. CBS's "Lou Grant" led all shows with 14 nominations, including Best Drama Series and several acting categories; while the same network's "MASH" collected 10 and NBC's "Backstairs At The White House" special topped the special programming contenders with 11 (ABC's "Roots: The Next Generations" got seven). Music-oriented programming did not fare well in the nominations, with ABC's "Elvis" biography picking up a couple, including Best Lead Actor for a special for Kurt Russell's portrayal of Presley. Barry Manilow's "Third Special" won a nomination for choreography, and Peter Yarrow is nominated for an Individual Achievement (Animation) award for his music for the "Puff The Magic Dragon" special. A PBS Arthur Fiedler special is on the list for Best Comedy-Variety or Music Program. The final awards will be handed out September 9 on ABC, with Cheryl Ladd and Henry Winkler hosting.

**MUSIC (AND FISH) ON TV** — Rod Stewart's NBC special, titled "Tonight's The Night . . . For Rod Stewart," will air November 23, with guests to be announced later . . . KC (Harry Casey) will cohost two "Mike Douglas Shows" airing September 6 and 7, with his Sunshine Band joining him for musical numbers . . . And as for the fish story, ABC will be showing "Jaws" November 4, according to current plans, and earning back the \$20 million it paid for the rights by charging \$200,000 per 30-second spot . . . and hoping sponsors will still swallow the bait.

**ABC Restores Winning Ways In Ratings Race**

The new TV season is approaching, and ABC is apparently getting back in condition, as the leading network won its second Nielsen competition in a row for the week ending August 5. ABC had a 14.6 average rating, easily defeating CBS, which had a 13.0 and was almost knocked off by NBC's 12.5. ABC won seven of the top ten positions, including number one ("Three's Company") and two ("Taxi"). Next came 3) "WKRP In Cincinnati" (CBS) 4) "MASH" (CBS) 5) "Lou Grant" (CBS) 6) "Vegas" 7) "Detective School" (ABC summer series) 8) "Laverne & Shirley" 9) "Mork & Mindy" and 10) "Barney Miller."

ABC had a victorious week in the Arbitron standings for the week ending August 3, with CBS putting up its best fight in New York, where "Alice" tied "Laverne & Shirley" and "Mork & Mindy" for first. Following were 4) "Detective School" tied with "The Jeffersons" (CBS) 6) "Taxi" and "Three's Company" tied with "One Day At A Time" (CBS), and 9) "MASH," "Carter Country," "Barney Miller," and WPIX-TV's Yankees broadcast tied.

In Los Angeles, "Mork" and "Three's Company" tied for first, followed by 3) "Laverne & Shirley" 4) "Fantasy Island" tied with "Love Boat" (both ABC) 6) "Happy Days," "Vegas," and "Taxi" tied, and 9) "Detective School" tied with "Alice," which spoiled an ABC sweep. In Chicago, "Vegas" tied with "Three's Company" for first, followed by a four-way tie for third between ABC's Sunday night movie, a WLS-TV news update, "Taxi," and "WKRP" 7) "Fantasy Island" 8) "Barney Miller," "Charlie's Angels" (ABC) and "MASH" tied.

**VIDEOSCOPE:**

Dutch electronic giant N.V. Philips in conjunction with German-based Grundig recently introduced a 1/4-inch VCR system with eight-hour recording and playback capabilities. Known as "Video 2000," the new system is NOT compatible with any existing 1/2-inch formats, including Philips's own VCR, which the firm intends to phase out of the European market to make room for the new system . . . Philips will also debut a prototype of the "VR-2020" system in Europe this summer. The VR-2020 utilizes a 1/2-inch cassette which can be flipped over once a four-hour track is used up. Also on the horizon is a portable machine holding small 1/4-inch wide single-track cassettes . . . As the home VCR ownership population approaches one million, United Business Publications (publisher of Videography) will unveil a new magazine serving consumers of home video products and services. Entitled Home Video, the magazine will debut in October, going bi-monthly in April of 1980 . . . Investment analysts predict a leveling-off of home VCR sales which will extend through the first half of 1980, owing to the present economic recession. However, they say sales should pick up again in the second half of the year and continue to rise in 1981. Reasons cited for the slump include high inflation and lower interest rates combining to delay consumers from making large item purchases, and the upcoming RCA videodisc marketing push expected next year. Nonetheless, the energy crunch is expected to benefit the VCR business, as more people are expected to stay home for their entertainment rather than go out to movies, etc. . . .

**ERR WAVES**

**BY BOBBY OCEAN**



**5 YEARS AGO TODAY**

**Radio & Records**

- COMBINED, PACIFIC & SOUTHERN SET MERGER DATE** — Giant radio merger to take place August 26, 1974
- GEORGE MICHAEL TAKES BRUCE MORROW'S WABC SHIFT** — Leaves WFIL MD position
- NUMBER ONE FIVE YEARS AGO** — "The Night Chicago Died" — Paper Lace (Mercury)
- NUMBER ONE COUNTRY** — "Rub It In" — Billy Crash Craddock (ABC)

---

**In These Tight Times,  
If You Can Afford Only  
One Trade...**

***There Is Only One!***

**Radio &  
Records**

**THE INDUSTRY'S NEWSPAPER**

***R&R HAS MORE NEWS AND MORE INFORMATION  
FOR MORE RADIO FORMATS . . .***

***THAN ALL THE OTHERS COMBINED!***

---

# HERMAN BROOD & HIS WILD ROMANCE "SATURDAYNIGHT"

WRKO deb 29	KUPD add 30	Y103 add 37	KEEL add	KAYC 34
KRBE deb 29	JB105 add	WTIX 31-28	BJ105 add 40	WRKR 20
WOKY 17	14Q on	WNOE 32-27	WNAP add 15	WKAU 31-29
WGCL 27-25	WAYS 34-32	KNOW 35-29	WEEQ 23	KCBN on
KHJ on	WAPE 24-22	WFLI 17-14	WSEZ 37-29	KOOK on



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Leo Lichter (213) 559-5000

## Brad Messer's

# Rip "N" Read



### Stuck On Stick-On Labels!

A bank vice president who coaches Little League gets caught pulling down the panties of a four-year-old girl. The headline reads "Jaycee Man-of-the-Year Accused Child Molester!" Another Jaycee calls the newspaper editor and complains, "My God, now people are going to wonder if we're all sex fiends. Why didn't you call him a local banker instead?"

Well, why didn't he? Is that choice of labels fair? Who decides? Like bumper stickers that refuse to come off when their usefulness has expired, other kinds of labels stick long after they've become outdated, as segregationist George Wallace or protest singer Joan Baez might be happy to confirm.

You and I are in the label-attaching business. What are we doing for and to the people and things we label? Financially-ailing Chrysler and fugitive financier Robert Vesco seem to be stuck with their labels, while black activist Angela Davis gradually loses hers and NBC's experimental network "The Source" witnesses the birth of its own stick-on label. What does that mean . . . "experimental?" That they're gonna try it for awhile to see if it works? That they can't get it right so they keep experimenting? That they are trying something never tried before? Saying the new network is "experimental" may conjure up a flash of test tubes in a lab, or even Herr Frankenstein pulling the big switch to energize his patchwork monster.

Labels are weird to me because they create quick pictures in my imagination. A priest accused of five supermarket stickups — did he wear collar and black robes on the job? A fugitive financier wears a bandit mask and has money sticking out all his pockets. Financially-ailing Chrysler makes me think of a big car upside down and whimpering inside a huge bank. At an experimental network they wear white smocks and have laboratory mice trained to change the teleprinter ribbons. In broadcasting, our station's image is expressed by a label, which is given to us by our listeners amid much prompting from us. That's why we use short descriptive phrases like more music or rockin' or clear channel . . . trying desperately to prompt listeners to think of us as we desire to be perceived.

When you and I talk on the radio we use lots of labels and create many images, and I guess we should keep in mind that attaching labels is a responsibility worthy of serious thought.

### Monday August 20: Well, There's Alaska

238 years ago today Danish navigator Vitus Bering discovered Alaska (1741).  
Author Jacqueline Susann would have been 58. Isaac Hayes is 37. Robert Plant turns 31.  
On this day in 1971 prisoner George Jackson died at San Quentin prison (Bob Dylan's song about him came four months later).

### Tuesday August 21: Hawaii? Fine, Thanks.

Hawaii became the 50th of these United States 20 years ago today. The state motto is "The life of the land is perpetuated in righteousness," and the state bird the Hawaiian goose "nene" (no relation to nano nano).

### Wednesday August 22: We Oil Make Mistakes

It was happening even back in 1952: on this date four major oil companies were sued by the Justice Department for allegedly overcharging for oil shipped to Europe under the Marshall Plan, the massive effort to rebuild the continent following WWII.

August 22nd is the date six "witches" were hanged in Salem, MA in 1692. Ann Franklin became the first female newspaper editor in 1776, and John Fitch's twelve-oared mechanical boat made its 3-mph run on the Delaware River in 1787.

John Lee Hooker is 62. Ray Bradbury and heart surgeon Denton Cooley are 59. Carl Yastrzemski is 40. Valerie Harper reaches 39.

At the Miami Convention Center in 1972 about 3000 demonstrators gathered outside the Republican national convention, while the renomination of Richard Nixon was proceeding smoothly inside. The Vice Presidential candidate was also renominated. That was Spiro Agnew, who didn't like what he saw outside and told reporters "Yuppies, hippies, yahoos, Black Panthers alike. I would swap the whole damned zoo for the kind of young Americans I saw in Vietnam."

### Thursday August 23: Hold Out Your Hands, Chris

Christopher Columbus is a kind of hazy historical figure whom you might imagine standing up in the bow of a little ship, looking out across the water carefully lest the craft fall off the Edge of the World. Sometime I'll profile his oddities for you, but for now just note it was on this date in 1500 he was deported from Haiti in chains, sent back to Spain in disgrace for mistreating the native people . . . only eight years after his three-ship trip to North America, which he thought was India, which is why some people call Native Americans Indians.

The Christian Science Church was chartered 100 years ago today.

Japan declared war against Germany in 1914, the world land speed record was established as 368 mph just 40 years ago today, and a U.S. Army H-1 helicopter began the first nonstop transcontinental flight 23 years ago. In that 1956 flight the average speed was just over 70 mph across 2610 miles.

Keith Moon would have been 32. Gene Kelly is 67 and Sonny Jurgensen's 45.

### Friday August 24: First Lettuce Boycott

Now that Cesar Chavez is promoting the economic boycott again as a tool of labor bargaining power, I notice it was exactly nine years ago today that the first Chavez lettuce boycotts were announced in 1970 on behalf of his United Farm Workers.

On this day in the year 79, fast-flowing lava sealed off the harbor (the only escape route), sealing the fate of the citizens of Pompeii and Herculaneum, as Mount Vesuvius exploded into a two-day fury of destruction.

The first printing of the Gutenberg Bible was completed in 1456. British troops burned the White House and Capitol and much of Washington in 1814. Alaska became a U.S. Territory in 1912.

### Follow-Up On A Couple Of Projects

The results haven't been tabulated yet on last week's Promote Brad Messer Day, although I can report I think the switchboard operator recognized Mom's voice the third time she phoned in.

As for the sleazes, letters are coming in with complaints about certain radio stations and their executives, but not very many . . . giving me the feeling that most of us like where we work and think the boss is a fair sort of guy. I'll summarize the letters sometime soon.

# ARE

Rob Cisco  
Sonja Jones  
Ron Riley  
Jay Cook  
Jon Summers  
Mark Fritges  
Jim Elliott  
Scott Shannon  
Harry Nelson  
Tim Powell  
Steve York  
Tom Connelly  
Todd Chase  
Gary Berkowitz  
Tom Nast  
Bob Mitchell  
Jim Buchanan  
Doug Yanak  
Tom Taylor  
Don Perry  
Ken Capurso  
Curt Hansen  
Rick Ryder  
Jim Roberts  
Bill Shannon  
Dwayne Bonds  
Dave Sweeten  
Mark Laurence  
Rick Bean  
Chip Kelley  
John Marshall  
Jim Sebastian  
Bob Garrett  
Steve Kingston  
Clay Gish  
Mike Rey  
Al Brock  
Roslyn Schwartz  
Bill Thomas  
Steve Ocean  
Jim Roberts  
Paul King  
Lee Victor  
Jeff King  
Mike Scott  
Rick Tracey

Jim Kendricks  
Brady McGraw  
Nona Rael  
Ken Dardis  
Larry Cannon  
Mike Durett  
Lee Brenner  
Rich Thomas  
Ray Williams  
Ken Curtis  
Gary Kirk  
Booby Nash  
Pete Berry  
Mike Moore  
Mojo Man  
Rosalle Trombley  
Marsha Lerenberg  
Dave Thomson  
Phil Irons  
Denny Carpenter  
Pat O'Brien  
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Jim Brown  
Chris Curtis  
Cleveland Reynolds  
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Ron White  
Rick Brown  
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Ric Hansen  
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Lenny White  
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Mike McVay  
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Michael Ward  
Richard Woodard  
Bill Tanner  
John John  
Roy Rosen  
Bobby

Bruce Stevens  
Coyote Calhoun  
Smokin' Sam  
Randy Rice  
Bob Canada  
John Long  
Gayden Scott  
Ron McKay  
Rick Harris  
Wayne Watkins  
Becky Vldaud  
Mark Thompson  
Jerry Rogers  
Beau Braxton  
Terry Young  
Maja Piff  
Karen Williams  
John Curry  
Cris Conner  
Beau Elliott  
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Dan Brannon  
Kjar Sherwyn  
Gene Shaw  
Wynn Davis  
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# STILL SANE?

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*"If Arbitron isn't willing to protect the integrity of their data, then they are 'disseminating worthless information.'"*

## Coming Soon — A Strong Stand Against On-Air Announcements?

It's "OK Corral" time, folks, with regard to the diary announcement issue. At a special meeting on August 22, followed by a regular meeting scheduled for a week later, the Arbitron Radio Advisory Council will be asking the ratings firm to take a definitive stand against stations which run, during the Arbitron sweeps, announcements regarding the conduct of that survey. Discussions with leaders of the Advisory Council, its Washington, D.C. legal counsel, and legal counsel for Arbitron give some clues as to what will be discussed — and what may be the outcome of these meetings.

### Chairman's Views

Don Nelson, General Manager of WIRE/WXTZ in Indianapolis, serves as Chairman of the Arbitron Radio Advisory Council. Nelson told R&R that he sees the meeting on August 22 as a session "to ascertain the seriousness of the problem" of these diary announcements. Nelson, who is personally against the announcements, feels that the broadcasters are of a mixed opinion concerning the impact or usefulness of the broadcasts, but he feels that it's up to Arbitron to tell the industry where the firm intends to go on this issue. When asked if he felt that the First Amendment prevented Arbitron from taking action, Nelson stated that he doesn't feel that Arbitron should be constrained by such a consideration but he referred such a question to Advisory Council counsel Jason Shrinsky for fuller discussion.

### "Classic Cop-Out"

Shrinsky felt strongly that Arbitron can and should be taking strong action against the on-air announcements. He told R&R that Arbitron's feeling that the First Amendment may prevent them from taking strong action against stations running the broadcasts during their sweeps is a "classic cop-out unworthy of a company like Arbitron which seeks the respect of the industry." Shrinsky added that he had seen no legal memos supporting Arbitron's contention regarding the First Amendment stance, but that the ratings company has promised that the legal opinions will be forthcoming in the near future. Shrinsky feels that the only effective position that Arbitron can take against the potentially harmful announcements is to delist the stations running the broadcasts. While this might involve a court challenge by the station(s) excluded from the respective book(s), Shrinsky feels that this could be "constructive litigation" that might protect the rest of the industry from further concerns over the issue. As the counselor sees it, if Arbitron isn't willing to protect the integrity of their data, then they are "disseminating worthless information."

### "Adolescent Level Of Maturity"

Ed Christian, Vice-Chairman of the Advisory Council and General Manager of WWKR/WNIC in the Detroit market, feels that this entire controversy hurts the radio industry. As he told R&R, "We are our own worst enemy — agencies think of radio as having an adolescent level of maturity and this issue is seen as another example of that." Christian wants very much to stop the practice of running the announcements and hopes that the upcoming meetings will "see Arbitron put some teeth into their policy." Both Nelson and Christian mentioned that not only should the actual ratings books be impacted by action from Arbitron, but also the computer tapes need to contain a "flag" to the effect that certain stations ran announcements during the Arbitron sweep. Often the tapes are used more by agencies than the actual books themselves when it comes to planning and making buys. Interestingly, while Christian feels strongly negative about the potential impact of the survey announcements, his stations ran them in Detroit during the Arbitron July/August survey. He told R&R that his stations began running the announcements as self-defense since, seeing the WMJC A/M '79 results (when it was running the announcements), most other Detroit area stations jumped on the bandwagon for the Summer book.

### Arbitron's Position

Conversations with several Arbitron representatives, including staff legal counsel in New York, brought to light the company's position on this issue. Arbitron feels that the best way to stop stations from engaging in the survey announcements is to distribute to key media personnel at agencies a list of stations that engage in such activity. The desire is that the agency staff will then be instructed not to buy the stations listed by Arbitron. While Arbitron and the BRC have some faith in this approach, no one on the Advisory Council concurred. Nelson and Christian both felt that the list idea would have at best a mixed impact, rarely sifting down to the media buyers. Also, the list didn't deal with the issue of how to flag the computer tape the buyer may be accessing.

### First Amendment Concerns

The First Amendment consideration weighs heavily in Arbitron's thinking. R&R was told that the company felt it couldn't dictate to broadcasters what they could or could not air over their stations. Thus, Arbitron's hands may seem to be bound by that stance. However, there are those who have difficulty seeing the difference between telling stations they can run announcements for rating distortion

## Week In Review

### Jim Carnegie Leaves Mediatat

Jim Carnegie, General Sales Manager of Media Statistics, Inc., resigns after three years with the firm. Carnegie tells R&R that his plans have not yet been firmed up but that he will be making an announcement in the next few weeks. He tells R&R that he "had to get back to radio." There will be no replacement as sales manager for the ratings firm, thus placing more of a burden on the shoulders of Mediatat President Jim Seiler.

### RAM Estimates Will Appear In R&R

San Diego-based ratings company has agreed to let R&R publish highlights of surveys in various markets across the country. Broadcasters who seek an alternative to Arbitron will, in the near future, have a chance to judge and compare the two services. Also, RAM has now developed a technique to produce a seven-day cume figure to satisfy agency requests for such a number.

### ESF Expands Into Four More Markets

This A/M, Arbitron adds Expanded Sample Frame technique to four new markets for total of 12 out of 174 where ESF was used during Spring book. New ESF markets are Boston, Baltimore, Charlotte, and Pittsburgh. Top 30 markets will have ESF implemented for the O/N '79 sweep.

promotions but face the risk of delisting, while stations that run diary announcements — almost as harmful in most people's eyes — can't be told they may be delisted. Arbitron's counsel explained their position in this way: he saw two major differences between the rating distortion issue and the on-air survey announcement issue — first, to a court, the on-air announcements would appear to be "helpful" to the conduct of a survey, while rating distortion has a more "tainted" image; second, that Arbitron has no empirical data to show that the survey announcements are harmful to the integrity of their survey data. The test conducted in San Diego last year did not, this attorney felt, show any serious negative impact on the quality of the estimates.

### "Blowout" Possible

Heading into crucial meetings in the next few days, here are how the positions are shaping up:

1. The leaders of the Advisory Council (and their attorney) want to see a stop to the on-air announcements and want Arbitron to delist stations running these broadcasts from the books and tapes for the relevant market. Arbitron does not feel it can take this step legally, and thus faces a most certain court test should it do so.
2. Arbitron wants to send lists to key agency media personnel showing which stations engage in survey announcements. The radio side feels that this move would at best achieve mixed results.
3. Arbitron may want to do more research into the problem of the impact of survey announcements. This is indeed welcome, if overdue, but the broadcasters to whom we talked felt that in the meantime, diary announcements would run rampant unless Arbitron takes a strong stand against the practice.

If you notice some opposing views here, you can see how vital the upcoming meetings are toward getting this issue resolved. The good news is that both Arbitron and the broadcasters who lead the Advisory Council see the need for action on the issue — the bad news is that the two sides widely vary on how to approach the problem effectively. If a consensus can't be found in the upcoming meetings, there may be, as Jason Shrinsky put it, a "big blowout" between the Council and Arbitron. We'll keep you informed of the implications of the outcome of the meetings.

— Jhan Hiber

## Q&A

We received a request for a definition of an oft-used, but perhaps poorly understood, word, namely, "turnover."

No, turnover in this context does not refer to the employment situation at stations after an A/M Arbitron is received. Rather, turnover in the research context is a convenient way to measure how many audiences are flowing through your station, sampling the sound, during a given daypart. It might be expressed as "station X has a turnover of 11 during M-F morning drive, while station Y has a turnover of 5 during the same daypart." This might mean that station X sees more different cume persons (11 "audiences") tuning in and then tuning out during the daypart than station Y. High cuming stations such as Top 40 usually show a higher turnover factor than high average-quarter-hour formats, such as Beautiful Music and Country.



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# Media Marketing

## Conducting A Personal Interview Survey

In the past two weeks I have discussed the more common forms of survey research — phone and mail surveys. This week I'd like to discuss at least briefly the final form of survey research — personal interviews — though there will not be as many instances where it will be as useful as a telephone survey for most radio research applications.

### When To Use Personal Interviews

The situations in which personal interviews are most advantageous are those in which the survey itself is rather long or difficult to complete, or requires that the respondent be shown some visual or mechanical props. For a long or difficult survey, the presence of the interviewer, face-to-face, helps to motivate the respondent and ensure successful completion of the entire questionnaire. Most good interviewers can motivate a respondent over the phone, but the termination rate does tend to be higher for phone surveys than for personal interviews.

The need for visual presentation is also a factor in favor of personal interviews. For example, a few years ago I assisted a Los Angeles radio station, KWST, in the design of its billboard advertising. KWST referred to itself on the air as "K-WEST" and was concerned that billboards showing the actual call letters

survey formats. Thus, personal interviews might be useful when you wish to conduct a full-blown lifestyle survey, incorporating questions of importance to both programming and sales decisions. Here, you need a lot of information from each person, and it would be difficult to obtain all of it over the phone or via a mail questionnaire.

Personal interview surveys also provide the greatest flexibility of any survey format in that screening questions and open-end responses can be used very successfully. The ability of the interviewer to create a "rapport" with the respondent and to probe for further information makes the personal interview capable of generating much richer and more in-depth information than other survey forms. However, it should be remembered that few radio programming decisions really require an incredibly deep understanding of the listener. Most of the day-to-day decisions rely on the kind of information which can be easily obtained via less costly research avenues.

### Pitfalls Of Personal Interviews

The personal interview survey requires a great deal of interviewer training and control in order to insure accurate re-

*"It is simply not reasonable to spend the time and effort necessary to build and pretest an elaborate questionnaire and then send it out into the field in the hands of inexperienced or ill-trained interviewers."*

KWST would not lead to proper identification by potential listeners. So, two different forms of the billboard ad were drawn up (in miniature!), one reading KWST, the other K-WEST. Copies of the two billboards were given to interviewers, who then interviewed people in the target demographic segment. As expected, the K-WEST billboard elicited more correct identification of the station than did the billboard with the actual call letters. The ad campaign used K-WEST rather than KWST based on the results of the survey, which could not have been conducted effectively via either phone or mail. A phone survey would not have enabled the control necessary in the interview situation, where the respondent was first shown the KWST billboard and then the K-WEST billboard, or vice versa. This was simply a particular kind of research question which was well suited to a personal interview format.

### Other Advantages

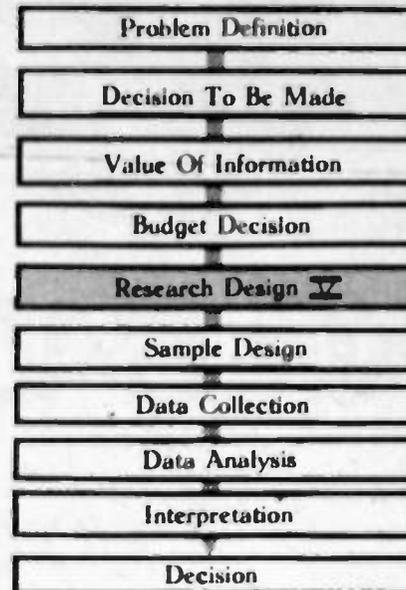
Personal interviews usually make it possible to gather more information from each respondent than under the other

sponses. Untrained interviewers can, through their behavior and/or appearance, cause respondents to distort their answers or not answer at all. For this reason, I generally insist on using a professional survey research supplier for any form of personal interviews in projects that I am involved with. It is simply not reasonable to spend the time and effort necessary to build and pretest an elaborate questionnaire and then send it out into the field in the hands of inexperienced or ill-trained interviewers. The whole project can be blown right there! While the same statement can be made for telephone surveys, the problem is usually not as great in the phone situation, because phone interviewers are most easily trained and supervised (if they call from a central location).

### How To Proceed

Given that rather extended background discussion, if you decide to employ a personal interview format, your steps are quite similar to those of the other forms of survey:

### Stages in the Market Research Process



1. Decide on all information to be gathered.
2. Decide on the order and form of questions.
3. Design and pretest the questionnaire.
4. Revise and begin implementation.

The same basic principles of questionnaire construction apply as have been discussed the last two weeks. Early questions should be designed to elicit respondent involvement, etc. Analogous to the mail survey cover letter, interviewers should be provided with a letter of identification which assures the respondent of the legitimacy of the survey and forestalls the possibility of the interviewer being mistaken for a door-to-door peddler. Many cities have an ordinance against any form of door-to-door solicitation, so it is always advisable to clear your survey with the appropriate authorities before sending your interviewers out into the streets.

It is because of the increased complexity of conducting a personal interview survey that I recommend the use of a professional research service, whether that be a full-line market research firm, an independent consultant, or a marketing professor at your local college. Utilizing outside professional help will add to the cost of your research effort, to be sure, but you should probably not be conducting personal interviews unless the research question is fairly significant. In such a case, the value of the information is expected to be high, so you shouldn't risk a cheap but perhaps inaccurate execution of your survey.

In a future column I will address the problem of selecting a research supplier to assist you in any or all phases of a research project. Meanwhile, in the next few installments of Research Design, I will treat some specifics of question design for programming research.

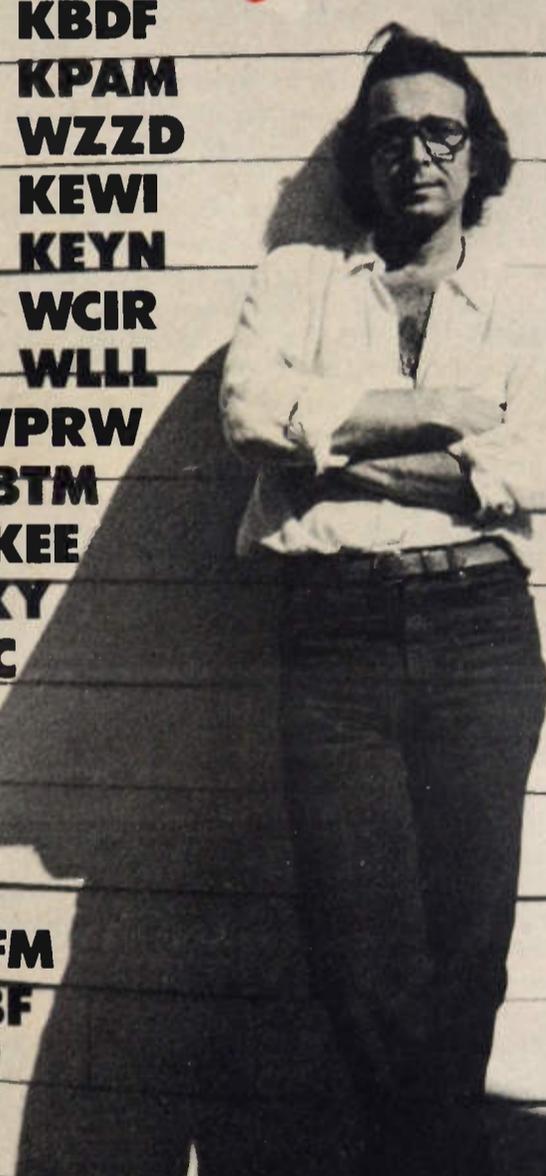
Dr. Richard J. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-4330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.



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WPRO	WCIR	KAYC	KJR	KTLK
WANS	WLL	KNOW	WAYS	KSTP
WDRQ	WPRW	FM100	WLAC	KRLA
KATI	WBTM	KISS	WCAO	WQXI
	WKEE	KUTE	WFBR	KEWI
	WAXY	WBLS	WAPE	WKNX
	WICC	KSLY	KJRB	KWEN
KSOL		WBGN	KREM	KX104
WISE		WTIX	WHB	WINW
KSFX		KJOY	KNUS	WKY
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**BILLBOARD: Top Add Ons**

**RECORD WORLD: Disco File Top 50 — #29**

**RECORD WORLD: Powerhouse Picks**

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**RISE...The Song Of The Summer Of 1979.**

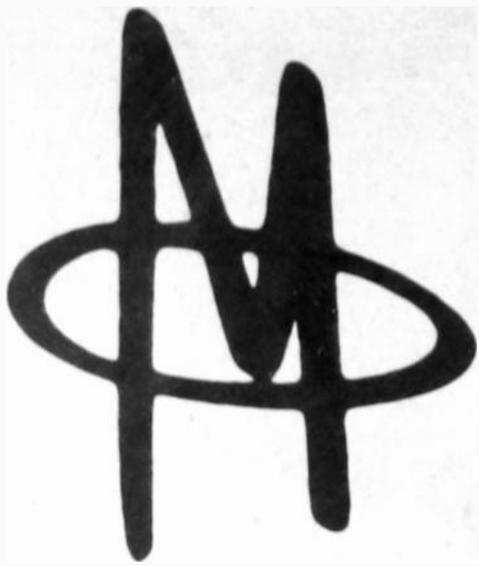
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**Watch for Herb's upcoming new album "Rise," coming soon.**

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## THE BACK PAGE

## BREAKERS

M

### Pop Muzik (Sire)

62% of our reporters on it. Moves: Up 64, Same 15, Down 0, Adds 19, including CKGM, KSLQ, WFLI, WERC, WKIX, WJDX, WOW, WVIC, WHOT, KRSP, KMJC, KFXM, Y94, KBDF, KOOK. See Parallels, charts at number 26.



## THE BACK PAGE

## BREAKERS

M

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## STREET TALK

In a real surprise to everyone, Howard Rosen has left Casablanca, where he had been VP of Promotion. No replacement was immediately named, and from what we hear, Howard has not announced any immediate future plans.

Some choice call letters without programmers are WABC/New York, WFIL/Philadelphia, and KAUM/Houston. Now, when you have big stations without PD's, you hear more than a few names mentioned as possible candidates for those jobs, right? Okay, here they are: John Gehron, Alan Burns, Ray Quinn, Dean Tyler, and Bob Travis. You put 'em together any way you like, because right now it's pure speculation.

Kelly West of Motown Records was injured in a traffic accident in Middletown, NY Monday (8-13). At press time he was listed in "guarded but critical condition" by the staff at Hooper Memorial Hospital in Middletown. He will pull through, but we bet a few cards and letters would speed up the process. Here's hoping Kelly a speedy and complete recovery!

C.C. Matthews is now the PD of KJ100/Louisville. He had been assisting consultant E. Alvin Davis.

Steve West, formerly Assistant GM of KJR/Seattle, has been promoted again (this guy is hot!), this time to full General Manager of KJR's sister FM, KISW. He replaces Harry Caraco, who will pursue other areas. Steve has been with Kaye/Smith, the stations' owners, for 12 years, and we hope he's got a good tax man because this has been quite a year for him.

And while we're in the Northwest . . . returning to the area from KULF/Houston is Andy Barber, who will become the new PD of KASH/Eugene. Andy had been doing PM drive in Houston but had worked in the Seattle area prior to joining KULF. He says he's very excited about getting into programming and getting back to his favorite area of the country.

Lots of speculation surrounding WRQX/Washington, and the talk didn't exactly "cool off" with all the internal staff changes that took place this week. Dude Walker moved into morning drive to replace the exiting Ted Carson, who will return to Houston. Uncle Johnny joined the WRQX air staff from Y95/Tampa, and Stoney Richards resigned to go into acting full time. Sandy Weaver assumed Stoney's old airshift.

Congratulations to Jack Alix, former head of "Rock & Roll Roots." Jack joined TM in Dallas as Director of Marketing and Sales for its Special Projects division.

Hope you didn't miss Commander Steve Dahl on Tom Snyder's "Tomorrow Show" Tuesday morning (8-14). Steve cracked a disco LP over his helmeted head, sniffed a little helium with Tom, and just generally had a good time during the last ten-minute segment of the show. Mr. Snyder (in a style that is all his own) referred to an earlier guest, Meat Loaf, as Meat Balls!

Bill McCown, formerly PD at WANS-FM/Anderson, has accepted a new PD job right across the street. Bill will take WAIM/Anderson from its current AOR format to a Top 40-style sound in the very near future.

Steven B. Oliver and John Messenger has left WEBC/Duluth to join KDWB/Minneapolis. The interesting thing is that just what the two will be doing at KDWB was not immediately known. But what is known is that KDWB will split its simulcast AM/FM operation into two separate stations around Labor Day. Our guess is that the two new jocks will be part of that very secret happening . . . secret because nobody in Minneapolis is really sure what the two KDWB's will be doing.

In the brilliant marketing tradition of Barry White and Art Garfunkel, Led Zeppelin's new LP is shipping with six different covers! The album will be sold to consumers in its own brown paper bag and only after purchase will the customer discover which of the six covers they have. We heard that the covers were "designed by hypnosis," which is an interesting concept (actually, it's British design firm Hipgnosis, but accuracy isn't everything!). You might remember this multiple cover trick on Barry White's album with the different colored fur, or Art Garfunkel's many views of breakfast.

WLIR/Long Island celebrates its 20th radio anniversary on August 21st with a listener appreciation concert starring Southside Johnny & Asbury Jukes and four other bands. That's nice, but the unusual part of the story is the WRCN/Riverhead is promoting the show too. Both WLIR and WRCN will broadcast the concert live, and WRCN is cooperating as a service to their listeners and a tribute to WLIR. WLIR MD Larry Kleinman told us, "Hopefully it's the start of a good relationship between the two stations."

RCA Corporation and C.I.T. Financial Corp. have resumed negotiations on a possible merger of the two companies. Just a month ago the on-again-off-again talks were off, again. Now they're back at it in what could be another major merger affecting the record industry.



**READY? — SET? — EAT IT!** — It was a natural, and who could ever pass up a natural? In conjunction with the new movie and soundtrack LP "Meatballs," RSO Records held a Meatball Eating Contest at Tower Records in Hollywood. Officiated by KHJ/Los Angeles strange one Rick Dees (who coincidentally sings the LP's title cut) the big munch-in happened last weekend amid flashing cameras and gnashing teeth. Pictured at the victory celebration are (l-r) Jack Lombardo, Polygram L.A. Branch Marketing Manager; Kenny Hamlin, Polygram L.A. Branch Manager; winner Kenny Jones; Dees; Vic Ginnocchio, RSO West Coast Regional Marketing Manager; and Greg Miller, Polygram Sales.

# RSO INVASION!

4 NEW SINGLES FROM RSO

**John Stewart**

"Midnight Wind" RS-1000

**Mary Macgregor**

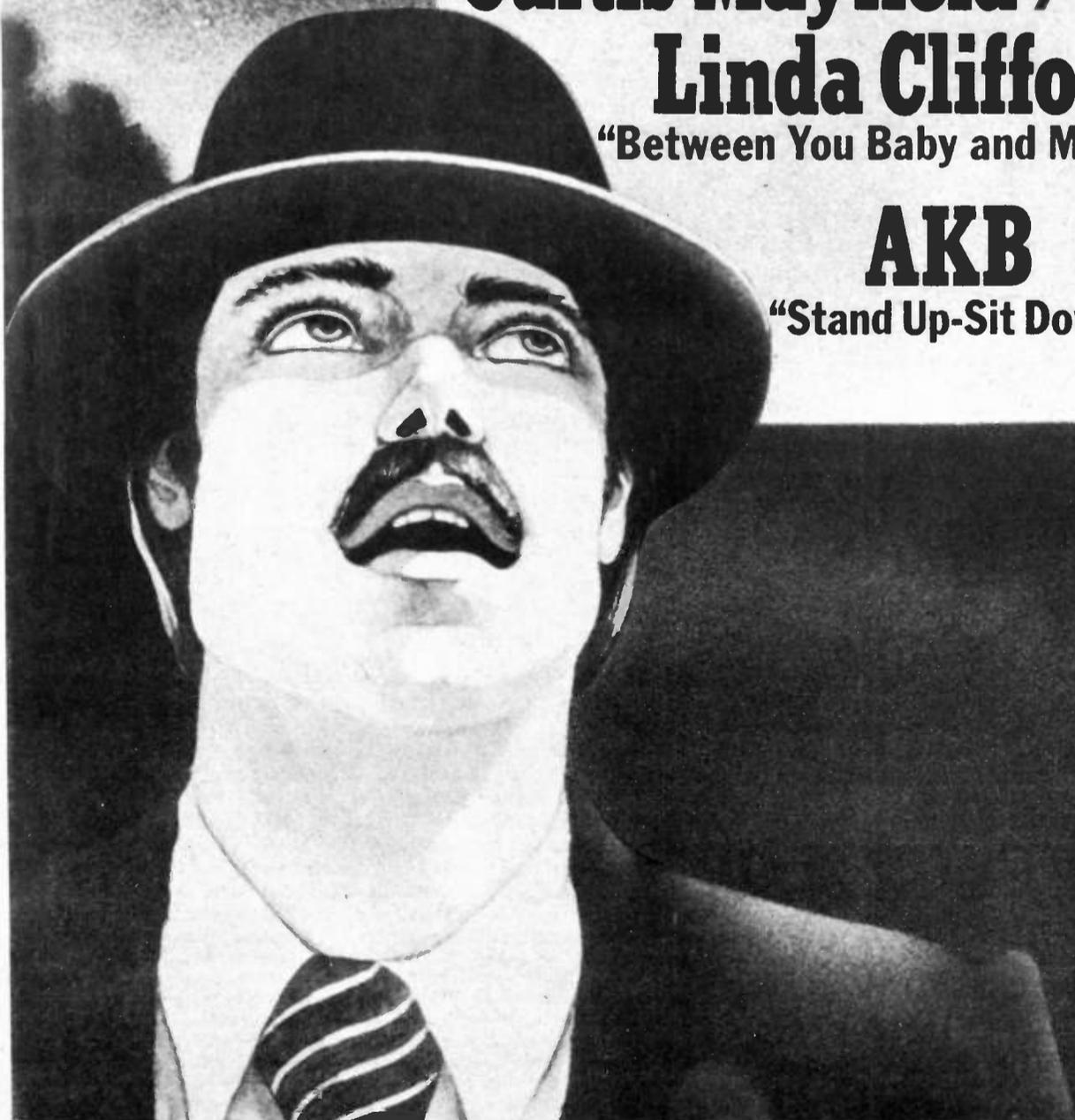
"Good Friend" RS-938

**Curtis Mayfield /  
Linda Clifford**

"Between You Baby and Me" RS-941

**AKB**

"Stand Up-Sit Down" RS-942



# TOP-40



## John Leader

### Friendly Energy In Jacksonville

This is a success story that has been building for several years. WIVY/Jacksonville abandoned its AOR format just over three years ago and went Top 40 under the direction of Chuck Martin (now KHJ/Los Angeles PD). After a rather amazing beginning in the face of the 50kw competition of WAPE, Chuck left the station and Jim Dunlap became the new PD, coming from a long tenure at WQAM/Miami. The station continued to build a strong audience profile and in Jim's first book (Oct/Nov '77) Y103, as the station had become known, had beaten WAPE in overall weekly shares (see chart).

If you've followed the news in R&R, Jim Dunlap left Jacksonville earlier this summer to become the General Manager of WBCN/Boston. Before leaving, Jim appointed Scott Sherwood as Y103's new PD and during the recent spring sweep the two programmed the station together to its highest share yet. Y103 currently enjoys one of the highest weekly ratings of any Top 40 station in all of the top 60 markets and that is certainly worth discussing.



Scott Sherwood  
Y103/Jacksonville

### The Two Heads Theory

I spoke with current PD Scott Sherwood and asked him how he first became involved with Y103.

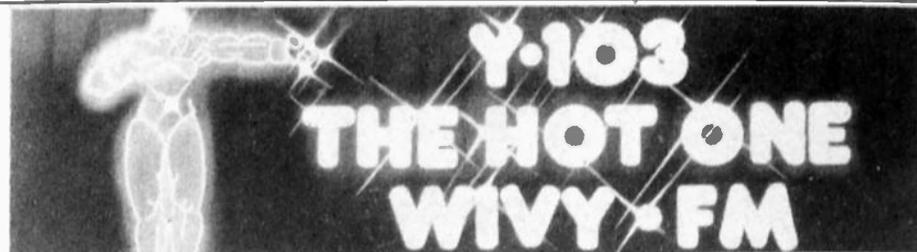
"I came to the station as Production Director and jock in June of 1978 from my previous position as PD of KMOX/St. Louis. Jim (Dunlap) and I had worked together before at WQAM in the early to mid-seventies so we knew each other and knew we could work together well. Jim named me to become PD when he was elevated to Operations Manager on March 1st of this year. The results of the spring book are really a combination of both of our programming talents and ideas built upon the framework of what Jim had established in the books that came before. I can't say enough about how good Jim was for this radio station. He just always knew what was the right thing to do."

Can you give me an example of what you mean?

"Sure. We ran into what I call a 'disco decision' just prior to the spring sweep that I think played a part in the station's increase. Both Jim and I had a gut feeling that disco music was occupying too large a percentage of our music list. I think at the time our list was nearly 50% disco, which was an accurate reflection of the music that was happening both locally and nationally. We were playing the hits, but a lot of the hits began sounding very much alike. We both had the same feeling, which we expressed to each other in one of our regular programming sessions, that Y103 sounded too disco. So, we did some supplemental research to see if our feelings were off-base or right on. The research backed us up and we made our 'disco decision.' Now the decision was not to eliminate disco, run no-disco weekends or in any way to put disco 'down.' But we did decide to promote rock. We instituted 'rock jams' on the air, which were 15 minute sweeps full of rock music. It didn't have to be all 'Ted Nugent-type' music, but there was some element of tempo to everything played in one of the 'rock sweeps.' We would simply avoid ballads and disco tunes for that particular feature's duration and promoted the 15-minute segments as 'rock jams.' The response was immediate and really positive. We also ran what we called regular 'music jams' which were 15-minute segments of any kind of music, a wide variety, and those helped to define the 'rock jams' when they came up. Remember, we didn't stop playing disco music, we simply chose to promote rock music instead."



THE Y103/JACKSONVILLE CREW — In front are Sabrina Sproules and Maja Britton. (L-r, second row) Gary Rodriguez, Jim Sumpter, Jeff Holden, Jay Roberts, Scott Sherwood. (L-r, third row) Bobby Stereo Ocean, Pat McKay, Dave Mann, and Tommy Charles.



### The Reverse Pyramid

What about outside promotion of the station during the book?

"The station made a large buy of TV spots. We used the commercials produced by Future Media, which had a sort of 'Star Wars' feel to them. They were strictly institutional spots promoting the station in general. However, we didn't purchase TV time in the usual manner. We did sort of a reverse pyramid buy in that we bought our heaviest load of spots prior to the book and then slowly decreased the buy until there were almost no spots running as the book ended. The major thrust of the TV advertising was well in advance of the actual ratings. We also backed up the TV buy with some billboards, using the same visual theme as the TV spots. I think it's really important, if you are going to use television, to have a professionally produced spot as opposed to a quickie local production which won't look as good as all the national spots that you see on TV. The commercial we ran was one of the better spots running on TV and we had listeners calling with comments about our TV commercial . . . they liked it."

What about promotions from within the station?

"We got into a contest during the book called the 'Grand Challenge.' It wasn't anything new really, but it was effective and that's what was important. I went into the production room and tightly spliced five different sound effects together. The object of the contest was to guess the five sounds in order and thereby win \$1000. Each hour we would play the sounds and then take ten callers to guess. We would air one of the guesses, always identifying the sounds that the listeners had guessed. The reasoning behind airing the partially correct guesses was to allow those listeners who had just tuned in to have a feeling that they weren't totally out of the running. You could tune in at 3:30 in the afternoon and still be brought right up to date as to what had happened earlier in the day. You weren't 'out of it' if you hadn't been able to stay glued to your radio all day. The contest was knocked off the first time in about three days, so we brought out five new sounds and started over, but this time the jackpot was \$10,000. We decreased the cash prize by \$1000 for every hour the sounds weren't correctly guessed until it was back down to a grand, where it stayed until we had another winner. The 'Grand Challenge' repeated five times in all, and the entire promotion lasted about three weeks. Nothing all that spectacular, but it did have people talking and responding. It was a good contest."

### Walking The Fine Line

How does the station sound? What's the approach that the jocks take?

"A lot of credit for these numbers has to go to the airstaff. The sound we project is best defined in the term 'friendly energy.' We're up, but very real and not falsely excited about anything. If the jock gets turned on by a song, fine. The enthusiasm can be there, but it's never put-on or the least bit contrived. It's genuine sounding and always moving forward."

"You've talked about stations with a certain magic before and I think we have it here right now. The staff, right down to the part-timers, all feel it and it's kind of hard to put into words. As our General Manager, Gary Rodriguez, says, 'If everything is going right at Y103, I shouldn't have to work at all.' What he means is that when he has all of us properly motivated to do our jobs, the station will be successful and his job, as manager, becomes that much easier. We get a little closer to that ultimate goal with every book and, naturally, this

### Jacksonville Average Share Trends — Metro April/May 1979

Station Call Letters	O/N '77	A/M '78	O/N '78	A/M '79
WAIV (R)	4.0	5.7	7.1	5.6
WAPE (R)	7.5	—	10.5	7.1
WIVY (R)	10.3	14.7	14.7	15.8
WJAX-FM (A)	3.5	1.1	6.4	8.6
WKUE (A)	—	—	2.5	1.0

latest one is our best yet. We have walked the fine line between traditional Top 40 (in the oldest definition) and the hipness of AOR. But our ability to really sound like 'today' in our on-air presentation is not like the pseudo-hip approach of some AOR stations. We're real sounding and we don't promote in the 'bigger-than-life' way a lot of Top 40 stations have adopted. It's a great-sounding radio station and the people in the market respond to it.

"This is a situation for me that is a lot like a dream come true. We all have our own personal ideas and definitions of what the perfect radio station would be and for me Y103 is it. Our GM, Gary Rodriguez, is young (29) and unbelievably talented. He has provided the kind of support that is hard to parallel. In everything we do he stands behind us ready to go that extra mile to insure that the product will be more than just successful. It has to be the best. We have a great radio station, and it is providing me with the best experience I've ever had in this business."

Time and time again I have heard from those who've visited Jacksonville that Y103 is a great-sounding radio station. After visiting with PD Scott Sherwood, it comes as no surprise that what sounds good is also very successful. The rare combination of motivation, talent and energy have apparently all come together at Y103 in a package that will be hard to beat. My thanks to Scott for his thoughts and his time.



# INFINITY RECORDS



**SPYRO  
GYRA**  
"Morning  
Dance"  
Is A Different  
Kind Of Hit!



**NATIONAL AIRPLAY/30**  
**August 17, 1979**  
27 SPYRO GYRA/Morning Dance (Infinity)

## NEW ENGLAND

### "Hello, Hello, Hello"

The Amazing  
Single From The  
AOR Smash  
Album!



96KX d-32  
KJR on  
JB105 on  
WKEE on  
WLAC on

WANS 32-28  
KDZA on  
KOOK on  
KRLC on  
WROV on

WBBQ on  
WCUE on  
WIFE on



## ALL WE ASK YOU TO DO IS LISTEN.

TOP-40



**WNBC APPRECIATED BY PARKS DEPT.** — WNBC/New York, which sponsored a "Coppertone Frisbee Fly-N" as part of Westchester County's "Just For Fun" weekend promoting conservation, received a Certificate of Appreciation from the County Dept. of Parks, Recreation, and Conservation for its efforts. Pictured (l-r) are WNBC's Ad Manager Risa Weinreb, the Dept.'s Barbara Franklin, and WNBC air personality Michael Sarzynski.



**VEST OF THE BEE GEES** — Wisconsin Governor Lee Dreyfus, known for his trademark red vest, presented three samples of that article of clothing to the Bee Gees when they appeared in Madison. The Governor proclaimed it Bee Gees Day and made the Gibb brothers honorary citizens of the state, and WISM joined in the welcoming festivities. Pictured at the "investing" ceremonies are (standing, l-r) Maurice and Robin Gibb, Governor Dreyfus, Barry Gibb, and WISM air personality Charlie Simon; (seated, l-r) WISM air personalities Samantha Jones and Ria Michaels with PD Jonathan W. Little.



**BENSON TAKES KNAPP FOR INTERVIEW** — KSTP-FM/Minneapolis PD Chuck Knapp recently interviewed George Benson, with the help of station MD Kim Jeffries. KSTP presented Benson in concert locally. Pictured (l-r) are Benson, Jeffries, and Knapp.



**REX AND RELAXATION** — Columbia's Rex Smith takes a little time out at a Houston record store to chat with radio, record, and retail reps before facing 2000 avid fans at the store. Pictured (l-r) are Sound Warehouse chain Manager Bronson Evans, Rex Smith, KULF's Coyote Calhoun, and CBS's Norman Hurt.



**DOUBLE CHOCOLATE GOLD AWARD** — Mike McVay, PD at WAKY/Louisville and former PD at TEN-Q/Los Angeles, received gold record awards for Hot Chocolate for both stations. Pictured (l-r) are WAKY MD Harry Lyles, Infinity's Tony Autore, and McVay.



**KYA BY THE SEA** — KYA/San Francisco brought 6500 listeners to Marine World/Africa USA recently, attracted by the prospect of free live entertainment and prizes. Pictured at the event (rear, l-r) are KYA account exec Jerry Sellers, KYA-FM air personalities Jeff Serr, Bill Minckler, and Mike Taylor; Sales Coordinator Shelly Swædler, KYA-AM jocks Laura Ashton and Harmony, and account exec Chris Edwards; (front center, l-r) Assistant Promotion Director Jeff Blouse and two fans.

# Another Wise Move From Gerry Rafferty

**#1 NEW & ACTIVE!!**

**GERRY RAFFERTY "Get It Right Next Time" (UA) 99136**  
Moves Up 44, Same 16, Down 0, Add 36, Includes 99X FM, WFIL, WKBW,  
KHJ, KIMN, WKEE, WKBO, WIRK, WSGN, K233, KRQL



*"Get It Right Next Time"* <sup>1316</sup>

the latest hit single

from his album *"NIGHT OWL"* UA-LA958-1

On United Artists Records and Tapes **UA**





**EARTHY GIFT FOR WQXI** — Infinity Records presented WQXI-AM-FM/Atlanta a special Spyro Gyra terrarium recently. Pictured admiring the new plants are (l-r) Infinity's Roger Sayles and Bob Osborn, WQXI-FM's Jim Morrison, WQXI-FM MD Jeff McCartney, WQXI-AM MD J.J. Jackson, and Don Benson, PD for both stations.

### T-Electric

Continued from Page 1

for many years . . . Jim and I share many philosophies. I admire his talent, his energy, his creativity, and his abilities. Infinity is very pleased to be a part of T-Electric, both through capitalization and front-line marketing participation."

MCA New Ventures President Norbert Simmons, who packaged the financing for the transaction, stated, "This particular venture with T-Electric Records is a unique, prestigious, and exciting marriage of finances and talent . . . Our initial funding arrangements already place T-Electric in the top 100 list of black-owned corporations in America. Within a year we project it will move into the upper 50."

T-Electric, which will be distributed through MCA Distributing

Corp., will be based at Infinity's Manhattan offices pending the completion of its own New York office complex.

### Clear Channel

Continued from Page 1

majority of stations submitting reply comments to the FCC's proposed idea to restrict (break up) the 25 class 1-A clear channel broadcasters continue to call for including the clear channel inquiry in an overall study, which concerns ways to add new stations for minorities and allow daytimers to extend their hours of operation (see R&R 7-20).

But the biggest debate raging is between the clear channel stations and the daytimers, whose reply comments to the FCC on Monday (8-13) pointed out the problem in contrasting positions and attitudes. Details of that debate are summarized in R&R's Washington Report, Page 4.



**LISTENER PASSES "BAR" EXAM** — WRFC/Athens conducted a "Star Spangled Girl" beauty pageant recently. Pictured with the local Record Bar store's finalist and a store rep are WRFC's Walter Allen (second from left) and P.T. Morgan (right).



**BERRY BERRY GOOD FOR KSLQ** — Chuck Berry granted a rare radio interview to his hometown rocker KSLQ recently. Pictured at the station (l-r) are KSLQ MD Phil Irons, the station's Brad Hildabrand and Don Jefferson, PD Joel Denver, Atco VP Reen Nall, Atlantic's Tom Gordon, and (seated) Chuck Berry.



**ENGLAND DAN, JF COLEY HECKLE WAXY** — Big Tree's England Dan & John Ford Coley visited WAXY/Miami during a stopover for a concert. Pictured at the station are (l-r) Atlantic's Debbie Stine, John Ford Coley, WAXY MD Michael Ward, and England Dan.



**NEW HORIZONS FOR CHICAGO RADIO** — Horizon Records held a listening party in Chicago for radio and record personnel to hear Brenda Russell and Neil Larsen's latest LP's. Pictured (l-r) are Paul Gallis, WEFM's Kevin Metheny, Horizon head Tommy LiPuma, Holly Patrick, and WEFM's Dave Freeman.

# The Doobies Are DEPENDIN' ON YOU For Another Top-40 Smash!



## “Dependin’ On You” THE DOOBIE BROTHERS

*KDWB add 30  
KSLQ 25-21  
WOKY 29-27  
KBEQ 39-36  
WPEZ deb 34  
KJR 24-21  
KING deb 25  
13Q add  
JB105 29-26  
WOLF deb 24  
WBBF deb 38  
WKEE add  
WPST add*

*14Q 22-19  
WHYN on  
WTRY add  
WKBO add  
F-105 add  
WAYS 31-28  
WAPE on  
Y103 36-31  
WIRK on  
WGHA add  
WSGA 31-26  
92Q deb 28  
KNOW on*

*WFLI add  
WFMF deb 27  
KXX106 23-19  
WAKY deb 29  
KOFM add  
WKY add  
KRAV add  
WNDE 30-26  
KZ93 add  
WOW on*

*WVIC deb 32  
KEYN-FM 30-29  
WTAC add  
WING add  
KJRB add  
KRUX deb 35  
KRO add 39  
KMJC 29-17  
KFXM 27-22*

*KENO add 29  
WMEE add 29  
WNAP add  
WLBZ deb 33  
K104 deb 34  
WFBG add  
14WK 36-29  
CK101 30-26  
WRJZ deb 35  
WHHY 29-22  
WAGQ deb 29  
WFOM add  
WISE add 35*

*KQWB deb 35  
KKXL on  
KKRC 30-28  
WAKX deb 33  
WRKR deb 28  
WEAQ 29-28  
WSPT deb 30  
KENI on  
KLUC deb 27  
KYSN add  
KBDF on  
KOOK deb 3  
KBOZ det*



On Warner Bros. Records

ADDS & HOTS

EAST Most Added Hottest Gerry Rafferty... Knack... Earth, Wind & Fire... Robert John... Atlanta Rhythm Section

SOUTH Most Added Hottest Sniff 'N' The Tears... Knack... Robert John... Little River Band... Atlanta Rhythm Section

EAST

SOUTH

Parallel One

WBEZ/Pittsburgh, PA Jay Jones... WXTV/Troy, NY Dee Perry... WQBO/Portland, ME Andy Curry... WYOZ/Orangeburg, SC Tom Powell... WYAC/Allentown, PA Jeff Frank... WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Two

WABC/Allentown, PA Jeff Frank... WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Three

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Four

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Five

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Six

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Seven

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Eight

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Nine

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

SOUTH

Parallel One

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Two

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Three

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Four

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Five

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor

Parallel Six

WYBY/Springfield, MA Tom Curry... WYLL/Paraburbs, WV Bob Garrett... WYRE/Annapolis, MD Steve Kingston... WYWE/Wheeling, WV Jim Roberts... WYOB/Hartsville, PA Tom Hawk... WYOT/Trenton, NJ Charlie Brown... WYPS/Trenton, NJ Tom Taylor









(Little River Band continued)

Regional Reach: E 208, S 968, M 828, W 948

National Summary: UP 128, SAME 17, DOWN 2, AD DS 4

LOBO Where Were You... (MCA)

LP: none, 58/11, 35%, N&A

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

NICK LOWE Cruel To Be Kind (Columbia)

LP: Labour Of Lust, 116/26, 73%, 25, BREAKER

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

(Parade continues on Page 32)

K

KNACK My Sharona (Capitol)

LP: Get The Knack, 144/0, 81%

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

L

LITTLE RIVER BAND Lonesome Loser (Capitol)

LP: First Under The Wire, 155/4, 97%

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

RICKIE LEE JONES Young Blood (WB)

LP: Rickie Lee Jones, 84/4, 40%, N&A

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

JOURNEY Lovin', Touchin'... (Columbia)

LP: Evolution, 78/26, 49%, N&A

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

H

PATRICK HERNANDEZ Born To Be Alive (Columbia)

LP: Born To Be Alive, 61/8, 32%, N&A

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

J

ROBERT JOHN Sad Eyes (EMI/America)

LP: Robert John, 150/2, 94%

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

G

EARTH, WIND & FIRE After The Love... (ARC/Col)

LP: I Am, 148/4, 84%

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

G

GO I Do Love You (Arista)

LP: GO, 92/11, 58%, 24

Table with 3 columns: P1, P2, P3. Lists radio stations and call letters across various regions (East, South, Midwest, West).

M

M Pop Muzik (Sire) 98/19 62% 26 BREAKER

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

N

NIGHT Hot Summer Nights (Planet) LP: Night 117/8 74% 18

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

P

ROBERT PALMER Bad Case of... (Island) LP: Secrets 131/13 82% 14

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

R

EDDIE RABBITT Suspicious (Elektra) LP: Lovellina 106/4 66% 19

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

ROCKETS Oh Well (RSO) LP: Rockets 71/4 46% N&A

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

S

MAUREEN MCGOVERN Different Worlds (WB) LP: Maureen McGovern 63/7 40% N&A

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

MAXINE NIGHTINGALE Lead Me On (Windsong) LP: Lead Me On 143/4 90% 5

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

BONNIE POINTER Heaven Must... (Motown) LP: Bonnie Pointer 84/16 53% N&A

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

GERRY RAFFERTY Get It Right... (UA) LP: Night Owl 96/36 60% N&A

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

SMOOTH 'N' THE TEARS Driver's Seat (Atlantic) LP: Fickle Heart 132/22 83% 17

Table with 3 columns (P1, P2, P3) and 3 rows (EAST, SOUTH, MIDWEST) listing radio stations and call letters.

SPYRO GYRA Morning Dance (Infinity) LP: Morning Dances 77/4 48% 27

SUPERTRAMP Goodbye Stranger (A&M) LP: Breakfast In America 188/3 84% 7

DIONNE WARWICK I'll Never Love... (Arista) LP: Dionne 138/8 88% 12

Table with 3 columns: P1, P2, P3. Lists radio stations and their associated artists and songs.

Table with 3 columns: P1, P2, P3. Lists radio stations and their associated artists and songs.

Table with 3 columns: P1, P2, P3. Lists radio stations and their associated artists and songs.

Others Getting Significant Action (Continued from back page)
25-18 WRKO 20-27, WPGC 4-28, Z83 29-23, CKLW 29-14
BECKMEIER BROTHERS 'Rock & Roll Dancin'' (Casablanca) 21/1
JOHN STEWART 'Midnight Wind' (RSO) 20/12
MICHAEL JOHNSON 'This Night Won't Last Forever' (EMI/America) 29/3
TOBY BEAU 'Then You Can Tell Me Goodbye' (RCA) 20/3
OAK 'This Is Love' (Sky's The Limit/Mercury) 29/1
OLIVIA NEWTON-JOHN 'Totally Hot' (MCA) 18/3
PEACHES & HERB 'We've Got Love' (Polydor) 18/8
MICHAEL JACKSON 'Don't Stop Till You Get Enough' (Epic) 16/7
MARY MACGREGOR 'Good Friend' (RSO) 16/3
LOUISE GOFFIN 'Remember (Walking In The Sand)' (Elektra) 13/6
KC & THE SUNSHINE BAND 'Please Don't Go' (TK) 13/6
WINGS 'Arrow Through Me' (Columbia) 12/8
CHICAGO 'Must Have Been Crazy' (Columbia) 12/8
MASS PRODUCTION 'Firecracker' (Columbia) 12/2
EDDIE MONEY 'Get A Move On' (Columbia) 11/8
IAN HUNTER 'Just Another Night' (Chrysalis) 11/3
RECORDS 'Starry Eyes' (Virgin) 11/3
VAN HALEN 'Beautiful Girls' (WB) 10/5
IAN GOMM 'Hold On' (Suff/Epic) 10/3

R&R Top-40 Radio Reporters
PARALLEL ONE EAST, MIDWEST, SOUTH, WEST
PARALLEL TWO EAST, MIDWEST, SOUTH, WEST
PARALLEL THREE EAST, MIDWEST, SOUTH, 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 (\*). Individual artists' AOR Hot tracks are listed in order of their level of airplay and acceptance.
AC/DC: Highway To Hell
ATLANTA RHYTHM SECTION: Spooky \* Do It Or Die \*
BAD COMPANY: 'Gone, Gone, Gone' \*
BLACKFOOT: 'Highway \* Train Train
BLUE OYSTER CULT: 'Dr. Music' In Thee \*
CARS: 'Let's Go' \* 'Dangerous Type'
CHARLIE: 'Killer Cut'
CHARLIE DANIELS: 'Devil Went Down To Georgia' \*
DIRE STRAITS: 'Lady Writer' \*
E. LIGHT ORCHESTRA: 'Don't Bring Me Down' \*
JOE JACKSON: '...Going Out with Him?' \* 'Sunday Papers'
RICKIE LEE JONES: 'Young Blood' \*
KANSAS: 'People Of The Southwind' \* 'Reason'
GREG KINN: 'Rendezvous' 'Roadrunner'
KNACK: 'My Sharona' \* 'Frustrated'
LITTLE RIVER BAND: 'Lonesome Loser' \*
NILS LOFGREN: 'No Mercy' 'Baltimore'
NICK LOWE: 'Cruel...' \* 'Susan'
KCBS/Reno, NV
KYSN/Colorado Springs, CO
KDZA/Pueblo, CO
KBDI/Eggen, OR
KQDE/Great Falls, MT
KOOK/Bozeman, MT
KFXD/Boise, ID
KRLC/Lewiston, ID
KBM/Roswell, NM





# THE PICTURE PAGES

## City Boy's Atlantic Debut



To celebrate the completion of City Boy's debut album, "The Day The Earth Caught Fire," for the label, Atlantic Records hosted a listening party at their New York studios. Pictured at the party are, from left: group's Roy Ward, Atlantic Sr. VP/IGM Dave Glew, City Boy's Chris Dunn, group's manager Clive Calder, group members Lol Mason, Steve Broughton and Max Thomas, Atlantic Chairman Ahmet Ertegun and City Boy manager Ralph Simon.

## Cher'ing The Night Together



Casablanca Record and FilmWorks' Cher recently performed at the Universal Amphitheater in Los Angeles and was greeted backstage by Casablanca President Neil Bogart (left) and manager Sandy Gallin (right).

## Kihn Kongregation



Following their recent performance at the Roxy in Los Angeles, Beserkley's Greg Kihn Band were met backstage by label execs. Seen on the scene are (l-r) EIA's Mark Hammerman, EIA Chairman Joe Smith, EIA's Burt Stein, group members Greg Kihn and Dave Carpenter, Beserkley reigning looney Matthew King Kaufman, EIA VP Jerry Sharell, group's Steve Wright, Beserkley's Steve Levine, and EIA's Bryn Bridenthal.

## Sire Shows M-Pathy



Seen checking out life at the top of the "Pop Muzik" world, following the signing of M to Sire Records in the U.S. and Canada are (l-r) Sire Records President Seymour Stein, M mastermind Robin Scott, and Scott's lawyer David Gentle.

## Capitol Pacts Muscle Men



Capitol Records has signed the Muscle Shoals Rhythm Section to a production/logo deal. Pictured at the pacting are (l-r) Capitol's Bruce Garfield, MSRS members David Hood and Barry Beckett, MSRS publicist Sharon Weisz, MSRS member Jimmy Johnson, Capitol's Bruce Ravld (kneeling), Capitol/EMI-America/United Artists Record Group President Don Zimmermann, Barnett & Associates President Michael Barnett, Barnett & Associates' Phyllis Barachick, Capitol VP Rupert Perry, MSRS member Roger Hawkins and Capitol VP Dennis White.

## Pickin' & Grinnin' With Waylon



RCA Records Waylon Jennings performed at the second annual Pickwick International retail convention and was honored afterward with a Pickwick plaque for his "outstanding contributions to the recording industry" and with a gold record for his "Greatest Hits" LP. Shown (l-r) are RCA VP's Jerry Bradley and Larry Gallagher, Pickwick's VP/IGM Scott Young, Jennings, Pickwick's Frank Vinopal, and RCA's Bill Swearingen and Dave Wheeler.

"Sail On", The new single from the Commodores,  
sounds right at home on which of the following formats?

- POP
- TOP 40
- A/C
- MOR
- AOR
- R&B
- COUNTRY
- DISCO
- ALL OF THE ABOVE

For the correct answer, just tune in .  
POP, TOP 40, A/C, MOR, AOR, R&B, COUNTRY and DISCO stations  
coast to coast!

*sail on*

M114661

The first single from the Commodores new album "Midnight Magic."

M18-026411

On Motown Records



# THE PICTURE PAGES

## CBS/Dallas Toasts McClain



The Dallas branch of CBS turned up at the Club Schmitz recently to give a listen to Charly McClain's new LP "Alone Too Long." Pictured (l-r) are CBS's Jay Jenson, Midge Stubbs, Jonna McMullen, Harman Crawford, Jana Holland and Danny Yarbrough, McClain, CBS's Dave Mulkey, Luke Lewis and Jack Chase, and (kneeling, l-r) CBS's Bob Poer and Bob Chiado.

## Washington Wears It Well



Grover Washington Jr. recently performed at the Philadelphia Academy of Music, and was presented with a Philadelphia 76ers basketball warmup jacket. Pictured (l-r) are Washington, 76er Joe Bryant, and the 76er mascot.

## A&M's Styx Contest Van-dalized



Upon winning a fully-equipped \$20,000 Styx van in A&M Records' nationwide merchandising contest for the best "Styx - Pieces Of Eight" merchandising displays, employees of Eucalyptus Records flew down from Fairfield, CA to drive their prize home. Photoed in front of the vantastic vehicle are (l-r) A&M's Bob Knight, Eucalyptus's Pia Gegan, Styx manager Derek Sutton and Styx road manager Jim Vose; (l-r, from their vantage point atop the van) Eucalyptus's Jess Barber, Eucalyptus President Paul Pennington, and Eucalyptus's David Luke.

## Hotel Gigs Hot 'Lanta



Alex Cooley's Capri Ballroom in Atlanta was the scene for MCA Records' showcase of the group Hotel. Shown (l-r) are MCA VP Larry King, Hotel's George Creasman, Michael Reid, and Michael Cadenhead, Scotti Brothers' Tony Scotti, MCA President Bob Siner, Kent Burkhardt of Burkhardt/Abrams consultant firm, Mrs. Burkhardt and (kneeling) Hotel's Lee Bargeron.

## Playin' In The Streets



Ariola Records has just announced the signing of Street Players, with their debut album due for fall release. Pictured at the inking are (l-r) group members Mark Cota, Zachary Prather and Cash McCall, group manager Tony Sobel, Ariola VP Otis Smith, Jerry Heller of Arist's/Heller Agency, Ariola Executive VP Howard Stark and (seated) Ariola President Jay Lasker.

## Golde Girl



Pictured in a friendly embrace at the Epic/Portrait/Associated Labels Mid-Year A&R/Promotion/Marketing meetings held in Los Angeles recently are Portrait recording artist Frannie Golde (left) and E/P/A VP Al Gurewitz.

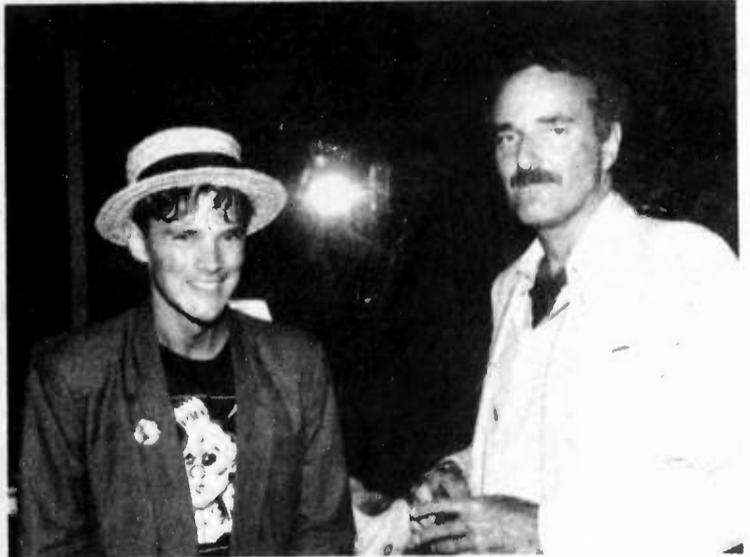
# THE PICTURE PAGES

## Castle's In The Casbah



David Castle previewed his new Casablanca LP for the label at a listening party in Venice (CA) recently. Pictured (l-r) at the affair are Casablanca's Christy Hill, label VP's Chris Whorf and Don Wasley, Executive VP Bruce Bird, Castle, Casablanca VP's Dick Sherman and Steve Keator, and Janet Gross of Castle's management firm.

## Tubes Stake Out L.A.'s Greek



When A&M recording group the Tubes recently performed at the Greek Theatre in Los Angeles, they were congratulated backstage following the show by bemused and bedazzled label execs. Photo'd at the fete are (l-r) Tubes member Michael Cotton and A&M Chairman of the Board Jerry Moss.

## Montage Adopts Kid Brother



Montage Records recently re-signed Kid Brother and will release the group's initial Montage/MCA album in early September. Snapped while discussing the fine points of sole music are (standing, l-r) group's co-manager John Babcock, Kid Brother's Barry Krye, and co-manager Marty Pitchinson; (seated, l-r) Montage Records Exec. VP/GM Arnle Orleans, MCA Records President Bob Siner, Montage President David Chackler, group's Rick Geragi and Harvey Preston, and MCA's Ruth Carson.

## RSO Sweet On Mistress



When RSO recording group Mistress debuted their initial album in San Francisco recently, the label hosted a party whereupon the radio, retail and press people in attendance were invited to feast their eyes upon an appropriately mouth-watering cake. Pictured prior to devouring the delectable confection are (l-r) RSO's Freddie Avner, group's manager Morrie Eisenman, and group members Charlie Williams, David Brown, Dan Chauncey and (bottom) Chris Paulsen.

## New England In Atlanta



Following their recent performance at the Omni in Atlanta, Infinity recording group New England gathered backstage with sundry radio and record reps. Pictured after the performance are (top row, l-r) WKLS-FM MD Rich Piombino, group's Hlrsh Gardner, Infinity's Bob Osborn, group's Jimmy Waldo and John Fannon, Infinity's Pegye Merket, and New England's Gary Shea; (bottom row, l-r) WRFC MD Gary Kirk, MCA Dist.'s Glenn Hornor, and Infinity's Roger Sayles.

## Henderson, Browne Play For Peers



When Buddah's Michael Henderson and Arista/GRP's Tom Browne recently performed at New York City's Bottom Line, the performance attracted a number of their peers. Seen on the scene backstage are (top row, l-r) Arista recording artist Phyllis Hyman and Michael Henderson; (bottom row, l-r) saxist Gary Bartz, Arista recording artist Angela Bofill, Tom Browne, and Henderson sideman Eli Fontaine.

# THE PICTURE PAGES

## Platinum For Pendergrass



Teddy Pendergrass was recently presented with a platinum record for his LP "Teddy" on Philadelphia International records. Pictured (l-r) are Epic/Portrait/Associated Labels Sr. VP/IGM Don Dempsey, CBS Associated Labels VP/IGM Tony Martell, CBS Records President Bruce Lundvall, Pendergrass, PII's Harry Coombs, CBS VP's Vernon Slaughter and Paris Eley and (seated) EIP/A VP Ron McCarrell.

## Beauty And The Beach



Ocean Records has signed noted singer/dancer/actress Ann-Margret with an album to be released in the fall. Pictured preparing to catch the disco wave are (l-r) Ocean Records co-Chairman Marc Kreiner, Ann-Margret and songwriter/producer of the upcoming album Paul Sabu.

## Chrysalis Benatar's Benefactor



Chrysalis Records has signed Pat Benatar, with an album, "In The Heat Of The Night," to be released later this month. Seen at the signing ceremony are (l-r) Chinnichap producer Peter Coleman, Benatar's manager Rick Newman, Chrysalis Records President Terry Ellis, Pat Benatar, Chrysalis Records co-Chairman Chris Wright, Chinnichap VP Nicky Chinn and Chrysalis' Roger Watson.

## MSB Week In Cleveland



Prior to their appearance at the Richfield Coliseum, Arista's Michael Stanley Band were presented with the keys to the city in recognition of the group's helping make Cleveland "the rock 'n' roll capital of the world." Seen at the city hall ceremony are (l-r): group's Michael Gismond, Executive Secretary to the Mayor Joseph Tegreene, group's Gary Markasky and Tommy Dobeck, Cleveland Mayor Dennis Kucinich, and the group's Kevin Raleigh, Bob Pelander and Michael Stanley.

## Nature's Devine To Infinity



Infinity Records has signed the band Nature's Devine to a long-term recording contract. Pictured at the signing in Detroit with the eight-member group are (center) Infinity Records President Ron Alexenburg and (center right) Skytower Productions President Michael Stokes.

## It's A Family Affair



After his performance at the Greek Theater in Los Angeles, Warner Bros. artist George Benson was greeted by Mayor and Mrs. Tom Bradley. Pictured are Bradley and his wife, George's son Marcus, George's wife Johnnie, George's son Robert, and Benson.

# Black Radio



## Bill Speed

### Moving Up Into Management

Ernest James is one of the foremost examples in Black radio of a high-level executive rising from the ranks of air personalities and programmers. He began his radio career in Kansas City, moving to WABQ/Cleveland where he began as an air talent and later became Program Director. After achieving considerable success there, he moved to WBMX/Chicago as PD, finally being named VP/GM at WVON-WGCI-FM/Chicago in 1978. Recently he was promoted to President of the two Combined Communications stations.

In the following interview, James discusses his rise, and explains how his background on the air and in programming enables him to develop greater empathy with his staff. At the same time, he points out that a concern with sales and dollars is still vital for management personnel. For these and many other points of interest, read on:

**R&R:** You were just promoted recently to President. How did that come about?

**JAMES:** John Bayliss, who is the President of Combined Communications/Radio Division, had been assessing the performance of myself and my stations, and he and his superiors felt, I guess, that I was deserving of the promotion. I really appreciate that, because as you know, anytime you are in this position it is a challenge and it is very important to get the recognition of the people who are your peers and your superiors. It really makes a big difference. I always said titles don't mean anything, but I found I was very pleased when he called me and said he was flying into town with some good news.

**R&R:** What do you think the future of Black radio will be like if we keep getting people like yourself from the ranks of jocks and program directors moving up to General Manager, Vice President, President?

**JAMES:** I think that we need, especially in Black radio, more dedication — not for the glamour of the business but to the business of the business. I think glamour is a by-product of being an air personality, and it certainly is a by-product of all of the entertainment-related fields we are in. Everybody loves the glamour, I love the glamour. But I think many of our young brothers and sisters get into it with the idea of the glamour instead of the hard work and dedication. And the fact of the matter is to succeed in this business you have to put in long and hard hours where you get no recognition at all until one day you wake up and everybody says how good you are, and you've been basically doing the same thing all along. I would recommend to anyone who is considering this as a career that they check and make sure that they remember this is a job, a hard job. I really understand what people mean when they say "paying dues." Dues-paying is all the time that you spend trying to make the situation good, making it the best you are capable of.

**R&R:** Is that easier or harder for you now?

**JAMES:** Honestly, it is harder. Because I feel a greater sense of responsibility than I ever did. Luckily for me, I always felt a great sense of responsibility and pride to the black community and to radio. Now, not only do I feel a sense of pride, I feel a tremendous responsibility because I feel that people around the country like businessmen and corporate leaders and black people who aspire to be at the top level are all looking at me as an example of what Black radio and black communities have to offer. It is extremely important that I be successful, because if I am, then I firmly believe that people like me and Jim Maddox are going to open up a lot of avenues to other people getting into radio, and people who are good enough to be managers getting those positions they deserve.



**SYLVERS ON THE KACE** — Following their recent performance at a free outdoor concert in Los Angeles's MacArthur Park, Casablanca recording group, the Sylvers, gathered backstage with various label execs and radio reps from KACE, which sponsored the show. Seen meeting and greeting are (top row, l-r) James, Angie and Edmund Sylvers, KACE Jock Don Savage, Ricky, Pat and Foster Sylvers, KACE GM Bill Shearer and Casablanca Sr. VP Cecil Holmes; (bottom row, l-r) Casablanca's Jheryl Busby and Bill Marin, Inner City Broadcasting Sr. VP Hal Jackson, and KACE jock Ram Robinson, (front) Lydia Fernandez, of Casablanca.

**R&R:** How can one prepare for these types of openings?

**JAMES:** I don't think you prepare for a job as a general manager through any single step. I think that what you do is learn the business of radio. As a programmer during my early years in broadcasting, it was difficult for me to get along with my sales manager because it seemed that we were diametrically opposed to each other. He had only making money in mind and I had only playing more music and fewer commercials in mind. I wasn't realizing that the income of the station came from those commercials and he didn't realize that all the audience came from the programming. I believe that if we are to succeed in the field of broadcasting, we have got to totally understand and totally accept the fact that programming and sales are totally related to each other, they compliment each other when done properly, and if we want to learn the business and excel, we have got to become adept at both ends of the business. And we've got to be sensitive, as programmers, music directors, DJ's, to this importance.

**R&R:** How important is it for a GM to have been on the air?

**JAMES:** Traditionally, people have said it isn't important at all and that most managers should come from sales, and as you are aware, most managers in the past have come from sales. I think that I have a particular good feeling about the position I'm in because of the fact that I worked in sales and on the air. So I really couldn't separate them. I was on the air a lot longer than I was doing sales. But I think that even on the air you are a salesman. So putting it into perspective, the sales end of radio which is selling yourself to the audience if you are an air person or selling your product or service to an advertiser if you are an account executive — I think the two are inseparable and I try to preach more interaction between the departments than that traditionally found in radio stations.

**R&R:** When you have discrepancies between your jocks or your PD's do you feel the same sensitivity for them as when you were going to your General Manager or PD at the time?

**JAMES:** I would like to feel that I am more sensitive. Having been a DJ, a programmer, and having been in situations before where I felt extremely frustrated because we didn't have the funds and we didn't have all the things I felt we needed to be in radio, I spend a lot of time, sometimes my off time, talking to my people. I am very cognizant of going into the news department or going into the sales dept. or throughout every dept. in the radio station and listening and talking. Because of the greatest frustrations that I felt as an announcer and later as a programmer was I felt a separation between management at the highest level of radio on the local side, meaning the general manager and the people that worked for him. I want to be accessible not only to the community that I serve but also to the people who work with me, who make up the team of WVON/WGCI. It is extremely important that I am available to talk to them about whatever problems they have. I really feel I have a great amount of sensitivity; I'm still young enough and have enough desire and certainly remember the times when I wasn't doing as well as I am now. I think that really helps.

**R&R:** What's in the future for you?

**JAMES:** Ownership. I want to own. I love the position that I have now and I love my job. I want to be the best there is. But also I'm not losing sight of the fact that I want to own radio.

### People

Several industry changes this week . . . Program Director/air personality Rick Holmes of KRE/Berkeley is now just maintaining an air shift there. Jay Smith, from in-house, is the new Program Director . . . Jazz-formatted WCLK/Atlanta has announced three in-house promotions of its own. Terry Cobb has become Station Manager. James Clarke is now Program Director while Al Felker heads up production for the station. Requaya Ward retains her Music Director position . . . Guy Broady has exited WTLC/Indianapolis. The air personality has not yet announced any immediate plans . . . Congratulations and best wishes to Jay Rich, Tony Valdez and Ted Terry, KJLH/Los Angeles jocks who recently celebrated birthdays . . . Lee Michaels will be devoting full time efforts to his new firm, Concept One, mentioned in last week's column. He has left his air shift at KKSS/St. Louis . . . Sheila Eldridge is going back to her "roots" — her radio roots, that is. Formerly with Elektra's press department, she has been named Music Director of KKTT/Los Angeles. In addition, she will be handling an air shift . . . Meanwhile, Lee Bailey, air personality at sister station KUTE/Los Angeles, has developed his own production company . . . Congratulations to Program Director Rudy Greene of KAPE/San Antonio. On July 31 he received a business management degree from San Antonio College . . . Eddie Sims has vacated his National Black Promotion post at CBS with National Secondary promotion man Fred Ware also Leaving . . . Eddie Edwards leaves his WAMO/Pittsburgh morning slot to become Program Manager of WPTT-TV . . . Please be sure to send me all of your station's news, photos, promotional materials, etc. Remember, you don't have to be a reporter to participate. Address to: Bill Speed, Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

### Places

**JAZZ IN THE ROCKIES:** Telluride, Colorado is the scheduled site of an upcoming jazz festival. Jazz station KADX/Denver will play a major role in the event. Confirmed acts include Gato Barbieri, Clarke Terry, Airto and Flora Purim, and John Klemmer. The 3-day event is slated for August 17, 18 and 19 . . .

### Things

**MEETING OF THE MINDS:** The recent meetings of the Young Black Programmers Coalition (YBPC) saw their alliance with the National Progressive Programmers, a group based in the Southeastern U.S. The joint union will now be governed by a board comprised of members from both organizations. In another vein, the YBPC was the recipient of the David Bundo Award from Philadelphia International. David Bundo was the first black program director . . . **MOVING WITH THE TIMES:** WABQ/Cleveland, as of August 6, changed their format to Album Oriented Soul or "AOS," if you will. General Manager and Program Director Lynne Rogers states the format is of the soft soul genre consisting of 80% jazz and 20% soft R&B . . .

# Pop/Rhythms

## HOTTEST

Following are listed in order of their airplay activity.

- CHIC**  
"Good Times" (Atlantic)
- EARTH, WIND & FIRE**  
"After The Love Has Gone" (ARC/Columbia)
- MICHAEL JACKSON**  
"Don't Stop 'Til You Get Enough" (Epic)
- MASS PRODUCTION**  
"Firecracker" (Cotillion)
- TEDDY PENDERGRASS**  
"Turn Off The Lights" (Phil. Int'l.)
- ASHFORD & SIMPSON**  
"Found A Cure" (WB)
- CAMEO**  
"I Just Want To Be" (Chocolate City)
- TEENA MARIE**  
"I'm A Sucker For Your Love" (Gordy)
- DONNA SUMMER**  
"Bad Girls" (Casablanca)
- GAP BAND**  
"Open Up Your Mind (Wide)" (Mercury)

## CLIMBERS

Following are listed in order of their airplay activity.

- GQ** "I Do Love You" (Arista) 34% of our reporters are on it. Strongest activity in the Midwest; just added at KPRS and WDAO, Top 5 at WKWM and in hot rotation at WTLC and WCIN. In the East it debuts at WILD with Top 10 at WAMO, in the South it is Top 5 at WVOL, Top 10 at KMJQ and in hot rotation at WAOK. In the West it is a climber at KSOL and in hot rotation at KDAY.
- DIONNE WARWICK** "I'll Never Love This Way Again" (Arista) 29% of our reporters are on it. The South leads in chart activity with Top 10 at WAOK, WATV and WDIA while debuting at WGIV and showing hot airplay at WHRK and WVEE. Top 5 in the Midwest at WJLB and WLOU. Hot airplay in the East at WXYV. Climbing at KSOL in the West.
- JACKIE MOORE** "This Time Baby" (Columbia) 29% of our reporters are on it. Debuts in the West at KSOL. South reflects hot airplay at WATV, WHRK, WGIV and WVEE. In the East it is new at WWIN and WWRL. Top 5 at WILD and in hot airplay at WXYV.
- FIVE SPECIAL** "Why Leave Us Alone" (Elektra) 23% of our reporters are on it. In the West it is Top 10 at KSOL and KDKO with hot airplay at KDAY. Number 1 in the East at WILD and Top 5 at WKND with heavy rotation at WOL. Top 10 at WLLC and WJJS in the South.
- MINNIE RIPERTON** "Memory Lane" (Capitol) 23% of our reporters are on it. South leads the way in activity; Top 10 at WJJS, WLLC and WVOL with Top 5 at KMJQ. Added in the West at KDKO. The Midwest reflects Top 5 at WKWM with a debut at KPRS and WTLC.
- SWITCH** "Best Beat In Town" (Gordy) 23% of our reporters are on it. Top 5 in the Midwest at WJLB; otherwise hot airplay at WTLC and KPRS. Top 10 in the West at KDKO. In the East it is Number 2 at WDAS and Top 10 at WKND. Strong climbing positions in the South at WJJS and WLLC.
- GENE CHANDLER** "When You're # 1" (20th) 20% of our reporters are on it. Debuts in the West at KYAC. In the Midwest it debuts at WCIN and Top 10 at WLOU. In the South it is Top 10 at WATV and just added at WLLC. Hot rotation at WWRL and debuting at WILD in the East.

## Album Airplay

Following are listed in order of their airplay activity.

- TEDDY PENDERGRASS** "Teddy" (Phil. Int'l.) "Turn Off The Lights" "Come Go With Me"
- MINNIE RIPERTON** "Minnie" (Capitol) "Memory Lane"
- CHIC** "Risque" (Atlantic) "Good Times" "Warm Summer Nights"
- EARTH, WIND & FIRE** "I Am" (ARC/Col) "Boogie Wonderland" "After The Love Has Gone"
- COMMODORES** "Midnight Magic" (Motown) "Sail On" "Midnight Magic"
- IBLEY BROTHERS** "Winner Takes All" (T-Neck) "Winner Takes All"
- DONNA SUMMER** "Bad Girls" (Casablanca) "Bad Girls" "Hot Stuff" "Dim All The Lights" "Sunset People"
- RAYDIO** "Rock On" (Arista) "Rock On" "You Can't Change That" "Hot Stuff"
- LTD** "Devotion" (A&M) "Dance 'N' Sing 'N'" "Promise You'll Stay"
- CURTIS MAYFIELD** "Heartbeat" (Curtom/RSO) "Between You Baby And Me" "What Is My Woman For"

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

**A TASTE OF HONEY** "Do It Good" (Capitol) 20% of our reporters are on it. Debuts at WDAO and Top 5 at WLOU in the Midwest. Strong climbing position at WDAO in the East while the West reflects a debut at KSOL. In the South it is Top 10 at WLLC with a climbing position at KMJQ.

**CRUSADERS** "Street Life" (MCA) 20% of our reporters are on it. In the East it debuts at WKND with heavy airplay at WWRL. In the Midwest it is receiving heavy airplay at WDAO and just added at WVKO. Top 10 in the South at WDIA with hot airplay at WGIV and WATV.

**DIANA ROSS** "The Boss" (Motown) 20% of our reporters are on it. Midwest leads the way with activity; added at WVON, Top 5 at WJLB with heavy airplay at KPRS and WJMO. Top 10 at KSOL in the West and Top 10 in the East at WDAS. WDIA shows Top 10 in the South.

**COMMODORES** "Sail On" (Motown) 17% of our reporters are on it. In the Midwest it is new at WKWM, WCIN, WJLB and WTLC. Top 10 already in the South at WATV and WDIA.

**DAVID RUFFIN** "Break My Heart" (WB) 17% of our reporters are on it. Hot new record debuts in the Midwest at WCIN and WVKO. Already Top 10 in the South at WPDQ and WAOK with debuts at WLLC and WGIV.

**O'JAYS** "Sing A Happy Song" (Philadelphia International) 17% of our reporters are on it. Debuts in the South at WANT, WJJS and WDIA with Top 5 at WAOK. In heavy rotation at WCIN in the Midwest and a strong climber at WDAS in the East.

**UNCLE LOUIE** "Full Tilt Boogie" (Marlin/TK) 17% reporting action. Already Top 10 in the East at WILD. Top 5 in the Midwest at WLOU and WKWM and in hot airplay at KPRS. In the West it is receiving hot airplay at KDAY and in a strong climbing position at KSOL.

**AL HUDSON AND THE PARTNERS** "You Can Do It" (MCA) 14% of our reporters are on it. Added in the Midwest at WJMO. Already Number 2 at WILD in the East while Top 5 at WDAS and Top 10 at WKND. In hot rotation at KDAY in the West.

## NEW & ACTIVE

**B.B. KING** "Better Not Look Down" (MCA) 31% of our reporters are on it. The South leads with activity; debuting at WVEE, WLLC and WHRK with Top 10 at WAOK and Top 5 at WDIA as well as hot rotation at WATV and WGIV. In the Midwest, it's in hot rotation at WTLC and WDAO. Debuts in the East at WAMO and WXYV.

**FUNKADELIC** "Knee Deep" (WB) 26% of our reporters are on it. Midwest leads the way on this one; new at WKWM, KPRS, WCIN and WVKO. Debuts in the East at WOL and WILD. New at WJJS in the South. In the West it debuts at KDAY and KDKO.

**ARETHA FRANKLIN** "For Ladies Only" (Atlantic) 17% of our reporters are on it. Debuts in the Midwest at WCIN, WTLC and WVKO. In the West it's new at KYAC as the East reflects new at WAMO and WOL.

## JAZZ RADIO

### HOTTEST

Following are listed in order of their airplay activity.

- FREDDIE HUBBARD** ..... Love Connection (Columbia) *Various Cuts*
- TOM BROWNE** ..... Browne Sugar (Arista) *Various Cuts*
- STANLEY TURRENTINE** ..... Betcha (Elektra) *Various Cuts*
- CRUSADERS** ..... Street Life (MCA) *"Street Life"*
- GATO BARBIERI** ..... Euphoria (A&M) *Various Cuts*
- NORMAN CONNORS** ..... Invitation (Arista) *Various Cuts*
- BOB JAMES** ..... Lucky Seven (Teppan Zee/Columbia) *Various Cuts*
- ERIC GALE** ..... Part Of You (Columbia) *Various Cuts*
- HEATH BROTHERS** ..... In Motion (Columbia) *Various Cuts*
- SONNY FORTUNE** ..... With Sound Reason (Atlantic) *Various Cuts*

### NEW & ACTIVE

- JEFF LORBER FUSION** ..... Water Sign (Arista) *Various Cuts*

EAST: WRVR/New York, NY Herschel/Prescott; WHUR/Washington, D.C., Jesse Fax; WEA/Baltimore, MD, Chauncey Lewis. SOUTH: WCLK/Atlanta, GA, Requaya Ward. MIDWEST: WBBY/Columbus, OH, P. Norman Grant; WJZZ/Detroit, MI, Dorian Paster. WEST: KADX/Denver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGO/Los Angeles, CA, Monica Riordan; KJLH/Los Angeles, CA, Lawrence Tanter.

Pop/Rhythms Hottest

Table with 4 columns: EAST, SOUTH, MIDWEST, WEST. Each column lists artists and their associated stations.

Regionalized Adds & Hots

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

August 17, 1979

EAST

WKND Hartford, CT Eddie Jordan

ADDED EW&F Farm Kinney Crusaders Michael Henderson

HOTTEST Teddy Pendergrass Chic Teena Marie Donna Summer Five Special Stephanie Mills (I) Switch Al Hudson & The Partners Edwin Starr Enchantment

WWRL New York, NY Bob Law/Linda Haynes

ADDED Debbie Jacobs E.C. King (in) Mass Production Jackie Moore Tasha Thomas Michael White Idris Muhammad

HOTTEST Michael Jackson Ashford & Simpson EW&F Chic Stephanie Mills (Put) Wardell Piper Archie Bell & The Drells Gene Chandler Crusaders Cindy & Roy

WOL Washington, DC Bob Scott

ADDED Kool & The Gang Funkadelic Con Funk Shun Aretha Franklin

HOTTEST Five Special Wardell Piper Brainstorm Archie Bell & The Drells EW&F Jr. Walker Ashford & Simpson Gap Band Cameo Michael Jackson

WDAJ Philadelphia, PA Joe Tamburo

ADDED Jimmy "Bo" Horne E.C. King (in) Bohannon New Birth Raydio

HOTTEST Mass Production Switch Ashford & Simpson Stephanie Mills Al Hudson & The Partners EW&F Diana Ross Teena Marie Capt. Sky Michael Jackson

WWIN Baltimore, MD Don Brooks/Sue Woods

ADDED Alton McClain & Destiny Double Exposure Jackie Moore

HOTTEST Mass Production Michael Jackson GG Minnie Riperton Cameo Chic Stephanie Mills Donna Summer Herb Alpert

WILD Boston, MA Steve Crumbley

ADDED GG Brainstorm Gene Chandler Dexter Wansel New Birth Bruni Pagan Helen Reddy Patti Austin Funkadelic Pariet Brenda Russell

HOTTEST Five Special Al Hudson & The Partners Cameo Stephanie Mills Jackie Moore EW&F Ashford & Simpson Tower Of Power Uncle Louie Chic

WAMO Pittsburgh, PA Mike Payne

ADDED First Choice Kool & The Gang Michael Henderson Ohio Players Siren Aretha Franklin Rickie Lee Jones Doobie Bros

HOTTEST Mass Production Chic Con Funk Shun Cameo EW&F Maxine Nightingale Teddy Pendergrass Bootsy's Rubber Band GG Stephanie Mills

WKYV Baltimore, MD Larry Hall

ADDED Donna Summer (Dim) Maxine Nightingale Isley Bros. (Disco) Norman Connors Jackie Moore Bryan Adams Smokey Robinson B.B. King

HOTTEST Michael Jackson Donna Summer Mass Production Cameo Teena Marie Chic EW&F Dionne Warwick

MIDWEST

WDAO Dayton, OH Turk Logan

ADDED GG Ullanda ADC Band Bruni Pagan

HOTTEST EW&F Ashford & Simpson Isley Bros. B.B. King Tyrone Davis Roy Ayers Sister Sledge Platypus Chic

WVON Chicago, IL Carl Connors

ADDED Diana Ross Curtis Mayfield Gangsters Crowd Pleasers Fatback Band Brenda Russell ADC Band KC & Sunshine Band

HOTTEST Michael Jackson Donna Summer Chic Uncle Louie Teddy Pendergrass Al Hudson & The Partners Stephanie Mills EW&F Five Special

WAOK Atlanta, GA Doug Harris

ADDED First Choice E.C. King (in)

HOTTEST Pockets Latimore Michael Jackson Third World O'Jays Peaches & Herb Mass Production Dionne Warwick KC & Sunshine Band B.B. King

WGIV Charlotte, NC Chris Turner

ADDED Chic (Warm) Aretha Franklin War Dionne Warwick ADC Band Latimore Curtis Mayfield David Ruffin First Choice Fatback Band Bobbi Humphrey E.C. King

HOTTEST Isley Bros. Cameo Michael Jackson Ashford & Simpson Jackie Moore Mass Production Hot Chocolate B.B. King Crusaders Teddy Pendergrass

WDIA Memphis, TN J. Michael Davis/Johnnie Neely

ADDED Diana Ross Farn Kinney O'Jays Gap Band

HOTTEST Ashford & Simpson B.B. King Betty Wright Cameo Candi Staton Chic Commodores Crusaders Deniece Williams Diana Ross (House)

WJLB Detroit, MI J. Michael McKay

ADDED Commodores

HOTTEST Chic Switch Teddy Pendergrass Dionne Warwick Diana Ross Toto Ashford & Simpson Herb Alpert LTD EW&F

WJMO Cleveland, OH Bertie Moody

ADDED Al Hudson & The Partners Sister Sledge ADC Band Brick Stephanie Mills (Put)

HOTTEST Chic EW&F Teddy Pendergrass Stephanie Mills (I) Donna Summer Enchantment Ashford & Simpson Jones Girls Anita Ward

WVVO Columbus, OH Kirk Bishop

ADDED Raydio Crusaders Funkadelic Aretha Franklin Con Funk Shun David Ruffin Kool & The Gang New Birth

HOTTEST Chic Mass Production EW&F Ashford & Simpson Michael Jackson

WLou Louisville, KY Bill Price

ADDED Fatback Back Rick James E.C. King (in) Isley Bros. Funkadelic

HOTTEST Chic Minnie Riperton Teddy Pendergrass Uncle Louie GG Cameo EW&F Herb Alpert Michael Jackson Gangsters

KPRS Kansas City, MO Dell Rice

ADDED Funkadelic GG Maza Minnie Riperton KC & Sunshine Band Ralph McDonald Amorous George Guess Brenda Russell Pleasure High Energy Hot Chocolate

HOTTEST Chic Anita Ward Donna Summer Teddy Pendergrass Switch Niteflyte Deniece Williams Jones Girls Sun Peter Brown

SOUTH

WLE Raleigh, NC Paul Ingram

ADDED Gene Chandler B.B. King Uncle Louis David Ruffin Archie Bell & The Drells

HOTTEST Chic Donna Summer Teddy Pendergrass Mass Production Natalie Cole Cameo Manhattan Minnie Riperton Five Special A Taste Of Honey

WXXI Jackson, MS J.D. Black

ADDED Not Available HOTTEST Teena Marie Chic Donna Summer Teddy Pendergrass Crowd Pleasers Glorie Gaynor Dramatics EW&F Mass Production Brick

WPDQ Jacksonville, FL Nat Jackson

ADDED McFadden & Whitehead (in) Patti Austin Touch Of Class

HOTTEST Mass Production Sister Sledge Teddy Pendergrass Isley Bros. Maxine Nightingale Donna Summer McFadden & Whitehead Graham Central Station Mayfield/Clifford David Ruffin

KMJG Houston, TX Jack Patterson

ADDED Norman Connors (Love) Deniece Williams Raydio Eric Gale

HOTTEST Chic Ashford & Simpson Minnie Riperton Peter Brown Teddy Pendergrass KC & Sunshine Band Jones Girls Raydio (Change) Michael Jackson GG

WATV Birmingham, AL Al Bell

ADDED Rick James E.C. King (in) Eric Gale Tamiko Jones Larry Houston

HOTTEST Chic Stephanie Mills Sandra Feys Teddy Pendergrass (Come) Commodores Teena Marie Donna Summer Dionne Warwick Roy Ayers Gene Chandler

WVEE Atlanta, GA Scotty Andrews

ADDED Donna Summer (Dim) Maxine Nightingale Isley Bros. (Disco) Norman Connors Jackie Moore Bryan Adams Smokey Robinson B.B. King

HOTTEST Michael Jackson Donna Summer Mass Production Cameo Teena Marie Chic EW&F Dionne Warwick

WJJS Lynchburg, VA Robert Goins

ADDED O'Jays Frank Hooker & Positive People Funkadelic

HOTTEST Chic Teddy Pendergrass Donna Summer EW&F Con Funk Shun Anita Ward Teena Marie Jones Girls Stephanie Mills Minnie Riperton

WVOL Nashville, TN Fred Harvey

ADDED Whispers Maxine Nightingale Funkadelic Herb Alpert Gene Chandler Touch Of Class

HOTTEST Teddy Pendergrass Donna Summer Chic EW&F GG Michael Jackson Mass Production KC & Sunshine Band Minnie Riperton Teena Marie

WANT Richmond, VA Ben Miles

ADDED EW&F Five Special A Taste Of Honey E.C. King (in) Diana Ross Whispers Lenny Williams O'Jays

HOTTEST Cameo Betty Wright Chic Michael Jackson Sun Ashford & Simpson Enchantment Teddy Pendergrass GG

WHRK Memphis, TN Ron Olson

ADDED Donna Summer (Dim) Maxine Nightingale Isley Bros. (Disco) Norman Connors Jackie Moore Bryan Adams Smokey Robinson B.B. King

HOTTEST Michael Jackson Donna Summer Mass Production Cameo Teena Marie Chic EW&F Dionne Warwick

WEST

KSOL San Mateo, CA J.J. Jeffries

ADDED A Taste Of Honey Peaches & Herb Jackie Moore Isley Bros. Dramatics Michael Jackson Elton John Hot Chocolate

HOTTEST EW&F Chic Ashford & Simpson Mass Production Teddy Pendergrass Diana Ross Teena Marie Five Special Cameo Peter Brown

KYAC Seattle, WA Robert L. Scott

ADDED Aretha Franklin Gene Chandler E.C. King (in)

HOTTEST Anita Ward Five Special Chic LTD Teddy Pendergrass

KDKO Denver, CO Ron O'Jay

ADDED Raydio Donna Summer (Dim) Minnie Riperton Funkadelic Fern Kinney

HOTTEST Mass Production Jones Girls Teddy Pendergrass EW&F Chic Switch Teena Marie Five Special General Cain James Brown

KDAY Los Angeles, CA Steve Woods

ADDED Pockets Lee Moore Double Exposure Funkadelic Peabo Bryson Heaven & Earth

HOTTEST Mass Production Cameo Michael Jackson Uncle Louie Herb Alpert Five Special Gap Band LTD Al Hudson & The Partners GG

# AOR

## (ALBUM ORIENTED ROCK)



## Jeff Gelb

### AOR: The Shape We're In

The top 50 radio markets have all, by now, received their Spring Arbitron ratings results, which have proved to be especially interesting for AOR stations. AOR radio in general had a good book this time around, continuing a pattern of growth and, in many cases, market dominance.

Breaking down the results from some 118 AOR's nationwide. Mon.-Sun., 6am-12pm, 12+ figures show 61 AOR's up, while three stations maintained their precise 12+ figure from the last sampling period. 54 AOR's were down this book, though in many cases the new figure was down a mere tenth of a share point. Also to be remembered is that while 12+ figures are convenient sales tools, like the cover of a book they never tell the whole story. Many of the stations whose 12+ figure was down also experienced gratifying gains in listeners within their target demos.

### The Superstars' Winning Connection

Based on those 12+ figures, it was an especially noteworthy book for the Burkhart-Abrams Superstars client stations: 21 were up anywhere from a share to 7 shares (KLAQ/El Paso and WIOT/Toledo), while one held steady (WXZR/Memphis) and six were down. By comparison, three of the four Century affiliates were down and three Metromedia affiliates rose while two (KSNB/San Francisco and WMET/Chicago) dipped. In terms of consultants or group affiliates, Superstars was the place to be this book.

### Modal Programming Works

In previous issues we have already interviewed Superstars station PD's like WLUP/Chicago's Jessie Bullet and KZAP/Sacramento's Chris Miller, who agreed that Abrams's

"modal programming" of all driving rock music played a major part in their stations' up books. That contention was given additional weight by the Superstars programmers with whom we spoke this week, including WIOT/Toledo PD Pat Still: "Without wishing to seem too philosophical, I think with the gas crisis and everything, people are looking for alternate forms of energy, and I think the all-rock format provides an energy outlet they can't get anywhere else." KAZY/Denver PD Dave Van Dyke stated, "We made sure the station was fine-tuned so that when a listener put us on he'd know what he would hear. If he wanted rock 'n' roll, he knew he could put us on, leave us on, and never be disappointed."

Van Dyke also attributed his station's success to research that established that the "Colorado sound" was a myth. "All the research we'd accumulated upon my arrival came from the passive audience, and indicated what we had been doing before was fine. With Lee's help we came up with some new research techniques that zeroed in on active listeners. He has found that the interests of the active listener mirror those of the passive listener, at least right now. This research showed we were off-base on something important: the tendency to think there is a Colorado sound and that Colorado residents don't like to rock out. We finally zeroed in on rock 'n' roll based on this research."

### Women Rock, Too

Another myth that was shattered by the Denver AOR was that women won't listen to an all-rock station: KAZY was number one in women 18-34. Van Dyke speculated, "I suppose it depends on the marketplace, but here in Denver I've been surprised by the number of women who are into this energy level of music." KGON/Portland MD Gloria Johnson agreed: "We finally got rid of all those old notions that say that women don't like to rock 'n' roll. We finally said, 'that's not necessarily true.' It helped, I think, that we have two full-time women announcers and both are very big fans of hard rock."

KICT/Wichita had exceptional success as a hard-rocker: in their first AOR ratings book and as a Superstars client to boot, the station's 12+ figure zoomed from 6.4 to 11.2. PD Bob Laurence explained how the station managed to establish themselves so quickly: "We kicked off the station at a sold-out rock concert in the area. We were hooked into the loud-speaker system and on the way out of the concert we signed on with some blasting rockers, making 5500 hardcore rock music fans aware that hard rock fans now had their own radio station in Wichita." The station followed up their clever sign-on with a bumper sticker campaign that distributed 30,000 stickers to fans of the station and the music they played. "These were more than a promotion," Laurence said; "they were a kind of badge of pride that people put on to show their loyalty to rock music."

Continued on Page 46

### Arbitron AOR Scoreboard

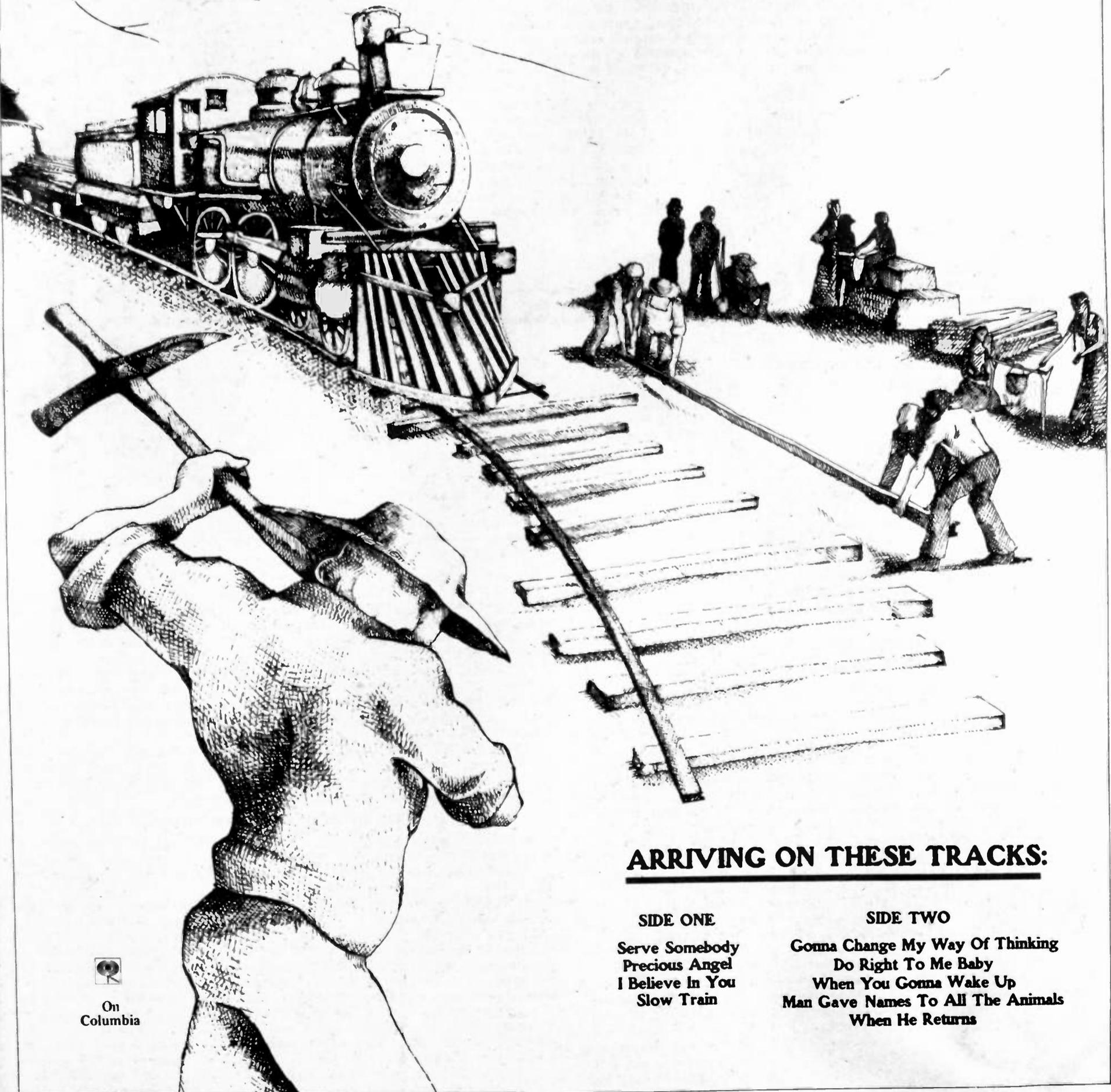
The following are the Monday-Sunday, 12+ metro shares for the Arbitron-rated AOR markets received to date, as compared to their previous book. This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service may not reprint or use this in-

formation in any form. (\* refers to a Burkhart-Abrams Superstars affiliate.)

Three stations held their precise 12+ figure from their last ratings period: WWYZ/Hartford (4.5), KNX-FM/Los Angeles (2.2), and WZXR/Memphis (7.5).

		UP	DOWN																	
A	WQBK/Albany	3.3-4.5		*WHCN/Hartford	3.2-3.9		KBBC/Phoenix	3.7-5.1												
	*WKLS/Atlanta	6.9-7.7			WIOF/Hartford	1.8-2.0			*KDKB/Phoenix	8.5-7.5										
					KILT-FM/Houston	6.7-3.9			KIOG/Phoenix	1.4-2.2										
B	KKXX/Bakersfield	4.9-13.2		I	*WFBQ/Indianapolis	6.5-8.7	*WDVE/Pittsburgh	6.7-7.6												
	*WIYY/Baltimore	6.8-8.9							K	KUDL/Kansas City	3.3-3.2	WYDD/Pittsburgh	2.6-1.9							
	WLPL/Baltimore		3.4-2.0	*KYYS/Kansas City	9.8-10.3	KINK/Portland	4.2-3.9													
	WBCN/Boston	4.7-5.1						L	KLOS/Los Angeles	2.8-2.6	KQFM/Portland	0.7-1.0								
	WCOZ/Boston	4.3-4.5		KMET/Los Angeles	4.8-5.8	KVAN/Portland	1.6-1.1													
	WEEI-FM/Boston		3.4-3.0	KWST/Los Angeles	1.4-1.3			R	WCMF/Rochester	2.7-2.5										
	KBCO/Boulder		1.7-1.5	KZLA/Los Angeles	1.8-1.6	*WMJQ/Rochester	8.3-11.5													
	*WGRQ/Bufallo	5.1-5.4		*WLRS/Louisville	13.7-13.6						*WYFE-FM/Rockford	4.6-7.1								
C	WBUF/Bufallo	1.0-1.5		WNUU/Louisville	1.4-1.2	WZOK/Rockford	5.8-13.2													
	*WLUP/Chicago	3.1-5.3		M	WIBA-FM/Madison	7.4-7.5	S	KSFM/Sacramento	4.7-3.1											
	WMET/Chicago		2.0-1.4							*WYXE/Madison	8.4-8.1	KXOA-AM/Sacramento	1.8-1.6							
	WXRT/Chicago		2.0-1.8	LOVE-94/Miami	2.4-2.5	KXOA-FM/Sacramento	7.2-6.2													
	WEBN/Cincinnati		7.3-4.3	WSHE/Miami		2.3-1.8	*KZAP/Sacramento	2.7-8.5												
	WSAI-FM/Cincinnati	5.0-6.0		ZETA-4/Miami		2.1-1.7	WHNN/Saginaw	9.6-12.1												
	WMMS/Cleveland		9.2-7.7	*WLPX/Milwaukee		7.3-7.1	KGB-FM/San Diego	4.8-4.4												
WWWM/Cleveland	4.1-5.2		WQFM/Milwaukee	3.3-3.6	*KPRI-FM/San Diego	5.2-4.1														
*WLVQ/Columbus		8.7-7.8	WLLO/Minneapolis	1.5-1.9	KMEL/San Francisco	2.2-2.3														
D				N	WKDF/Nashville	8.9-8.5	KSNB/San Francisco	2.4-2.5	KYA-FM/San Francisco	2.4-2.5										
											KZEW/Dallas	3.1-2.8	*WKQB/Nashville	2.9-2.8	KISW/Seattle	3.2-3.1				
											WTUE/Dayton	13.7-12.7	WNOE-FM/New Orleans	6.8-5.0	KZAM/Seattle	2.4-2.8				
											WVUD/Dayton	3.2-2.7	WRNO/New Orleans	5.6-7.4	KZOK/Seattle	3.3-5.5				
											*KAZY/Denver	3.9-7.3	WNEW-FM/New York	1.8-2.8	KADI/St. Louis	3.4-1.8				
											KBPI/Denver	4.7-4.6	WPIX/New York	0.9-1.1	KCFM/St. Louis	2.9-1.4				
											KFML-AM/Denver	1.8-1.0	WPLJ/New York		KMOX/St. Louis	4.6-3.5				
											WABX/Detroit	4.2-3.9	WMYK/Norfolk	6.5-8.7	KSHE/St. Louis	7.3-5.5				
											WNIC-FM/Detroit	4.0-3.3	WNOR/Norfolk		9.4-7.4	T	WQSR/Tampa	1.9-2.3		
											WRIF/Detroit	4.8-4.6	WZAM/Norfolk		2.3-1.7				*WQXM/Tampa	5.8-6.3
											*WWW/Detroit	4.9-6.1	O	KATT-FM/Oklahoma City	6.2-9.2	*WIOT/Toledo	9.8-16.6	W	WAVA/Washington	2.0-2.8
											E	*KLAQ/El Paso		1.6-9.2	KPAS/El Paso	10.7-4.4	*WDIZ/Orlando			
*WYSP/Philadelphia	3.2-3.8	DC-101/Washington	4.7-5.3	KFDI/Wichita	5.0-3.8															
H	WCCC/Hartford	2.9-3.2	WDRC/Hartford	4.1-3.4	KROQ-FM/Pasadena	1.0-1.2	*KICT/Wichita	6.4-11.2												
									WIOQ/Philadelphia	3.0-1.8										

# SLOW TRAIN COMING BOB DYLAN



## ARRIVING ON THESE TRACKS:

### SIDE ONE

Serve Somebody  
Precious Angel  
I Believe In You  
Slow Train

### SIDE TWO

Gonna Change My Way Of Thinking  
Do Right To Me Baby  
When You Gonna Wake Up  
Man Gave Names To All The Animals  
When He Returns



On  
Columbia

## Jeff Gelb

Continued from Page 44

### Giving Credit To News

With so much talk about how hard rock gave AOR a shot in the arm this ratings period, it was refreshing to speak with a winning AOR PD who also gave ample credit to the station's news department. WIYY/Baltimore PD Denise Oliver commented, "High energy rock is the base from which everything else is built open, but I think our news has helped us a lot. I think a lot of us always suspected there was a place for news on AOR, but we just couldn't put our finger on the right combination." She heaped praise upon News Director Bob Lopez, who co-anchors the morning show with Mark Woodworth. "Bob specializes in feature material. He's an excellent interviewer and a really fine writer, and the combination of personalities is a winner. The rest of the day we use a lot of his features as drop-ins.

"In some of the polls taken by schools around town Bob has been mentioned as the area's most popular radio personality. If anyone had ever told me two years ago that a newperson would be mentioned as a station's most popular personality I would have thought it was highly unlikely." What's his secret? Oliver speculated, "Bob goes for news that is not being reported elsewhere; much of it comes from the little columns and boxes in the backs of magazines."

### To Rock Or Not To Rock

Of course, not all the ratings success stories this spring were from Superstars client stations, though many successful AOR's subscribe to similar musical programming philosophies. Norfolk's AM/FM team WZAM & WMYK has been rocking for years, according to WMYK PD John Heimerl. "If I had to ascribe anything to our success it was the all-rock format, which even carries over to our catch phrase; 'Nobody rocks like K-94.' We break out of that into the heaviest stuff we have."

In Rockford, Superstars outlet Y-95 was bested by WZOK, whose PD John Larson does not subscribe to the all-rock idea. "Abrams's modal programming goes after a specific 18-24 male cell, while we're more broadly based, looking for male-female 18-34." Larson explained. "We still have some non-rock in the library, and basically use a hot tracks approach."

Larson endorsed the station's relationship with RAM Research, which has installed a computer terminal that is hooked into RAM's master computer for research data processing. "It enables us," he explained, "to test 30 cuts a week for familiarity and market acceptance. We play the songs down phone lines to about 200 households, send the data back to RAM's computer for processing, and then its results are fed back to us."

Another station that took a dramatic rise this book was KKXX/Bakersfield (from a 4.9 to 13.2). The station's musical programming includes a healthy dose of hit singles and yes, even disco music. PD Chris Squires commented, "We don't play disco music just because it's disco; we're playing proven hit records and that never hurts us. Of course, that's just one market; Bakersfield is quite conservative (a Country station was number two). They love familiar music here, and I've tailored our playlist accordingly."

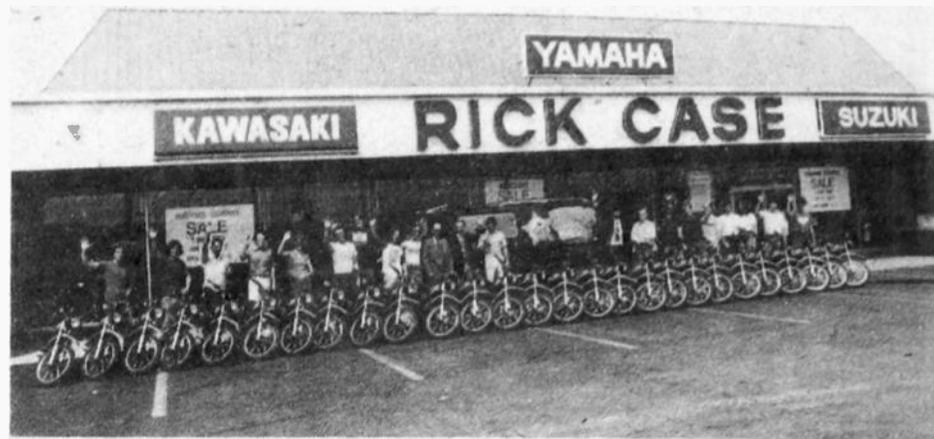
### Promotions Pay Off

While music was at the forefront of AOR radio's rise this ratings period, every programmer with whom we spoke also mentioned ongoing station promotions as a key reason for station success. KWFN/Tucson, which rose from last year's 4.2 to this year's 12.1, celebrated its ninth year anniversary with its listeners in an outdoor party that attracted 25,000. KAZY/Denver threw several listener appreciation parties and had its jocks travel to various schools for talks and demonstrations. WZOK/Rockford PD John Larson, who set up a free kite festival for station listeners during the book, summed up his winning philosophy on station promotions: "The promos we do are geared toward people and personal contact, rather than around substantial prize offerings. They're geared to give the station visibility in the community and to get the staff out to meet our listeners. It gives the jocks a better idea of their audience and gives the audience the opportunity to meet the air personalities as real people, not just voices on their radios."

The Spring Arbitron book is one from which we can all learn, and of which we can all be proud. It points the way to an ever-growing form of radio that has proved itself not only to be viable but to be a major radio programming force. And the best is yet to come.

### Evolution

KATT-AM/Oklahoma City has reconverted to AOR programming after six months as a Disco-formatted station . . . Ratings-beleaguered KSFM/Sacramento is switching formats to Pop/Adult under the guidance of Jerry Clifton and New Worlds Communications. No word yet on who stays and who will be going . . . Also undergoing format modifications is WQSR/Tampa, which will be programmed cut-by-cut by Nick Anthony & Associates . . . Sconnix Inc. has applied for purchase of WCMF/Rochester from current owners Community Music Services, Inc., pending FCC approval . . . Jason Janulis has been chosen as the new PD at WCAS/Cambridge . . . Keith Isley is the new PD at ZETA 4/Miami, replacing Gary Martin who retains his airshift . . . Bill Todd has exited as PD at KPRI/San Diego with no replacement yet chosen . . . Mike Kirven has exited as MD at WYDD/Pittsburgh and Jim Kinney has been named his successor . . . Ted Edwards is the new MD at WCMF/Rochester . . . WPFM/Terre Haute MD Rich Dickerson has exited the station . . . Cinda Holt has been named MD at WZZO/Allentown . . . Craig Martin has been upped to MD from the airstaff at WAWY/Casper, effective September 1st . . . Two new names on the KQFM/Portland airstaff: Bill Slater from KBPI/Denver for mornings, and Rick Miller from KBPI/Denver for nights . . . John Russell has joined KZAP/Sacramento from competing KXOA-AM for an airshift . . . Former WOUR/Utica air personality Tony Yoken has joined WZXR/Memphis as morning man . . . Dave Logan has exited WLUP/Chicago where he was Promotions Director . . . Rick Scarry has joined KMET/Los Angeles as Director of Advertising, Promotion and Special Projects. Scarry was formerly PD at KGIL/Los Angeles . . . Joni Lawrence has joined KREM-FM/Spokane from KEYY/Provo for weekends . . . George Taylor Morris, former WPIX/New York PD and most recently RCA West Coast Album Promotion Director, returns to New York as a news personality on the NBC AOR network "The Source."



A YAMAHA A DAY KEEPS THE LISTENERS AT BAY — WMMS/Cleveland, in conjunction with Coca Cola and an area motorcycle dealership, gave away a motorcycle a day for the month of May from postcard entries.

### Update

Over 20,000 Charlotte residents attended WROQ's half-price fair featuring 45 booths of discounted merchandise . . . When several Supertramp members visited the CHOM-FM/Montreal air studios they played an impromptu live version of "Even in the Quietest Moments" . . . Those who purchased tickets for a recent outdoor concert at Chicago's Comiskey Park could redeem their ticket stubs for a free WLUP T-shirt. With over 50,000 in attendance at the show, that should put free LOOP T-shirts on a lot of bodies . . . Columbia recording artist Walter Egan headlined a KZEL benefit concert to pay maintenance costs for lights on Eugene bike paths . . . WLWQ/Columbus morning man John Fisher hosts "Video Jukebox," a four-hour cable TV program of video material supplied by the record companies . . . WUVA/Charlottesville PD Bob Higgs is interested in swapping of area bands for airing on his station. If you'd like to participate in this cross-cultural exchange contact Bob at (804) 924-3194 . . . WNEW-FM played host to a 19-station AOR network for a live broadcast of Mercury recording artists Southside Johnny & the Asbury Jukes. Another 102 stations are set to replay a tape made from the show. Other stations interested in running the taped concert can contact Mercury Album Promotion Director Jim Sotet at (312) 645-6228.



PROMOTION IN MOTION — In an effort to provide maximum coverage as a new AOR independent record promotion person, Wynn Jackson toured the south in a customized 40-foot coach provided with a cassette deck, videotape recorder, and other essentials of mobile living. Pictured at one of the stops (l-r) are Jackson's associate Al Moss, WZZQ/Jackson MD Wayne Harrison, Jackson.

### Color

GAS ATTACK: WSAI-FM/Cincinnati, in conjunction with Atco Records and the Blackfoot album track "Highway Song," offered a winning listener 94.1 gallons of gas to truck down the highways. Entrants qualified for the grand prize by first calling the station and winning a copy of the Blackfoot album.

A LITTLE TRAVELLING MUSIC: WCMF/Rochester, in conjunction with Elektra Records and the latest Cars album, asked listeners to call the station with answers to trivia questions, which were rewarded with copies of the album. From those correctly answering the trivia questions one was chosen to receive a car cassette deck, complete with the group's latest cassette and ten other E/A cassettes.

STYX TIX: KEZY-AM/Anaheim received 20,000 postcard entries to a recent promotion which sent a winning pair of listeners on an expenses-paid trip all the way to Montreal to see A&M recording artists Styx in concert. Included in the grand prize was round trip air fair, hotel accommodations, meals with the band and limo service.

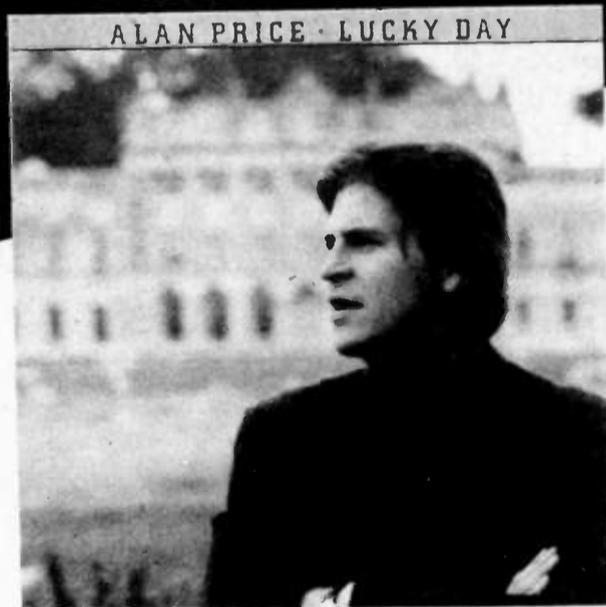
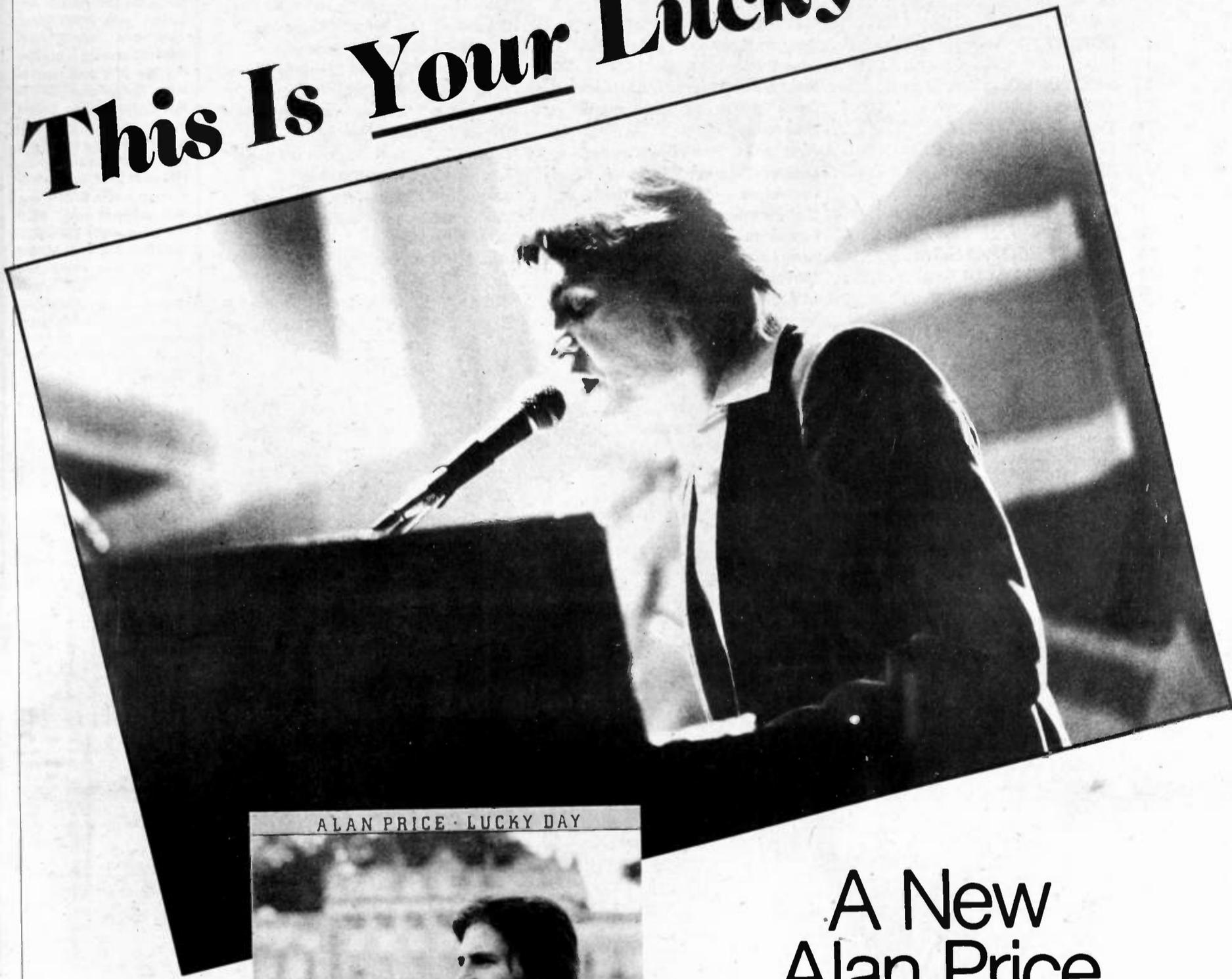
### Concerts & Conversations

PRESENTATIONS: KLBK/Austin presented Chris DeBurgh for \$2.00 . . . WOUR/Utica presented Blackjack for \$.96.

RADIO CONCERTS: UK, Charlie Daniels on WLIR/Long Island . . . Blackjack on WOUR/Utica . . . Billy Falcon on WQBK/Albany.

CONVERSATIONS: Climax Blues Band on KNAC/Long Beach . . . Point Blank, John Kaye on KTXT/Lubbock . . . Moon Martin, Dixie Dregs on KTIM/San Rafael . . . Charlie Daniels on KREM/Spokane . . . Carly Simon on WLOR/Cape Cod . . . Ted Nugent, Billy Falcon, Bullseye, Blackjack on WIOQ/Philadelphia . . . Henry Paul on WPLR/New Haven . . . Molly Hatchet on WLPX/Milwaukee . . . Night, New England on WBRU/Providence . . . Night, Orleans on WAAL/Binghamton . . . Orleans on WRHY/York . . . Jerry Riopelle, Marshall Tucker, Climax Blues Band on KWFN/Tucson . . . Point Blank on WYXE/Madison . . . Peter Tosh on WDHA/North Jersey . . . David Johansen on WMMS/Cleveland . . . Dave Edmunds on WLIR/Long Island . . . Tom Petty on KOZZ/Reno . . . Graham Parker on WMMR/Philadelphia . . . Michael Stanley, Cars, John Cougar, Nick Gilder on KSHE/St. Louis . . . Andy Pratt, Magazine on WBCN/Boston . . . Pat Travers on KGON/Portland . . . Wet Willie, Reds, Magazine on WQBK/Albany . . . Robert Fripp on KSJO/San Jose . . . Moon Martin, Robert Fripp on KOME/San Jose . . . Pat Travers, Blue Oyster Cult, UFO on KPRI/San Diego.

**This Is Your Lucky Day!**



A New  
Alan Price  
Album

**“Lucky Day”**

Featuring The Single **“This Is Your Lucky Day”**



On Jet Records And Tapes  
Distributed By CBS Records

Album Airplay/40

Chart Summary

August 17, 1979

152 REPORTERS

Album cuts are listed in order of airplay preference.

Main chart table with columns for week numbers (7/27, 8/3, 8/10, 8/17) and album titles/artists. Includes entries like CARS, KNACK, ROBERT PALMER, KINKS, NEIL YOUNG, WINGS, E. LIGHT ORCHESTRA, LITTLE RIVER BAND, NICK LOWE, SUPERTRAMP, DRE STRAITS, SNIFF 'N' THE TEARS, REO SPEEDWAGON, BLUE OYSTER CULT, KANSAS, BRAM TCHAIKOVSKY, PAT TRAVERS BAND, NILS LOFGREN, CHARLIE DANIELS, DAVID WERNER, SOUTHSIDE JOHNNY, AC/DC, GREG KIHN BAND, RECORDS, BILLY THORPE, WHO, CHARLIE, VAN HALEN, ATLANTA RHYTHM SECTION, GERRY RAFFERTY, BAD COMPANY, BLACKFOOT, DAVE EDMUNDS, RICKIE LEE JONES, JOHN STEWART, NIGHT, IAN GOMM, JOE JACKSON, RAINBOW, JOURNEY.

The heated battle for first place on the Album Airplay/40 was hotter than ever this week, with KNACK scoring a greater number of actual reports than first-placed CARS, but CARS scoring higher in hot reports. PALMER held third place as KINKS and YOUNG hit top five. LRB and LOWE jumped into top ten while SNIFF and REO had good weeks. NILS inched up while WERNER, SOUTHSIDE and AC/DC all registered significant airplay gains. RECORDS inched up as CHARLIE built nicely. RAFFERTY maintained as BLACKFOOT resurged and EDMUNDS moved up. RICKIE LEE's single helped bring the album back up this week. A strong single propelled NIGHT onto the chart this week, while GOMM moved up. RAINBOW debuted this week while a strong single bounced JOURNEY back onto the charts.

The Album Airplay/40 chart represents activity based on a combination of add, medium and hot reports. Artists' chart numbers are displayed over a four-week period. The artists in italics registered the most rapid gains in airplay for the week. Album cuts that are also current singles are listed in bold type.

MOST ADDED

Table with 5 columns (8/17, 8/10, 8/3, 7/27, 7/20) and 11 rows of album titles and artists, including GEORGE THOROGOOD, RAINBOW, TALKING HEADS, AC/DC, RANDY NEWMAN, CHARLIE, CHICAGO, GARY NUMAN, J.J. CALE, RECORDS, MISTRESS, IAN GOMM, PROPAGANDA, DAVID JOHANSEN, SOUTHSIDE JOHNNY.

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

MEDIUM

Table with 5 columns (8/17, 8/10, 8/3, 7/27, 7/20) and 11 rows of album titles and artists, including NILS LOFGREN, SNIFF 'N' THE TEARS, BLUE OYSTER CULT, REO SPEEDWAGON, DAVID WERNER, KINKS, GREG KIHN BAND, SOUTHSIDE JOHNNY, NEIL YOUNG, PAT TRAVERS BAND, DRE STRAITS, ROBERT PALMER.

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

THE HOTTEST

Table with 5 columns (8/17, 8/10, 8/3, 7/27, 7/20) and 14 rows of album titles and artists, including CARS, KNACK, ROBERT PALMER, E. LIGHT ORCHESTRA, SUPERTRAMP, WINGS, KINKS, LITTLE RIVER BAND, NICK LOWE, BLUE OYSTER CULT, BRAM TCHAIKOVSKY, CHARLIE DANIELS BAND, PAT TRAVERS BAND.

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

ROCK 'N' ROLL THAT'S YOURS FOR THE TAKING

# MISTRESS



CAREER DIRECTION: ORCHID ENTERTAINMENT, LTD.  
**CEM**

"Mistress" (RS-1-3059) Their Debut Album On RSO Records



**ONE OF THE MOST ADDED ALBUMS OF THE WEEK**

YOU'LL ALWAYS REMEMBER YOUR FIRST MISTRESS

# AOR BREAKERS

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

No records qualified for breaker status this week.

# SINGLES

- 1 LOUISE GOFFIN  
"Remember" (Asylum)
- 2 SAMMY HAGAR  
"Plain Jane" (Capitol)
- 3 IAN HUNTER  
"When The Daylight Comes" (Chrysalis)
- 4 ALAN PARSONS  
"Damned If I Do" (Arista)
- 5 CHICAGO  
"Must Have Been Crazy" (Columbia)
- 6 PETER FRAMPTON  
"I Can't Stand It No More" (A&M)
- 7 CHEAP TRICK  
"Ain't That A Shame" (Epic)
- 8 MICK TAYLOR  
"Leather Jacket" (Columbia)
- 9 IAN DURY  
"Hit Me With Your Rhythm..." (Stiff/Epic)
- 10 JAMES TAYLOR  
"Up On The Roof" (Columbia)

These 45's received significant AOR airplay reports this week. These singles are either not available on an album or are from an album not currently on the Album Airplay/40 chart. The chart is listed in order of total mentions received this week.

# JAZZ ON AOR

- 1 NEIL LARSEN ..... High Gear (Horizon)  
Title "Futura" "Time" "Rio Este"
- 2 SPYRO GYRA ..... Morning Dance (Infinity)  
Title "Hellopolis"
- 3 JONI MITCHELL ..... Mingus (Asylum)  
"Dry Cleaner" "Hat"
- 4 STANLEY CLARKE ..... I Wanna Play... (Nemperor)  
"Jelly" "Jamaican"
- 5 BOB JAMES ..... Lucky Seven (Tappan Zee/Col)  
"Rush Hr." "Look Allike"
- 6 JEFF LORBER ..... Water Sign (Arista)  
"Country" "Toad's Place" "Rain Dance"
- 7 PAT METHENY ..... New Chautauque (ECM)  
Title "Mexico"
- 8 B.B. KING ..... Take It Home (MCA)  
Title "Woman" "Better Not..."
- 9 CRUSADERS ..... Street Life (MCA)  
Title "Rodeo"
- 10 ERIC GALE ..... Part Of You (Columbia)  
"Lookin' Good"

These albums received significant airplay reports this week but did not chart on the Album Airplay/40 listing. This chart represents activity based on a combination of add, medium and hot reports, as well as special jazz programming. The album's preferred airplay cuts are listed.

# REGIONAL AOR ACTIVITY

## EAST

### 104 WQBK FM Albany 518-482-5555

Albums Added  
TALKING HEADS  
RICHIE LEVY  
... (rest of the list follows)

### WAL FM stereo 99 Baltimore 301-889-0098

Albums Added  
... (rest of the list follows)

### WUSN Allentown 215-434-9511

Albums Added  
... (rest of the list follows)

### WABC 104.1 FM Boston 617-268-1111

Albums Added  
... (rest of the list follows)

### Z95 WZZO Allentown 215-694-0511

Albums Added  
... (rest of the list follows)

### WABC 104.1 FM Boston 617-268-1111

Albums Added  
... (rest of the list follows)

### MOST ADDED

TALKING HEADS  
Fear Of Music (Sire) 13/13

RANDY NEWMAN  
Born Again (WB) 12/12

CHICAGO  
Chicago 13 (Columbia) 13/11

RAINBOW  
Down To Earth (Polydor) 13/9

GEORGE THOROGOOD  
Better Than The... (MCA) 11/9

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

### WOLM Boston 617-262-5900

Albums Added  
... (rest of the list follows)

### MEDIUM

NILS LOFGREN  
Nils (A&M) 23/16

GREG KIHN BAND  
With The... (Beserkley) 19/15

NIGHT  
Night (Planet) 15/13

BLUE OYSTER CULT  
Mirrors (Columbia) 23/12

CHARLIE  
Fight Dirty (Arista) 17/12

SNIFF 'N' THE TEARS  
Fickle Heart (Atlantic) 25/12

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

### Q-FM-97 Buffalo 716-881-4555

Albums Added  
... (rest of the list follows)

### THE HOTTEST

CARS  
Candy-O (Elektra) 32/31

KNACK  
Get The Knack (Capitol) 32/30

E. LIGHT ORCHESTRA  
Discovery (Jet) 23/21

KINKS  
Low Budget (Arista) 28/20

SUPERTRAMP  
Breakfast In... (A&M) 23/20

NEIL YOUNG  
Rust Never... (WB/Reprise) 32/20

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

### WBLM 100 Lewiston-Portland 207-376-4208 207-774-8364

Albums Added  
... (rest of the list follows)

### WLOM Cape Cod 617-255-8220

Albums Added  
... (rest of the list follows)

### WLIAM 92.7 Long Island 516-485-9200

Albums Added  
... (rest of the list follows)

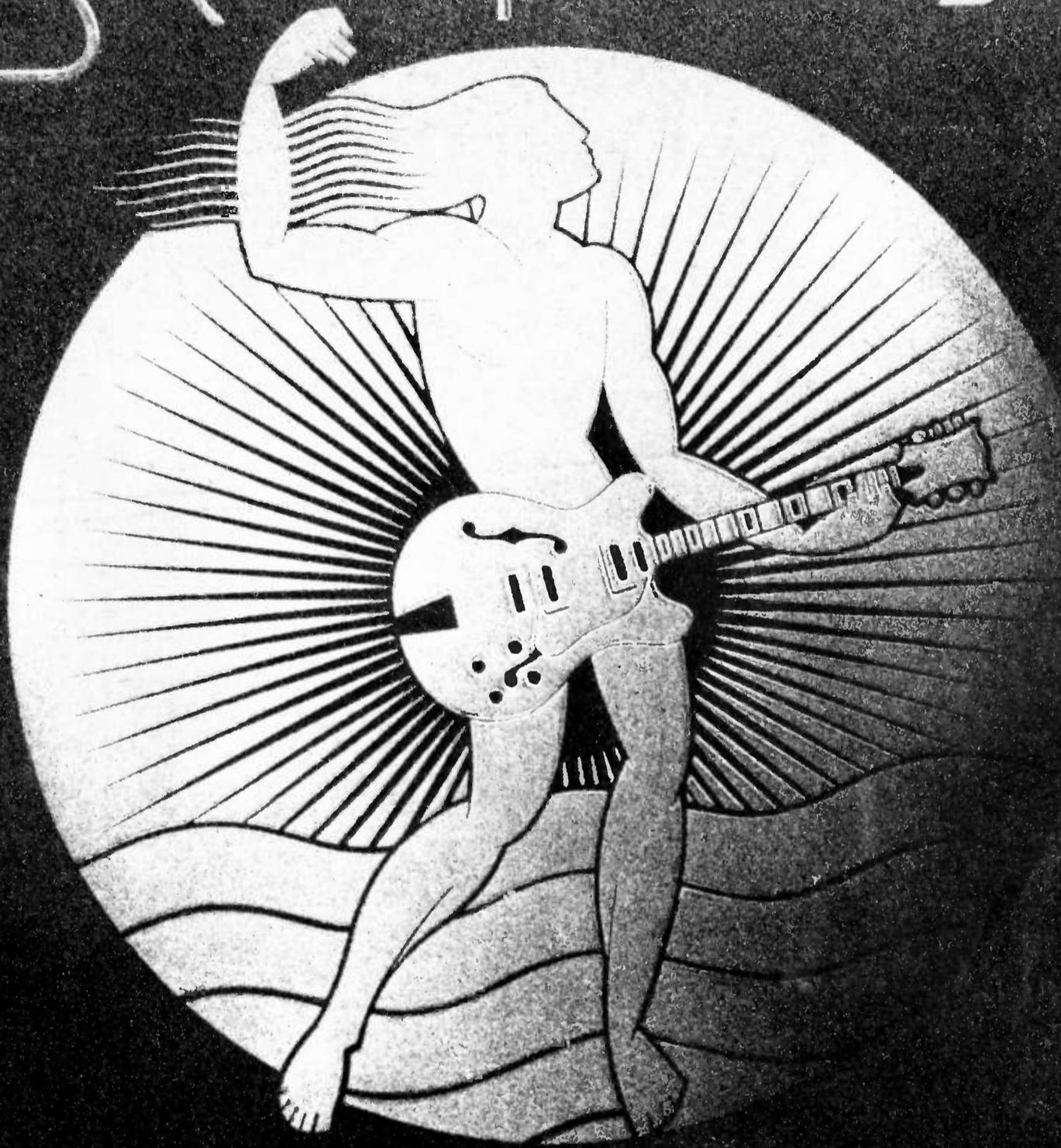
### Hartford 203-548-3456

Albums Added  
... (rest of the list follows)

### WABC 104.1 FM Boston 617-268-1111

Albums Added  
... (rest of the list follows)

# BREATHLESS



When was the last time a new band took your breath away...

Introducing **BREATHLESS** SW-17013



Their new single "Takin' It Back" 8020

On EMI America Records 



New York 212-868-8844

Philadelphia 215-639-7625

PHILADELPHIA 215-639-7625



WAVA BOOKS BROOKER - WAVA/Washington played host to Chrysalis recording artist Gary Brooker during a recent promotional visit. Pictured (l-r) are Chrysalis's Al Twanmo, manager Nick Blackburn, WAVA GM Alex Sheftell, Brooker, WAVA's Kelly Saunders, WAVA MD Gary Chase.

Long Island 516-587-1023. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

New York 212-868-8844. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Philadelphia 215-639-7625. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Pittsburgh 412-662-5900. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Washington, D.C. 202-828-9932. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Montreal 514-935-2425. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

New York 212-687-7777. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Pittsburgh 412-362-2144. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Rochester 716-286-3200. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Washington, D.C. 202-828-9932. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Long Island 516-727-1570. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

North Jersey 201-328-1055. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Pittsburgh 412-362-2144. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Rochester 716-286-3200. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Washington, D.C. 202-828-9932. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Long Island 516-727-1570. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

North Jersey 201-328-1055. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Pittsburgh 412-362-2144. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

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Washington, D.C. 202-828-9932. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

New Haven 203-777-8617. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Philadelphia 215-835-8100. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Providence 401-272-9550. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Syracuse 315-682-9538. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Washington, D.C. 202-828-9932. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

New Haven 203-777-8617. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Philadelphia 215-835-8100. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Providence 401-272-9550. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Utica 315-797-0803. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

Washington, D.C. 202-828-9932. Includes station logo and a list of album and single titles such as 'GREAT JAZZ 1940 (New City)', 'NIGHT (Piano)', 'DAVID JOHNSON (Blue Sky)', etc.

YOUR FRIENDS ARE COMING ON MUSHROOM RECORDS





"IN THE NIGHT TIME," "NADINE," "MY WAY," and "I'M READY."

## SOUNDING THOROUGHLY GOOD ON

KMET  
WWWW  
WCC  
KISW  
WLPL  
WAER  
WRHY  
WMDI  
WXKE  
WWWZ  
KGOU  
KSPN  
KEZY  
KLRB

WCOZ  
KDKB  
KYYS  
KATT  
WGOE  
WAAL  
WJKL  
WWCK  
WIBZ  
ZETA 7  
KPFT  
KRST  
KTYD  
KOZZ

WMMR  
WAAF  
WKQB  
WMET  
I-95  
WBAB  
WIBA  
WILS  
WRAS  
WJAX  
KISS  
KAWY  
KZOZ  
KLAY

WKLS  
WYSP  
WPDH  
WRCN  
WSPL  
WIQB  
WUOG

WRIF  
WPIX  
WVVL  
KNCN  
KAAK  
KCAL  
KZEL

WWDC  
WNEW  
WIOQ  
WHFS  
WNCS  
WBLM  
KFMH  
WFFX  
WXLN  
KYTX  
KZOM  
WTAO  
KWFM  
KEJO

KZEW  
KWST  
WABX  
WYXE  
WBUF  
WLOB  
KGGO  
WHNN  
WQUT  
KKTX  
WHSY  
KICT  
KTIM  
WQDR

KSHE  
KSJO  
KGB-FM  
WCAS  
WAQX  
WZZO  
WXLN  
WVUD  
WDBS  
KXXY  
KBCO  
KROQ  
KSFM  
WIOT



#1 MOST ADDED ALBUM/R & R

PRODUCED BY DANNY LIPMAN FOR AIRPLAY PRODUCTIONS.

# ALBUMS ADDED

### KY99 Amarillo 808-369-8801

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### WROX Charlotte 704-302-8191

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### KLOL Houston 713-826-4601

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### MEDIUM Lexington 808-262-8694

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### THE HOTTEST Montgomery 205-265-9102

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### ROCK Anderson-Greenville 803-226-1611

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### Z96 Columbia 803-796-8896

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### KLQL Jacksonville 904-833-2786

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### KLPQ Little Rock 501-684-8688

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### KDF3 Nashville 615-244-9632

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### Rock Atlanta 404-325-0980

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### 101 Corpus Christi 512-856-4641

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### WJLT Johnson City 815-477-3127

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### WLSZ Louisville 502-585-5178

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### WNOE New Orleans 504-520-1212

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### KLBJ FM Austin 512-474-6543

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### Q102 Dallas-Ft. Worth 214-528-5500

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### WJLT Johnson City 815-477-3127

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### WZRK Memphis 901-726-0060

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### WNOE New Orleans 504-837-2424

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### TEXAS ROCK Beaumont 713-727-0229

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### KZEW Dallas 214-748-9898

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### KKTX Kilgore 214-984-2001

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### ZETA Miami 305-371-6641

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### ZOMI Norfolk 804-933-0311

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### Birmingham 205-870-9800

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### EL PASO El Paso 915-533-8211

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### K94 KSMB Lafayette 318-232-1311

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### love 4 Miami 305-672-2500

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

### fm99 Norfolk 804-623-9667

Albums Added:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

Hot Albums:  
 CHARLIE (Arista)  
 MOON MARTIN (Capitol)  
 GEORGE THOROGOOD (MCA)  
 BUCKEYE (Polydor)  
 MISTRESS (RSO)

SOUTH

Oklahoma City 405-631-8881

Albums Added: STEVE NILES, RANDY NEWMAN, MICK LORGE, etc.

Orlando 305-645-1802

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Orlando 305-645-1802

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Orlando 305-298-5510

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Orlando 305-645-1802

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Orlando 305-645-1802

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

XL 102 Richmond 804-282-9731

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Richmond 804-282-9731

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Richmond 804-282-9731

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

WXLH 97 ROCK Savannah 912-233-9211

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

98 ROCK Tampa 813-391-9888

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Tampa 813-391-9888

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Tampa 813-366-0424

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Tampa 813-391-9888

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Tampa 813-391-9888

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Tampa 813-366-0424

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Tampa 813-391-9888

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Tampa 813-391-9888

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

MIDWEST

Ann Arbor 313-862-9103

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-777-1700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-777-1700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-440-5270

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-828-9191

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-777-1700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-777-1700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-777-1700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-440-5270

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-828-9191

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

MOST ADDED

Table with columns for Album Name, Station, and Count. Top entries: KINKS Low Budget (Arista) 33/15, SNIFF 'N' THE TEARS Fickle Heart (Atlantic) 22/15, DAVID WERNER David Werner (Epic) 19/14, etc.

Q-FM-96 Columbus 614-224-1271

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Dayton 513-224-1501

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Dayton 513-229-4247

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Dayton 513-229-4247

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

MEDIUM

Table with columns for Album Name, Station, and Count. Top entries: KINKS Low Budget (Arista) 33/15, SNIFF 'N' THE TEARS Fickle Heart (Atlantic) 22/15, DAVID WERNER David Werner (Epic) 19/14, etc.

94.3 DETROIT 312-741-7700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

94.3 DETROIT 312-741-7700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

94.3 DETROIT 312-741-7700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

94.3 DETROIT 312-741-7700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

THE HOTTEST

Table with columns for Album Name, Station, and Count. Top entries: CANDY-O Candy-O (Elektra) 35/32, KNACK Get The Knack (Capitol) 35/30, ROBERT PALMER Secrets (Island) 30/23, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

THE HOTTEST

Table with columns for Album Name, Station, and Count. Top entries: CANDY-O Candy-O (Elektra) 35/32, KNACK Get The Knack (Capitol) 35/30, ROBERT PALMER Secrets (Island) 30/23, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

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FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-828-9191

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Chicago 312-828-9191

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

Dayton 513-229-4247

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

94.3 DETROIT 312-741-7700

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.

FM 101 WKKE Ft. Wayne 219-484-0580

Albums Added: GARY BARBER, CHARLIE DANIELS, etc.



WEST

KZEL Eugene 503-464-4304

FM 101 Fresno 209-465-7782

KQMQ Honolulu 808-949-2093

KFM 102 Las Vegas 702-732-7753

KZLX Long Beach 213-437-0386

KLOS 95.5 Los Angeles 213-683-3311

KMET 94.7 Los Angeles 213-480-3657

KMET 94.7 Los Angeles 213-480-1212

KMET 94.7 Los Angeles 213-480-1212

KWEST Los Angeles 702-467-5178

KROQ Pasadena 213-567-0830

KBCB FM 99 Phoenix 602-257-8599

KDKB Phoenix 602-633-8666

KGO Portland 503-855-9181

Wink Portland 503-228-5000

KLOS 95.5 Los Angeles 213-683-3311

KMET 94.7 Los Angeles 213-480-3657

KMET 94.7 Los Angeles 213-480-1212

KROQ Reno 702-329-9281

KSMN Sacramento 916-422-1025

K108FM Sacramento 916-446-4965

KRATP Sacramento 916-444-2806

KCAL 96.7 San Bernardino 714-825-5020

KGB RADIO San Diego 714-297-2201

KANSAS San Francisco 415-966-2625

KROQ Portland 503-228-5000

KMET 94.7 Los Angeles 213-480-1212

KOME San Jose 408-246-8611

KOME San Jose 408-246-8611

KRATP Sacramento 916-444-2806

KRATP Sacramento 916-444-2806

KCAL 96.7 San Bernardino 714-825-5020

KRATP Sacramento 916-444-2806

KRATP Sacramento 916-444-2806

KRATP Sacramento 916-444-2806

KRATP Sacramento 916-444-2806

KXFM 99 Santa Maria 805-922-2158



**Jim Duncan**

# Country

## News Notes

Look for details on Page 3 of the CMA post-awards show to be aired via the NBC Radio Network. This is a project spearheaded by the CMA Board of Directors' Radio Committee. WIRE-WXTZ/Indianapolis VP/GM Don Nelson helped formulate the original concept, along with the idea of a radio simulcast of the television program. KSON-AM-FM/San Diego President Dan McKinnon got together with NBC Radio's Ruth Meyer last Friday, and the project was given the green light. McKinnon and yours truly will be co-producing and directing the hour-and-a-half live broadcast on the network October 8. Bill Anderson and Ralph Emery have agreed to be co-hosts. In the coming weeks I'll be letting you know more about this very exciting endeavor . . . Don Imus leaves the afternoon drive show at WHK/Cleveland to return to New York. See more in this week's R&R Page 1. The station is looking for a replacement. New PD Ron Jones will be arriving from KLZ/Denver next Monday. Ex-WHK PD Russ Knight has accepted the PD job at WNEW/New York . . . Nothing new again this week at KLZ on the Jones replacement. Group One (owners of KLZ) programming chief Art Wander, told R&R, "It still is open for applicants. We may be promoting within the company. I will be at KLZ for the next couple weeks. Interested persons can contact me there with a tape and resume." (2149 S. Holly St., Denver, CO 80222.) . . . No new PD's yet at WIL/St. Louis or WBAP/Fort Worth . . . Good to hear old friend Billy Cole is coming back to radio. Cole is a former CMA Disc Jockey of the Year winner and long time all-nighter on WHIO/Des Moines. He is joining KYNN/Omaha as Music Director. He starts August 20 . . . Former WHK/Cleveland overnigher, Doc Lemon has hitched with WOBL/Oberlin, OH to do the nine-to-noon slot . . . The new KDQ/Albuquerque is having a big party next week to welcome the new owners, West American Broadcasting. The station was formerly KUFF. Our best to GM Ed Lowrance and PD/MD Bill Mortimer, formerly of KCUB/Tucson . . . Paul O'Brien has been appointed PD of WUBE-AM-FM/Cincinnati. He had been Director of Creative Service. Duke Hamilton, WUBE's MD, will be assistant PD under O'Brien . . . Good to hear from Charlie Douglas, all-night legend on WWL/New Orleans, during his visit last week here in Los Angeles . . . Nick Seneca has resigned as PD/MD of WKXA/Brunswick, ME. He is looking for air work in the New England area, but plans to be with WKXA for awhile. No replacement has been announced . . . Chris Lane of the no-longer-Country KHTZ-FM/Los Angeles will be doing weekends at KLAC . . . KFYO/Lubbock, TX, after 51 years of Beautiful Music broadcasting, will be switching to Country sometime in December. GM Gordon Thompson told R&R new broadcast studios are being constructed for the new 24-hour operation. Max Mott is PD/News Director, with Bud Andrews serving as MD. Product should be sent to KFYO, Box 10527, Lubbock, TX 79408 . . . Jerry Outlaw has returned as PD of WLAS/Jacksonville, NC . . . Rusty Walker, after two years, will be taking himself off the air at WOIK/Jacksonville, FL. Walker is the PD and wants to concentrate on that job. He needs a morning or afternoon person now. Tapes and resumes to him at P.O. Box 6999, Jacksonville, FL 32205 . . . Jim Chapman is the new Production Director at KMPS-AM-FM/Seattle. He is from Seattle's KJR . . . So what's new with you?



**THE GOOD OLE SUMMERTIME** — Over the years, most would agree that some of the most interesting pictures recorded in the pages of R&R have been submitted during the summer months. The two above are no exception. On the left you have WWWO/Panama City, FL, model, Winkey Jones, displaying not only her fine form, but also the official limited-edition (only 300) 3W-Q Skylab Target Shirt. The station gave them away at the sound-effect of "Skylab splashing down." The other interesting picture is of KSON/San Diego midday personality Dick Warren during a recent remote at the Southern California Exposition. The uniqueness of the remote is that it was done outside of a hot-tub spa. (Some guys just have all the fun!)

## Quick Bits

Now a brief look at some of the recent promotion and contest ideas submitted by Country radio stations . . . WCXI/Detroit is working on a locally-produced album, much in the vein of the KGB/San Diego "Homegrown" albums. PD Bill Ford told R&R the album will be called "Detroit's Best Country" and will feature local artists voted on by the WCXI listeners. At the end of summer the station will hold a free concert in conjunction with the album's release . . . PD Don Keith at Nashville's WJRB has announced a weekly Top 30 countdown show on his Friday afternoon show. During the program, listeners are told to write down three of the cuts aired. When the number one record is played they have a chance to win a weekly prize by identifying the cuts . . . Speaking of "number one," a topic of unending discussion for R&R Editors Jim Duncan and Mike Kasabo: KSLV/Monte Vista, CO did a great deal of research to find 248 number one records in their library. After coming up with the list, KSLV held a "Number One Weekend." During the weekend each hour the air staff would read some interesting information about a particular song or artist, giving listeners a chance to win various prizes along the way . . . WYND/Sarasota, FL has begun a new feature called "Country Music News," which is run twice a week, once in morning drive and again in afternoon drive. Each program is three minutes long and is totally written and produced by the WYND staff. One program is devoted to news and gossip about country music stars. Local concert information and fan club addresses are also given. One program a week is an artist profile. Upcoming shows will include profiles on Lynn Anderson, Johnny Cash, Willie Nelson, Jerry Reed, and Dolly Parton . . . Bruce Welker, Tim Nyland and Jay Pearce, all with WDDD/Marion, IL are taking part in the local community theater production of "Li'l Abner." Now that's community involvement . . . KHEY/EI Paso PD Ray Potter, who does the nine to noon air show, has been gathering recipes for the "KHEY Country Cook Book." The station plans to sell the finished product, which is currently being edited from more than 3000 submitted recipes. Profits from the sales will be donated to the YMCA. Housewives have donated their time to type the book, and Potter told R&R that a section will include housewife tips . . . WMAQ/Chicago air personalities Charlie O'Neil, Fred Sanders, Nancy Turner, and newsmen Bob Tracy and Rich Rieman took part in the second annual Santa Fe Speedway "All-Star" stock car race held earlier this month . . . It was amazing to see how few radio stations were doing promotions around the second anniversary of the passing of Elvis Presley on August 16. In the past, Country radio has chosen to remember its heroes on the dates of their deaths. In recent years, the trend is to remember that person's birthday . . . KEEN/San Jose hosted 800 listeners to a "KEEN Country Campout" complete with a dinner and dance. Participants paid \$30 for the campsite, with the station providing the entertainment for the weekend . . . Three stations in the past week have reported to R&R promotions around one of America's favorites: the chicken! (No yolk intended.) KSON/San Diego tied in with a fried chicken company to provide "block picnics." Winners were given enough chicken and fixings for 50 people, two cases of Pepsi, napkins, table cloth, eating utensils and more. Hourly winners won snack-packs of chicken and the chance to qualify for the grand drawing for 26 picnics . . . KCKC/San Bernardino, CA got together with a local chicken-cooking company to give away chicken dinners. GM/PD Bob Mitchell said he is having listeners call in and "cluck" on-the-air to win the goodies . . . WDAF/Kansas City is having the "Jim Tyler (morning man) — Country Chicken Flying Contest" on August 26 in (where else?) Roosterville, MO. Over 250 chickens have been entered with over \$1500 up for grabs . . . Film at eleven . . .

## Country Mailbag

**EDITOR'S NOTE:** This letter R&R received recently should be a good way to put to a close, for now, a topic of discussion that will probably be with us until the day country music is no more!

Dear R&R:

I've been noticing a lot of the comments in your column concerning the fate of the country music in our country. It seems to me that in the middle of all of this debate about whether country artists are really doing country music we should take a long hard look at what I call the new middle of the road. The fact of the matter is that country artists have not only tasted the good life but are about to enter into a very important phase of cultural change.

The fact of the matter is that we're pretty far away from all those olden times either in the mountains of Appalachia or the prairies of Texas. It really makes a lot of sense for us to keep our heads clean and clear of this prejudice that country music artists can't become legitimate middle of the road artists.

The fact of the matter is that if you took a look at the development of rock you would find that many of the artists have become so middle of the road that they've cut their under-25-years of age record sales by doing so. An example of this would be Elton John. The fact is that country music is changing and we should all either accept the change or start our own fragmentation of a country format.

To pull the Eddie Rabbit (record) off the air because you feel it isn't country is really doing our audience a disservice. Someday we'll look back on this and laugh because we'll understand it all so much clearer. Country music is the new middle of the road and its polished output at this point has to do with garnering a larger percentage of people in the country. There is nothing bad about big because the bigger country music gets the greater the possibility of someone doing a low percentage fragmentation country format in a population area that can support it.

The concept of someone doing an outlaw country format or a traditional country format becomes greater only if there is a large enough population base to support it. The fact is that as country music becomes more polished and more "middle of the road" we will see many changes in country radio throughout the country. Let's go forward with a positive feeling and let's quit banning artists' records which just don't happen to fit into our perspective of traditional country. Remember the definition of organic isn't that it has sprouts and no chemicals, but that it contains carbon. We forgot about the real definition a long time ago.

— Dwight Douglas  
Burkhart/Abrams & Associates

# #1

Country music radio's first  
**limited enrollment seminar**  
featuring five of the industry's most highly acknowledged and respected broadcasters  
serving as panel moderators/lecturers.

## Country Radio Workshop

### Ron Jones

Operations Manager of KLZ, Denver and soon to return to WHK, Cleveland as Operations Manager. Under Ron's direction KLZ changed to a country station in March 1978. In the April-May ARB KLZ had twice the audience of Denver's other two country stations combined. WHK, under Ron's leadership, was always one of Cleveland's top three stations.

### Bob English

General Manager, WUBE; Cincinnati. Under Bob's programming leadership WUBE has become Cincinnati's number one country music station with strong numbers 25-49. Bob is one of the few program directors to become part of a growing trend by recently moving from Program Director to General Manager. He is also a former winner of the Billboard Magazine Program Director of the Year award.

### Jim Stone

General Manager, KCUB, Tucson. Under Jim's leadership KCUB came from an also-ran in 1972 to become one of the nation's most respected country music stations. In 1975 KCUB received Billboard Magazine's Country Music Station of the Year and Grand International Station of the Year awards. In the April-May ARB KCUB was rated number one 18+ and a strong number two 12+.

### Bill Hennes

Program Director, WMAQ, Chicago. WMAQ is the nation's highest cuming country music outlet and one of Chicago's leading stations. Bill has an excellent research and programming background. His tenure in management extends over twelve years and includes CKLW, Detroit and two years as national Program Director for Rahall Communications, owners of WNDE-WFBQ, Indianapolis and WCLY-Y95, Tampa, Florida.

### Jhan Hiber

President of Hiber-Hart, Ltd. consulting and former Manager of Arbitron Radio. Jhan's current responsibilities include research editor of Radio & Records newspaper. Jhan's experience also includes Director of Marketing and Research for, CKLW.

### Dr. Richard J. Lutz

Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. Dr. Lutz also writes a weekly column for Radio & Records newspaper.

To make reservations or for more information, call  
(602) 742-3864

\*Participants will be classified into groups of ten, each group sharing common market size and comparable positions of responsibility.

\*Every group will spend time with each guest moderator/lecturer. This is your opportunity to discuss problems and possible solutions unique to your market and station size.

\*There will be a panel discussion hosted by guest moderators/lecturers.

\*Jhan Hiber & Dr. Lutz will conduct a five hour research seminar which will evaluate problem definition; research design; data collection, analysis and interpretation; and **programming for the book**.

\*Only fifty participants will spend two days listening, learning, discussing and participating in the most productive country radio programming seminar ever presented.

\*Workshop 1 will be held at the beautiful Ramada Inn-Resort, Tucson, Arizona; Friday & Saturday, September 28 & 29, 1979.

\*Total cost, including tuition, accommodations for three nights at the Ramada Inn-Resort, a cocktail party, a banquet and transportation to and from the airport is \$375.00.

\*Because of the one-on-one nature of this seminar, designed for maximum participation, we urge you to make your reservations early to ensure your registration.

Enclosed is my check for \$375.00 for the Country Radio Workshop 1, September 28 & 29; accommodations for three nights at the Ramada Inn-Resort, Banquet, Cocktail Party and transportation to and from the airport.

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Position at Station \_\_\_\_\_

Market Size \_\_\_\_\_



Please send to:  
**Wright & Associates, Inc.**  
One Oracle Place  
7225 N. Oracle  
Tucson, AZ 85704

Sorry, I am not able to attend Country Radio Workshop 1, but I am interested in more information regarding other services offered by Wright & Associates, Inc.

Country Radio Workshop is a presentation of **Wright & Associates, Inc.**, serving the broadcast industry with country music radio's exclusive full service programming consultancy.

# Country



**DREAM TEAM** — Ric Libby (left), Operations Manager of KENR/Houston, makes a point with two KENR "Wildest Dream" winners. The station gave away \$25,000 cash in the contest, and the winners here are about to depart on a trip to Scotland and Ireland.



**THE SKYLAB HAS FALLEN** — As has been reported in the past month or so, many radio stations did promotions around the recent Skylab re-entry to earth. Top picture is of WJRB/Nashville morning man Chuck Hussey, prior to entering the station's official "Skylab Shelter," 24 hours before the splashdown, Hussey broadcast his show from a special tent. After the promotion, the station gave away the tent and other prizes for listeners who registered to win. Right photo is from KLAK/Denver who awarded \$1000 to the listener who correctly guessed closest to the correct time of re-entry of Skylab. The contest was called "The Great KLAK Skylab Watch." Pictured are PD Larry Watts; Promotion Director Elena Newton; winner Charles Coker; and VPQM James Tesson. The left picture is from WTHI/Terre Haute, IN. The station held a "Welcome Home Skylab" party where they gave away free donuts and coffee in the morning, and free cokes and hot dogs in the afternoon.



**68 LOOKS GREAT** — KFEC/St. Joseph, MO sent R&R this photo of its latest billboard campaign, which promotes the station's association with the Kansas City Royals. The right corner can be changed at the station's will to promote whatever is desired, such as artists or air personalities.



**MONTGOMERY, MUSIC & MILSAP** — WLWI-FM/Montgomery, AL had Ronnie Milsap and Hank Williams Jr. in town for its annual listener appreciation free show recently. Inset is of RCA's Milsap on stage, with photo showing off some of the local "talent" getting to know the festival's security people.



**TONGUE-IN-CHEEK TANYA** — KRAM/Las Vegas recently held a "Tanya Tucker Name That Song" contest. Shown on the day of the big drawing, during Tanya's first appearance on the Strip in Vegas, are KRAM's Johnny Steele and Ms. Tucker.



**GOING TO THE DOGS** — Former WHK/Cleveland air personality and Music Director Terry Stevens recently took part in the WHK Night at Cloverleaf Speedway. The station held a shopping cart race. Twelve couples were selected from postcard entries to race at intermission around the track. Various prizes were awarded to each. In the top picture Stevens (second from right) is shown with a participant, "Wally The Wonder Dog," and WHK's Promotion Director, Sherry Hamilton. Bottom picture is of Stevens and the "Wonder Dog" during the race. (Stevens recently joined WMAQ/Chicago as a midday air personality.)

# Country

## BREAKERS

**JOHN CONLEE**

**Before My Time (MCA)**

82% of our reporters on it. Adds this week include KSON, WMAQ, WONE, WDAF, WTHI, WHBF, KOKE, WFNC, WLAS and others. Charts: debut 24 WMC, debut 30 WPLO, 35-30 KRMD, debut 29 WJJD, 27-11 KGFX, 39-30 KCKN, 32-24 WSAI, 34-29 WEEP, 38-30 WKDA, debut 25 KMPS. R&R Chart 39-31.

**BARBARA MANDRELL**

**Fooled By A Feeling (MCA)**

54% of our reporters on it. One of the "Most Added" songs of the week. New at KLAC, KCKN, WUBE, KZIP, KBOX, WINN, KLVI, WYVA, WNYR, KEEN, KLZ, KFEQ, KWMT, WPOR, WBAX and others. Charts: debut 19 WLWI-FM, 29-23 WJJD, 29-22 WBAM, 24-20 WSM, 35-30 KFTN, 26-19 WUNI, 31-23 WPOC. R&R Chart: Debut 32.

**T.G. SHEPPARD**

**Last Cheater's Waltz (WB/Curb)**

54% of our reporters on it. New at WRCP, WNYR, WQQT, WINN, KVET, WTHI, WONE, KLAC, KSON, KLAQ, KEEN, WFNC, WPOR, KCKN, KLVI. Charts: 28-20 WCXI, 20-11 WUNI, debut 23 WMC, debut 29 WSLR, debut 28 WPLO, debut 20 WLWI-FM, 35-27 KXLR, 46-30 CKLW-FM, debut 21 KMPS, 40-29 KZIP. R&R Chart: Debut 33.

## NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**JERRY LEE LEWIS** "Who Will The Next Fool Be" (Elektra) 75/7, WEEP, WPOR, WADR, WYTL, WNVY, WFNC, WQQT. Charts: 27-20 WRCP, 29-24 KRMD, 19-14 KFGO, 31-22 WSM, 37-29 WNYR, debut 30 WONE, 31-25 KCUB, 35-26 WEAT, 20-16 KGFX, 33-25 KSO, 33-26 KRAM, 19-13 KLVI, 36-28 KUZZ, debut 27 WPLO. R&R Chart 37.

**JACKY WARD & REBA McENTIRE** "That Makes Two Of Us" (Mercury) 73/5, WPLO, WNVY, WMZQ, WOKK, KKAL. Charts: 20-15 KSO, 36-30 WMAQ, 25-19 WCOS-FM, 31-25 WFNC, 34-27 KNEW, 28-23 KKYX, 20-11 KMPS, 16-12 CKLW-FM, 35-28 WTHI, debut 28 WSLR, 32-27 WONE, 12-9 KZIP. R&R Chart: Debut 38.

**REX ALLEN JR.** "If I Fell In Love With You" (WB) 72/11, KLAC, KSON, KEEN, WHBF, WYTL, KNOE, KXLR, KBOX, WIRK-FM, WCMS, WYVA. Charts: 41-29 KGFX, 40-29 KRAM, 38-25 WUNI, 37-27 WRCP, debut 30 KMPS, 32-28 KFGO. R&R Chart: Debut 39.

**ELVIS PRESLEY** "There's A Honky Tonk Angel" (RCA) 71/19, WHK, WMAQ, WIRE, KFTN, KLAC, KMAK, WYVA, WBAX, WFNC, WSM, WKDA, KBOX, WGTO, WCUZ, KBMR, WSUN, 27-21 WEEP, 35-26 WIRK-FM, debut 26 KMPS, 39-30 KRZY, 38-30 KNOE, 20-13 WLWI-FM.

**BILLY** "Crash" CRADDOCK "Robinhood" (Capitol) 70/21, WONE, WSAI, KCKN, WHBF, WTHI, WITL, KTYN, KGFX, KBMR, KLAQ, KRZY, KLZ, KUGR, KFTN, KMPS, KBOX, WSM, WFNC, WUNI, WADR, WCMS. Charts: 17-14 WINN, 39-29 KUZZ.

**SAMMI SMITH** "The Letter" (Cyclone) 68/7, WBAP, WQQT, WLAS, WBSC, KWMT, WADR, WYVA. Charts: 10-8 WUNI, 13-8 KGFX, 40-27 WCMS, 32-21 WRCP, 29-22 KUZZ, 34-29 KRMD, 39-29 KRDR, 33-29 KLZ, debut 29 KMPS, 26-21 KFGO, 29-25 KYNN, 24-17 KZIP.

**OAK RIDGE BOYS** "Dream On" (MCA) 64/27. The "Most Added" song of the week. Some new adds include WHN, WIRE, WHK, KSO, WQQT, WSUN, KEEN, WJJD, KRZY, KVOO, KVET, KNOE, WCOS-FM, KLVI, KZIP, WYIL, WGTO, WCMS, KBMR, KUZZ, KBET and others. Charts: Debut 29 WUNI, 35-27 WPOC, debut 28 WBAM, debut 27 KMPS.

**STELLA PARTON** "The Room At The Top Of The Stairs" (Elektra) 62/10, KMAK, WHBF, WNRS, WTHI, KWMT, WCXI, WFNC, WSM, WPOR, WADR. Charts: debut 23 WUNI, debut 30 WRCP, debut 30 WLWI-FM, 31-25 KFTN, 25-20 KUGR, 30-25 KFGO, 33-25 KZIP.

**RONNIE MILSAP** "In No Time At All" (RCA) 60/26. A "Most Added" song of the week. New at WHN, WEEP, WIRE, WEAT, KLAQ, KVOO, WRCP, WFNC, KLVI, KNOE, KSO, WSLR, KYNN, WUBE, WAXX, KBET, KUGR, KCUB, KVOC, KRAM, WCXI, KTYN and others. Charts: debut 25 WMC, debut 30 WSUN.

**EARL SCRUGGS REVUE** "I Could Sure Use The Feeling" (Columbia) 59/3, WYVA, WNYR, WBAP. Charts: 12-9 WSEN, 28-22 KZIP, 29-23 WOGY, 30-28 WKDA, 13-9 WOKQ, 35-25 WRCP, 31-23 KRMD, 28-21 WPLO, 34-28 WFNC, 37-29 WNRS, 32-28 KKYX.

**BILL ANDERSON & THE PO' FOLKS** "The Dream Never Dies" (MCA) 57/7, WYTL, WHBF, KBMR, KYNN, WUNI, WPOR, WMZQ. Charts: 20-15 KFGO, 27-16 KLVI, 30-25 KRAM.

**ZELLA LEHR** "Once In A Blue Moon" (RCA) 52/4, WGTO, WPOR, KSON, KMAK. Charts: 25-19 WRCP, 31-26 KLZ, 26-21 WSAI, debut 23 KMPS, 34-29 KKYX, 31-26 KYNN, 22-18 WCOS-FM, 30-25 KUZZ, 30-23 WPLO.

**EDDY ARNOLD** "Goodbye" (RCA) 51/8, KLAQ, KRAM, WONE, KMAK, WTHI, WCMS, WYVA, WRCP, debut 29 KMPS.

**BILLIE JO SPEARS** "Livin' Our Love Together" (UA) 50/13, WIRE, KBET, KUGR, KGFX, KSSS, WMC, KXLR, WSM, KOKE, KVET, WADR, WRCP, WPOR. Charts: 25-20 WUNI, 29-22 WOKQ, 33-27 KRZY, 34-29 KFGO.

**JOHN ANDERSON** "Low Dog Blues" (WB) 49/8, WUNI, WSM, KLAC, WNYR, WTHI, WONE, KSON, WMZQ. Charts: 18-11 KSO, 30-26 KRMD, 29-22 WPLO, 34-26 KZIP.

**NARVEL FELTS** "Tower Of Strength" (MCA) 49/4, KMAK, WBAP, KXLR, WNRS. Charts: 25-19 KGFX, 32-27 KNOE, 21-18 KSO, 28-20 KRAM, 32-28 KRMD, debut 28 WPLO, 32-28 WIRE, 34-29 WONE, 27-16 WNYR, 26-21 KLZ, 13-9 KYNN.

### Radio & Records

# NATIONAL AIRPLAY/40

**August 17, 1979**

Three Two Last  
Weeks Weeks Week

15	8	3	1	CHARLIE DANIELS BAND/The Devil Went Down To Georgia (Epic)
5	2	1	2	MEL TILLIS/Coca Cola Cowboy (MCA)
18	11	6	3	WILLIE NELSON & LEON RUSSELL/Heartbreak Hotel (Columbia)
9	6	5	4	HANK WILLIAMS JR./Family Tradition (Elektra)
21	16	10	5	KENNY ROGERS & DOTTIE WEST/Till I Can Make It On My Own (UA)
3	3	4	6	EDDIE RABBITT/Suspicious (Elektra)
17	14	9	7	DAVE & SUGAR/Stay With Me (RCA)
10	7	8	8	GENE WATSON/Pick The Wildwood Flower (Capitol)
19	15	11	9	JIM REEVES/Don't Let Me Crossover (RCA)
25	21	14	10	CONWAY TWITTY/I May Never Get To Heaven (MCA)
1	1	2	11	DOLLY PARTON/You're The Only One (RCA)
6	5	7	12	TAMMY WYNETTE/No One Else In The World (Epic)
28	23	19	13	CHARLEY PRIDE/You're My Jamaica (RCA)
11	9	12	14	MOE BANDY/Barstool Mountain (Columbia)
27	22	22	15	STATLER BROTHERS/Here We Are Again (Mercury)
23	18	18	16	MARTY ROBBINS/All Around Cowboy (Columbia)
33	26	23	17	CRYSTAL GAYLE/Your Kisses Will (UA)
34	29	24	18	MOE & JOE/Just Good Ol' Boys (Columbia)
31	20	20	19	LYNN ANDERSON/I Love How You Love Me (Columbia)
4	4	13	20	EMMYLOU HARRIS/Save The Last Dance For Me (WB)
12	12	15	21	JOHN WESLEY RYLES/Liberated Woman (MCA)
-	38	28	22	DON WILLIAMS/It Must Be Love (MCA)
29	17	21	23	RAY PRICE/That's The Only Way To Say Good Morning (Monument)
-	-	30	24	JIM ED BROWN & HELEN CORNELIUS/Fools (RCA)
-	35	29	25	DONNA FARGO/Daddy (WB)
7	10	16	26	JOHNNY CASH/(Ghost) Riders In The Sky (Columbia)
2	3	17	27	ANNE MURRAY/Shadows In The Moonlight (Capitol)
-	39	33	28	VERN GOSDIN/All I Want And Need Forever (Elektra)
-	40	32	29	MICKEY GILLEY/My Silver Lining (Epic/Playboy)
-	-	34	30	KENNY DALE/Only Love Can Break A Heart (Capitol)
-	-	39	31	JOHN CONLEE/Before My Time (MCA)
-	-	-	32	BARBARA MANDRELL/Fooled By A Feeling (MCA)
-	-	-	33	T.G. SHEPPARD/Last Cheater's Waltz (WB/Curb)
-	-	37	34	MEL McDANIEL/Play Her Back To Yesterday (Capitol)
39	37	36	35	JOHNNY RODRIGUEZ/Fools For Each Other (Columbia)
38	31	25	36	DOTTSY/Slip Away (RCA)
-	-	-	37	JERRY LEE LEWIS/Who Will The Next Fool Be (Elektra)
-	-	-	38	JACKY WARD & REBA McENTIRE/That Makes Two Of Us (Mercury)
-	-	-	39	REX ALLEN JR./If I Fell In Love With You (WB)
37	33	31	40	GEORGE JONES/Someday My Day Will Come (Epic)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward movement from the majority of our reporters.

NEW  
ENTRY  
➔

### Others Getting Significant Action

**OLIVIA NEWTON-JOHN** "Dancin' 'Round And 'Round" (MCA) 47/8, KIKX, KMPS, KLZ, WHBF, KBMR, WUBE, KFGO, WMC. Charts: 27-23 WSEN, 37-28 KUGR, debut 30 WJJD, debut 29 WOKQ, 28-22 WUNI.

**BELLAMY BROTHERS** "You Ain't Just Whistlin' Dixie" (WB/Curb) 42/22. A "Most Added" song of the week. New at WIRE, WMAQ, WPLO, WAXX, WNRS, WSLR, KSSS, KRAM, KLAQ, KEEN, KRZY, KVOC, KRDR, WDEW, WGTO, WCOS-FM, WITL, WIRK-FM, KOKE, WLAS, WSM, KXLR.

**RANDY BARLOW** "Another Easy Lovin' Night" (Republic) 42/12, WNYR, WRCP, WADR, WLAS, WFNC, CKLW-FM, WITL, KGFX, KVOC, KKAL, KMPS, KIKX.

**RAZZY BAILEY** "I Ain't Got No Business Doin' Business Today" (RCA) 40/15, WKDA, WIRK-FM, WQQT, WFNC, KLVI, KVOO, KTYN, WNRS, WITL, KYNN, KBMR, CKLW-FM, KEEN, KUGR, KRAM, debut 26 WUNI.

**BECKY HOBBS** "I Can't Say Goodbye To You" (Mercury) 38/4, WONE, KOKE, WNYR, KRAM. Charts: 13-7 WBAM, debut 29 WLWI-FM, 20-14 WCOS-FM.

**PORTER WAGONER** "Everything I've Always Wanted" (RCA) 37/8, KSO, WXCL, KMAK, KRAM, KSSS, WUNI, KLVI, KNOE, 29-24 KFGO.

**KENDALLS** "I Don't Do It Like That No More" (Ovation) 33/18, KOKE, KXLR, WFNC, KYNN (both), KZIP, KLVI, WSLR, KVET, KGFX, WCXI, KVOO, WRCP, KVOC, WMZQ, WSEN, KCUB, KEEN, KUZZ (fltp).

**MUNDO EARWOOD** "We Got Love" (GMC) 32/8, KLZ, KMPS, WIRE, KBMR, WTKL, WYTL, KUZZ, KXLR, 31-24 KZIP.

**TERRI HOLLOWELL** "It's Too Soon To Say" (Con Brio) 32/7, WIRE, WAXX, WDEW, KVET, WBAM, KSSS, KRAM. Charts: 30-26 WRCP, 37-30 WADR.

**LARRY GATLIN** "All The Gold In California" (Columbia) 23/23. A "Most Added" record of the week. New at KLAC, WIRE, WIRK-FM, WPLO, KRMD, WUBE, WMC, KFTN, KCUB, KMPS, KLAQ, KRAM, WNRS, WOGY, WXCL, CKLW-FM, WSAI, KYNN, KBOX, WBAM, WCOS-FM, WSEN, WMZQ.

**CRISTY LANE** "Slippin' Up, Slippin' Around" (UA) 21/20, KRZY, KSO, KVOO, WIRK-FM, WLWI-FM, KRMD, WEAT, WBAM, KFGO, KFEQ, WAXX, WNRS, WITL, KGFX, KBBQ, KRAM, KRDR, KIKX, KEED, KMPS.

**WILLIE NELSON** "Crazy Arms" (RCA) 19/7, WKDA, KXLR, KNOE, WNRS, KBMR, KEED, KEEN.

**TOMMY OVERSTREET** "What More Could A Man Need" (Elektra) 17/14, KUZZ, KEED, KFGO, KBMR, KYNN (both), WIRK-FM, WLAS, WBAM, WEAT, KRMD, WLWI-FM, KVOO, WOKQ, WMZQ.

**RONNIE McDOWELL** "Love Me Now" (Epic) 12/8, KCKC, KMPS, WNRS, KYNN, KVOO, WLWI-FM, WBAM, WIRK-FM, 36-27 WCXI.

### Most Requested

LW	TW	
1	1	CHARLIE DANIELS (Epic) (5th Week)
4	2	MOE & JOE (Columbia)
2	3	HANK WILLIAMS JR. (Elektra)
3	4	MEL TILLIS (MCA)
5	5	CONWAY TWITTY (MCA)
-	6	DON WILLIAMS (MCA)
6	7	EDDIE RABBITT (Elektra)
-	8	JOHN CONLEE (MCA)
10	9	JIM REEVES (RCA)
-	10	ELVIS PRESLEY (RCA)

### Active Re-Currents

Singles that have dropped off most current charts, but still showing some activity through sales and/or requests.

- JOHNNY CASH  
(Ghost) Riders... (Columbia)
- EMMYLOU HARRIS  
Save The Last Dance (WB)
- WAYLON JENNINGS  
Amanda (RCA)
- LORETTA LYNN  
I Can't Feel You Anymore (MCA)
- ANNE MURRAY  
Shadows In The Moonlight (Capitol)
- KENNY ROGERS  
She Believes In Me (UA)
- EDDIE RABBITT  
Suspicious (Elektra)



# Biff Collie Inside Nashville

# Country

**TGIF:** "Broadway At The Opry" didn't make it. After only six performances the pioneering Broadway season, planned to run 36 shows from August 1 through September 16th, closed after a full-house performance by Waylon Jennings, the Wailors, and the Crickets, then a ¾ houseful for Floyd Cramer, Don Gibson, Mickey Newbury and Tanya Tucker to open the series. Advance ticket sales, or lack of them, precipitated the first week closing, press agent Marguerite Wolfe said. However, Family Affair Enterprises, who produced the shows, have begun planning a Spring 1980 opening for "Broadway Opry."

**NUTS, BOLTS, NEWS, JOLTS:** Jan Howard leaves the cast of the Johnny Cash Show after years as a member of the road show. Jan says she may move to Israel and open a travel agency! . . . Harri- anne Moore Condra named Director of Copyright Administration at Tree International . . . Arthur Godfrey was here promoting his syndicated TV special airing countrywide this month and next. Eddy Arnold is one of the stars of the show . . . Veterans' Adminis- tration Director Max Cleland, a double amputee from the Vietnam War, in town for VA meetings, took time out to fulfill a lifelong dream, to see the Grand Ole Opry. (He's from Georgia.) . . . Mercury's Son- ny Throckmorton, earlier this year voted Songwriter of the Year by the Nashville Songwriters Association, is currently in Los Angeles working on more songs for the upcoming movie, "Middle Age Crazy." The movie was inspired by the Throckmorton song of the same name, as recorded by Jerry Lee Lewis . . . The hit of this year's "New Faces Show" during the Coun- try Radio Seminar in March was, according to most everyone, John Conlee and Gail Davies. Ms. Davies has just been signed to an exclusive recording con- tract with Warner Brothers Records. Pictured during the signing in Nashville are (left to right) Andy Wick- ham, VP of WB Records and Country Division Di- rector; Gail; producer Garth Fundis and Bob Kirsch, GM of WB's Country Division.

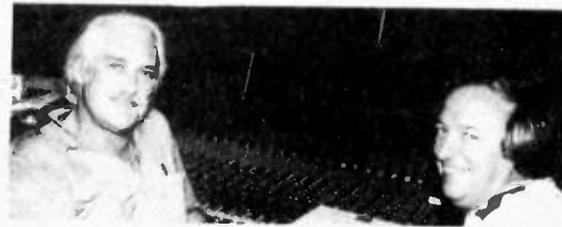
**REUNION:** Tompall & The Glaser Brothers, who walked away with all the vocal group awards for years before they broke up in 1970, reunited Thurs- day when they taped a segment of "That Nashville Music" TV series. Tompall has been solo-singing as an "outlaw," suing Waylon & Jessi re: song pub- lishing rights; Jim became a solo singer-picker-writer, and brother Chuck has been producing and publishing since his serious illness a few years back. The Glasers' recording studio is one of the best on the row (and busiest), their publishing company owns copyrights like "Gentle On My Mind," and their fan club could explode instantly with fans who've been praying for this reunion and hope it's permanent. (We do too!)

**BOB NEAL** was Elvis Presley's first manager; then he started his Memphis talent agency whose roster included Johnny Cash, Jerry Lee Lewis, Roy Orbison, and Carl Perkins. Since Bob moved to Nash- ville in 1963 he's represented such super-people as George Jones, Sonny James, Tom T. Hall, Johnny Rodriguez, Bobby Bare, Jerry Reed, Ray Stevens, Ronnie Milsap, Barbara Mandrell, etc. In the early '70's Bob sold the Neal Agency to William Morris, the world-wide talent group, and has continued to oper- ate the Nashville office, along with his son Sonny. The former Memphis radio personality and pioneer of the country-pop music explosion has announced his resignation as manager of the Nashville office of William Morris. Sonny will succeed him in that post. Watch for him to "think of something."

**COUNTRY-COUNTRY:** The American Country Social Event of Labor Day Weekend-1979 is "Country- Country," the first annual Wild Hare Summer Camp and Good Ole Boy Chuckwagon Music Social to be held at the Pima Country Fairgrounds in Tucson, Friday and Saturday, August 31st and September 1st. Friday's show starts at 2:00pm and features Summer Dog, Sammi Smith & Buddy Long, Pure Prairie League, Michael Murphy, the Arizona Outlaws, Cristy Lane, Tammy Wynette, Joe Stampley, Freddy Fen- der, Hoyt Axton and a couple of other superstars to

be named momentarily. Friday's show starts wind- ing down at 1:30am! Saturday's show starts at 10:00pm with: Tanya Tucker, Jerry Reed, Pure Prairie League, Johnny Paycheck, the Arizona Outlaws, Sammi Smith & Buddy Long, Larry Gatlin, Cristy Lane, Summer Dog, Ray Price, Freddy Fender, Hoyt Axton, and "some others if we can round them up." Saturday's show ends at 1:30am! The affair is produced by the Amusement Business Group of Phoenix. The group and the show check out well, with all talent and ad- vertising paid for in advance, all acts mentioned have been confirmed. Many newspapers and radio stations in the region are carrying spots on the shows, and it sounds "10 years better than Woodstock," which is an advertising phrase they're using. I was flattered to be asked to emcee the two days' shows. Should be a lot of fun (and very tiring!).

**UPDATE:** Wanna buy a used guitar-shaped swimming pool "in the center of everything" in Mu- sic City? Well, you can get it right now at end-of-the- season prices. Price has just been reduced from \$280,000 to \$250,000, with easy terms. Rent it to Spence Manor Hotel next door for their guests; rent it to BMI across the street, for beach parties, rent it to the Country Music Hall of Fame for an extension of its Walkway of Fame, or rent it to Glen Sutton to swim in on hot nights . . . Charlie Rich and Larry Butler are shown here during a break in their current recording ses- sion. Butler has also been working on a new LP with Billie Jo Spears. Both artists are on United Artists . . .



Floyd Kephart, Nashville businessman and political commentator, and Dolly Carlisle, free-lance writer who is correspondent for People magazine and former Associate Editor of Nashville magazine, bought Coun- try Music magazine from KBO Publishers, Inc., after a year's negotiations. The new company will be called Music Communications, Inc. Kephart will be Publisher; Carlisle will be Editor. They'll relocate the home offices of the magazine from New York to Nashville, effective immediately . . . Larry Barr was a thrill driver for Joey Chitwood and Dan Fleer- ner, he was road manager and bus driver for Dottie West, he drove for Little David Wilkins. Last week on tour in Louisiana he died of pancreatitis. His wife Jo spread his ashes over Hermitage Landing, a local fishing resort where he loved to fish, or just sit and watch people. At Larry's funeral, Dottie told Jo Larry wasn't really gone. "He's just on tour," she said . . . Glad to see Lew Dewitt is back "cookin'" with the Statler Brothers. His stomach ailment and hospital- ization was the first time in 16 years the Statlers have missed a date because of illness . . . Eddie Kil- roy, erstwhile heir-apparent to the MCA-Nashville throne, has a new company called Shaggy Dog Pro- ductions, producing Faron Young, Ray Pillow, Little David Wilkins, Kim Charles, and Bobby Borchers . . . Charlie Louvin opened the Louvin Brothers Museum in Nearby Hendersonville . . . Jerry Naylor signed with Hoyt Axton's new Jeremiah label here . . . Larry Gatlin returns to the "Tonight" Show this Wednesday (22nd) . . . Who clipped Jeannie C.'s hair???



### NEW AT:

KYNN KFTN  
WTMT KMPS  
WESC KVET  
KNIX KRAM  
KLZ

### MOVES:

KWKH E-22 KBBQ E-65  
KBUC E-40 KGA E-35  
WSLC 51-46 KBET 63-59  
WPNX E-39 KKYX 59-54

BB \*66

CB \*75

RW \*61

"Beside Me"

STEVE  
WARINER

### NIPPER NOTES



on RCA Records/Nashville





## P/A

POP/ADULT



Mike Kasabo

## The Jingle Jungle

WGY/Schenectady Program Manager Michael Neff is one of the industry's most well-known and avid jingle collectors. Virtually every major market musical logo dating back to the '50's is in his collection. But in addition to his hobby of gathering these musical jewels, Neff is one of Pop/Adult radio's most knowledgeable students of their on-air value. The following is an edited version of a recent conversation with Neff.

**R&R:** Give me a thumbnail sketch of how you start collecting jingles.

**NEFF:** Back in 1965, when Chuck Blore was doing all the jingle material for WCFL in Chicago and WKYC in Cleveland — more than just the typical frequency and call letters; he was getting into unique musical lyric ways of promoting the radio station. They gave the station character and identity; they really caught my ear. Some of them ran as long as 30 seconds.

**R&R:** Don't you think that that length today would amount to a commercial tune-out?

**NEFF:** True, because the average listener doesn't like a commercial in the first place, but the jingles I'm talking about had the magic of not sounding like a commercial; not sounding like a jingle: they were little songs about the radio station. A real pro is the guy who can combine the two but not make it sound like either.

**R&R:** How did the picture change after the Blore-type jingle?

**NEFF:** Radio then evolved into the shotgun and all these other things, which I found interesting because programmers were looking for ways to get the identification quicker — they looked for it as a formatic item to smooth out the segues. But it became boring as all you heard was '93 KHJ,' shotguns, acappella and the like. The "Q" format, which was wonderful, had one drawback, and that was when people brought jingles into it they really killed the identity of the radio station . . . .

**R&R:** Could you illuminate?

**NEFF:** Well, in most cases, you had one jingle over and over and over, using it after every stop set into every record, and it just came to the point of beating people over the head, it was overkill. When you do it that way, I think it defeats the Pavlovian theory of getting the taste buds moistened before you deliver the record with your call letters. This sameness, I think, meant the end for a lot of rockers, and for that reason AOR took off.

**R&R:** Especially for Pop/Adult radio — the repetition is disastrous.

**NEFF:** Right. People who put together a really good package are those who realize, "Yes, I do need some frequency and logo jingles that will be the workhorse for my package, but then again I need some image line sellers also." You need stuff for TV spots, for PSA's and production beds — that type of thing as opposed to just getting a stock package.

**R&R:** How are you implementing your package at WGY?

**NEFF:** We play three or four jingles per hour. Primarily their location is out of the commercial cluster into the record, but again we have about five or six stop sets an hour and don't jingle out of all of those for the very theory I mentioned earlier. If you keep doing everything the same way all the time it will become an irritant, and you wind up defeating yourself. So we use them sparingly for those times when we want to get the call letters in there in a pleasing way. Other times we come out of a stop set with a recorded promo perhaps, or a cold voice promo, or simply roll the music and get in on the intro — we never come out of a spot cluster and just roll the record and not say anything; that's sloppy. The only other time we use jingles is when we go into our newscast and use an instrumental version of our logo at the top of the hour — even though I'm a jingle fanatic, we are not all jingles all the time. They can serve a purpose, but they are only effective when used sparingly and properly.

**R&R:** Jingles are certainly multi-purpose, but what is the single most important thing they can do for you?

**NEFF:** It's got to get across the selling line for what you want to use it for. You can't have a 5-second jingle that sings about how much you love your city, where you are on the dial and what you call letters are. You have to divide it up into what you want to go after. It's just awareness of what you need.

**R&R:** How do you go about, especially in a smaller market, getting the best value for your dollar?

**NEFF:** Get in touch with as many jingle companies as possible. There is more to the jingle market than just Dallas. Solicit as many demo tapes as you can and then pick what you feel is the most complete package for your needs. What you've got to do is sit down and think 'where do I want to go with these jingles.' If you're just buying them because they sound pretty or you're trying to sound like a big 50,000-watt station, then you're not buying properly. You have to consider what are they going to do for the station. I really consider jingle imagery as another staff member. They are another person or persons who are telling the audience who you are, what's coming up, what's so great about the station and why they should listen. If anybody uses them as throwaway things, they are defeating the whole purpose of them.

**R&R:** What type, if any, of specialized jingles do you have?

**NEFF:** We have specialized jingles for our nightly talk show. They're basically the logo of the station instrumentally performed. It's a way of identifying the talk show



Michael Neff

host with the call letters. Many people think that talk show audiences are so high-brow that a jingle would be just clutter. On the contrary, talk show audiences are just as hip as any other, so why not program that show just as competitively and professionally as you would a music show. Our jingles aren't "oh, it's time for another call," none of that crap, just "Bill Miller" followed by the WGY jingle.

**R&R:** Any final comments?

**NEFF:** All I know is that the station which I've been associated with has featured jingles and done very well with them. But there are a lot of stations that use them wrong. The last thing, however, is that you have to be very careful about the logo. You've got to be careful what you decide about how you're musically going to represent your station. Don't get the same logo that the guy down the street from you has. We recently went back to our original logo; the one that was established on this station back in the forties. I dragged out the old package of tapes and thought, 'hey, what would be the most identifiable logo for this station?' I asked the people around here to sing a 'GY jingle for me. At the time, my predecessor had a whole different set on the air using kind of a KHJ logo. Anyway, what the people remembered and sang to me was the old logo; in other words, the package on the air was serving no purpose. If a jingle makes an impression on the brain, the audience will know the station: that's what jingles are supposed to do.

## Update

**THE MOST UNLIKELY (BUT TRUE) STORY OF THE WEEK:** KMBZ/Kansas City sales exec J. Walter Beethoven (would I lie?) had an interesting experience on a recent business trip to Southern California. Wally (as he is known to friends) was in front of an impressive Newport Beach hotel, nattily attired and waiting for a ride to the airport when a man in a gorilla suit approached the unsuspecting Beethoven. The assumption was that this clothed clown worked for Western Union and was about to sing a song to a birthday person in the neighborhood. Not so — the gorilla-suited bimbo approached the KMBZ executive and dryly intoned, "White shoes are definitely out!" Southern California is a strange place . . . WASH/Washington will sponsor their 3rd annual amateur tennis tournament from now until the finals in September with all proceeds going to the District of Columbia Special Olympics . . . **RATED PG?:** KDKA/Pittsburgh presented a special program on a rapidly growing problem in the area — teenage pregnancy. The program was not just one of statistics, but a more emotional approach covering the human conditions of the situation . . . **KHOW/Denver** air personalities, along with more than 230 runners, braved 90-degree temperatures to raise a record \$25,000 for cancer research. Ages of the participants ranged from 2 to over 60 years of age . . . **WCBM/Baltimore** is now carrying the full 15-minute midday Paul Harvey news and commentary feature. Harvey is heard on more than 400 stations nationwide each day . . . **KAKE/Wichita** weatherperson Lynette Flann and personality Doug Rupe had a shoot-out of the old western variety recently, competing in a fast-draw contest. The winner (still undetermined) was judged by length of time and accuracy of the hit — with all proceeds benefitting Muscular Dystrophy . . .

## Transition

**A NEW STARR IN BOSTON:** WBZ General Manager Bill Hartman has announced the appointment of Rick Starr as Program Manager of the Boston powerhouse. Starr, currently the PM of Group W's KDKA/Pittsburgh operation, will assume his new position at Westinghouse's New England operation August 20th . . . Longtime **WOR/New York** Promotion Director Sheila Evans has resigned that position to pursue an acting career. No replacement has been named as yet . . . In a surprise development, Mike Harvey has tendered his resignation to the Armature Group after a lengthy tenure with that company. He commented, "There's a twofold reason for my resignation. First is a philosophical difference between Joe Amatore and myself; and second, I have been contemplating for some time now the possibility of consulting for several stations or getting into a major market Pop/Adult station which offers management potential." Harvey leaves the company with plenty of impressive credentials in both Top 40 and Black programming; in addition to his P/A involvement. As a final note, he imparts, "My leaving allows time for a new PD to come in before the book starts and also allows me to pursue other possibilities. I can assure everyone that the parting is on the friendliest of terms." Harvey can be reached at (305) 733-4806 . . . **WSB/Atlanta**, in a rare change, has added a new midday personality, Pat Rogers, who comes from WKYE/Bristol, VA, where he was Station Manager and Program Director . . . **WIS/Columbia** staffer Ruthie Duvall has returned to the station after a two week hiatus to assume duties as Executive Secretary to the General Manager . . . **Mike Anthony** is now doing middays at **KUGN/Eugene** from **KBDF** in that town, and replaces Dan Nims, who leaves the air to take over production and do the air watch reports . . .

## Color

**LEAVE IT TO BEAVER:** WRIE/Erie personality and Music Director Smokey Burns reports an interesting "news item" that came up recently during their ABC Entertainment network news feed. An unidentified newsman reported the following advice on how to lick inflation: "A suggestion on how to get around the high cost of beef — beaver! The Beaver Cooperative Association of Jackson, MS says to take one beaver dressed and clean, drop it in a slow cooker with a little apple juice and cook till well done. Believe it or not, they taste just like chuck roast. It's a splendid source of protein, and what's more they're lean. One expert points out that folks are eating more beaver these days because they're good and free for the taking." And you thought they weren't worth a dam . . .

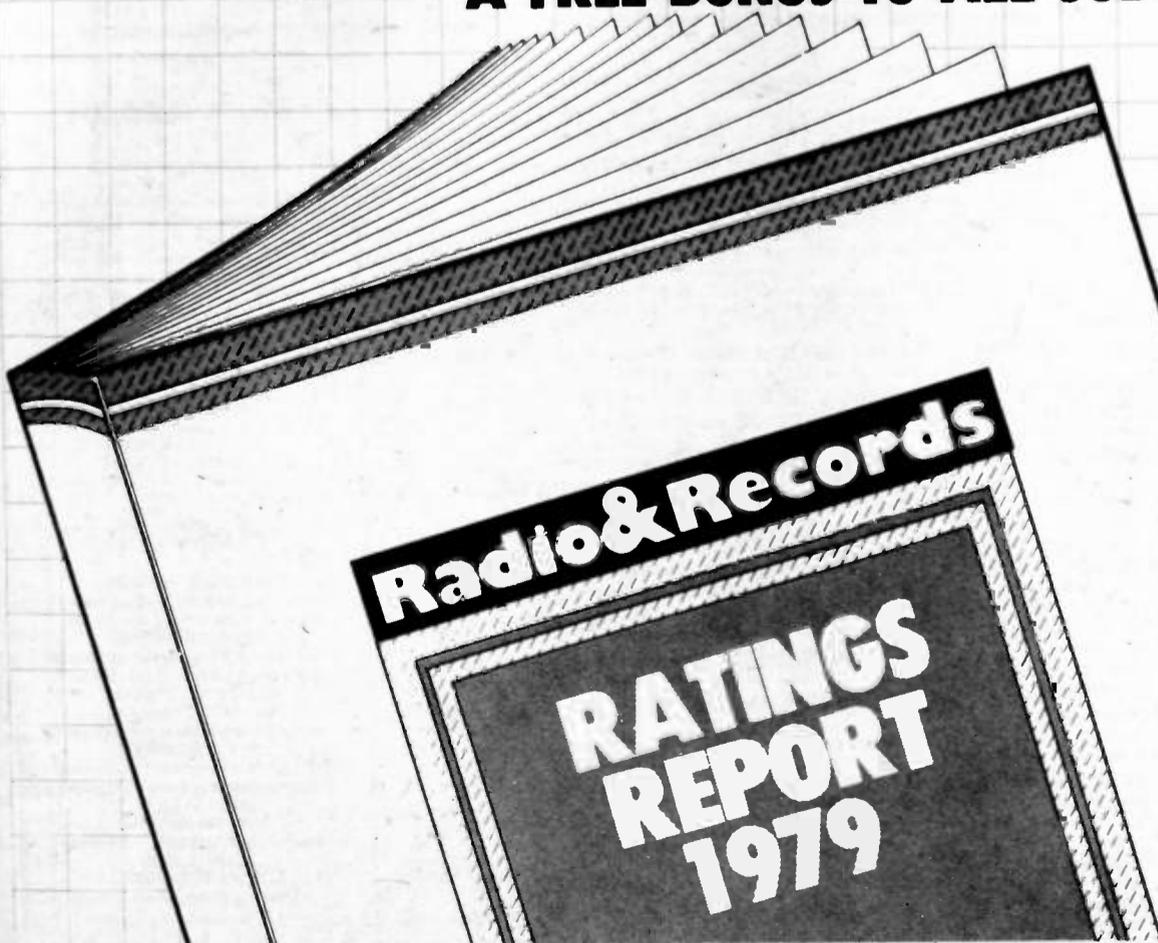
**P/A COMES TO RESCUE DISCO:** WBNS/Columbus's wacky morning duo, Jack Evans and Dick Ziph, took a tongue-in-cheek swipe recently at AOR-formatted WLVQ in that city. It seems that the latter station was planning to jump on the "disco destruction" bandwagon, inviting their listeners to bring their disco records to an area soccer game, with said records meeting their demise on the playing field in a giant trash compactor. Anyway, the 'BNS morning team felt it necessary to stand up for Columbus disco fans (although WBNS is Pop/Adult formatted) and responded by "blowing up" Foreigner's "Double Vision," Joe Walsh's "Rocky Mountain Way" and Toto's "Hold The Line" on their program — then followed up the holocaust with a proud disco-flag-waving rendition of the Ritchie Family's "Best Disco In Town." PD Jeff Ryder reports that no negative reaction was recorded, except for complaints that Kiss was not included on the "hit" list.

# THE MOST COMPLETE RATINGS ANALYSIS EVER!

**Radio & Records**

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**Radio: September 6  
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# P/A

POP/ADULT

## BREAKERS

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

### MICHAEL JOHNSON This Night Won't Last Forever (EMI America)

75% of our reporters are on it. Again, one of the week's Most Added: WOWO, WTAR, WGY, WIS, KRNT, WWWE, WSM, KRKO, WJBO, WLVA, WGIR, WDBO, WCWA, WHIZ. Key moves: 22-15 WLNH, 28-21 WBT, 29-19 WNEU, 30-26 WSGW, 32-29 KR0D, debut 24 WISN, debut 25 WSAR, debut 20 WBEN, debut 27 WPRO, debut 28 WORG. Jumps 31-22 on P/A chart.

### MARY MACGREGOR Good Friend (RSO)

65% of our reporters are on it. From the movie "Meatballs" and scoring big. Add WBT, WOOD, WJBO, WIP, KSD, K59, WISN, WYNE, WHIZ, WDBO, KRKO, WRIE, WORG. Key moves: 29-19 WSGW, 28-23 WLNH, 24-18 WBEN, 26-22 WDIF, debut 28 WBOW, debut 29 KOLO, debut 30 WPRO. Jumps 32-23 on P/A chart.

### TOBY BEAU Then You Can Tell Me Goodbye (RCA)

60% of our reporters are on it. Adds include WASH, KH0W, WTAR, WCCO, WBT, WDBO, WSLI, WISN, WJNO, KR0D, WPTF, KRKO, KAFM, KFMB. Key moves: 23-15 WBEN, 30-26 WNEU, 37-29 WSGW, 31-28 FM97, 30-25 WATR. Heavy rotation WTAE. Jumps 37-28 on P/A chart.

## NEW & ACTIVE

You'll notice two numbers immediately follow each song title below (example 30/5). The first represents total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**REX SMITH** "Simply Jessie" (Columbia) 48/3 add WSM, WPTF, WKIQ. Key moves: 12-5 KR0D, 12-9 KUKI, 20-17 WJBO, 28-23 WNEU, 27-23 KBLF, 24-20 WISN, 29-26 WBT, 26-21 WBOW, 27-22 WSGW. Increased 29-25 on P/A chart.

**PAUL ANKA** "As Long As We Keep Believing" (RCA) 40/5 add KOGO, KAKE, WBOW, WFDF, KRKO. Key moves: 17-13 WHAG, 32-28 KUKI, 26-23 WSGW. Heavy rotation: WBSA, WKIQ. Increased 36-32 on P/A chart.

**OLIVIA NEWTON-JOHN** "Totally Hot" (MCA) 30/5 add KH0W, KR0D, FM97, WH0K, KMRJ. Key moves: 15-11 WLNH, 27-18 WRIE, 24-20 WPRO, 30-20 KUKI, 26-20 WBT, 24-21 W0W0, debut 30 WBOW. Increased 40-35 on P/A chart.

**DAN PEEK** "All Things Are Possible" (Lamb & Lion) 36/4 add KRKO, WIS, KUGN, WQUD. Key moves: 8-4 WHAG, 19-13 K0WN, 35-27 WSGW. Heavy rotation: WBSA. Debuts at No. 38 on P/A chart.

**SUPERTRAMP** "Goodbye Stranger" (A&M) 31/6 add WSAR, KRKK, WBOW, WBT, WCER. Key moves: 21-15 WHIZ, 22-14 KOLO, 18-14 WLW, 15-11 WFYR, 12-5 W0W0, 25-17 WPRO, debut 27 WNEU. Heavy rotation: WASH. Debuts at No. 39 on P/A chart.

**MARSHALL TUCKER BAND** "Last Of The Singing Cowboys" (Capricorn) 31/5 add KRMG, WFDF, WCER, KNBR, WHAG. Key moves: 18-14 WTAR, 23-20 WORG, 25-20 WSAR, 28-24 WSGW, 30-27 FM97, debut 28 KOLO. Debuts at No. 40 on P/A chart.

### Others Getting Significant Action

**COMMODORES** "Sail On" (Motown) 34/29. By far, this week's Most Added - WBEN, KOGO, WRIE, KMBZ, WPRO, WWWE, WIP, WORG, KOLO, WCMB, WTMJ, KDOWN, KRKK, WLVA, WDIF, KNBR, WNEU. Moves 33-25 WBT, debut 24 WFYR, debut 30 WLNH.

**CRYSTAL GAYLE** "Your Kisses Will" (UA) 27/1 add WHAS. Moves 25-21 WWWE, 25-22 KRKO, 36-28 WSGW, debut 31 WBOW.

**WET WILLIE** "Weekend" (Epic) 27/1 add WKIQ. Moves 9-7 WDIF, 21-18 KR0D, 20-18 W0W0.

**BONNIE POINTER** "Heaven Must Have Sent You" (Motown) 23/4 add WLW, WDIF, WLVA, WTAE. Moves 1-1 WORG, 24-21 FM97, 26-22 WYMC, 29-22 WCHV, 24-20 WFYR, debut 23 WMAZ.

**JEREMY SPENCER BAND** "Cool Breeze" (Atlantic) 22/6 add KAKE, FM97, WDIF, WBEN, WSLI, WBAL.

### Pop/Adult Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

- ABBA (Atlantic) "Chiquitita" "I Have A Dream"
- ALESSI BROTHERS (A&M) "Words And Music" "I Wish That I Was Making Love (To You Tonight)"
- JOHN DENVER (RCA) "Life Is So Good" "You're So Beautiful"
- ELO (Jed) "Confusion"
- ART GARFUNKEL (Columbia) "Oh How Happy"
- ENGELBERT HUMPERDINCK (Epic) "I Believe In You"
- RICKIE LEE JONES (WB) "Donny's All-Star Joint" "Night Train"
- NICOLETTE LARSON (WB) "You Send Me"
- ANNE MURRAY (Capitol) "You've Got What It Takes"
- OLIVIA NEWTON-JOHN (MCA) "Talk To Me" "Never Enough" "The Key"
- GERRY RAFFERTY (UA) "Tourist"
- DIANA ROSS (Motown) "No One Gets The Prize"
- CARLY SIMON (Elektra) "Love You"
- JAMES TAYLOR (Columbia) "Day Tripper" "Rainy Day Man" "Company Man"
- RANDY VANWARMER (Bearsville) "Losing Out On Love"
- JENNIFER WARNES (Arista) "Shot Through The Heart" "Tell Me Just One More Time"
- DIONNE WARWICK (Arista) "Oaja Vu"
- PAUL WILLIAMS (Portrait) "The Gift" "Moonlight Becomes You" "A Little More Like You"
- WINGS (Columbia) "Baby's Request" "Winter"

## Radio & Records POP/ADULT AIRPLAY / 40

August 17, 1979

Three Weeks	Two Weeks	Last Week		
1	1	1	①	BARBRA STREISAND/The Main Event/Fight (Columbia)
5	4	4	②	MAXINE NIGHTINGALE/Lead Me On (Windsong)
8	7	6	③	DIONNE WARWICK/I'll Never Love This Way Again (Arista)
11	8	7	④	MAUREEN McGOVERN/Different Worlds (WB/Curb)
9	5	5	⑤	EDDIE RABBITT/Suspicious (Elektra)
2	2	2	⑥	ELTON JOHN/Mama Can't Buy You Love (MCA)
19	13	8	⑦	EARTH, WIND & FIRE/After The Love Has Gone (ARC/Columbia)
3	3	3	⑧	ATLANTA RHYTHM SECTION/Do It Or Die (Polydor)
14	11	9	⑨	ROBERT JOHN/Sad Eyes (EMI America)
17	15	10	⑩	JENNIFER WARNES/I Know A Heartache When I See One (Arista)
21	17	11	⑪	HERB ALPERT/Rise (A&M)
31	25	16	⑫	LOBO/Where Were You When I Was Falling In Love (MCA/Curb)
15	14	13	⑬	RAYDIO/You Can't Change That (Arista)
34	26	17	⑭	LITTLE RIVER BAND/Lonesome Loser (Capitol)
4	6	15	⑮	ANNE MURRAY/Shadows In The Moonlight (Capitol)
23	19	18	⑯	NICOLETTE LARSON/Give A Little (WB)
10	10	12	⑰	DR. HOOK/When You're In Love With A Beautiful Woman (Capitol)
28	24	20	⑱	CHARLIE DANIELS BAND/The Devil Went Down To Georgia (Epic)
26	23	21	⑲	CHRIS THOMPSON/If You Remember Me (Planet)
32	31	24	⑳	CHIC/Good Times (Atlantic)
6	9	14	㉑	JAMES TAYLOR/Up On The Roof (Columbia)
-	37	31	㉒	MICHAEL JOHNSON/This Night Won't Last Forever (EMI America)
-	-	32	㉓	MARY MACGREGOR/Good Friend (RSO)
33	30	25	㉔	TONY ORLANDO/Sweets For My Sweet (Casablanca)
20	22	23	㉕	SPYRO GYRA/Morning Dance (Infinity)
39	33	29	㉖	REX SMITH/Simply Jessie (Columbia)
7	18	22	㉗	POCO/Heart Of The Night (MCA)
-	-	37	㉘	TOBY BEAU/Then You Can Tell Me Goodbye (RCA)
22	20	19	㉙	JOHN STEWART/Gold (RSO)
30	29	26	㉚	GEORGE BENSON/Unchained Melody (WB)
18	21	30	㉛	KENNY ROGERS/She Believes In Me (UA)
-	38	36	㉜	PAUL ANKA/As Long As We Keep Believing (RCA)
40	34	33	㉝	PEACHES & HERB/We've Got Love (Polydor)
12	12	27	㉞	GERRY RAFFERTY/Days Gone Down (UA)
-	-	40	㉟	OLIVIA NEWTON-JOHN/Totally Hot (MCA)
25	27	28	㊱	DAVID LOGGINS/Pieces Of April (Epic)
36	32	34	㊲	JOHN DENVER/The Garden Song (RCA)
-	-	-	→	DAN PEEK/All Things Are Possible (Lamb & Lion)
-	-	-	→	SUPERTRAMP/Goodbye Stranger (A&M)
-	-	-	→	MARSHALL TUCKER BAND/The Last Of The Singing Cowboys (WB)

This chart is based solely on airplay statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

New Entry



### Most Added:

- COMMODORES** "Sail On (Motown)"  
Added at 33% of our reporting stations.
- ATLANTA RHYTHM SECTION** "Spooky (Polydor)"  
Added at 18% of our reporting stations.
- TOBY BEAU** "Then You Can Tell Me Goodbye (RCA)"  
Added at 17% of our reporting stations.
- MICHAEL JOHNSON** "This Night Won't Last Forever (EMI America)"  
Added at 17% of our reporting stations.
- MARY MACGREGOR** "Good Friend (RSO)"  
Added at 16% of our reporting stations.
- DOOBIE BROTHERS** "Dependin' On You (WB)"  
Added at 12% of our reporting stations.

### Hottest:

- BARBRA STREISAND** "The Main Event/Fight (Columbia)"  
Reported hot at 68% of our stations.
- EARTH, WIND & FIRE** "After The Love Has Gone (ARC/Columbia)"  
Reported hot at 46% of our stations.
- MAXINE NIGHTINGALE** "Lead Me On (Windsong)"  
Reported hot at 46% of our stations.
- DIONNE WARWICK** "I'll Never Love This Way Again (Arista)"  
Reported hot at 36% of our stations.
- EDDIE RABBITT** "Suspicious (Elektra)"  
Reported hot at 29% of our stations.
- ROBERT JOHN** "Sad Eyes (EMI America)"  
Reported hot at 26% of our stations.

**OLIVIA NEWTON-JOHN** "Dancin' 'Round And 'Round" (MCA) 22/5 add WOOD, WLVA, WISN, KPPL, KSD. Moves 14-5 WSM, 33-29 WHAG, 26-20 WBT, debut 29 WLNH.

**RICKIE LEE JONES** "Young Blood" (WB) 19/5 add WFYR, KRKO, WH0K, WGY, WKIQ. Moves 32-24 WBT, 29-24 WQUD, 23-16 WDIF, 30-23 WPRO, 25-22 WLNH, debut 27 WMAZ.

**BRENDA RUSSELL** "So Good, So Right" (Horizon) 18/6 add WATR, KPPL, WH0K, WNEU, KUGN, WCER. Debuts 29 at WYMC.

**ATLANTA RHYTHM SECTION** "Spooky" (Polydor) 17/16 adds include KMBZ, WPRO, WHAS, WIS, KOLO, WHIZ, WYMC, KRMG, KR0D, WJNO, WDIF. Debuts 26 at WLOW.

**DOOBIE BROTHERS** "Dependin' On You" (WB) 16/10 add WCHV, WPRO, KRKK, WASH, WGIR, WQUD, WBEN, WHIZ, WCMB, WLOW. Moves 28-23 WDIF, debut 25 KOLO, debut 29 KUKI, debut 30 WRIE.

**ART GARFUNKEL** "Bright Eyes" (Columbia) 16/9 add WTAR, WSB, WDIF, WJNO, KUGN, KAKE, WSAR, KRKK, KOY. Moves 31-27 WBT, debut 18 WSM.

**PARKER & PENNY** "Hallelujah" (WB/Curb) 15/2 add WBSA, WCCO. Hot at WSB.

**DIRE STRAITS** "Lady Writer" (WB) 14/3 add WLW, WYNE, WKIQ. Moves 14-9 WDIF, 16-14 WMAZ, debut 25 WPRO, debut 26 KOLO.

**CHARLIE RICH** "Life Goes On" (UA) 14/3 add KSL, WBT, WCCO. Debuts 28 at WJBO.

**BARBARA MANDRELL** "Fooled By A Feeling" (MCA) 13/4 add KFMB, WSB, WHIZ, WTMJ. Moves 22-16 WSM.

**RANDY VANWARMER** "Gotta Get Out Of Here" (Bearsville) 13/0. Moves 22-16 WCHV, 21-17 WBEN, 26-23 KRKO.

**GERRY RAFFERTY** "Get It Right Next Time" (UA) 12/7 add WBEN, KOGO, WCWA, KMBZ, WPRO, WCHV, WYMC. Moves 34-30 WHAG, debut 30 KOLO, debut 27 WLOW.

**DIANA ROSS** "The Boss" (Motown) 12/1 add WGY. Moves 33-25 WWWE, 46-26 WTAR, 29-26 WLNH. Heavy rotation: KRKK.

**F.C.C.** "Baby I Want You" (Free Flight) 12/0. Moves 27-24 WORG, 28-25 WMAZ, debut 28 WLVA, debut 29 WPRO.

**ABBA** "Voulez-Vous" (Atlantic) 10/9 add WQUD, WDIF, KMRJ, WHIO, WSLI, WBEN, WLNH, KBLF, KUKI.

**ADDRISI BROTHERS** "Ghost Dancer" (Scotti Bros.) 10/4 add WSLI, WHIZ, KUKI, WHAG. Debuts 29 at WORG.

**DOBBIE GRAY** "Spending Time, Making Love And Going Crazy" (Infinity) 10/2 add WSLI, KMRJ. Moves 25-21 WJBO.

**CARLY SIMON** "Spy" (Elektra) 9/6 add KMBZ, WBT, WGIR, WTMJ, WLOW, KAFM. Debuts 29 at WRIE.

**JOAN BAEZ** "Honest Lullaby" (Portrait) 9/3 add KAKE, KDOWN, KBLF. Heavy rotation: WTMJ.

**RONNIE MILSAP** "In No Time At All" (RCA) 7/6 add WDIF, WHIZ, WSM, KSL, KMBZ, WSB.

**RITA COOLIDGE** "One Fine Day" (A&M) 7/4 add WORG, KFMB, WMAZ, WGIR. Debuts 21 at WSM.

# P/A SINGLES

**PAUL ANKA**  
As Low As We Can (RCA)  
See News & Active  
8/17

**A. RHYTHM SECTION**  
Sensory (Polygram)  
See Others  
8/17

**JOAN SAEZ**  
Honest Lullaby (Portrait)  
Check Others  
8/17

**SAMA**  
Touch Me (Free Flight)  
See Others  
8/16

**LONG JOHN BALDRY**  
You've Got Love (EMI America)  
8/16

**SHIRLEY BASSEY**  
Memories (Epic)  
8/16

**BOATE**  
It Was Only (Capricorn)  
8/17

**COMMODORES**  
Bad Girl (Motown)  
See Others  
8/17

**RITA COOLIDGE**  
One Fine Day (A&M)  
8/17

**COOPER BROTHERS**  
I'll Know Her (Capricorn)  
8/17

**DIRE STRAITS**  
Lady Writer (VWB)  
See Others  
8/17

**DOOBIE BROTHERS**  
Dependin' On You (VWB)  
8/17

**INGO DAN & J.P. COOLEY**  
Hollywood Flash (The Troubadour)  
8/17

**P.C.G.**  
Baby I Want You (Free Flight)  
8/17

**ART GARFUNKEL**  
Bright Eyes (Columbia)  
Check Others  
8/17

**CRYSTAL GAYLE**  
Your Kisses Will (UA)  
See Others  
8/17

**FRANNIE COOLE**  
Here I Go (Portrait)  
8/17

**GO**  
I Do Love You (A&M)  
8/17

**DOBEY GRAY**  
Spending Time (Infinity)  
8/17

**ENGELBERT HUMPERDINCK**  
A Much Much (Sony)  
8/17

**MICHAEL JOHNSON**  
This Night Won't (EMI)  
8/17

**NICKIE LEE JONES**  
Young Blood (VWB)  
8/17

**MARY MACGREGOR**  
Good Friends (RCA)  
8/17

**BARBARA MANRELL**  
Faded By A Feeling (RCA)  
8/17

**MARSHALL TUCKER BAND**  
Let It Be (Capricorn)  
Check News & Active  
8/16

**JOHNNY MATSIS**  
Begin The Beguine (Columbia)  
8/17

**MGM**  
Surrender To Me (Capitol)  
8/17

**NONNIE MILBAP**  
In No Time At All (RCA)  
8/17

**WAYNE NEWTON**  
You Stopped (A&M II)  
8/17

**OLIVIA NEWTON-JOHN**  
Totally Not (MCA)  
See News & Active  
8/17

**OLIVIA NEWTON-JOHN**  
Daniel's Round And (MCA)  
Check Others  
8/17

**NIGHT**  
Hot Summer Nights (Planet)  
8/17

**NIGEL OLSSON**  
Part Of The Chess (Bepi)  
8/17

**PARKER & PENNY**  
Melancholy (VWB/Curb)  
8/17

**DAN PECK**  
All Things Are (Lamb & Lion)  
See News & Active  
8/17

**BONNIE POINTER**  
Heaven Must (Motown)  
Check Others  
8/17

**GERRY RAFFERTY**  
Get It Right Next Time (UA)  
See Others  
8/17

**K. ROBERTS & D. WEST**  
Til I Can Make It Go (UA)  
8/17

**CHARLIE RICH**  
Life Goes On (UA)  
8/17

**DIANA ROSS**  
The Boss (Motown)  
8/17

**HRENDA RUBBELL**  
So Good, So Right (Hanson)  
See Others  
8/17

**JEREMY SPENCER BAND**  
Clear Breeze (Atlantic)  
8/17

**SUPERTRAMP**  
Goodbye Stranger (A&M)  
See News & Active  
8/17

**TOBY BEAU**  
This You Do Tell Me (RCA)  
8/17

**RANDY VANWARMER**  
Get It Out Of (Hanson)  
8/17

**WET WILLIE**  
Weekend (UA)  
8/17

**WILLIE & LEON**  
Heartbreak Hotel (Columbia)  
8/17

**WINOS**  
Getting Closer (Columbia)  
8/17

# ADDS & HOTS

**EAST**

**WBAI/Baltimore**  
Jack Lay  
D. Boone  
G. Vinton  
(Disc)  
J. Spencer Band  
WMDH/Boston  
Donna Mulder  
EMF  
M. Albert  
HOTTEST  
Eton John  
B. Streisand  
Or. Hook  
Raydio  
WBR/Buffalo  
Roger Christian  
Commodores  
Abba  
Double Bros.  
G. Rafferty  
GJ  
J. Spencer Band  
HOTTEST  
B. Streisand  
M. Nightingale  
E. Rabbit  
EMF  
C. Thompson  
J. Barnes  
Toby Beau

**WGR/Buffalo**  
Jerry Ray  
Commodores  
Sniff 'n' The  
Tears  
A. Tchabovsky  
HOTTEST  
D. Marwich  
B. Streisand  
Poco  
M. Nightingale  
E. Rabbit  
Supertramp  
Raydio  
WRIE/Erie  
Smiley Burns  
Commodores  
M. Macgregor  
HOTTEST  
A. John  
C. Daniels  
M. Nightingale  
EMF  
WRAI/Fall River  
Mark Williams  
Supertramp  
M. Garfunkel  
HOTTEST  
B. Streisand  
E. Rabbit  
EMF  
H. Larson  
M. Nightingale  
D. Marwich  
B. Streisand  
J. Barnes

**WNIH/Hartford**  
Roger Curtis  
Lobo  
M. Tucker  
Crusaders  
Cates  
Adriest Bros.  
HOTTEST  
M. Nightingale  
D. Marwich  
T. Orlando  
P. Anka  
EMF  
WEMR/Harrisburg  
Lory Scott  
Double Bros.  
Commodores  
HOTTEST  
D. Marwich  
Naren Anderson  
WBNH/Manchester  
Naren Anderson  
Double Bros.  
C. Simon  
A. Johnson  
R. John  
HOTTEST  
WYIG/Warrenton  
Ginny Jesmanja  
LBB  
LBB  
LBB  
HOTTEST  
LBB  
HOTTEST  
LBB  
WELI/New Haven  
Wait Pinks  
Boyz  
HOTTEST  
EMF  
B. Streisand  
J. Barnes  
Lobo  
M. Macgregor  
E. Rabbit  
J. Barnes

**WIP/Philadelphia**  
Bob Ruim  
M. Macgregor  
D. Boyer  
Commodores  
HOTTEST  
C. Daniels  
B. Streisand  
M. Nightingale  
EMF  
LBB  
FM97/Pittsburgh  
Dave Pasovich  
Commodores  
C. Thompson  
Olivia  
J. Spencer Band  
HOTTEST  
B. Streisand  
M. Nightingale  
A. John  
EMF  
Slyro Gyro  
LBB  
WTAE/Pittsburgh  
Ted Atkins  
H. Albert  
B. Pointer  
Chicago  
HOTTEST  
C. Daniels  
D. Marwich  
LBB  
C. Daniels  
Toby Beau

**WPRO/Providence**  
Dave McNames  
Commodores  
ARS  
Double Bros.  
G. Rafferty  
America  
HOTTEST  
B. Streisand  
WASH/Washington D.C.  
Bob Duckman  
Raydio  
Toby Beau  
Double Bros.  
C. Thompson  
HOTTEST  
D. Marwich  
M. Nightingale  
Raydio  
A. John  
Chie  
Supertramp

**WHEN/Syracuse**  
Ben Evulin  
Chie  
HOTTEST  
M. Nightingale  
B. Streisand  
D. Marwich  
C. Daniels  
WASH/Washington D.C.  
Bob Duckman  
Toby Beau  
Double Bros.  
C. Thompson  
HOTTEST  
D. Marwich  
M. Nightingale  
Raydio  
A. John  
Chie  
Supertramp

**WATR/Marybury**  
Chris Egan  
B. Russell  
HOTTEST  
M. Nightingale  
EMF  
B. Streisand  
Eton John  
B. Streisand  
Eton John  
P. Anka  
T. Orlando

**WBA/War**  
Jim Horn  
Parker & Penny  
HOTTEST  
Eton John  
B. Streisand  
Ban Peck  
P. Anka  
T. Orlando

**MIDWEST**

**WYNE/Appleton**  
B.J. Crocker  
F. Galde  
E. Humphreys  
M. Macgregor  
D. Streisand  
HOTTEST  
Eton John  
B. Streisand  
EMF  
W. McGovern  
LBB  
WVIG/Bloomington  
Glen Berry  
J. Denver  
H.L. Jones  
Commodores  
H. Albert  
See Smith  
LBB  
Wet Willie  
D. Streisand  
HOTTEST  
D. Marwich  
N. Johnson  
P. Anka  
Lobo

**WVYR/Chicago**  
John Wetherese  
R.L. Jones  
HOTTEST  
D. Summer  
B. Streisand  
Raydio  
Eton John  
EMF  
M. Nightingale  
Supertramp  
LBB  
WLV/Detroit  
Naren Anderson  
R. Pointer  
D. Streisand  
D. Marwich  
HOTTEST  
Chie  
E.L.O.  
C. Daniels  
T. Orlando  
Supertramp  
LBB  
WWW/Cleveland  
Vicky Sue Winston  
Commodores  
N. Johnson  
HOTTEST  
D. Marwich  
D. Marwich

**WHIO/Bayton**  
Rita Rankin  
Commodores  
Sniff 'n' The  
Tears (ep)  
EMF  
RANT/Dayton  
Scott Mulyer  
Dave & Sugar  
M. Johnson  
HOTTEST  
EMF  
WFOF/Flint  
Joe Wark Formicola  
M. Tucker  
LBB  
HOTTEST  
M. Nightingale  
E. Rabbit  
D. Marwich  
M. Macgregor  
WVVO/Wet Wayne  
Ben DeVincent  
Night  
R. Palmer  
Sniff 'n' The  
Tears  
M. Johnson  
HOTTEST  
E. Daniels  
B. Streisand  
Blonde  
Supertramp  
LBB  
EMF

**WOOD/Grand Rapids**  
Bill Striver  
M. Macgregor  
Olivia  
(Disc)  
A. Johnson  
B. Streisand  
Slyro Gyro  
NMB/Grand Rapids  
Steve Bell  
L. Gallin  
R. Hillard  
G. Rafferty  
E. Simon  
Commodores  
ARS  
Cates  
L. Baldry  
HOTTEST  
B. Streisand  
E. Rabbit  
Eton John  
E. Rabbit  
WMD/Lancaster  
Grop Everman  
Emmudores  
R.L. Jones  
Olivia  
B. Russell  
HOTTEST  
E. Daniels  
EMF

**WBIF/Marion**  
Mike Green  
Commodores  
Abba  
J. Spencer Band  
Lobo  
ARS  
A. Garfunkel  
M. Lissap  
J. Stewart  
HOTTEST  
LBB  
Wet Willie  
D. Streisand  
E. Thompson  
WGN/Milwaukee  
Vikki Chatwood  
Olivia  
(Disc)  
M. Macgregor  
B. Vinton  
Toby Beau  
HOTTEST  
D. Marwich  
M. Hillman  
E. Rabbit  
J. Barnes  
H. Albert  
EMF

**WTMJ/Milwaukee**  
Sam Armita  
Oak Ridge Boys  
D. Mandrell  
C. Simon  
Commodores  
A. Johnson  
HOTTEST  
J. Barnes  
M. McGovern  
Boyz  
WREO/Monroeville  
Benny Long  
Commodores  
Toby Beau  
C. Rich  
M. Welch  
P. Metheny  
Parker & Penny  
LBB  
NMR/Pittsburgh  
Gabe Benito  
Chie  
HOTTEST  
B. Streisand  
Eton John  
Lobo  
M. Nightingale  
HOTTEST  
Eton John  
B. Streisand  
EMF

**WGUA/Grand Rapids**  
W.W. Baker  
Nona  
HOTTEST  
A. Murray  
M. Nightingale  
B. Streisand  
WBSW/Saginaw  
Rick Bitcham  
Chie  
HOTTEST  
B. Streisand  
Eton John  
Lobo  
M. Nightingale  
NMG/St. Louis  
Ed Scarborough  
M. Macgregor  
Olivia  
(Disc)  
T. Orlando  
HOTTEST  
Eton John  
B. Streisand  
EMF

**WBBW/Terre Haute**  
Larry Joseph  
Supertramp  
P. Anka  
HOTTEST  
Eton John  
E. Rabbit  
J. Barnes  
LBB  
WGA/Tulsa  
Bonnie Biter  
M. Johnson  
HOTTEST  
D. Marwich  
LBB  
WVIZ/Zanesville  
Dave Gitt  
Commodores  
M. Johnson  
M. Johnson  
Addis Bros.  
M. Macgregor  
ARS  
J. Beldry  
Ruckeye  
D. Mandrell  
H. Milsap  
HOTTEST  
B. Streisand  
E. Daniels  
E. Daniels  
Chie  
HOTTEST  
Supertramp  
LBB

**WANE/Wichita**  
Chris Shipley  
P. Anka  
J. Benz  
J. Spencer Band  
A. Garfunkel  
HOTTEST  
LBB  
E. Daniels  
C. Thompson  
M. Nightingale  
EMF  
WVIZ/Zanesville  
Dave Gitt  
Commodores  
M. Johnson  
M. Johnson  
Addis Bros.  
M. Macgregor  
ARS  
J. Beldry  
Ruckeye  
D. Mandrell  
H. Milsap  
HOTTEST  
B. Streisand  
E. Daniels  
E. Daniels  
Chie  
HOTTEST  
Supertramp  
LBB

**SOUTH**

**WLOA/Alton**  
Owen Holmes  
Rockets  
Double Bros.  
Commodores  
Becker Bros.  
Heart  
C. Simon  
HOTTEST  
Chie  
EMF  
LBB  
WBR/Atlanta  
George Fisher  
Oak Ridge Boys  
D. Mandrell  
B. Milsap  
Enormous  
Night  
A. Garfunkel  
A. Sweet  
M. Morcier & P. Alpert  
R. Stepp  
HOTTEST  
C. Daniels  
ARS  
Eton John  
Chie  
B. Streisand  
Parker & Penny  
M. McGovern

**WJBO/Baton Rouge**  
Suzie Planchon  
E. Daniels  
M. Macgregor  
M. Johnson  
HOTTEST  
J. Taylor  
M. Nightingale  
D. Marwich  
M. McGovern  
B. Streisand  
Eton John  
WBT/Charlotte  
Amy Richel  
Supertramp  
M. Macgregor  
Toby Beau  
C. Simon  
HOTTEST  
B. Streisand  
M. Nightingale  
EMF  
LBB  
WVH/Charlotteville  
Lucy Murray  
Thomas H. Tune  
Double Bros.  
Commodores  
D. Rafferty  
ARS  
S. Mills  
R. Stepp  
HOTTEST  
M. Nightingale  
Chie  
R. John  
Peaches & Herb  
EMF  
E. Rabbit  
C. Daniels  
LBB

**WJBT/Baton Rouge**  
Dan Peck  
M. Johnson  
ARS  
Mills  
(Arrow) (lp)  
A. Johnson  
HOTTEST  
E. Rabbit  
EMF  
R. John  
C. Thompson  
LBB  
NAEM/Dallas  
Jim Hoosh  
E. Daniels  
Toby Beau  
Toby Beau  
C. Simon  
F. Galde  
HOTTEST  
D. Marwich  
B. Streisand  
E. Rabbit  
(Hot)  
EMF  
M. Nightingale  
H. Albert  
J. Matris

**WVLA/Vicksburg**  
John Host  
Commodores  
Olivia  
(Disc)  
A. Johnson  
M. Johnson  
Sniff 'n' The  
Tears  
HOTTEST  
M. Nightingale  
Chie  
B. Streisand  
EMF  
Riss  
WMAZ/Macon  
Steve Murphy  
Commodores  
E.L.O.  
A. Capridge  
HOTTEST  
C. Daniels  
B. Streisand  
M. Nightingale  
M. McGovern  
EMF  
Chie  
Supertramp  
D. Streisand  
LBB  
WVME/Mayfield  
Brian Miller  
G. Rafferty  
ARS (ep)  
HOTTEST  
E. Daniels  
Chie  
R. John  
M. Nightingale  
E. Rabbit  
H. Lowe

**WQUD/Memphis**  
Ben Beccaro  
Commodores  
Dan Peck  
Double Bros.  
B. Boyer  
Abba  
HOTTEST  
B. Streisand  
D. Marwich  
E. Rabbit  
B. Streisand  
Chie  
A. Murray  
J. Barnes  
WSM/Mobile  
Mary Catherine  
Oak Ridge Boys  
See Smith  
M. Johnson  
Toby Beau  
HOTTEST  
B. Streisand  
D. Marwich  
E. Rabbit  
Raydio  
WTF/Retlaw  
Jimmy Bean  
Lobo  
See Smith  
HOTTEST  
B. Streisand  
M. McGovern  
M. Nightingale  
C. Thompson  
M. Newton

**WDRS/Columbus**  
Stu Wright  
Commodores  
M. Capridge  
M. Macgregor  
Yanah (ep)  
HOTTEST  
D. Marwich  
E. Rabbit  
B. Streisand  
Chie  
Lobo  
H. Albert

**WVNO/Palm Beach**  
Russ Matley  
E. Manigone  
S. Cassidy  
ARS  
Toby Beau  
Gama  
A. Garfunkel  
HOTTEST  
Eton John  
C. Thompson  
H. Albert  
LBB  
WNEU/Wheeling  
Dave Amos  
Commodores  
B. Russell  
M. Lowe  
HOTTEST  
M. Nightingale  
EMF  
E. Daniels  
LBB  
C. Thompson  
D. Logans

**WEST**

**KJLN/Dallas**  
Brian Scott  
Olivia  
(Hot)  
Toby Beau  
HOTTEST  
D. Marwich  
M. Nightingale  
AM  
A. Murray  
B. Streisand  
NPL/Dallas  
Roger White  
Olivia  
(Disc)  
D. Russell  
C. Manigone  
Toby Beau  
Chie  
HOTTEST  
M. Johnson  
LBB  
M. McGovern  
M. Nightingale  
J. Barnes  
M. McGovern  
EMF  
KUBN/Eugene  
Amy Manuel  
B. Russell  
A. Garfunkel  
Ban Peck  
HOTTEST  
Eton John  
B. Streisand  
M. Nightingale  
Abba  
E. Rabbit

**KRKO/Seattle**  
R.P. McMurry  
R.L. Jones  
Toby Beau  
M. Johnson  
P. Anka  
Ban Peck  
M. Macgregor  
HOTTEST  
J. Barnes  
B. Streisand  
M. Nightingale  
R. John  
LBB  
KJLN/Seattle  
Jack Lambson  
Commodores  
J. Benz  
HOTTEST  
J. Barnes  
J. Barnes  
Peaches & Herb  
Lobo  
D. Summer  
H. Albert

**KQV/Phoenix**  
Armstrong/Brooks  
A. Garfunkel  
J. Galley  
C. Manigone  
HOTTEST  
B. Conti  
H. Albert  
Rogers & West  
G. Hanson  
NEB/Portland  
Bon Swanson  
None  
HOTTEST  
Eton John  
B. Streisand  
M. Nightingale  
ARS  
M. McGovern  
E. Rabbit  
D. Marwich  
J. Stewart  
KBLF/Red Bluff  
Ban Peck  
Commodores  
Abba  
Toby Beau  
L. Earman  
ARS  
J. Benz  
D. Summer  
EMF  
J. Barnes  
Peaches & Herb  
Lobo  
D. Summer  
H. Albert

**KOLB/Alto**  
Marilynety  
ARS  
Commodores  
Mills  
HOTTEST  
B. Streisand  
Rogers & West  
E.L.O.  
(Confusion)  
Supertramp  
LBB  
KRRN/Hockberry  
Rod Tucker  
See Smith  
Supertramp  
A. Garfunkel  
Commodores  
Double Bros.  
HOTTEST  
Eton John  
B. Streisand  
M. McGovern  
D. Ross  
H. Larson  
M. Tucker  
KGNR/Sacramento  
Dave Bran  
M. Larson  
T. Orlando  
HOTTEST  
M. Nightingale  
E. Rabbit  
B. Streisand  
G. Marwich

**KSL/Salt Lake City**  
George Leman  
E. Rich  
H. Milsap  
HOTTEST  
EMF  
H. Larson  
M. McGovern  
B. Streisand  
LBB  
KFMU/San Diego  
Glenn Anthony  
A. Capridge  
Toby Beau  
D. Mandrell  
HOTTEST  
EMF  
M. McGovern  
M. Larson  
M. Johnson  
C. Thompson  
KORR/San Diego  
Bill O'Neil  
G. Rafferty  
J. Benz  
Commodores  
P. Anka  
HOTTEST  
B. Streisand  
E. Rabbit  
H. Albert  
C. Thompson

**KMNR/San Francisco**  
Brian Eaton  
Commodores  
M. Tucker  
HOTTEST  
EMF  
E. Daniels  
M. Nightingale  
B. Streisand  
LBB  
C. Thompson

**KUNL/Ukiah**  
Rick Beck  
M. Macgregor  
M. Johnson  
Orleans  
Addis Bros.  
Abba  
HOTTEST  
B. Streisand  
M. Nightingale  
Chie  
C. Thompson  
EMF  
Supertramp

# OPPORTUNITIES

## Openings

**O102/Danville's best station** is looking for an adult Top 40 communicator. No screamers. Also interested in news/person for future opening. Tapes and resumes to Keith Mason, WDNL 1601 N. Washington, Danville, IL 61832. No calls please. Minorities encouraged. (8-10)

**Production person needed for WPLP Talkradio 57**, market 22, will produce up to 20 commercials daily. Cassette and bio to Michael Speers, Box 570, Pines Park, FL 33565 or call (813) 392-2215 EOE (8-10)

**Still looking for experienced News Director at 68,000** watt rocker. Tapes and resumes to Mike Berlak, KFYE (Y94) 535 Fresno Townhouse, Fresno, CA 93721 (209) 486-5294 EOE (8-10)

**KRGO/Salt Lake City** is looking for afternoon drive announcer and news/person for a new news department. Tapes and resumes to Don Wade, 5065 West, 2100 South Salt Lake City, UT 84120. (8-10)

**Wanted for future openings:** Radio magazine news people dedicated to giving the listener the news on a one-to-one basis with the ability to write clearly and be creative. No calls please. Tapes and resumes to Jeff Michaels, News Director, KMJJ, Box 14863, Las Vegas, NV 89114 (8-10)

**WWOK Miami needs an all night air personality.** Tapes and resumes to Dave Donahue, PD, 2741 N. 29th Ave., Hollywood, FL 33020 (305) 921-4000 (8-10)

**Good pipes, mature and aggressive announcer** for number 1 automated station. Production a must. Tapes and resumes to J. Erik Dice, Box 52046, Lafayette, LA 70505 or call (318) 233-6000. EOE M/F (8-10)

**K104 Fresno is looking for strong air talent.** Tapes and resumes to K104, 12592 S Cedar Ave., Fresno, CA 93725 EOE M/F (8-10)

**Production expert with programming experience,** also air shift. Tapes and resumes to Doug Matthews, GM, WFIR, Box 150, Roanoke, VA 24002. No calls please. EOE (8-10)

**Full time news director, full and part time announcers** needed. Experience a must. Sports experience helpful. Mid Atlantic region. Air checks and resumes to WVOB, 2 Hays St., Bel Air, MD 21014. EOE M/F (8-10)

## Openings

**KAZY/Denver's top rocker** is looking for AOR morning people. Teams or singles, male or female. Must be able to entertain. Tapes and resumes to 2149 S. Holly, Denver, CO 80222. EOE (8-10)

**WGH News, Norfolk** is looking for an on-air news reporter with outstanding news gathering, writing and reporting capabilities. Minorities encouraged to apply. Tapes and resumes to WGH News, Box 8347, Hampton, VA 23670. EOE M/F (8-10)

**Texas personality needed for middays, Pop/Adult** with good production a must. Tapes and resumes to Peter McLane, KFJZ, Box 1317, Ft. Worth, TX 76101 (8-10)

**KPNW/Eugene, OR** is looking for full-time news/person, afternoon drive. Pop/Adult style, experienced applicants. Tapes and resumes to Lee Gordon, Box 1120, Eugene, OR 97440. EOE (8-10)

**Florida Pop/Adult seeks experienced announcer** strong on production for midday shift. Tapes, resumes and salary requirements to Bill Brown, WIRA, Box 3032, Ft. Pierce, FL 33450. EOE (8-10)

**WDEC/Americus,** one of Georgia's leading music stations has an immediate opening for midday personality/entertainer who has a love for radio and can do top notch production. If this is you, get a tape in the mail now to Box 1307, Americus, GA 31709. c/o Steve Stansell (8-10)

**WDRQ/Detroit is searching for super talents** in news and music presentation as our staff expands. Excellent benefits and impressive compensation. EOE. Chartcom, Inc. Contact Mark Driscoll, PD, WDRQ, 20300 Civic Center Dr., Southfield, MI 48075 (8-10)

**South Arkansas's number one FM rocker** is accepting applications for air and production talent. Modern equipment and facilities. Tapes and resumes to Mitch Reynolds, Box 1565, El Dorado, AK 71730 (8-10)

**Opening at WORG-FM for Pop/Adult night jock.** Call Stu Wright at (803) 536-1580 or tapes and resumes to Box 1386, Orangeburg, SC 29115 (8-10)

**News personality with strong writing talent** and ability to dig. Tapes and resumes to Russ Gerber, Sunbelt Communications, 1422 Monterey Plaza, San Luis Obispo, CA 93401. EOE M/F (8-10)

## Openings

**WTKO/Ithaca, NY** has immediate need for a Production Director/midday jock. Come join our family of Pop/Adult pros in the beautiful lakes area. College community, good benefits. Tapes and resumes to Bob Lynch, WTKO, Box 10, Ithaca, NY 14850. EOE M/F (8-10)

**WMJB is accepting applications for employment.** The area is beautiful. The staff is friendly, the hours are long, and the pay is short. It's a perfect beginning spot for a serious minded jock to get a good start with a career in radio. Send tapes and resumes to Bo Wiley, PD, WMJS, Box 547, Prince Frederick, MD 20678 (8-10)

**Drake-Chenault Consultant:** Top 40 FM in Denver is expanding its air staff. Minimum 3 yrs experience in medium to major market. Tapes and resumes to Jerk Crawford, Drake-Chenault, 8399 Topanga Cyn., Canoga Park, CA 91304. EOE (8-10)

**WGBF/Evansville, IN** looking for morning drive communicator. Good bucks for a pro. Tapes and resumes to Greg Schaeffer, Box 3486, Evansville, IN 47734 or call (812) 477-8811 (8-10)

**KGLN/Glenwood Springs, CO** needs morning person immediately. Pop/Adult station, tightly structured format. Need not be heavy ad lib. Prefer someone with Top 40 style radio experience. \$700-800 to start. Rich resort area. Tapes & resumes to KGLN, Glenwood Springs, CO 81601 or call Johnny Williamson at (303) 945-6501 (8-10)

**WJAD-FM (87Rock)/Bainbridge, GA** the #1 contemporary station in the area is now accepting tapes and resumes for the position of PD. Station has received construction permit to increase power to 100,000 watts and tower height to 960 feet. 4 prime metropolitan areas will be targeted, covering 3 states. Send tapes and resumes immediately to Charlie Rowe, GM, Box 706, Bainbridge, GA 31717 or call (912) 246-1654. EOE M/F (8-10)

**Central California Top 40 Rocker** serving Fresno is looking to make an addition to the staff. The successful applicant should have a bright, up delivery, 1 or 2 yrs experience and a reasonable ability in the production studio. Good starting salary at a large well appointed, good looking radio station. Tapes and resumes to Carl Soares, KBOS, Box 444, Tulare, CA 93274 (8-10)

## Openings

**WMDM FM/Leasington Park, MD** has future and possible immediate Top 40 opening. Tapes, resumes and salary requirements to Chris Eastland, Box 303, California, MD 20619. No calls please. EOE (8-10)

**Morning entertainer** needed by #1 rated medium market station. We are looking for a stable individual who can grow within our expanding chain. Tapes and resumes to Mike Haile, VP, K104 FM, 506 S. Locust, Champaign, IL 61820 or call (217) 362-1040. EOE M/F (8-10)

**Mountains, college town, skiing, hunting & fishing.** Heavy on administrative talents needed to be Operations Director in Missoula, MT. ADI 100,000+. Management opportunity excellent. The money is right, the market is right, the opportunity is right. Send tapes and resumes to Dan Gittings, Box 4106, Missoula, MT 59806 (8-10)

**WORG AM/FM** looking for Chief Engineer with heavy transmitter and studio maintenance for 4 station group. Good pay and benefits. Resumes and salary requirements to Michael LaBonne, Box 1386, Orangeburg, SC 29115 (8-10)

**Midwest Hilton Inn** needs DJ for new disco in hotel nightclub. Excellent pay and benefits for personality with disco and promotional experience. Tapes and resumes to Earl Peterson, Wichita Hilton Inn, Box 16488, Wichita, KS 67218 (8-10)

**KOLG/Dillingham, AK** accepting applications for position of News Director. Must be able to produce good local news and have other broadcast skills. Applicants must have willingness to live in remote area of western Alaska. Salary \$17,000 and benefits. Send tapes, resumes and references to Les Robinson, GM, KDLG, Box 670, Dillingham, AK 99576. Start September (8-10)

**NEEDED PD for traditional Country station** in beautiful western Colorado. Experience and maturity important. Good pay and benefits. Tapes and resumes to Garry O'Neil, KQIL, Box 340, Grand Junction, CO 81501 (8-10)

**KFXD/Boise, Idaho's #1 radio station** looking for creative air talent. Excellent production a must. 5-day work week. Tapes and resumes to Drew Harold, PD, KFXD, Box 107, Boise, ID 83701. EOE (8-10)

# CHANGES

## Radio

**BILLY COLE** joins KYNN/Omaha, NE as MD.  
**JIM CHAPMAN**, formerly KJR/Seattle joins KMPS/Seattle as Production Director.  
**C C MATTHEWS** named PD at KJ 100 (WKJJ-AM) and FM/Louisville, KY.  
**JEFF CONRAD** joins WIRK-FM/West Palm Beach, FL doing mornings.  
**CHUCK JACKSON** joins WLOF/Orlando, FL formerly with WAKY/Louisville, KY.  
**JOHN CHOMMIE** promoted to PD at KIXS/Killeen, TX.  
**STEVE STONE** formerly KOOV/Copperas Cove, TX joins KIXS/Killeen, TX as MD.  
**DAVID ALLEN** joins WMAS/Springfield, ME as air personality, formerly with WVNH/Salem, NH.  
**SANDRA YOUNTS** appointed account executive at WRKO/Boston, MA formerly with WLVI-TV/Boston, MA.  
**MITCH REYNOLDS** promoted to PD at Q99 (KLBQ)/El Dorado, AR.  
**ROB WILLIAMS** promoted to MD at Q99 (KLBQ)/El Dorado, AR.  
**DAVID R. DRUM** appointed Local Sales Manager, WEEP-WDSY/Pittsburgh, PA formerly with WAMO/Pittsburgh, PA.  
**BOB TONGE** joins WJKL/Elgin, IL formerly with WIDB/Carbondale, IL.  
**JOHN DACHIK** named MD at WIDB/Carbondale, IL.  
**JOHN O'LEARY** re-joins WABX/Detroit, MI as air personality.  
**JOHN BAILEY** from weekends to night shift at WABX/Detroit, MI.  
**MIKE O'BRIEN** formerly with WJVA/South Bend, IN joins WWWE/Cleveland.  
**BUDDY KING** promoted to PD at WJVA/South Bend, IN.  
**STAN DAVIS** new MD at WVAM/Altoona, PA, formerly with WADC/Parkersburg, WV.  
**TOM RILEY** appointed PD at WVAM/Altoona, PA.  
**TIM WILLIAMS**, formerly with Inergi Records, joins WFAI/Fayetteville, SC as MD and afternoon drive.  
**JEFF KELLY** joins KMAK/Fresno, CA as Production Director, from KYNO-FM/Fresno, CA.  
**CLIFF ALBERT** joins KFMB/San Diego, CA as News Director, formerly with WROK/Rockford, IL.  
**REID REKER** joins WROK/Rockford, IL as Operations Manager from KAAY/Little Rock, AR.  
**BILL JEFFRIES** joins WPEZ/Pittsburgh, PA from WTTM/Trenton, NJ.  
**GREG LARSON** joins WCOZ/Boston formerly with WCAS/Cambridge, MA.  
**DAVE LANGE** joins WDVE/Pittsburgh, PA as PD, formerly PD at WILS-FM/Lansing, MI.  
**MICHAEL PICOZZI** doing mornings at WMMR/Philadelphia, PA, formerly PD at WHCN/Hartford, CT.  
**LARRY SCHUSTER** assumes PD/MD position at WIBZ/Parkersburg, WV.  
**ROGER HYMAN** new PD at WBIR/Knoxville, TN formerly with WKDF/Nashville, TN.  
**DAVID PERRY** named Asst. PD and MD at KSAN/San Francisco, CA.  
**JESSE RHOADES** joins KSAN/San Francisco, CA as air personality.  
**PAUL HARRIS** named new PD at WRCN/Riverhead, New York.  
**MALCOLM GRAY** named Production Director at WRCN/Riverhead, NY.  
**MURRAY "The J" RITLAND** joins WYXE/Madison, WI as air personality.  
**JEFF GOOD** joins WLAV/Grand Rapids, MI as engineer.  
**JEFF WICKER** joins WBCY/Charlotte, SC doing mornings from sister station WBT/Charlotte, SC.  
**PAM MERLEY** joins WNEW-FM/New York as air personality, from WLIR/Long Island, NY.  
**BAXTER & HAWKINS** join KBP/Denver, CO as morning team from KAZY/Denver, CO.  
**J.T. AUSTIN** joins KZAP/Sacramento, CA from WQDR/Raleigh, NC as air personality.  
**TOM SPOCK** named MD at WZLD/Columbia, SC.  
**JIM KERR** doing mornings at WPLJ/New York, NY from competitor WPIX/New York, NY.  
**NANCY MORRIS** upped to Promotions Director at KGOT/Anchorage, AK.  
**BOB GRIFFITH** named General Sales Manager, KMET/Los Angeles, CA formerly with RKO Sales.

## Records

**LOU POLENTA** named Director of Finance and Accounting at Infinity Records.  
**RAY NEWTON** appointed local Promotion Manager/New York for Black Music Marketing, CBS Records.  
**JAMES CAPARRO** appointed sales representative/New York, for CBS Records.  
**SAM KACHIGAN** named Director, Survey Research, CBS Records.  
**JESSICA FALCON** appointed Manager, Tour Publicity/East Coast, for Epic/Portrait/CBS Associated Labels.  
**JEAN BURMAN** named Midwest Regional Promotion Manager, MCA Records.  
**JIM FRANCIS** appointed Southeast Regional Promotion Manager, MCA Records.  
**DAVID LEVITT** promoted to local Promotion Manager/St. Louis, MCA Records.  
**KEN LEVY** named Director of Creative Affairs and Artist Relations, Midsong International Records.  
**BERNIE YUDKOFESKY** appointed Eastern Regional Manager, Midsong International Records.  
**JOANNE ZINN** named to Retail Research Director, Midsong International Records.  
**CHUCK RUSH** joins Midsong International Records as Director of Disco Radio Promotion.  
**PAUL BROWN** named Professional Manager for Midsong/Publishing, Midsong Music, Inc.  
**KENNETH REYNOLDS** named National Publicist for Special Markets for Polydor Records.

## Station Line-Ups

**WIRK-FM/West Palm Beach, FL** LINE-UP: 10am-2pm Randy-On-The-Rock, 2pm-4pm Terry Lee, 4pm-8pm Scott Free, 8pm-1am Mike Mitchell, 1am-6am Mitchell Stone.  
**WINN/Louisville, KY** LINE-UP: 5am-9am Buck Brauns (PD), 9am-1pm Tom Hardin, 1pm-3pm Dave Wolfe (MD), 3pm-7pm Wretched Richard, 7pm-8pm Ralph Emery (syndicated) 9pm-11pm Bob Gomar, 11pm-5am "Stay Up" Dan Breeden.  
**WLOF/Orlando, FL** LINE-UP: 6am-10am Scott Walker (PD), 10am-3pm Alex J. Stone (MD), 3pm-7pm Chuck Jackson, 7pm-12mid Bill Young, 12mid-6am Jeff Michaels. Weekends: Larry Brooks, Dave Green.  
**WROK/Rockford, IL** LINE-UP: 5am-9am Bill Phillips, 9am-2pm Steve Casey, 2pm-6pm John Arthur, 6pm-9pm Chuck Diamond (PD), 9pm-1am Chris Kelly, 1am-5am Bobbie B. Weekends: Jay Robbins, Chuck Doyle, Crazy George, Steve Adler, (PD).  
**WPEZ/Pittsburgh, PA** LINE-UP: 5:30am-10am Ted James, 10am-3pm Pam Godfrey, 3pm-7pm Randy Kramer, 7pm-12mid Kelly Randall 12mid-5:30am Bill Jeffries.  
**991 (KGGI)/Riverside, CA** LINE-UP: 6am-10am Dan Darrison, 10am-2pm Brian White (PD), 2pm-6pm Bob Best (MD), 6pm-10pm Cliff Roberts, 10pm-2am Benny Martinez, 2am-6am Lisa Giles. Weekends: Steve Kessler.

## Industry Changes

**TODD BRABEC** named West Coast Regional Director for Business Affairs for ASCAP.  
**MICHAEL GORFAINE** named West Coast Regional Director for Repertory, ASCAP.  
**CELESTE FEIGEL** joins Noreen Jenney Communicates as Director of the Celebrity Service Division, Beverly Hills, CA.  
**LARRY BROWN** promoted to Executive Director of Talent Acquisition and Studio Operations for the Pasha Music Organization, Inc., Hollywood, CA.  
**BOB SHANNON** formerly MD at KZEW/Dallas, TX joins Century 21's programming staff.  
**LARRY YURDIN** named Creative Director for Golden Egg syndicators.

# OPPORTUNITIES

## Openings

News person wanted for WRNL (XL102)/Richmond, VA. Minimum 1 yr. experience. Some on-street reporting. Good delivery and writing skills a must. Tapes and resumes to Donna Gilmore, WRNL, 7100 Bethlehem Rd., Richmond, VA 23228. EOE M/F (8-10)

WACI/Freepoint, IL needs a Music Director. Resumes to Steve Winters, PD, Box 701, Freepoint, IL 61032. EOE (8-10)

KDLG/Dillingham, AK accepting applicants for position of all night DJ. Must have music knowledge, be able to follow format, and have a willingness to live in remote part of western Alaska. Salary: \$13,500 and benefits. Send tapes, resumes and references to Les Robinson, GM, KDLG, Box 670, Dillingham, AK 99576. (8-10)

95FM/Bridgeport, CT, 50,000 watt tight AOR waiting for audition tapes from present or future great jocks. Requirements: air work, outstanding. Production, excellent concert spots. Promotion, experienced with crowds necessary. No openings now, but why wait? Let us hear from you before one of our rare openings occur. Tapes and resumes to Tom Zerecki, PD, 95FM, Box 9595, Bridgeport, CT 06601. No calls whatsoever. EOE M/F (8-10)

KDSX/Sherman, TX needs announcers. Salary negotiable. Send tapes and resumes to Bill Hooten, Box Drawer D, Sherman, TX 75090. (8-10)

#2 station in 43rd ADI (#1 in News) looking for morning drive anchor reporter. Excellent chance for small market person to move up. Tapes, resumes and salary requirements to Joel Jackson, WTCR, Box 2186, Huntington WV 25701. A Greater Media station. EOE (8-10)

We are Rust Communications Group. Young, progressive management. 12 big facilities Pop/Adult & Rock. Recent growth has brought about the need for the finest PD's, News Directors, Production Managers, air and news personalities. Send tapes and resumes to Tom McMurray, Operations Mgr., Rust Communications, 350 East Avenue, Rochester, NY 14604. EOE M/F (8-10)

KOFM/Oklahoma City accepting tapes and resumes for part time air talent. Contact Mike Miller, PD, Box 14806 Oklahoma City, OK 73113. EOE M/F (8-10)

Unique opportunity for self-starting PD full time FM daytime AM. Upbeat MOR with accent on personality. Needs shot in the arm. Nice station, nice money, profit sharing. Tapes, resumes and photo to J. Treanor, GM, KYLD AM/FM, 924 Truxton Ave., Bakersfield, CA 93302 or call (805) 327-5772 (8-10)

KROY-AM-FM/Sacramento still looking for news people with contemporary, conventional writing and delivery. Capital city and great opportunity for growth with company. Immediate need and good money for the right people. Tapes and resumes to Mark Jonsson, Jonsson Communications, Box 2424, Sacramento, CA 95811. EOE (8-10)

KKSL needs a News Director. Tapes and resumes to Mark Renier, Box 997, Grand Forks, ND 58201

Top AOR communicator needed for major market WBAB/Long Island. No beginners. If you're ready to grow with us, rush tapes and resumes to WBAB, 235 Route 109, Babylon, NY 11702. Attn: Programming (8-10)

WALT-FM/Meridian, MS looking for night sounding contemporary rock announcer. Also must do production. Call Rod Chambers (601) 693-2661 (8-10)

KKDQ needs Program Director. AOR format. Send tapes and resumes to Mark Renier, Box 997, Grand Forks, ND 58201 (8-10)

KROY AM-FM/Sacramento has immediate openings for top air talent. Night, natural delivery for Top 40 AM, Adult Contemporary FM. We're offering good money, growth opportunity, benefits and stability. Tapes and resumes to Chuck Hale, KROY-AM, Richard Irwin, KROY-FM, 1019 2nd St., Sacramento, CA 95814. EOE (8-10)

KSTP looking for afternoon drive personality. Good bucks. Tapes and resumes to Denny Carpenter, KSTP, 3415 University Ave., St. Paul, MN 55114 (8-10)

Anthony & Assoc. Consulting Firm looking for natural sounding air talent for major market stations. Also need electronic wonder worker to take over as Chief Engineer of smaller market property, air shift required. Tapes and resumes to Greg Crawford, Box 3329, Visalia, CA 93277 (8-10)

News person, 100,000 watt, 50 miles north of Kansas City. Immediate opening for an outstanding news person. Someone who's creative, with the ability to come up with story ideas but isn't so firmly entrenched with creative journalism that he or she isn't willing to devote time to the hard news. Great organization with profit sharing. Top flight equipment and good personnel. Tapes and resumes to Dave Knight, Box 166, St. Joseph, MO 64502. EOE (8-10)

Do you lack an understanding of AOR? Do you sound like the average Joe on the air? Are you not yet ready for a big step up in the industry? If so, then do not rush tapes and resumes to Music Preview Network, Inc., 73 McCulloch Drive, Dix Hills, NY 11746. Currently seeking top AOR jocks for its national full sign-on. Information? Call Bob Buchmann (516) 499-7825. (8-10)

OUR NEWSMEN WALK ON WATER! Well, only when it rains, but news is a top priority with WLEW in Michigan's "Thumb" area. Immediate opening for mature broadcast journalist. Salary negotiable according to experience. Fringe benefits include profit sharing, hospitalization and group life. A peaceful co-existence with sales department and top management. In-person interview and audition required. Call Ralph Iden, ND, (517) 269-9931. EOE M/F (8-10)

## Goods & Services

### Top 100

Top "100" - 1951 to 1979. Billboard's charts 2000 45 RPM's/1500 stereo hit albums for sale in mint condition with sleeves wanted, best offer. Call (314) 721-4537. Independent Production Services, St. Louis.

### Information You Need

Current artist info (all formats), daily calendar, much more! Pro bi-weekly service. Free sample issue: GALAXY, Box 20093-C, Long Beach, CA 90801 (213) 438-0508

### Funny Funny Stuff

Funny, funny stuff: Unique comedy bits that fit any format. For freebie write HYPE, INK, Box 69581-R, Los Angeles, CA 90069

### The Aircheck Guide Openings

The Aircheck Guide receives calls daily from radio stations looking for announcers to fill new openings.

The Aircheck Guide provides a revolutionary service, putting stations at the instant listening of the airchecks from available announcers. The Aircheck Guide can save stations weeks of searching.

The Aircheck Guide can put the right talent at the right place - first in line. If you want to be considered for new openings forward your aircheck and resumes. \$25 puts your aircheck at the instant listening of radio stations daily Nationwide. All formats.

The Aircheck Guide 8 Constance Ave., Lewiston, ME 04240. For instant contact dial 1 207 782-0947

### "Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor service! O'LINERS 366-R West Bullard Avenue, Fresno, CA 93704 or phone (209) 431 1502

### "Job Referrals"

BROADCASTER'S ACTION LINE. The Broadcasting Job you want anywhere in the U.S.A. 1 year placement search \$25.00. Call (812) 899-2907 or write R2, Box 25-A, Lexington, IN 47138

### "Broadcaster's Action Line"

EMPLOYERS!! Send us your job openings. We locate the personnel you need. FREE!! Call (812) 899-2907 or write R2, Box 25-A, Lexington, IN 47138

### "Phantastic Phunnies"

The industry's internationally acclaimed... most respected audience builder! One month's introductory 400 one-liners, information and girth... just \$2.00!! PHANTASTIC PHUNNIES, 1343-A Stratford Drive, Kent OH 44240

### GOODS & SERVICES

Making your classified come alive or getting your goods and services singled out is simple. Only 25 cents a word, \$5 minimum per week, head-lines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067.

## Openings

Studio 107 (WSDO)/Miami-Ft. Lauderdale looking for good talented Top 40 jocks and newspeople. Rush tapes and resumes to Beverly Fox, Box 5333, Ft. Lauderdale, FL 33310 or call (305) 485-4111 (8-10)

KOZE/Lewiston, ID, looking for all night communicator with 1st phone. Work 5 nights a week with full time benefits. Send tapes and resumes to Terry Breen, Box 936, Lewiston, ID 83501 or call (208) 743-2502. (8-10)

WTOD/Toledo, OH, looking for full time announcer/production. Prefer applicant with knowledge of Country music. Send tapes and resumes to Bill Manders, WTOD, 3225 Arlington Ave., Toledo, OH 43614 or call (419) 385-2507

Major market Top 40 looking for good air talent. Openings exist in several day-parts. Excellent salaries and a great facility are what we have to offer. Tapes and resumes to Radio and Records, Box 153, 1930 Century Park West, Los Angeles, CA 90067. (8-10)

WSIB looking for female announcer or news reporter. Tapes, resumes and picture to Jay Ronn, 1210 Bound ary Besuor SC 29902 (8-10)

WVMI/Biloxi looking for morning personality with production. 3 yrs experience required. Must be able to run 'personality' show and get involved with audience as well as work as a second in a two-person show, maintaining high ratings established through the years. Send tapes and resumes to Bob Lims, Operations Mgr., WVMI, Box 4606, Biloxi, MS 39531. (8-10)

KBOX/Bozeman, MT, still looking for mature, responsible broadcaster for afternoon drive and production. Adult delivery a must. Right money for right person. Call Paul Ehlis (406) 588-5486. (8-10)

Major California contemporary station seeks bright informational and fun personality. Tapes and resumes to Bill Moyes, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401. EOE M/F (8-3)

## Openings

KRGO/Salt Lake City afternoon man leaving soon, in need of Country Jock and News Director for newly formed department. Contact Don Wade (801) 972-3440 (8-10)

KGAM-AM-FM/Bakersfield, CA, seeking person with some news writing experience for early morning writing/editing position. Should not mind working when the sun doesn't shine. Tapes and resumes to Bob Stuck, KGAM, 207 Truxton Ave., Bakersfield, CA, or call (805) 327-3687. EOE M/F (8-10)

WKZW-FM/Peoria, IL, leading radio station looking for experienced newsmen to handle a heavy schedule of morning drive news. Send tapes, resumes and salary requirements to Duane Wallace, WKZW-FM, 3131 N. University, Peoria, IL 61604. EOE M/F (8-10)

KTRB/Modesto, CA needs 1st phone announcer for modern Country format. Send tapes and resumes to Kenny Roberts, Box 3839, Modesto, CA 95362. No calls please. EOE M/F (8-10)

Metro Radio, Inc., WGBF/Evansville, IN has an immediate opening for a professional communicator to join the winning morning team. Tapes and resumes ASAP to Greg Schaffer, PD, Box 3486, Evansville, IN 47734. (8-10)

WBMD-AM TV seeks experienced radio journalist looking for TV news experience. Opening for dedicated aggressive reporter to work both radio and TV news in highly competitive market. Send tapes, resumes and salary requirements to Duane Wallace, 3131 N. University, Peoria, IL 61604. EOE M/F (8-10)

Miami/Ft. Lauderdale contemporary country station has opening for afternoon air personality/MD. Present MD is buying his own station. Prior experience essential. Tapes and resumes to Ron Bisson, PM, 1320 WGMA, Hollywood, FL 33024. EOE M/F (8-10)

KOME/San Jose, CA is looking for experienced News Director for AOR format. Tapes and resumes to Mikel Hunter, 1245 S. Winchester Blvd., San Jose, CA 95128. No calls please (8-10)

Adult/Contemporary station has immediate opening for experienced Music Director who would also handle middays. We're in the heart of the ski country and provide good bucks, benefits and people. Would like to emphasize that no beginners apply. Tapes and resumes to John Frawley, PD, WCFR-AM/FM, Box 800, Springfield VT 95158 or call (802) 885-4655 (8-10)

WNDE/Indianapolis looking for rock 'n' roll communicator for afternoon drive. Must have good pipes. Good dollars. Send tapes and resumes to Bill Garcia, WNDE, 8181 Fall Creek Rd., Indianapolis, IN 46220. No calls please. EOE M/F (8-10)

WKZK/Augusta, GA, brand new progressive Pop/Adult now building a staff for 9-1 sign-on. Looking for hard working, fun loving personalities having insight into 24-40 yr. old listeners. Must enjoy production and personal appearances. WKZK believes in openness and fairness with employees. Call Bryan Sargent (502) 442-6311. (8-10)

## Positions Sought

MIKE FORRESTER, former nighttime personality at KLOK/San Jose, CA is looking for an announcing or production position in the San Francisco Bay area. Call (408) 255-4398 before noon (8-10)

Experienced Music Director/Announcer seeks position in medium market. I work hard and really know music. 8 yrs experience, Pop/Adult, Top 40 and AOR. Prefer Florida, will consider all. Call (314) 399-1590, ask for DENNY (8-10)

JOE O'CONNELL wants a job. KCBQ Broadcast Workshop graduate has third class license endorsed. Well trained in radio. Audition tape will tell. Will work any format, any shift. Contact JOE anytime after noon, (714) 448-1553. (8-10)

Expert play-by-play announcer of all four major sports, available immediately. Experienced in on-air news, sports talk and call in and sales. Willing to relocate, third class endorsed. Call MITCH (212) 594-5824. (8-10)

Modern country professional, 16 yrs experience, 10 in Country. Looking for PD, MD or DJ position. Far west only, please. Contact DARRELL WILSON, 31 Grande Vista, 711 N. Prescott, Willcox, AZ 85843 or call evenings (602) 384-4147. (8-10)

27-yr-old married male seeks first paying job in radio. Apprenticeship served at major Los Angeles station. Good sound. Suited for news or contemporary format. Prefer West. Call (714) 871-5992, evenings (8-10)

How about a BOONE in your business? DAVE BOONE, PD/Operations Director of WABY/Albany is going to be available in a month. First phone, 13 yrs experience. Good production. Call (581) 482-8615 or 456-0721. (8-10)

New England radio: Stable, capable broadcaster currently programming an 80kw FM in Portland, ME seeks Pop/Adult or Country air position. 7 yrs experience. NICK SENECA (207) 725-5507 before 2pm or (207) 725-2857 after 7pm. (8-10)

Small market jock with experience in most phases of radio is looking for progressive and aggressive contemporary or rock station. Hard worker, not a drifter and always willing to improve and learn. Call DOUG (816) 723-7092, days. Let's communicate.

Get me out of here! Production heavy weight, formerly with TM Programming, KTFM, WQXI and KELP needs a gig. Seeking production/programming position in medium or large market where the sun shines. Contact LARRY STEVENS (214) 247-1889. (8-10)

## Positions Sought

Experienced MD/DJ with first phone. Dedicated, loyal with 10 yrs experience in record industry. Looking for on-air position in Las Vegas area. Call J.C. (702) 452-3906. (8-10)

STEVE CROWLEY from news blimps. AOR news and production pro. (914) 939-5777 (8-10)

Ready to work now. First ticket, excellent production, good, tight board. Willing to go anywhere. Call SCRUBB (303) 433-8114. (8-10)

PETER PARISI, former AOR PD of KADI/St. Louis with 8 1/2 yrs AOR experience now seeks new radio challenge. Willing to relocate. If you're looking for new ideas from a proven AOR veteran, contact me at (314) 728-0809. (8-10)

Female personality looking for midday position at major market Pop/Adult station. Excellent resume and references. Call (415) 929-8389 (8-10)

BOBBY SHERMAN, most recently AM drive at WDRQ/Detroit and WCAR/Detroit. 12 yrs experience. Personality oriented, one-to-one approach. Drive times or mid day. (313) 352-3553. Take me west, please! (8-10)

Sports Director experienced in telephone talk and PBP. Stability in solid medium/major market a must. Available for interview. MICHAEL WARD (718) 832-7684 or (718) 878-8399, after 5pm EST (8-10)

RON TATAR formerly KVOC, WWOK looking for a Country PD/MD position. Excellent credentials and references. Call (307) 235-3446 (8-10)

First ticket, formerly 2 yrs KCSN/Northridge, CA. Don Martin school grad. Crazy LARRY POWERS wants to work for you. Looking for Top 40, can do sports PBP and news. Call (213) 987-1044 or (213) 345-1176 (8-10)

Experienced, hard working pro that isn't afraid of working extra hours to make your station a winner. Looking for that elusive AOR gig. Formerly of KISR, KLCO, KTOW and KOLS. Great one-to-one communicator and production with vast music knowledge. Not a ster, but a pro with a college degree. Interested? Call LEWAYNE ROBERTS for tapes and resumes. (918) 939-0728 or (918) 446-1767. You won't be sorry. (8-10)

JIMMY BARE... 24, 8 yrs in major and medium markets. Looking due to format change. Last 4 yrs at WDEE/Detroit. Programming and operations experience. Desires DJ, PD or DJ/PD combo. Call (313) 485-7600 between 9am and 5pm. (8-10)

Black, talented and creative personality. First phone. Seeking on-air position. 2 1/2 yrs experience, KSUL, KPCC and KLOK. Electronics, strong sales, PR and promotion background. Capable of creating strong listenership. JOHN TAYLOR, 545 E. 11th St., #A, Long Beach, CA 90813 or (213) 436-8429. EOE (8-10)

COYOTE KINCAID, ex of WHBQ/Memphis, WNOE/New Orleans, WHB/Kansas City, etc. looking for medium/major market programming or on air. Good bucks and people a must. Call (501) 664-5155. (8-10)

Take charge news director now recognized as the leader in a midwest, medium market seeks career advancement. College grad with 4 yrs experience. TONY BRUS-CATO (313) 967-7408. (8-10)

5 yrs experience... PD, MD, AM and FM drive shifts and news. Agency production talent. First phone with strong voice. Looking for fill-in, utility position at your major market facility. (305) 743-5563, 2-7pm for tape and resume. Ask for PD, TOM (8-10)

Contemporary oriented minority applicant seeks new position. Presently working, 12 yrs broadcast experience including air production, operations and programming. Looking for programming or operations position, but will consider medium or large market jock. JOHN ANDERSON, 4212 Florida Dr., Rockford, IL 61108 or (815) 226-7142. (8-10)

Dynamic, versatile and hard working air personality with 13 yrs experience and first class license seeks air work, production with advancement opportunity at Top 40, Pop/Adult, or Country operation. BOBBY GEE, formerly WXCL/WZRO, WCRT/WQEZ, WAAY, WAAX. Call (309) 347-2786 or write 1256C Florence Ave., Pekin, IL 61554. (8-10)

8 yr pro with automation experience looking for a rocker in the West. Call VIRGIL (701) 222-1455 anytime. (8-10)

Announcer, 15 yrs experience, first ticket. Have worked Country and Top 40 formats. Can do production and newscasts. Prefer Florida or medium/large market in Southeast. BILL SMITHSON, (305) 448-1260. (8-10)

Music Director and air personality currently working in Top 5 market is looking to make a career move into a programming position. All markets considered, prefer Florida. Call ALAN (401) 737-7290. (8-10)

## Miscellaneous

KMED/Medford, OR, needs oldest record service from all record labels. I appreciate your help in getting our current service up to date and hope you can help with our oldest file. Send to Steve Woodburn, Box 1440, Medford, OR 97501 or call (503) 773-1440. Thank you (8-10)

Account Executive needed with strong agency connections to represent a freelance voice talent member AFTRA and SAG. Must know Creative Directors and Producers in your market. 1 yr. contract, 10% commission and bonuses. Will supply promotional materials and demos. Serious inquiries only, September 1 deadline. Resumes and references to "Agents," 3048 Redwood Ave., Ann Arbor, MI 48104. (8-3)

# OPPORTUNITIES

## Openings

WSSC/Sumter, SC, looking for 7-12mid jock who is on their way up, with good production. Tapes and resumes to William B. Sanders, GM, WSSC, Box 1468, Sumter, SC 29150 or call (803) 773-7369. (8-3)

KDON/Salina, CA, futures, 1st phone. Send tapes and resumes to Johnny Morgan, Box 1460, Salina, CA 93902 or call (408) 422-3366 EOE M/F (8-3)

WNAM/Appleton-Oshkosh's No. 1 station needs talented night jock with production skills. Must have prior experience. Tapes and resumes immediately to Ron Ross, WNAM, Box 707, Neenah, WI 54956 EOE (8-3)

KMEN increasing news staff, seeking newswriter with controversial delivery and good street sense. Must be able to gather and write own copy. Contact Ken Duke, Box 1290, San Bernardino, CA 92402 or call (714) 889-2651 EOE (8-3)

WOHO/Toledo needs midday personality with production skills. Tapes and resumes to Jay Scott, WOHO Broadcast House, Toledo, OH 43616 or call (419) 265-1470. (8-3)

WCAS/Boston has immediate opening for PD. Jazz/Pop/Adult, AOR. Send tapes and resumes to General Manager, WCAS, 380 Green St., Cambridge, MA 02139 EOE (8-3)

KBCQ/Roswell, NM has immediate opening for experienced morning DJ. Pop/Adult format. Excellent opportunity for future development at this 50,000 watt station. Must have 1st phone. Tapes and resumes to Merle Tucker, GM, Box 670, Roswell, NM 88201 or call (505) 622-6450 EOE (8-3)

91X-FM/San Diego now has openings for weekend people and couriers. Send tapes and resumes to Doc Rogers, 1250 6th Avenue, San Diego, CA 92101. No calls please. (8-3)

Accepting tapes, resumes and salary requirements for afternoon drive at our Pop/Adult station. Send to Kurt Scholle, WFVR, 1884 Plain Avenue, Aurora, IL 60505. No calls please. EOE (8-3)

Female news personality for mornings and middays needed yesterday. If you're polished and quick we have an exciting future for you at a 100,000 watt Pop/Adult station. Contact Jerry Sheeder or Michael Libbie, Box 578, Ft. Dodge, IA 50501 or call (515) 578-7333 (8-3)

KLOK/Tulare, CA looking for future air talent for Pop/Adult station. Looking for entertainer, not time and temp. Tapes and resumes to Ken Paige, 717 N. Mooney Blvd., Tulare, CA 93274 (8-3)

WHYY is accepting tapes and resumes for future 2-6am air personality for Montgomery's number one station. Experience and a third class license are required. Excellent opportunity and salary for the right person. Tapes and resumes to Larry Stevens, WHYY, 3435 Normanbridge Rd., Montgomery, AL 36105. No calls please. EOE M/F (8-3)

Wright & Assoc., Inc., would like to receive tapes, resumes and references for immediate and future openings nationwide. Our clients have openings for PD, personalities, news and production people. Send to Box 35295, Tucson, AZ 85740 (8-3)

KBFW/Bellingham, WA looking for morning man and a News Director. The morning man should be personality oriented and we prefer a Pop/Adult or Country approach. News Director with writing, reporting, public affairs experience and strong on-air delivery. Salary for both depends on experience. Tapes and resumes to Steve Lewis, KBFW, Box D, Bellingham, WA 98225 or call (206) 734-8555 EOE (8-3)

WGA/Savannah has morning drive opening. Send tapes and resumes to Jerry Rogers, WGA, Box 8247, Savannah, GA 31412 EOE M/F (8-3)

96Fever (WOKF)/Tampa-St. Petersburg is looking for a 7-12midnight personality who knows and understands Disco. 17th largest market. Tapes and resumes to Roshon, Box 1109, Clear Water, FL 33517 or call (813) 461-9696 EOE M/F (8-3)

Our morning personality may transfer to another station within company. Strong on-air and production for contemporary Country. No. 1 radio station in market. Send tapes and resumes to Betty Mastick, WDXI, Box 3845, Jackson, TN 38301 EOE M/F (8-3)

WLS-AM, stable, adult-contemporary for over 30 years in Top 75 market seeking solid mature Program Director. Good signal and engineering staff, nice people. Send tapes and resumes to Dave Lange, 600 W. Cavanaugh, Lansing, MI 48910. No calls please. EOE M/F (8-3)

KCMQ/Columbia, MO, looking for a great night time DJ. Must be able to handle engineering duties. Come work with this No. 1 station. Send tapes and resumes to J. Jay Stone, Box 459, Columbia, MO 65201 or call (314) 474-7630 EOE (8-3)

Openings for production director and copy and production person at WAXX and WAWY/Eau Claire. Experience and creativity essential. Contact Bob Holtan, (715) 832-1530 (8-3)

Opening for evening Top 40 jock. Tapes to Jeff Frank, WAEB, Box 2727, Lehigh Valley, PA 18001 (8-3)

WANTED: Experienced newswriter to do morning shift on top rated Florida Pop/Adult CBS affiliate. Must be able to write, gather, edit and assign. Responsible for 1/2 hour weekly affairs program. Tapes and resumes to T.C. Weberling, Box 1318, Melbourne, FL 32935. No calls please. EOE (8-3)

## Openings

KOJO/Laramie, WY is ready to pay good bucks to qualified Country personalities. We only want to hear from people who are dedicated to their profession. If you have experience and would like the opportunity to grow with us, send tapes and resumes to KOHO, Box 818, Laramie, WY 82070. EOE M/F (8-3)

Looking for AOR-FM PD and News Director. Contact Mark Renier, KKXL, Box 997, Grand Forks, ND 58201 (8-3)

WSAI-FM/Cincinnati has opening for a full time air personality for this top rated AOR station. Send tapes and resumes to Connie Baldassano, PD, Matson Place, Cincinnati, OH 45204. No calls please. EOE M/F (8-3)

Two hour board shift, and the rest of the time an award winning news team member. Pop/Adult KGGF needs two people, News-Jock, and Music Director-jock. If you're right for us, we'll do you right. Tapes and resumes to Bill Miller, KGGF, Coffeyville, KS 67337. (8-3)

Looking for a morning man who's funny and can do character voices as well as first class licensed engineer. Needed yesterday. Send tapes and resumes to Wayne Cane, PD, WHNY, Drawer E, McComb, MS 39648 (601) 684-8140. EOE M/F (8-3)

CKGM/Montreal has an opening for a dynamic energetic communicator. This is a rare opportunity to come live and work in North America's greatest city. Excellent high paying employment. If you can measure up to our standards. Contact Robert G. Hall, PD, Box 98, Westmount, Quebec, Canada H3Z2B5. EOE M/F (8-3)

Looking for News Director with professional delivery and hard working dependability. Tapes and resumes to Jack Hansen, KCLD, Box 1468, Highway 152, St. Cloud, MN 56301 EOE M/F (8-3)

WHUE-AM-FM/Boston's newest and Beautiful Music stations are looking for announcers for possible future openings. Must be strong in production and copywriting. Tapes and resumes to Bill Heizer, PD-WHUE, GCC Communications of Boston, Inc., John Hancock Tower, 200 Clarendon St., Boston, MA 02116 EOE M/F (8-3)

KVWO/10,000 watt Country, Cheyenne, WY is still searching for good aggressive talent. Many tapes but no winners yet. Good money for good people. Looking for air staff and news people. Experience a must. Contact John Ramsey (307) 632-0551 or Box 926, Cheyenne, WY 82001. EOE M/F (8-3)

K99/Great Falls, MT is still looking for knowledgeable AOR personalities who can communicate one to one. If you'd like to work for the only live FM rock station in Montana, please rush tapes and resumes to Brock Jenoff, K99, 2307 10th Avenue S., Great Falls, MT 59405 EOE M/F (8-3)

San Antonio's new KONO is looking for top talent. Must have killer instinct. Send tapes to Jojo Kincaid, Box 2338, San Antonio, TX 78298 EOE M/F (8-3)

Production wizard? What are your goals? The most beautiful and cultural area in the Southeast awaits you. 46th market. Comfortable salary and bright future. Production tapes, short airchecks and detailed resume to Production Wizard, Box 11727, Winston-Salem, NC 27106. (8-3)

KQDI/Great Falls, MT, looking for air talents for openings now and in the future. Tapes and resumes to Scott Greeley, PD, KQDI, Box 6760, Great Falls, MT 59403. (8-3)

Chief engineer needed for Anchorage's two powerhouses: FM AOR and AM Country. Must know automation and audio well. We're looking for a self motivator. Resumes and salary requirements to Marty Hamstra, Prime Time of Alaska, Inc., 2800 E. Dowling Rd., Anchorage, AK 99507. No calls please. EOE M/F (8-3)

KARN/Little Rock, AR has opening for air pro. News experience and/or pleasant personality approach to a good music format a-plus. Tapes, resumes, references and salary requirements to Mike Maloney, Box 4189, Little Rock, AR 72214. EOE (8-3)

Rare opportunity: News reporter needed for work in the finest facility in the Pacific Northwest. Need experience and the ability to present the facts on a "people" level with credibility. Tapes and resumes to Gregg Herholt, KYTE/KLLB, 2040 SW 1st, Portland, OR 97201. EOE (8-3)

WKBW/Buffalo, NY is looking for 12mid-6am air personality. Tapes and resumes to Sandy Beach, 695 Delaware Ave., Buffalo, NY 14209. No calls please. EOE (8-3)

KFQD/Anchorage, AK is looking for two newswriters. One of which to take over as News Director. We want people who can gather as well as deliver on the air with personality. No stuffed shirts or lazy types need apply. Tapes and resumes to Roy Robinson, KFQD, 9200 Lake Otis Parkway, Anchorage, AK 99507 or call (907) 344-9622 (8-3)

Looking for young, energetic Sports Director/Personality with good play-by-play and wide open opportunities. Tapes and resumes to Jack Hansen, KCLD, Box 1468, Highway 152, St. Cloud, MN 56301 EOE M/F (8-3)

A take-charge PD needed at top rated Black-formatted FM in an East Coast major market. Resumes and recent air checks to Cal Casey, National Programming Consultant, Drake Cheneault, 8399 Topanga Canyon Blvd., Canoga Park, CA 91304. No calls please. EOE M/F (8-3)

Top 40 and Country programmers and air talent needed for openings in Florida, Georgia and Alabama medium markets. Tapes and resumes to Lake Consultants, 3116 Fredericksburg Dr., Montgomery, AL 36116 EOE M/F (8-3)

## Openings

Network Newscasters: Creative, dedicated, productive newscasters needed to write, produce and deliver 18-49 demographically oriented newscasts and feature programs for RKO Radio Network. Conversational, Professional delivery; ability in creative writing and production techniques; major market experience and a proven track record. Top dollars. Tapes and resumes to RKO Radio Network, c/o News Director, 1440 Broadway, New York, NY 10018. No calls please. EOE M/F/Vets (8-3)

WAQY still needs night time rocker. If you can hold our 3 to 1 team leadership and attract 18-34, you're our person. Send tapes and resumes to J. Rising, WAQY, 45 Fisher Avenue, E. Longmeadow, MA 01028 EOE (8-3)

Talk to real people like the real person you are. Full service station with winning track record needs a professional warm communicator for middays. Top production abilities a must. Additional growth responsibilities if you can handle them. If you've put in your time to earn this position, come on home. Tapes and resumes to Bill Hoverson, KFGO, Fargo, ND 58108 or call (701) 237-5348 EOE M/F (8-3)

WEBC/Duluth, MN has two immediate openings, one for morning drive and one for evenings. Good money. Tapes and resumes to Rick Morgan, WEBC, 1001 E. 9th St., Duluth, MN 55805 EOE (8-3)

T95, KICT/Wichita, superstars FM and KFRM, Country AM needs full time off air production pro with creativity, copywriting, voices and adaptability to both formats. Tapes and resumes to Bob Lawrence, 14700 W. Kellogg, Wichita, KS 67235. No calls please. (8-3)

KFQD/Anchorage, AK is still seeking a PD to do mid-day board shift. We are number one in adults and have the best benefits and salaries in the state. If you are interested and serious send tapes and resumes to Roy Robinson, KFQD, 9200 Lake Otis Parkway, Anchorage, AK 99507 or call (907) 344-9622. (8-3)

FRANK N. MAGID TALENT SEARCH: Minorities are encouraged to be considered for news position at mid-west major market leader. You must display your abilities to "tell" news, rather than read it and show exceptional skills in creative, personalized writing. A great opportunity with superior pay to the right person. Sample copy, resumes and air checks to David Winfield, Suite 522, 2225 Randol Mill Rd., Arlington, TX 76011. (8-3)

If you can communicate well on a one-to-one basis with people and relate to a soft rock format, WMGK in Philadelphia has an opening for you in our announcing staff. Tapes and resumes to Bob Craig, PD, WMGK-FM, One Bala Cynwyd Plaza, Bala Cynwyd, PA 19004. EOE M/F (8-3)

## Positions Sought

Y100/Miami air personality now available. Call ALAN MICHAELS at (305) 531-2583. (8-3)

Former large market PD with research background seeking PD or MD position in Top 40 or Pop/Adult in Top 100 market. Call (303) 773-3198 (8-3)

Research oriented MD wants MD or PD position. At WOW/Omaha for the last two years. Call ROGER DAVIS (402) 333-9777. (8-3)

College grad with six yrs experience looking to move up to bigger challenge, presently news and operations manager. Looking for some announcing, operations and PD position. Pop/Adult, country and automation experience. Call JOHN WOLFE (614) 533-2914 after 3pm. (8-3)

Seeking on-air/PD position. Top 40 preferred, other formats considered. Programming and music research knowledge, news and production abilities. Prefer Northern California, other areas considered. Available within one month. Write to SAM ZEMA, 104 Main St., Belle Vernon, PA 15012 (8-3)

NICK SOMMERS, formerly with WAPE, WMYQ, WIFE, KTLK and KBPL. Sorry, I'm not a boss jock or a screamer, but I am bright, up, young and contemporary sounding. If this is what you're looking for, I am what you need. Experience in Top 40 and AOR. Call anytime (303) 922-3347. (8-3)

Professional pilot, 2,000 hours in the air, seeks job as air traffic watch. Medium or major markets only. Call BOBBY SMITH (805) 947-4636 (8-3)

Announcer with nearly one year's experience, strong desire and assorted qualifications, wants to be part of a team! Let's talk. Phone LARRY OLEK (313) 892-0482 or (313) 893-3178. (8-3)

Warm, friendly and human. 3 1/2 yrs experience in mid-west. Looking for medium market station. Day part only. Call JACK SWANDA (402) 477-5755. (8-3)

Former major market DJ, LA, DC, Miami, Houston with last 6 yrs in programming seeks position in medium market as PD, MD or daytime jock. Get all the facts by calling CAPTAIN BILLY (318) 237-4962. (8-3)

Announcer/DJ needs a break. Broadcast school grad, third endorsed. Wants on-air position or news. Willing to relocate. Call MICHAEL EMERY (303) 287-0049 after 4pm. (8-3)

No super jock, but damn good announcer. 41 yrs old, married, stable, 21 yrs in broadcasting, 15-20 thousand per year. Call RON (303) 633-6839. (8-3)

GEOFF FOX, WPEN, WGAR, WBT. Bright, funny, mornings, great with phones. Call (609) 627-0888. So I bit him! (8-3)

## Positions Sought

Medium market high energy communicator with 7 yrs experience and a clear understanding of Top 40 programming available now. Good references and good numbers. Phone CLIFF (915) 332-4917 (8-3)

Top 10 market on-air MD looking for move into full programming responsibilities as PD. Devoted, hard working and strong programming background. Contact P.O. Box 93, Cedar Park, TX 78613. (8-3)

Programming success stories: WMC-FM/Memphis and KTSA-KTFM/San Antonio. For resume call JOHN WAGNER (901) 362-5293 anytime.

Looking for my first jock job, limited on-air experience but loads of desire. Willing to relocate and anxious to get learning. Call KEVIN at (213) 388-5577. Help me get experience and I'll help you in every way I can.

Young talent available. JOHN LISLE GLOVER, currently mornings at WFLB/Fayetteville, NC, looking 20 yr old pro with 3 yrs full time experience. Top 50 markets only. Call (918) 323-0925 before 1:00pm EST or (918) 864-2818 after 1:00pm EST. (8-3)

Black communicator, 2 1/2 yrs experience, KSUL, KLON, KPCC seeking a Pop/Adult, Top 40, Jazz, Disco or Black Rock format position. Available now. Will consider all serious requests 545 E. 11th St., Long Beach, CA 90813 (213) 436-8429. Affirmative action employee. (8-3)

Looking for production or air shift, 2 yrs good experience in Southern California area. Copywriting and production excellent. Third endorsed. Call BRIAN JAMES at (213) 247-74209 for tape and resume.

I am tired of the major market hassles. TOM SULLIVAN, M-105 is looking for a nice medium market to settle down in. No offers will be overlooked. AOR or Top 40. Good production and plenty of music experience. (216) 492-8161 anytime. (8-3)

Midwest jock, PD, 4 1/2 yrs full time looking for medium/large or large market. Will relocate. MIKE SCHUFF (313) 561-7839 nights (8-3)

Help! I need a job in radio. No experience, but I have education, ambition, followed by ability and a third class ticket. Call J. ALEXANDER after 7pm (213) 933-4512 (8-3)

Successful communicator seeking 500,000 plus market job with an aggressive Country station. Experience as PD/MD, 13 yr pro, family man, 1st. Prefer mornings, but consider all day areas. Call after 6pm (502) 845-4776 (8-3)

Dependable, dedicated hard worker presently employed as MD/middays at reputable Southern rocker, but looking. Professional with over 3 yrs experience. Tight board and production abilities. Looking at Top 100 markets and good bucks. Call MIKE at (919) 488-4259 or (919) 323-0925. (8-3)

Major market Creative Services Director looking for bigger worlds to conquer. National recognition for production, writing and concepts (spots and promotion). Looking for top twenty facility, multi-track equipment, a sales staff that makes money when given a superior product and programming pros who encourage new thoughts and want a fresh contemporary sound. Discretion needed, so leave message with friend, mornings before 10. (603) 968-3666 (8-3)

If you need winning power during a.m. drive, we've got the product. Currently successfully doing major market mornings. Call now, we will share our mutual success. (714) 560-0212. (8-3)

Medium market (New England) MD/Personality with strong production skills considering move. Currently employed at competitive group owned station (2 yrs). Looking for job with chance of advancement on comparable or larger market. For details, resume, etc. write Box 961, Attleboro, MA 02703. (8-3)

Former PD KATT-FM, top rated AOR can put you on the top in your market. Call or write DAVID BELL (405) 943-0837, 2513 Cashion Pl., Oklahoma City, OK 73112. (8-3)

Major market air personality looking for major market only. Programming or air work. 28 yrs old, 14 yrs experience in Top 40. Formerly with WOKY/Milwaukee, KXOK/St. Louis, WMET/Chicago. Currently KSD/St. Louis. Call CRAIG ROBERTS (314) 889-9746. (8-3)

Medium market (Top 50) AOR programmer seeks career move to larger, prefer Eastern City. Pop/Adult, Top 40 or AOR. Good team member, good track details. (703) 339-5795. (8-3)

Dynamic voice over personality for nationally distributed TV commercials is looking to work for a radio station that appreciates talent. Would rather play records than sell them. 6 yrs previous radio experience including major market work. Call MARK HAHN (412) 821-2585. (8-3)

Secondary market PD of year - DAN STEELE, formerly of KTSA, WKBO, WPGC now available. Will consider all offers in Northeast. Call (717) 939-4905. (8-3)

EXPERIENCED MUSIC DIRECTOR/ANNOUNCER wants to settle in medium market west of the Mississippi. Vast knowledge of music in virtually any format AOR to Pop/Adult. If you're a forward thinking station call MIKE (612) 929-9554 anytime. (7-27)

I've reached the top here and am willing to start at your bottom. Presently morning drive MD looking for air position in small to medium market. 3 yrs experience plus 4 yrs college. Prefer Top 40 or Pop/Adult. Call BILL (309) 343-7588 after 2pm. (7-27)

*The Demand At Radio  
Has Been So Great  
That This Single Already Has*  
**“A REASON TO BE”**



**The New Single By**

**KANSAS**

**From The ALBUM “MONOLITH”**

On Kirshner Records And Tapes



Distributed By CBS Records

# THE BACK PAGE

## BREAKERS

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

### COMMODORES

#### Sail On (Motown)

77% of our reporters on it. Moves: Up 76, Same 8, Down 0, Adds 39, including WCAO, KSTP, KOPA, KC101, WOLF, WKEE, WTRY, WAXY, WNOE, Z98, KNOW, KEEL, KOFM, KZ93, WVIC, WHOT, KTAC, KROY, KFXM. See Parallels, charts at number 22.

### NICK LOWE

#### Cruel To Be Kind (Columbia)

73% of our reporters on it. Moves: Up 77, Same 13, Down 0, Adds 26, including CKGM, WLCY, Q105, WOKY, KIMN, WTRY, WTIK, WRVQ, WSGN, KINT, WNAP, KEYN-FM, KJRB, KTAC, KERN. See Parallels, charts at number 25.

### M

#### Pop Muzik (Sire)

62% of our reporters on it. Moves: Up 64, Same 15, Down 0, Adds 19, including CKGM, KSLQ, WFLI, WERC, WKIX, WJDX, WOW, WVIC, WHOT, KRSP, KMJC, KFXM, Y94, KBDF, KOOK. See Parallels, charts at number 26.

## NEW & ACTIVE

Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song Up on their charts, held it the Same (on to on, add to on, 31-31, etc.), moved it Down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

### GERRY RAFFERTY "Get It Right Next Time" (UA) 96/36

Moves: Up 44, Same 16, Down 0, Adds 36, including 99X-FM, WFIL, WKBW, KHJ, KIMN, WKEE, WKBO, WIRK, WSGN, KZ93, KRQ.

### BONNIE POINTER "Heaven Must Have Sent You" (Motown) 84/16

Moves: Up 53, Same 15, Down 0, Adds 16, including WCAO, Z93, KIMN, WTRY, 92Q, KTAC, KRUX, WLBZ, WAAY, WISE.

### ATLANTA RHYTHM SECTION "Spooky" (Polydor/BGO) 83/41

Moves: Up 33, Same 9, Down 0, Adds 41, including WLCY, CKLW, KHJ, WBBF, Y103, WERC, WNAP, KJRB, KROY, WJBQ, G100.

### JOURNEY "Lovin', Touchin', Squeezin'" (Columbia) 78/26

Moves: Up 41, Same 11, Down 0, Adds 26, including CHUM, WGCL, KIMN, WKEE, WNOE, KEEL, WNAP, KTAC, WLBZ, WRFC, WEAQ.

### ROCKETS "Oh Well" (RSO) 71/4

Moves: Up 42, Same 23, Down 2, Adds 4, WZZP, 92X, WEEQ, 14WK, WIFI d-29, WLCY 28-25, Q105 d-29, KSLQ 37-33, WOKY 28-26, KJR 25-22, KUPD 12-11.

### CHEAP TRICK "Ain't That A Shame" (Epic) 67/16

Moves: Up 39, Same 11, Down 1, Adds 16, including 96KX, 13Q, WHYN, WNOE, WLAC, WNAP, KROY, WFLB, KLUC.

### BLACKFOOT "Highway Song" (Atco) 65/7

Moves: Up 49, Same 8, Down 1, Adds 7, WZZP, KIMN, KRKE, 14WK, KDZA, KBOZ, KBIM, WIFI 29-26, WKBW 29-24, KRBE 27-21, Z93 22-19, KDWB 24-21, WGCL 30-29.

### RICKIE LEE JONES "Young Blood" (WB) 64/4

Moves: Up 47, Same 13, Down 0, Adds 4, WNAP, WANS, WEAQ, KBIM, WRKO 22-20, WLCY 30-27, Q105 30-27, KSLQ 30-26, WOKY 27-25, WGCL d-28, WZZP 33-32, KJR 14-10.

### MAUREEN McGOVERN "Different Worlds" (WB) 63/7

Moves: Up 46, Same 6, Down 4, Adds 7, 99X-FM, KVIL, KFI, WIRK, WFLI, WYRE, KYSN, WFIL 22-15, WKBW 20-11, CKLW 20-19, KSTP 18-15, WGCL 26-24.

### DOOBIE BROTHERS "Dependin' On You" (WB) 61/19

Moves: Up 34, Same 8, Down 0, Adds 19, including KDWB, 13Q, WKEE, WPST, WTRY, WKBO, WGH, WFLI, KOFM, KRAV, KJRB, KRQ, WISE, KYSN.

### HERB ALPERT "Rise (A&M) 60/24

Moves: Up 28, Same 8, Down 0, Adds 24, including WRKO, WPGC, Z93, KFRC, JB105, WAXY, Z98, KRAV, WISM, KRUX, WLBZ, WYRE, WAAY, WISE, KDZA.

### LOBO "Where Were You When I Was Falling In Love" (MCA) 56/11

Moves: Up 36, Same 9, Down 0, Adds 11, including CKLW, 13Q, KINT, KCPX, KRUX, KMJC, WFLB, WSPT, KDZA, KFXD, KBIM.

### PATRICK HERNANDEZ "Born To Be Alive" (Columbia) 51/6

Moves: Up 32, Same 9, Down 4, Adds 6, WBBF, WKBO, WNOE, Z98, BJ105, WXIL, KRBE 25-10, WGCL 16-8, WZZP 22-18, KHJ 9-7, KFI 14-12, KEARTH 3-2, KFRC 21-16, KOPA 25-18.

## Others Getting Significant Action

### JENNIFER WARNES "I Know A Heartache When I See One" (Arista) 47/17

Moves: Up 24, Same 6, Down 0, Adds 17, including WKBW,

# Radio & Records NATIONAL AIRPLAY/30

## August 17, 1979

THREE WEEKS AGO TWO WEEKS AGO LAST WEEK

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
2	1	1	①	KNACK/My Sharona (Capitol)
1	2	2	2	BARBRA STREISAND/The Main Event/Fight (Columbia)
14	8	5	③	EARTH, WIND & FIRE/After The Love... (ARC/Columbia)
19	10	6	④	ROBERT JOHN/Sad Eyes (EMI/America)
9	4	3	5	MAXINE NIGHTINGALE/Lead Me On (Windsong)
8	3	4	6	CHIC/Good Times (Atlantic)
20	14	7	⑦	SUPERTRAMP/Goodbye Stranger (A&M)
28	16	12	⑧	ELO/Don't Bring Me Down (Jet)
24	15	10	⑨	LITTLE RIVER BAND/Lonesome Loser (Capitol)
16	12	8	10	CARS/Let's Go (Elektra)
11	9	11	11	CHARLIE DANIELS BAND/The Devil Went Down... (Epic)
30	23	17	⑫	DIONNE WARWICK/I'll Never Love This Way Again (Arista)
7	5	9	13	RAYDIO/You Can't Change That (Arista)
—	27	19	⑬	ROBERT PALMER/Bad Case Of Loving You (Island)
3	6	13	15	DONNA SUMMER/Bad Girls (Casablanca)
—	29	22	⑩	NIGHT/Hot Summer Nights (Planet)
—	—	24	⑰	SNIFF 'N' THE TEARS/Driver's Seat (Atlantic)
6	7	14	18	ELTON JOHN/Mama Can't Buy You Love (MCA)
29	22	21	⑱	EDDIE RABBITT/Suspicious (Elektra)
5	13	16	20	DR. HOOK/When You're In Love (Capitol)
4	11	15	21	JOHN STEWART/Gold (RSO)
—	—	—	→ 22	COMMODORES/Sail On (Motown)
12	19	20	23	KISS/I Was Made For Loving You (Casablanca)
—	—	26	⑲	GQ/I Do Love You (Arista)
—	—	—	→ 25	NICK LOWE/Cruel To Be Kind (Columbia)
—	—	—	→ 26	M/Pop Muzik (Sire)
—	—	27	27	SPYRO GYRA/Morning Dance (Infinity)
17	17	18	28	JOE JACKSON/Is She Really Going Out With Him (A&M)
10	18	23	29	ATLANTA RHYTHM SECTION/Do It Or Die (Polydor/BGO)
25	26	28	30	CHEAP TRICK/I Want You To Want Me (Epic)

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

## MOST ADDED

ATL. RHYTHM SECTION "Spooky" (Polydor/BGO)  
 COMMODORES "Sail On" (Motown)  
 GERRY RAFFERTY "Get It Right Next Time" (UA)  
 JOURNEY "Lovin', Touchin', Squeezin'" (Columbia)  
 NICK LOWE "Cruel To Be Kind" (Columbia)

Complete Regionalized Station Listings on page 26 and 27.

## HOTTEST

KNACK "My Sharona" (Capitol)  
 ROBERT JOHN "Sad Eyes" (EMI/America)  
 LITTLE RIVER BAND "Lonesome Loser" (Capitol)  
 ELO "Don't Bring Me Down" (Jet)  
 EARTH, WIND & FIRE "After The Love..." (ARC/Col)

14Q, WAYS, WFLI, WSGN, KRAV, WSEZ, WFLB, KKLS, KCBN.

### TRIUMPH "Hold On" (RCA) 47/3

Moves: Up 26, Same 15, Down 3, Adds 3, KDWB, WAYS, BJ105, WKBW 10-8, CHUM d-23, CKGM d-30, WGCL 18-17, WZZP d-34.

### DIRE STRAITS "Lady Writer" (WB) 43/1

Moves: Up 28, Same 14, Down 0, Adds 1, WNAP, KRBE d-24, KJR on, 13Q on, WKEE on, WPST on, 14Q 21-20, WHYN 38-34, KNOW 24-16.

### MOON MARTIN "Rolene" (Capitol) 40/23

Moves: Up 6, Same 11, Down 0, Adds 23, including WKBW, WLCY, KSLQ, WGCL, KBEQ, KIMN, 14Q, WSGA, WISM, WCIR, WHHY, KBDF.

### DIANA ROSS "The Boss" (Motown) 40/8

Moves: Up 27, Same 5, Down 0, Adds 8, WRKO, KVIL, WKEE, 92Q, WNCI, KENO, WCIR, KSLY, 99X-FM 26-23, WPGC 28-23, WGCL 24-22, WZZP 27-24, KHJ 29-20, KEARTH 21-17.

### BRAM TCHAIKOVSKY "Girl Of My Dreams" (Polydor/Radar) 39/1

Moves: Up 28, Same 9, Down 1, Adds 1, KBIM, WKBW 27-21, CHUM d-29, KBEQ 29-26, KUPD 25-26, WAEB 6-3, WIRK 30-25, KRQ 17-14.

### F.C.C. "Baby I Want You" (Free Flight) 32/0

Moves: Up 20, Same 12, Down 0, Adds 0, WOKY d-30, WAYS 30-27, WLAC 38-34, WFLI 2-2, KRKE 27-20, WSEZ 39-32, WFOM 20-17, KBIM 17-14.

### BILLY THORPE "Children Of The Sun" (Capricorn) 26/5

Moves: Up 11, Same 9, Down 1, Adds 5, WAYS, WTIK, WHBQ, WAGQ, WRKR, KDWB 27-20, KSLQ 21-15, KBEQ 8-5, KUPD on, 13Q 21-18, KIOA 23-19.

### BAD COMPANY "Gone, Gone, Gone" (Swan Song) 26/2

Moves: Up 12, Same 11, Down 1, Adds 2, WOW, WEEQ, WIFI 27-22, KJR on, WKEE 33-31, WTIK 37-32, KXX106 16-12.

### HERMAN BROOD "Saturdaynight" (Ariola) 25/6

Moves: Up 11, Same 6, Down 2, Adds 6, KUPD, JB105, Y103, KEEL, BJ105, WNAP, WRKO d-29, KRBE d-29, WGCL 27-25, KHJ on.

### JONES GIRLS "You Gonna Make Me Love Somebody Else" (Philadelphia International) 23/2

Moves: Up 8, Same 8, Down 5, Adds 2, Q105, WAXY, KRBE d-22, WZZP 16-14, Y103 19-17, WLAC 32-22, WGLF 10-7.

### DONNA SUMMER "Dim All The Lights" (Casablanca) 22/19

Moves: Up 2, Same 1, Down 0, Adds 19, WCAO, WLCY, Q105, KOPA, JB105, WOLF, WHYN, WSGA, WRVQ, WNDE, KRSP, KENO, WGUY, 14WK, WRFC.

### ADDRISI BROTHERS "Ghost Dancer" (Scotti Brothers) 22/7

Moves: Up 7, Same 8, Down 0, Adds 7, KBEQ, WNOE, WBBQ, KERN, WSEZ, KSLY, KCBN, WIFI on, WZZP on, KFI on, KEARTH 27-25.

### BONNIE BOYER "Got To Give In To Love" (Columbia) 22/3

Moves: Up 12, Same 7, Down 0, Adds 3, 13Q, WBBQ, WLAC, WFIL 28-25, WIFI d-27, WZZP 29-27, KEARTH 29-28, WNOE 35-28, BJ105 36-29.

### STEPHANIE MILLS "What Cha Gonna Do With My Love" (20th) 21/6

Moves: Up 14, Same 1, Down 0, Adds 6, WZZP, KHJ, KEARTH, 13Q, WNDE, WFLB, WABC 11-8, 99X-FM 14-9, WFIL

Continued on Page 33