# factionts 

# Mt. Rainier Charity Climb <br> Turns Into Brush With Death 

Terry MacDonald's attempt to climb Mt. Rainier for charity (R\&R 8-31) was transformed into a life-and-death drama this week, as the KYYX/Seattle morning man and his guides battled fierce unexpected snowstorms and spent a dangerous night in an ice crevasse before a helicopter rescue was accomplished Tuesday morning (9-4).

Tying in with the Muscular Dystrophy telethons, KYYX had the $14,300 \mathrm{ft}$. Mt. Rainier officially renamed "Charity Mountain" and had teamed MacDonald with three experienced guides to make the as cent. planning for remote broadcasts periodically along the way.

At first, the climb went smoothly. though MacDonald seemed a trifle glum when R\&R spoke to him Friday afternoon (8-31) just below the 11,000-ft. level via KYYX's complex communications hookup. "I'm having a good time," he said, "when I sit down and take it easy. But on the ascent. with the actual crawling and climbing and painful step-by-step motion. I'm suffering." Offering advice to would-be climbers, he said. "I would suggest that anybody who hasn't done it. don't try it for the first time." MacDonald signed off by praising his guides: "'like ouly thing that's keeping them from getting to the top is me."

## Land Of The Freeze,

Hole For The Brave
MacDonald's last assertion was quickly contradicted by the elements. KYYX PD Tony Stone picks up the story, speaking to R\&R just after MacDonald and party had returned safe and sound. "Friday

## will appear in next week's R\&R.

## Bobby Rich Named PD At KHTZ

Bobby Rich has been appointed Program Director at KHTZ/Los Angeles. Greater Media assumed control of the former Storer station Friday (95) morning, at which point the new regime of Rich and newly appointed GM Tim Sullivan (R\&R 8-24) took over.
Rich told R\&R, "It's my dream. programming a radio station in Los Angeles. It's been a specific goal I've had for a long time. I'm realistic enough to know it's not going to happen overnight: we're going to build it on a solid, non-vulnerable basis. It won't be a last-in-the-pan operation One of the reasons I'm excited about this company is that they've been very successful with a lowkey approach, and now they've obviously decided to do something in this market, buying KHTZ and hiring Hert McCord ito head Greater
night at $8: 15$ they arrived at the summit, and 30 seconds later they were hit with a severe front that dumped eight feet of snow on them in the next 72 hours. The storms were highly unusual for this time of year: they even had avalanche conditions. Their tent started to cave in on them because of all the snow, and they kept digging themselves out." After another severe snowstorm, the party had to sleep for a night in a "gymnasium-sized ice crevasse."
MacDonald and his guides had been scheduled for helicopter pickup Monday (93), in order to appear on Seattle's MD telethon. But the severe weather conditions prevented that rendezvous, and the climbers awoke Tuesday morning with another front set to move in and the prospect of a possibly-fatal night on the summit if rescue was not achieved that day. Fortunately, the weather cleared enough for the copter to rescue them.
"It was very touch-and-go for a while," Stone told R\&R. "They really couldn't have stayed another night up there. We had a party of 12 men at the $10,000-\mathrm{ft}$. level ready to go up. But they're down, they're safe. To say that all the hopes and prayers of Seattle were with them up on Charity Mountain would be an understatement.'
KYYX received widespread media coverage during MacDonald's icy drama, and also succeeded in raising $\$ 27,000$ for charity. The station broadcast a tape of the rescue Tuesday night, and pictures of MacDonald's perilous climb (his first and in all probability his last)


Media's radio operations) and Tim Sullivan - they're definitely making a commitment.'
Rich came to prominence programming B100/San Diego in the mid-70's, and later became PD at $99 \mathrm{X} / \mathrm{New}$ York. After leaving that position, he has been working on a consulting basis with PD Glen Martin at B100.

## Hurricane Wreaks Havoc With Florida Radio

Two West Palm Beach stations (WJNO-AM and WIRK-FM) were literally blown off the air. A third, WPBR, along with Love $94 / \mathrm{Mi}$ ami, had to be evacuated. Top $40-$ formatted CK101/Cocoa Beach was asked to suspend broadcast operations by the Florida Light \& Power Company for 14 hours so that the utility could cope with emergency demands, and WMMB/Melbourne as well as two additional Cocoa Beach stations were reportedly forced off the air, as the South Florida area narrowly escaped disaster at the hands of Hurricane David last Monday (9-3).
Automated P/A outlet WJNO went off the air at 10 am Monday when its transmitter tower, which is set in concrete in the middle of Lake Worth, the intercoastal waterway between the city of West Palm Beach and the Atlantic Ocean, was blown into the water. The station had not yet returned to the airwaves by press time.
Meanwhile, Country-formatted WIRK-FM. renting tower space from WJNO, was also blown out

## Advisory Council, Arbitron Clash

## Over On-Air Announcements

Arbitron executives and the Arbitron Radio Advisory Council clashed last week over how to handle the hot issue of on-air announcements during Arbitron surveys. The Council members unanimously requested "that Arbitron delist stations engaging in the use of on-air announcements." However, Arbitron told the radio industry representatives that delisting is "too drastic at this time." Rather. Arbitron announced that. effective with the Oct/Nov '79 survey. it will supply to ad agencies lists of stations which engaged in on-air announcements.

At a special meeting, August 22. a Council Task Force asked Arbia Council Task Force asked Aring contracts of stations running the announcements.

- A listing on every report page of the information concerning onair announcements run during a sweep.
- Showing the offending stations below the line of the date pages which separates metro from nonmetro stations.
- Conducting more extensive and immediate research into the problem of possible impact of the announcements.
As a result of Arbitron's firm stance at last week's Bermuda meeting, the Council issued a unanimous opinion that Arbitron's pro-
when 75 mph winds wrapped WIRK's microwave equipment around the transmitter tower, causing the station to lose contact. In addition, an air vent used to cool the transmitter was blown open wider than normal, resulting in the transmitter being soaked by rains.
WIRK-FM Program Director Barry Grant detailed the situation for R\&R: "Right now we have engineers and consultants trying to dry out the transmitter. The tower has been restored, but until the transmitter is dried we will not know how much actual damage has been done. We feel the station could be off as long as a week. but we really have no idea.


## Stations Evacuated

Beachfront locations caused the evacuations of WPBR (a News station) and AOR-formatted Love 94. as 36.000 people in Dade and Broward counties were forced to leave their homes in the face of the impending disaster. According to Love 94 Music Director Ross Block, "The station is on South Beach within
posed solution will have little if any impact. Council members urged Arbitron to reconsider its position. Council Co-Chairman Don Nelson told R\&R that Arbitron "owes it to the industry" to take a strong, effective delisting stand, and that legal costs which Arbitron might incur as a result of a court challenge to the policy are "a cost of doing business.'
yards of the water, and we fully expected to have a couple of feet of water in here. But the starm didn't come close enough to do any damage." Nevertheless, the station was off the air from 6:30pm Sunday until 8:40am Monday.
However, stations which were able to continue broadcasting responded admirably during the crisis, marshalling their resources to provide listeners with up-to-the-minute news and weather information until the potential catastrophe had passed. WFTL/Ft. Lauderdale staffers ended up eating and sleeping at the station during the almost 48 hours of hurricane coverage, which included periodic updates from civil defense headquarters, radar tracking of the storm's path from Puerto Rico, and dispensing 9000 hurricane charts, consisting of a hurricane tracking map on one side and safety tips and emergency phone numbers on the other, free to listeners.

The reaction of Tom Daren, Pro gram Director for the Pop/Adult outlet, was typical: "It was one of the most incredible displays of unselfish devotion, hard work and loyalty that I've seen in my 21 years in radio." said Daren.

## Abandoned Formats

Once the hurricane warning took effect, most stations abandoned formats to pursue public service programming. For Top 40 outlet Y100/Miami, this meant live feeds from the National Hurricane Center in Coral Gables as well as a variety of news and weather information with station General Man-
hurricane/ See Page 22

## WRNO Sues For Damages After <br> Jock Crosses Street To WNOE

WRNO-FM/New Orleans owner Joseph Costello has filed a petition for damages against former air personality Scott Redmond Paisant (air name "Scoot"), contending that he breached his contract with the station by resigning to join competitor WNOE as an air personality. The suit, which asks $\$ 308,000$ in dam ages, maintains that Paisant's de parture cost WRNO both ratings points and advertising revenue.
According to the legal action. Paisant could terminate his contract "no less than 30 days prior to the expiration date," stated as August 24, 1981. Furthermore, in the case of the agreement's termination, WRNO contends that Paisant was contractually bound not to "take employment with any radio station licensed in Orleans or Jefferson Parish for a period of 181 days from
the date or his last appearance as a Talent on WRNO." The suit contends that Paisant announced his resignation February 7 of this year and went to work at WNOE the following day, thereby breaching his contract.
The suit goes on to state, "Because of Scoot's breach of contract WRNO's ratings drifted 1.9\% to a competing station, WNOE, at which Scoot is now employed," adding that WRNO's April/May Arbitron $1.7 \%$ downward "change in ratings is due solely to Scoot's breach of contract." It also holds him responsible, through the "drift in ratings," for an advertising loss of 2088,468. That figure, plus $\$ 20,000$ for "loss of time involved in replacement of defendant" and other costs, makes up the damages requested.


## Polygram Files To Collect Capricorn Collateral

PolyGram Corp has filed a show cause order in a New York U.S. Dis rict Court seeking to recover colteral used to secure over $\$ 5 \mathrm{mil}$ lion in loans to Capricorn Records. Capricorn and PolyGram, which distributes the financially-troubled Macon-based label, had been engaged in discussion for weeks seeking a solution to the outstanding loan problem and the ultimate fate of the label; but the talks fell through, according to PolyGram, resulting in the legal action.

A PolyGram statement main tained that "because of Capricorn's nability to repay the loans, Poly Gram has no other choice but to seek to recover property secured by the loans." The action seeks delivery, "in accordance with the provisions of various loans and security agreements," of "all master tapes, record and tape inventories, artist and production contracts, 1 licensing agreements, copyrights, and recording studio equipment. among other secured properties' from Capricorn and its two publish ing subsidiaries, No Exit Music and Rear Exit Music.

## Air Traffic

## Pioneer

## Green Dies

Herb Green, VP/GM of KMPC/ Los Angeles's Airwatch traffic/ weather reporting service, died of cancer Sunday (9-2) at the age of 66. He enjoyed an aviation career of over 50 years, was Golden West Broadcasters chief executive Gene Autry's personal pilot, and since 1959 directed KMPC's Airwatch operations. Autry commented, "He was a great humanitarian, a fine executive, but more importantly, one of the finest men I have ever known. We shall all miss him very much."

A PolyGram spokesperson commented "We take no pleasure in this action and do it reluctantly. We had sought to avoid it in lengthy discussions with Capricorn, explor-
ing a number of possibilities. When the discussions were halted, and after a great deal of soul-searching, we found we had no other choice in protecting our interests."


FREE TOLL
Your Toll for the Broadway Bridge
Courtesy of
Wes Cunningham FM-94
and
Ron Kane 1340-AM KCKN!!!
"The best traffic reports in kansas citr"


Otlicer Dave Wation, Overiand Parry
Missourl Polico Depar Iment Potice Depariment
KCKN'S TOLL TALE IN KANSAS CITY - KCKN-AM-FNIKansas they promoted their traffic reports by getting to area motll bridges in town, live (during rush hour) - on one of the paid over 2000 rolls for plea the Broadway Bridge. Stars and pessed out flyers about the stations santly surprised commuters and

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DeJoy, Dain Named RCA A\&R VP's


Ed DeJoy has been promoted to Division VP/Pop A\&R for RCA Rec-

## CBS Cuts Catalog Prices; Revises Returns Policies <br> program" with returns to be cred-

CBS Records has announced sev- stituted a similar action last week eral changes in its suggested list for selected catalog releases). Exand wholesale price structures, as act CBS titles to be affected under well as the establishment of new this new policy will be announced weturns and service policies. The big difference will be in the catalog big difference will be in the catalog area, as CBS drops list price on a "substantial number" of releases from $\$ 7.98$ to $\$ 5.98$ (Phonogram in-

## September 10.

Effective September 17, CBS will reduce cost prices $\$ 1$ on initial shipments of $\$ 7.98$ list releases included in the label's "artist development
ited at the price which they were purchased. Further list prices changes include: single LP and tape Masterworks releases now \$8.98; single LP Odyssey releases now $\$ 4.98$; 7 -inch singles return o former policy of shipping 25 free with each 100 billed. Cost prices on all product lines with the exception of the aforementioned Odyssey, Masterworks,7-inch and 12 inch singles, product with a suggested list price of $\$ 5.98$, and promotional product will increase approximately product, will inc
Exclusive of 7 and 12 -inch singles and initial shipments of product included in the "developing artist" program, CBS's maximum exchange percentage will now be 20 percent. Details of this new ex change policy have not been final ized.

## Dancemusic Radio--A Term To Fit The Format

Last week R\&R changed the name of its newest music radio sec lon from "Disco Radio" to "Dancemusic Radio." Stated simply, we believe that the radio format has outgrown the limitations of the term "disco." Disco is linked to a specific culture which, while widespread and influentlal, by no means incorporates the entire mass audience that enjoys the music. The term is limited, while the music itself has broadened to include many elements of rock, pop rhythms, and jazz, and the radio stations have begun to range even further afield to diversify their playlists.

Dancemusic Radio, a term as simple as it is descriptive, is a positive label for an expanding form of music and radio. Already radio station reaction has been highly positive, and Warner Bros. Itecords has changed the name of its Disco Department to Dance Music Department, motivated by R\&R's change of terminology. The disco culture may be on the wane, but Dancemusic Radio is growing creat ly, pulling healthy audience shares, and is here to stay for the 80 's.


CASABLANCA CORRALS COUNTRY CUSTOM CO. - Casablanca West, a pop/country-oriented custom label, has be日n formed by Snuff Garreft, longt/me producerlpublshar. Casablanca Record a forired that President Neil Bogart, in announcing Casablenca enter the country music hold. Nobls." Garrett sald, "Because of Nell Bogart and the Casablanca West become one of the leading country labels. Garrir sald, bocs, we're looking forward to a long happy family's dedication to axcallence in evary one West are Don Blocker as labal GM and John Brown as trall ahead." First appointments for Casablanca West are Casablanca fllmWorks will base a movia on the Marketing Director. Both principols denled a report . Marketing Dio above entlilad "Snuff Garrete \& Bogla The Kid,"

## Kastenmeier Predicts Hearings Soon On Record Royalties



Getting government regulation out of of broadcasting may be a currently popular desire in the industry, but one congressman recently reminded broadcasters that many times the government steps in because it's asked to.
Rep. Bob Kastenmeier (D-WI), speaking at the Illinois Association of Broadcasters summer convention last week said there's always going to be some governmental refereeing of broadcasting; whether it's asked for, as is the case of legislation to protect the rights of broadcast journalists, or resisted, as it is with performers' royalty legislation.
Kastenmeier has been looking into ex-
tending copyright law to sound recordings and collecting performers' royalty payments from radio stations. He is the Chairman of the Subcommittee on Courts, Civil Liberties and Administration of Justice.
Rep. George Danielson (D-CA) has sponsored copyright legislation, and Sen. Harri son WIlliams (D-NJ) recently followed suit. Both bills have the support of AFTRA and recording companies. In response to the added attention the Williams bill focuses on royalty legislation, Ted Griffin, Exec. Director of the Missouri Broadcasters Association, issued a warning to members alerting them to the dangers. Kastenmeier told his Dlinois audience to expect the legislation to be scheduled for action soon.

First Amendment Showdown Also coming up in Washington is a vote on the Press Protection Act of 1979, introduced by Kastenmeier at the President's request. This bill deals with the rights of journalists to protect the confidentiality of news sources (R\&R 4-6). Kastenmeier says he's seen support for this legislation from news organizations since the Supreme Court recently decided that surprise searches of newsrooms and confiscation of reporters' notebooks are constitutional.

## Update

By Jonathan Hall

## Will Sept. 6 Be Radio's D-Day?

" $D$ " is for deregulation, and all attention, for the moment, is on the FCC. Speculation earlier this week was that a discussion of certain advertising rules such as fraudulent billing and combination rates would be dropped because of several Commissioners opposing deregulation in these areas.

The final outcome of the meeting should be, in the FCC's words, a "Notice of Inquiry looking toward an analysis of all non-technical rules and policies which regulate the radio industry and consider changes in the Commission's policies and regulations concerning intra-industry conduct."

## Just A Big-Time Swap Shop?

What bothers radio broadcasters is the price they may pay for deregulation. For example, one broadcaster told $\mathbf{R \& R}$ that ascertainment is something which will continue to be done, as well as the keeping of some of logs. He said if it means giving up his FM station as a trade-off, it won't be worth it. As it stacks up:

Radio broadcasters, most having opposed the House of Representatives attempt at a rewrite, have concentrated their efforts and hopes on the FCC.

Congress is still talking, however, and the impetus for radio reform could come from the Senate. Several Senate Communications Subcommittee members expressed concern when the FCC postponed D-Day last month.

Citizens' groups oppose almost every radio deregulation idea, preferring to play by existing ground rules. (Editor's note: R\&R will have details of the FCC's Sept. 6 deregula-
tion discussion in next week's coverage.)

## FCC Looks At Legal Lottery <br> For Comparative Hearings

The next time you apply for a construction permit, you may find your name has to be drawn out of a hat. Virtually admitting that there may be no better way to decide among equally qualified applicants, the FCC is trying to determine whether to use a lottery system in comparative hearing cases for construction permits. Comments were due Tues. (9-3), but R\&R has learned that Greater Media Radio Co. was successful in getting a three-week extension until Sept. 21. The controversy was triggered when a construction permit for a new FM station in Media, PA was was granted to Greater Media in June. Denied were mutually exclusive applicants Alexander Klein and Roberts Broadcasting Corp.

Despite the extension granted to Greater Media, NAB had its comments in by the early deadline. It takes no position on the merits of the lottery system, but does welcome the consideration of alternative methods of selection. However, the NAB criticizes the Commission for approaching the lottery question after the Greater Media permit had already been granted.

## Broadcasters React To Closed Courts

Early last July, in a case involving the Gannett Co., the Supreme

## People

## Las Vegas

Curtis Beckmann takes over as new President of the Radio-TV News Directors Association. Beckmann has been News Director at WCCO-AM/Mirneapolis for over eight years. The RTNDA annual convention began yesterday (9-6).

## Bermuda

KNX/Los Angeles VP/GM George Nicholaw elected Chairman of Arbitron Advisory Council. He will take office next year and succeed Don Nelson, VP/GM, WIRE/Indianapolis and Ed Christian, VP/GM, WNICWWKR/Detroit, both of whom will remain on the council as past Chairmen.

## St. Louis

George Plimpton will be the keynote speaker at the NAB Programming Conference Sept. 9. The author of several best-sellers on his comic exploits in sports, Plimpton will address the Monday morning General Session.

## New York

The "Source," NBC's youth-orient-


George Nicholaw
ed program service began a 24 hour news operation, Sept. 1, and hired seven new correspondents to anchor 2-minute newscast. They are Carl Cramer (News Director WBAP \& KSCS/Dallas-Ft. Worth), Bill Crowley (reporter, WNBC/New York), Maryl Lynn (News Director, KHJ/ Los Angeles), Bob Madigan (reporter, KNX-FM/Los Angeles), George Taylor Morris (WPIX/New York), David Schreiber (WGBB/Merrick, NY) and Dara Welles (News Director, KEARTH-FM/Los Angeles).

Court ruled that courts could close their doors to the public and reporters during criminal pre-trial hearings. This week several media organizations, including NAB, asked the Court to reverse itself or narrowly define the applicability of the ruling.

R\&R has also learned that Gannett and Media General will go a different route. Since the decision six weeks ago, courts have been using the ruling not only to close pre-trial hearings, but preindictment hearings, trials, and conviction and post-conviction proceedings as well. Gannett and Media General want to litigate some of these instances and hope a new trial will result in a reversal of the Gannett ruling.

## FTC Update: Judge Clears Milk Ads

The government has been urging the public for decades to drink two or more glasses of milk a day, a Federal Trade Commission judge said, then dismissed an FTC complaint challenging the "Every Body Needs Milk" ad campaign in the early 1970's.

The government alleged the campaign misled consumers "with health problems such as allergies and symptomatic lactose intolerance." But Judge Daniel Hanscom said the problem related to only a tiny fraction of allergic people.

While rejecting the government's scrutiny of this campaign, the judge hastened to point out the FTC's power to review advertising and promotional practices in order to prevent
consumer deception.

## Sales Talk

Newspaper rates and cost-per-thousand have risen $90 \%$ while circulation since 1970 has stagnated, according to a new report from the Radio Advertising Bureau.

WLVV/Fairfield, OH sold to Heftel Broadcasting for $\$ 1.25$ million. It is Heftel's sixth FM station.

KLIF/Dallas, the former flagship station of Gordon McLendon chain, was sold by Fairchild Industries, which bought the station in 1971 for $\$ 10.5$ million, to Susquehanna Broadcasting for an undisclosed price (believed to be lower than the 1971 figure)

Claiming to have been losing money for the past five years, owners of KBCQ/Roswell, NM have sold their facility for $\$ 600,000$, of which $\$ 174,000$ will paid in cash at closing. New owners, who plan to program mostly Top 40 with 27 percent religion, are Frank Hawley and Gail Esposito, who are VP and Asst. VP respectively at Foster Management Co. of Stamford, CT and Business Development Capital Co., licensee of KSKY/Dallas.
J. McCarthy Miller, who owns 51 percent of WIBB/Macon, told the FCC he'd like to devote more time to other business interests and has asked the Commission to okay the sale of his portion of the station for approximately $\$ 320,000$ to Daniel and Arlette Haight, who own the other 49 percent, plus a local radio rep firm, Dora-Clayton Agency. Dan Haight has been the station's GM since last year.

# Y I ABME1 F1: IT M11 -11 by popular demand the finst single FROM "RUST NEVER SLEEEPS" 



Produced byt Noil Young, David Briges and Ikm Mulizan
(3) ON WARNER BROS./REPRISE RECORDS [I.

# $\frac{\text { Elvis On Campus }}{\text { Ons }}$ 

Despite his somewhat Iconoclastic attitute toward higher learning displayed in the quoted passage, students will be jivey in the halls of livy to Elvis Presley this fall. According to NowScript news service, the University of Tennessee at Knoxville offers a course entitled, "The Cultural Phenomenon of Elvis Presley: The Making Of A Folk Hero." Interested students are hereby advised that the class is no "Mickey Mouse," not only does com pletion merit four credits but the course is restricted to honor students only

## Radio Syndicator Pours <br> Olympic Gold

A daily radio series entitled "Olympic Gold" is scheduled to premiere New Year's Day, 1980. The program is designed to act as a prelude to the Winter Olympics in Lake Placid, New York and the 1980 Summer Olympics in Moscow, with an emphasis on the human stories behind the statistics and "with an accent on the American side of the events which have made Olympic history," said syndicator Toby Arnold.

According to Arnold, "Olympic Gold" is broken down Into two-and-a-half minute features to allow for prime-time programming in all formats. The program package also comes complete with sales materials, logos, promotional elements, original music and custom sponsor jingles. Dick Starr is the program's Executive Producer and the original music and jingles were written by Bob Piper. For more information contact: Toby Arnold \& Associates, Inc., 4255 LBJ, Suite 156. Dallas, TX 75234. Telephone number (214) 661 -8201.

## 96X/Miami Or 96X/Kilgore, TX?

With the recent trend toward substitution of "image logos" for the legal call letters, it has become increasingly difficult to determine which station is being referred to when the name " 96 X " is mentioned, for example. To aid in eliminating such confusion, California-based promotion firm Augie Blume \& Associates has applied computer technology to generate a list of "image $\log 0^{\prime \prime}$ stations.

| 20 | $96 X$ | See KKTX-FM | Kilgore, TX |
| :--- | :--- | :--- | :--- |
| 21 | $96 X$ | See WMJX-FM | Miaml, FL <br> OKlahoma City, OK |
| 22 | $96 X$ | See KXXY-FM |  |
| 43 | FM100 | See KISW-FM | Seattle, WA |
| 44 | FM100 | See KATT-FM | Oklahoma City, OK |
| 45 | FM100 | See KIOQ-FM | Los Angeles, CA |
| 65 | K104 | See KIOY-FM |  |
| 66 | K104 | See KKDA-FM | Fresno, CA |
| 67 | K104 | Seand Prairie, TX |  |
| 68 | K104 | See KIOG-FM | Erie, PA |
| Stations are listed numerically and alphabetically by logo, then by call |  |  |  |

Stations are listed numerically and alphabetically by logo, then by call letters and by city of license (see example). However, the present list is incom-
plete; parties wishing to help update the list should plete; parties wishing to help update the list should contact Augie Blume \&
Associates


## Cadillac's Ads Trad

While most auto manufacturers are touting their models' mph figures in their most recent ads, Cadillac will take a different tack relying upon a series of restrained "Tiffany"-styled radio and newspaper spots over the upcoming months. Spots will air in 30 malor markets with newspaper copy referring to the investment aspects of owning a Cadillac, noting, "smart money buys blue chips when the price is down.

## Frankfurt Radio's 12-Hour Rock Show Big Hit With Listeners

When the local German radio station Hessischer Rundfunk/Frankfur announced it would air 12 straight hours of rock music one Saturday night recently, response was greater than anticipated. Station sources re ported receiving 14,500 listener requests for the 117 -title playlist (consisting of rock hits from the past decade) which comprised the broadcast

Meanwhile, discotheques in the nearby cities of Kassel, Rossbach and Clausthal-Zellerfeld asked for and were granted special police permis sion to remain open past their usual 1 pm closing time so that they might carry the 12 -hour rock program. The station's normal news programming was also suspended for the course of the show, with two young men, Bernd Peter Arnold and Frank Bauer, filling in, presenting the usual news in the Teutonic equivalent of "Weekend Update

Fewer New Food Products For 1979 Recent months have seen a down-
ward trend for new grocery product introductions with no sign, as yet, of reversal. Dancer Fitzgerald Sample's "New Product News" re ported that there were 5.4 per cent fewer food and grocery prod uct introductions in the first half of 1979 than during the same per iod of 1978. Trend is most visible in the areas of frozen foods, snacks, crackers and nuts, according to the publication.


Binary
Bilinguist

It's easy to become an expert linguist with the aid of this talking translator from Texas Instruments. By simply using the keyboard to spell a word the digital display shows you the foreign equivalent, and the unit then says the word. The translator accepts up to 1000 words en Francais, Deutsch Espanol; stored in plug-in modules, Cost: \$250. Modules: \$50 each



With 50,000 reorders pouring in weekly, top 5 national AOR airplay, and an
acclaimed SRO concert tour continuing nationwide, The Kinks have exploded with the most spectacular album success of their legendary career!


## Billboard: 11*!!

By Demand! The NEW single
"Catch Me Now Pm Falling?",

# W/HAT'S NEW 

## Canned Execs:

No Fault Of Their Own

While these findings should come as no surprise to members of the ever-changing radio and record industries, a recent survey conducted by Eaton-Swain Associates of New York revealed that two-thirds of the fired executives surveyed in the business world at large were let go due to overstaffing problems arising in the aftermath of mergers, company reorganizations, new bosses wanting their own people in top jobs, and financial cutbacks, rather than the executives' performances. The survey encompassed 100 execs at 50 major corporations.

## A Stompin' Summer

## Weekend In Monterey

This ain't the summer of love, but it is the last summer of the 70's and promoter Chet Helms. who first made his mark in the 60 's by putting logether concerts at the Avalon Ballroom and Filmore in San Francisco, is putting together a "Tribal Stomp" in Monterey, CA on September 8 and 9 to celebrate. Helms and help hope that the concept will evolve into an annual Northem California Invitational Music Festival.

Performing at the post-Labor Day bash will be the Clash. Peter Tosh. the Blues Project with Al Rooper. Country Joe And The Fish, Dan Hicks And His Acoustic Warriors, and Commander Cody. Helms has secured the Monterey fair grounds to hold all the people, and provided child care, a gas hotline, and camping at the Laguna Seca Campgrounds near the fairgrounds that will accommodate a thousand people. For more information call (415) T.E.L.E.T.I-X

## BMI Moves; Signs New

License Pact With Resorts

Broadcast Music Inc. (BMI) has signed a five-year motelhotel license pact following recent discussions with the American Hotol Motel Association and the Novada Resort Association. The new pact, retroactive to January 1, provides for on-site discos, heretolore not covered under previous contracts. New licenses will be mailed shortly with fees to be based on annual live entertainment and music costs, ranging from $\$ 75$ minimum to $\$ 4100$ for operators with live entertainment budgets in excess of $\$ 100,000$

In a related development, BMI has announced its move to new corporate headquarters. The publishing organization will now occupy two floors of a 50 -story building on West 57th St. in Manhattan. The move marks the fourth for the society since its inception in 1940

## Mushroom, Nautilis To Market Heart "Superdisc"

Mushroom Records, in conjunction with Nautile Records, a division of Orion Marketing Lid., has announced plans for the manufacturing and distribution of Mushroom's "Dreamboat Annie" album by Heart as a "Superdisc." Mushroom will provide Nautilis with the original master tapes for the LP for $1 / 2$-speed mastering with the album to be pressed at a special top-quality pressing plant. The resulting "Superdisc" is a high-quality pressing with greater dynamics, less surface noise, and a wider frequency range than conventional albums.
Retailing at $\$ 14.95$, the "Dreamboat Annie" disc will feature the original album cover art as well as an inside sleeve made of rice paper and vinyl, which reduces the possibility of attracting dust and bacteria to the disc's surface. The record will be marketed through Nautilis's usual network of specialty sound shops and via Mushroom's usual distributors.
"Is That A

## Poland Water

In Your

## Pocket Or

Are You Just

Glad To See Me?

Having "decided to break my vow of commercial chastity" (as she put it in the ad's copy). America's foremost octogenarian sex-symbol Mae West is purring the praises of Poland spring water in a California-only spot radio campaign, which began at the end of August. West says she consented to the endorsement, her first, because she had been drinking the bottled beverage for 20 years ("ever since I was four"). "I invited the boys from Poland Spring to come up and see me sometime, and they did," explained West.

Collison Named VP Of Marketing For Solar
Edna Collison has been apposinted Vice President of Marketing at Solar Records. Most recently. Collison served as Vice President of Tentmakers. a personal management firm handling LTD, Larry Graham and P'atrice Rushen. amonk others. P'rior to her involvement with Tentmakers she held national and regional promotion positions with Sussex Records and Motown Records. respectively. Collison began her industry career with RCA Records.

Cataldo Named National Promo Director At Polydor
Bill Cataldo has been named National Promotion Director at Polydor Records. Cataldo comes to his new position from a similar post at Atlantic Records. whom he joined as a local promotion rep in 1974. He will be based at the label's New York offices and will report to Polydor Vice I'resident of Promotion Jim Collins.

Lubov Named National Publicity Director At Chrysalis
Ms. Toby L.ubov has been pronoted to Director of National Publicity at Chrysalis Records. Most recently. Ms. Lubov, who joined the label two years ago. was Manager of West Coast Publicity. Prior th her tenure with Chrysalis. she held positions with ABC. TV and sersed as ant assistant to Mr. Kebert F. Kinnedy.

## Sternberg, Stewart Form Starburst Management

Harriet Sternberg and Walter Stewart have joinly announced the formation of an L.A.based fullservice artist development company. Starburst Management. Prior to the formation of Starburst. Sternberg held management/publicity positions at Far Out Pruductions, London Rerords and Chappell Music. Stewart, noted for his record profluction work with Johnny Rivers and Stonebolt. most recently served as General Manager of Soul City Records.
Starburst Managentent is located at the Taft Building. I(880) N. Vine St.. Suite \%(\%). Hollywood. CA


## Maltz Named Chairman,

## Hirsch Upped To President

 At MalriteMilton Maltz has heen elected Chairman and Chief Executive Officer of the Malrite Brondcasting Company by the firm's Board of Directors. Maltz comes to the previnusly unfilled pusition from his post as P'resident of Malrite. a position which he had held since the company's inception in 190 ot .
Carl Hirsch. neanwhile, has been promoted to Pres ident and Chief Operating Officer for the firm. filling the pust vacated toy Maltz. Most recently Executive Vice President for Malrite. Hirsch previously served as Vice President and General Manager of WHK. WMMIS/Cleweland. W RCP-AM-FM/Philadelphia and LCOE-AM-FM/Akron. In addition, the 33 -year-old Hirsch held varionw posts at W(M)M/Miani. WKNT/Kent. OH. and WERE/Clrveland.

## Manocchio Named National Pop

 Promotion Director At AtlanticMike Manorchio has been promoted to National Pop Promotion Director for Atlantic Records. Manocchio joined the label as Midwest Regional Pro motion Director in 19:7. rising to the Assistant Na tional Pop Promotion Director position. Prior to his joining Atlantic. he held a regional promotion poss with ABC Records for over three years and a local promotion position with Capitol Records for three years as well.
Manocchio beepan his industry career as the manayer of several Ohio rroups and as part-owner of the Euphoria rock club, taking his first promotion job with DC Distributors in 1970. He will report directly to Atlantic Vice President of National Promotion Vince Faraci

## Concert Promotion Firm Debuts In L.A.

Now in their tenth year of publishing the Official Talent \& Booking Directory, the Talent \& Book. ing Publishing Company is expanding into the concert promotion amea. Accorrline to Stere Tolin. Editur/ Publisher for the firm. Talent \& Booking Produc tions will be producing and promoting concerts, mu sic festivals, trade shows and other events. mostly within the Los Angeles area.
Talent \& Booking Productions will be headed by Ju-ff Dulbin, who for the past five years has promoted shows for the University of California at Berkeley and Caravan Concerts in Arizona. For further infor mation, contact: Talent \& Bimoking Productions, al133 Sunset Blod. Suite 22: Lus Angeles. CA (xM128. 12131464-83(6) and (8461) 121-41(1).

## Definitely Dylan



# "Gotta Serve Somebody" A Single With A New Direction 

WRJZ add KJRB add

WCIR add WISE add

WAKX 33-28 CHUM 28-21

Taken from the Columbia LP "SLOW TRAIN COMING" - Produced by Jerry Wexler/Barry Beckett FC 36120

## Gary Owens

A posse of literary folks were discussing the physical descriptions of various well-known writers throughout history . . . and among the current crop of succesafful authors Michael Crichton ("Andromeda Strain") is probably the tallest, at six feet eight inches.

This stature brought to mind
how about people in our business of radio? KMPC's new Program Director, Jim Davis is six feet seven, and to the knowledge of the GO column that may be the top! If you know of any PD taller than Big Jim let us know.

In addition to being a handsome tall guy Jim has sucoessfully worked at 21 radio stations since he was 14. He joined Golden West Broadcasters from WPEZ/ Pittshurgh, and speaks with a thick Japanese accent. At KMPC's program meetings his voice is dubbed into English by Paul Frees and Marni Nixon.
According to the same informed sources who just gave me the above item, there are several other radio records. The shortest Program Director in the United States is Niles Grelk . . . a free-lance pygmy for several years before becoming the national PD for the Hitler-Mengele chain of stations.

Niles is 2 feet 8 inches tall. His hobby is going into elevators and staring into people's back pockets.
Meanwhile, the skinniest programmer in radio is Sheldon "Bones" Foogler of the Swine Bladder-Porker Group of stations. Sheldon once worked in Los Angeles, where his thinness was not even noticed. In Smor City, so many people are on diets the state is now called IFORNIA No Cal!
Every time Bones looks at himself in a mirror . . . he winces at the fact that his arms and legs are so thin that when he puts on dark glasses he looks like a praying mantis.

Bones has always gone by the diet theorem . . . if it tastes good spit it our!
The fattest PD that we've heand about is Avoirdupois J . "HeiferFace" Zook. Heifer-Face runs the 42 stations in the frequently spat-upon Leopold-Loeb chain! The Manager of the flagship station claims that H-F is so fat that whenever he comes over to his house, the Mgr. knows who it is before he opens the door. He never has to walk to the door he slides . . . because with Heifer-Face standing out there it's downhill.
Zook weighs 507 pounds and because of all the tension connected with the job he is wasting away to a blimp. He was accidentally harponed by a group of fishermen off Zuma Beach this summer.

Our report also shows that the most ego-oriented program director is Kyle "Napoleon" Dwirf
who runs KCUF. During the oil slick problems in California's coastal areas he was P.O. ed because it affected his daily walk on the water!
The most unusual girl in radio is Selma Preltz . . . she is distributed as follows . . . 39-$24-38$. . and the 24 is her neck size.
She does project a winsome warmth . . . and is doing a fine job at her new station, which prograns only to the Boat People demographic. As a child Selma used to be afraid of the dark. so her mother always put a flashlight next to her bed. This cured Selma of her fear of the dark, but now she's terrified of flashlights Ishe's never gone out with one).

## $\omega$ <br> LEE ABRAMS JOINS KENT BURKHART FOR SYNDICATION VENTURE <br> PHOENIS- PAT MARTIN NAMED PD WRIZ/ PADUCAH <br> NUMBER ONE FIVE YEARS AGO - "I Shot The Sheriff" - Eric Clapton (RSO) <br> NUMBER ONE COUNTRY - "Please Don't Tell Me" - Ronnle Milsap (RCA)



## Syndication Standings: Nielsen Measures Favorites

As part of its regular sweeps (the last batch tabulated in May). Nielsen rates nationally distributed syndicated programming. According to the ratings, "To Tell The Truth" is tops, followed by 2) "Family Feud PM" 3) "Evening Magazine" 4) "PM Magazine" 5) "Muppets" 6) "Name That Tune" 7 ) "Hollywood Squares" and "Lawrence Welk" Hed, 9) "Newlywed Game" and 10) "Match Game PM. " The ratings are a trifle misleading, however, since "To Tell The Truth" achieved its number one position being shown on just 11 surveyed stations, while "Family Feud" is on 134 and Weik bubbles over 198. Rating figures projected into estimated homes reached show "Family Feud" the top attraction, with the "Muppets" and "Lawrence Welk" trailing closely and "Hee Haw" (not rated in the top ten) next. Using that method of measurement, after the welter of game shows, the top former network series furns out to be "Mary Tyler Moore," with surement, after the welter of
"Carol Burnett \& Friends" next

## ABC Wins Close Contest

ABC continued its preseason "exhibition" hot streak, winning the network battle in Nielsen's ratings week ending August 26, but its margin was reduced. CBS came within a point of ABC's 16.1 average rating, scoring 15.2, while NBC finished third with 12.9. ABC had six of the top ten to CBS's four, but CBS took the first two positions with "WKRP In Cincinnati" continuing a red-hot summer to lead the pack and "MASH" following closely behind. The remainder of the top ten were 3) "Three's Company" (ABC) 4) "Charlie's Angels" (ABC) 5) "Taxi" (ABC) 6) "Lou Grant" (CBS) 7) "Vegas" (ABC) 8) "Alice" (CBS) 9) "Happy Days" (ABC) and 10) ABC's new detective drama "Hart To Hart

ABC and CBS divided up New York, Los Angeles, and Chicago fairly evenly in Arbitron's ratings for the week ending August 24. In New York, CBS's "The Jeffersons" came in first, followed by a five-way tie for second featuring "Alice," "MASH," "Taxi." "Charlie's Angels," and "Three's Company ." Next came 7) "Vega\$" and seven programs tied for 8th: ABC's "Angie," "Barney Miller," "Carol Burnett \& Co." and "Carter Country." plus CBS entries "Kaz."' "Lou Grant," and WKRP

Los Angeles gave the nod to "Three's Company," followed by 2) "Taxi" 3) a tie between "Alice," "Happy Days," "MASH," "Mork \& Mindy" (ABC), and "Vega\$" 8) "The Jeffersons" tied with " 60 Minutes" (CBS), and 10) "The Ropers (ABC) tied with ABC's Sunday night movie. In Chicago, "Three's Company" also led, followed by 2) "Taxi" 3) "Vega\$" 4) "Charlie's Angels" tled with ABC Sunday night movie 6) CBS's "Lou Grant" tied with ABC's "Starksy \& Hutch," NBC's "Eddie Capra Mysteries," and a WBBM-TV news show 10) a three-way tie between a WLS-TV news update, "The Jefter. sons," and NBC's "Saturday Night Live" (Arbitron, unlike Nielsen, does not restrict its ratings to prime-time hours, ac counting for the appearance of various news updates and flukes like "Saturday Night Live").

## TODID DOD PR:

KSL-TV/Salt Lake City has begun testing a hybrid "teletext" system (R\&A 8-31), under which viewers utillze a push-button phone to query a computer data bank. The computer then interrupts the teletext cycle as it's
flashing by on their TV flashing by on their TV screens to the requested page ... Biggest U.S. test of "teletext" to date will occur in Coral Gables, FL next year as Knight-Ridder Newspapers Inc. plans to pour $\$ 1.3$ million Into the project. The Knight-Rldder system will be of the "viewdata"' nature - carrying news, leisure activities info, and some advertising over phone lines hooked up to TV sets. The Knight-Ridder system will be linked to 20-20 receivers, rotated among 150-200 homes. AT\&T will provide the phone link-ups and Is said to be vlewing the experiment "with great interest". . . Meanwhile, General Telephone \& Electronics Corp. has the exclusive U.S. IIcense to the British Post Office's "Prestel" system and is planning to test it shortly. The Prestel system uses about 150 information providers, offering almost 150,000 pages of games, timetables, restaurant listings, consumer-product evaluations arc. to Londoners. Viewers pay pennies for each phone call and for use of the computer (the Post Office also collects a $\$ 1$ fee for the provider). Approximately 1000 London sets are currently connected with the Prestel system . stay tuned for part three of teletext developments next week

## ERR WAVES



BY BOBBY OCEAN


## It's time you got to know him on a first name basis.

Most Added Single Of The Week


## HBEE salions are SCORNG WiH "Beaniful GRIS

| 96KX 27-23 | KNOW deb 35 | WISE on |
| :--- | :--- | :--- |
| 2979.7 | KXX106 23-20 | WANS deb 33 |
| KBEQ 37-34 | WRJZ on | WGBF on |
| KJR on | KZ93 on | CK101 24-21 |
| KUPD deb 26 | WGUY 23.19 | KBDF on |
| JB105 on | 14WK 38-35 | KOOK add |

Produced by Ted Templeman

## ". . . And With The News, Here's Les Capable."

It can be frumtrating lintening to radio newn when the Berge (uontient in mo high you come away with frw facte or anewern but a whole list of questions.
sometimes an unanswered question is "how did that clown plan the erditorial content of that newncant ... by apin the-bothe?"
hy nim-
Thowe who lelieve Jimmy Carter'h sternwhereler trip was the bent pomsible leut story ut the time may an well nkip this part of toxday "n "Rip "N'Read" becaume I m only going to offend you. If the boat hat sunk or caught fire. I would have been right there with full coverage lcoveruge in alwayn full, I guesw. I never hear anyone announcing they'll have partial coveruge of anything. . . I but it meemed improbable lo me that my friends were highly interested in how many handshaken-per-mile the President stacked up while smiling his way down the Mimsissippi. and in all honenty I didn't get one quention ubout it Irom anyone.

But we could debate story melection and the editorial procens forever and only confuse ourselven, wo whip on over here the kind of Bono Quotient my close friend Len Cupuble speciulizes in. The categoripn could be broken down into

Going Halfway - the continuing ubility to raise three questions and answer only iwo
Being Halfbaked - a skill enabling Les to get a story on the uir with no doublecheck
Warning! Parental Guidance should be exercised in allowing the Sheltered to read the next category, which containn reference to a physical-mounding hut mental handicap involving partial loss of glutaeus. .

Sounding Half-Assed - originated by Iman-on-stneet interviewerl Wally liallew, whose reporth were famoun for bein
oblivious to major events happening audibly in the background; i.e.. Wally droning on without noticing wild gunfire und screaming perhups 20 feet away
We all notice for are part of various Bono-like actions from time to time. In the lant few weeks I heand mome that deserve nomination, in all three Bozo categories. The most half-assed news block was on a clear-channel news/talker in the South. As Hurricane Duvid approached threateningly the afternoon editor ignored it for ut least 25 minutey leuing the major interest story remain unmentioned from the time I got in the car at 5:05 until I gol out at 5:30.

I'll not name the station because as - as we all do when we Boas ont - they probably have some intelligent explanation/theory/justification. But I will tell you this: an hourly breakout of the most recent Arbitron in that market indicated massive audience changes when a major story was breaking. People shifted away from nearly all stations; the numbers doubled at the News/Talker, but tripled at the dominant rocker! That illustrates that when people serioualy wite numbers news coverage they knew the rocker would deliver whilecker. That inanatea because the $N / T$ station and screaming. I Il bet!

Under the "Going Halfway heading a list of examples might inclucle a Los Angeles stationgiving a traffic bulletin on an overturned and burning gasoline tank truck. then going some 9 ) minutes with no further mention of it, ulthough six miles of freeway were totally closed. The Boao syndrome shows under the "Beink Halfbaked" listing when a Texas Country station braodcasts a story about a tropical storm and - in the same story - gives three different locations for it. Not only did the is hulfbaked!

My pal Les Capuble gets around a lot. I seem to hear him everywhere.

## Monday Sept. 10: Wanna Forget Watergate?

Me too. after a quick mention of today"s fifth anniversary of the least successful trial balloon flight of recent vears, five years ago today when the White Honse tested public reaction to possible blanket pardons for all Watergute suspects. The public. as it turned out, expressed the consensus that mass pardons would be much worse than. say. eating bugs . . . and dea was rapidly dropper
Roger Maris is 4.5. Jose. Feliciano 34 und Arnold Palmer 30

## Tuesday Sept. 11: Landry Doing 55

The Dallas Cowboys' guiding light, coach Tom Landry. was brought upon the Earth 55 vears ago today at Mission. TX. Ken Kesey is 44. It was nine years ago today that Timothy Leary escaped from a California prison, touching off a world wide manhunt in $196 \%$. Leary was finally caught. did more time. got out and then, by golly here late last month I heur hrey grabbed him aguin and gave him another taste of being in. I'm sure Doctor Leary would much rather be out, Far our

## Wednesday Sept. 12: Your Tool Invented

The basic newsroom tool was introduced to Americans l0.5 years ago today. as Remington's typewriter was demon trated. It had all capital lefters and no one saw much use for it right awav 118741.

Maria Muldaur is 37 .

## Thursday Sept. 13: Star Spangled Banner

The is the date all those rockets were glaring und bombs bursting in the air, hack in 1814, with Francin Scott Key bbling down the words to what we now call our Nationul Anthem.
The Attica prison uprising reaslted in 41 deaths, as New York State troppens stormed the institution on this date in 1971
Jacqueline Bisset is 3.2. Mel Torme 54 and Chicago vocalist/hassist Peter Cetera is 35
The coin telephone was patentert in $18(\mathcal{K})$ by William Gray
ratificd los the statem and hecamp effective were authorized 191 years ako luday 117881 in the same year the Constitution

## Friday Sept. 14: Just Another Example

About eight inches up this column I was carrying on ubout people who do things in a halfwas manner, such as starting wrnething and not really finishing it in a properly professional way

The resparch I'ie done on siptember 14th annisersaries is reanerifilly offered an vat another example

## "Mhatitule dita" <br> A reliable source who is never wrong.

Hot Ice STONE DISCO RR 2001
Featuring the first single HONKY TONK WOMAN
b/w
19th NERVOUS
BREAKDOWN
RR 418

Keith Herman THE NEXT SONG IS...

RR 2002 Featuring the first single SHE'S GOT A WHOLE NUMBER b/w HIGH SCHOOL Q.T.

RR 417

Extended Measurement Is There A Longer Sweep

In Your Future?
Yousay you just received sour A/M '79 tithing from Arbitron, and row're looking the book over, under, sideway and down, trying to plan for the upcoming ON 79 surv in your area? is that what's troubling sou, Bunk? Then just imogene what swat counterparts in Seattle. New Orleans, and lidiarmpals are going through Their Fall 79 Arbitron sweep started vestreday $(906)$, and rums whtllase November, the ISth to l be exact Stations in these markers are involved in testing on now Arbutron concept called Fitended Measurement, and while just these three markets are involved it iwo 'wellie week swoops per year now. sour inarker's turn mas not be low, far down the road

What is Extended Measurement. What is its futures, and how might il alee stations around the crate To copmulize. Extended Measurement (mas we call it XMP) is an attempt to improve Arbitronis curves to sampling markets twice a sear for twelve weeks at al time rather than two four-werk sweeps per wat, or whatever the current rate of sure Irepence is in your market The current plans at Artist from call for XM to be expanded to cower markets across the coventry bo 1982 Finals, the impact on radius stations is expected to be primarily in the area ot ailvertowng and promotion.

## In The Beginning

Fatended Measurement wis created largely by Artoleromi , VP and General Manager of the Readies do zwolle. Rich Aurictio. Arbitron could sex that new competitors well as Tree 7 and Burke were going to survi- 45 weeks per bear, and that mans in the on divers left that longer sweeps were an improvement In the trade, measurement fred Aurichere conceived alate whereto broackasters in Seattle. New Orleans. aril Son Diego were given the opportunity to have "II "tented" in their markets. Broadcasters in San Diego were unwilling to pay the premium requires Io Arbitron to cover the costs of the longer sweep. but the stations in Seattle and New Orleans went aknog with the Arbitron suggestion. This was quite a coup for Aurichio. gelling stations to forego the reg. uar sweeps in favor of XM testing. and getting the stations to pay more for the tests in their markets.

In the Spring of 98. Extended Measurement was begun in Seattle and New Orleans, with Indianapoc joining the ranks of test markets this past Spring survey In these markets, the regular sample (1200) $15(0)$ infahl that was used in the past to sample four works was now spread over 12 works. Some fere that this does not really improve the reliability of the messurement, and that Arbitron should increase the sample size if they are going to charge more for XM. It is important to remember, though, that the current

## Q\&A

We were asked recently. "How important is it to send in new program logs to Arbitron prior to each survey in our market?"

With the O/N ' 79 sweep son n upon us, this is a timely question. The answer is that it is vital that your station send in new. correct. updated program logs to Arbitron far each survey. The information about air personalities, syndicated programing features, sports, and any other meir features your station may run nerds in he correct. since Arbitron's editors base their cerditing decisions on what the stations send them. No information on programming is carried by Arbitron from survey in survey, so even if your morning man has been king -of she hill forDer in your market. you hair in hern sending in his name to receive the credit to which your station is entitled. An example of what ran happen if you don't handle this chare property courted in New York in the A/M 78 surer. WOR ural down significantly because they did not send in to Arbitron program info listing John Gambling. their Iong-time morning man. as bering on air for the station Diary mentions which just read "John Gambling" could thus not be credited to WOR You'll sue your station, and Arbitron, a lot of grief if yous sold in updated and complete programming info cosh old every survey in your arras.
setup of XM is really just a teat, and then Arbitron may iveled increase sample sizes should the tech. ague get nationwide use. I leet that more sample per well would her heiphal, but the question is are the broadcasters willing to pay more maury to AtBaron for the larger sample sizes?

## Monthly Reports "Helpful?"

A feature of Eatmited Measurement that has golem some attention is the monthly "tract" report put out to the subscribers during an XM swap The stations receive a copy of estimates for broad therm and diasparts hasexion the rems for mach af the lour weeds of the 12 week surfer Supposedly, program. mes and managers can we the monthly moors to got problems ant mate arifustoments during the XMI swap Howner, them exports have ow me under sulu
 bens for one month if thess that a gond book loo the first month of the sweep a practice Ashifrom, anted most stations leet should be probitsited dur to the stall monthly sample and the inthereme flesetwations Another more recurring cones is that the timing of the monthlies is not really helpful during the current XM survey Bs the thane the stations revolve the first monthly summary. It is usually well into the second survey month Thus, should a problem be spout feed from the broad melormatoon avaltatble in the monthly, it is teals too late to make any effective adjustments for the last survey month From what some bread easters fell mes. about the lest use for these summary reports is to perhaps preselect what the sta ton's final overall numbers will br e like and even that is not really predictable laved on the numbers from the three monthly reports Some stations take the three reports and average the numbers included. expecting to duplicate what Arboreal will show in the final, detailed report. No go, however, since Ar bitron throws all of the 12 were sample into. "pot at the end and reweights the entire sample Averaging max show significant differences |rom what the final book will indicate for a station. Arbitron may want to abandon the monthly requests and supple to the statons a "midterm" summary, showing how the stat tons were lexohing broadly after six witiks of the 12 . week sweep. Burke was going to this idea in their markets.

## Masking Possible?

One item that is not generally discussed when chaining XM is the potentially masking effect the longer sweeps have on movement in a market. It is theoretically possible for a station to do extremely well in one month of the three and thus show with a respectable number for the final report. If that geod number was for the first month, and the succurving months stowed a decline, media buyers could be mit led into thinking the station has a consistent share when in fact the decline was masked by including a peak month for the station. Should the decline contine it would probably show up in the next sweep. but it could tee six months before the new. final re o port would be available to agencies, and in that time a lot of inoney, could have gone down the drain. Arbitron may want 10 consider a plan to publish in the final report monthly 12 -plus trend info, (s) that users of the book could have an idea nf a station's
-

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## H.

 but
## Week In Review

 Wont Additions Mi sum


Alediastal Appoint o I Ad el Kouitic Cyme Dallasollier



 til Dallas tue up a ire after Hove ter thor rot congo firm Madeasel I'rountroot Join wite cath
 symendior

Standmig of basement () course, relatively shall suthple sure agnatic cutie into play here

## Hypoing Reduced

Our e of the haperi-tor benefits off Eateracted Mas surement was that the longer survers would discus age or greatly cut down ow hopping, stat hons trying to "bus" as survey In Seattle and New Orleans this incleved appears to have leven the caw to date. thou In darnapolis might be the eacepptoon One bronackaster there teak me that "hypange was ontrageross on the Spring the first XM sweep for lodiathapolis) and will the worse in the Fall. "Mentioned especially by sump was the mew Hefted station there W'IkS although Hefted officials fold liable that their philosophy is to s promote throughout the sear, not just for surveys At any rate, it lactomes very expensive for at station to Ir to dominate the public is attention for a 12 week period, and it the practice of hopping can be diministuad if will cements tee a plus for the browned cast inclustry and the reliability of the information put out by Arbitron.

## Key Questions Remain

What is the future of XMP Hick Aurichio has told me that assuming the tests continue. well in the current throe inarkets, more markets will tw adderl in the next two years, with XM going "nationwide" in 1982 (presumably the Spring sweep) that velar). If that is the case. then it's well for you lo, consider in your planning the advent of longer survess What I Believe Arbitron needs ted cleciede is if every market that currently recereived a Radio Market Report 1174 markets at this timed will have XM by 82 . Since the majority of Arbitron inarkets are measured only once a year now. for four weeks, will the markers have the option of gelling the two l twelve were warps? What will the cost increase be? If these markets don't get increaseyl simple sizes. spreading their current goal of perhaps 450 intab over 12 woks causes some awfully small weekly sample returns. If Arbitron snit willing to offer XM to theme nochiyear markets, will they sill have their current mor-werk survey, or will there be a four-werk sweep) Init with less ratings information being produced to. protect the reliability of the estimates? And in the larger markets, will Arbitron increase the sample sizes and perhaps deal differently with the monthly summary reports? All of thew are key questions the every meres to we anowerall latore the future of Extended Measurement can le charter

Extended Measurement can, in thong. Ie a lowest or the radio inchastry if handled property. Int Arbstron know how yen fere atanut the issue, and el exp coaly perhaps about some of the items ! ice pointed nut here e. Weill herp an eye on the developments for yous

- Joan Hiker


## Orig Gram

Dear Programmer,
"DON'T STOP 'TIL YOU GET ENOUGH". . . Michael Jackson's smash single... Already on:

99X-FM add 28
WRKO 26-16
WPGC 24-14
WCAO add
CKGM add
Z93 15-9
Q105 24-21
WZZP add
KHJ deb 26
KFI deb 28

KEARTH 28-21
KFRC 21-10
KJR add KING add
KOPA deb 25
KC101 24-16 WTRY add WAYS 12-4 WAXY 21-13 WQAM 15-8 WTIX 4-1
WNOE 4-1
WSGA 1-1
KTSA deb 26
KEEL 20-15
WSGN add
WKIX 24-17
WRJZ 26-15
KRAV add
92X 38-22
WOHO add 26
WHOT add
KJRB add

KRUX add
WYRE 27-21
WAAY 24-14
WSEZ 30-23
WISE 28-14
WFLB 7-4
KCBN add
KRLC add
 9200 Sunset Blva Los Angeles, CA 90069
Produced by Quincy Jones for Quincy Jones Productions

Dear Programmer, "HOLD ON".
from Ian Gomm.... Alt he deady on: single

## Gram \#2

## "HOLD ON".

WRKO deb 30
96KX add 32
CHUM add
Z93 add
KHJ add
KFI add
KEARTH deb 30
B100 $26-24$
KUPD add 30
WRKO deb 30
96KX add 32
CHUM add
Z93 add
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KFI add
KEARTH deb 30
B100 26-24
KUPD add 30
WHYN add
WNOE deb 35
KNOW deb 34
KXX106 deb 30
WRJZ add
KZ93 add
KMJC 30-24
WTSN deb 26
14WK add

WHHY add<br>WAGQ add<br>WRFC add<br>WFOM deb 30<br>WCGQ add<br>WAKX deb 31<br>WEAQ 21-18 WSPT $30-22$

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## Hints On Question Writing

hen all is said and done, the success of any survey hinges largely on how well the questionnaire items are designed to elicit the desired information from respondents. There is no sure-fire method to guarantee that any set of questions is the best possible, but there are a few general rules of thumb that can help in designing questions so that they do their job well. At the very least, questions should have the following characteristics:

> - Simplicity
> - Non-Biasedness
> -Clarity

I'll spend some time elaborating on each of these principles, with examples of "how to" and how not to
K.I.S.S.

Not just the name of a rock group, KISS refers to what many regard as the basic principle of questionnaire design: "Keep it Simple, Stupid!" While that admonition may seem a bit harsh, it is nevertheless critical to the success of a question. If the question cannot be understood easily by each and every respondent, you will be getting erroneous responses that may be quite misleading. Simplicity is necessary in terms of (1) the concept being asked about, (2) the sentence structure of the question, and (3) the words used in the question. Unfortunately, there is often a tradeoff between sentence simplicity and word simplicity. For example, to explain the term "Beautiful Music" requires a more complex sentence, as shown in the example question. But the longer sentence may be necessary in order to ensure that all respondents are answering the question based on an exact understanding of what is being asked. Not all radio listeners will be familiar with the accepted industry terminology; in such

## SIMPLICITY

(Simple sentence, complex word)

1. Do you ever listen to a Beautiful Music radio station?
(Simple words, complex sentence)
2. Do you ever listen to a radio station that plays only soft, soothing music with gentle rhythms?
instances, responses, can be biased without your knowing it. Therefore, in the present case, I would opt for word simplicity rather than sentence simplicity.

## Biased Questions Are Bad, Right?

One of the most pervasive errors in question writing is a subtle (or sometimes not-so-subtle) bias toward the response the researcher wants or expects. Bias can be created by (1) the context of the question, (2) the use of emotionally loaded words, or (3) the response categories offered Consider the following three examples.

## CONTEXT BIAS

(Biased)
2. Disco music is becoming increasingly popular among all segments of society. How do you feel about disco music?
$\square$ I like it
$\square$ I'm neutral
$\square$ I dislike it

## (Unbiased)

2. How do you feel about disco music? $\square$ like it
$\square$ I'm neutral
$\square$ I dislike it
WORD BIAS

## (Biased)

3. Do you think that the bureaucrats at the Federal Communications Commission should be allowed to continue regulating radio?
(Unbiased)
4. The radio industry is currently regulated by the Federal Communications Commission. Do you feel that FCC regulation should be continued or discontinued?

## RESPONSE CATEGORY BIAS

## (Biased)

4. WZZZ currently provides five minutes of local and national news each hour. Do you feel that this amount should be: (READ CHOICES TO R)
$\square$ Increased greatly $\square$ Increased moderately $\square$ Increased a little $\square$ Kept the same $\square$ Decreased

## (Unbiased)

4. WZZZ currently provides five minutes of local and national news each hour. Do you feel that this amount should be: (READ CHOICES TO R)

## $\square$ Increased a lot

 $\square$ Increased a little $\square$ Kept the same $\square$ Decreased a little $\square$ Decreased a lotQuestions must be carefully constructed to avoid "leading" respondents into some desired response category. In the first example above, the implication of the question's context - i.e., that most people like disco - is likely to bias respondents in a favorable direction. In the "word bias" example, the use of the negatively loaded term "bureaucrats" would have the effect of biasing people against regulation; and in the final example, the biased form includes three "increase" categories and only one "decrease" category, while the unbiased form contains two of each. We would expect to observe more "increase" responses under the former than under the latter question. In general, opinion items such as this one should have an equal number of "positive" and "negative" response categories

## Clear As Mud

Clarity is another important feature of a "good" question. A question must be clear in its meaning or intent in order to avoid respondent confusion. Here are two examples
(Unclear)
5. How often do you listen to a Top 40 radio station?

```
\square \mp@code { N e v e r }
\square \text { Rarely}
\square O c c a s i o n a l l y ~
\square \text { Regularly} \(\square\) Regularly
```

(Clear)
5. How often do you listen to a Top 40 radio station?

## $\square$ Never <br> $\square 1$-5 hours per week

 $\square$ 6-10 hours per week $\square 10-20$ hours per week $\square$ More than 20 hours per week CLARITY (II)(Unclear)
6. To what extent do you agree that there is too much talk and too many commercials on KRAB?

## $\square$ Strongly agree <br> $\square$ Agree <br> $\square$ Neutral <br> Disagree <br> $\square$ Strongly disagree

(Clear)
6a. To what extent do you agree that there is too much talk on KRAB?
$\square$ Strongly agree $\square$ Agree $\square$ Neutral $\square$ Disagree
$\square$ Strongly disagree
(Clear)
6b. To what extent do you agree that there are too many commercials on KRAB?
$\square$ Strongly agree
$\square$ Agree $\square$ Neutral $\square$ Disagree $\square$ Strongly disagree

The first example above lacks clarity in its response categories; the words "rarely." "occasionally." and "regularly" mean different things to different people. The use of hourly estimates helps greatly in clarifying the question. In the second example, the original form is known as a "double-barreled" item, which is really asking about two factors - i.e., talk and commercials - but provides for only one set of answers Respondents who think that there is too much of one but not the other cannot express their true feelings. Thus, breaking a double-barreled question into two helps to clarify not only the question, but also the meaning of the responses to it.

The ultimate test of a question's merit lies in the pretesting of the questionnaire. No matter how well designed you think your questionnaire is, respondents can still become confused by it. Pretesting is the final essential step in the design of any good question.
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## 0 <br> John Leader

## Automation: Friend Or Foe?

The word automation strikes fear into the hearts of jocks everywhere and usually brings smirks to the faces of Program Directors, but both groups are stuck in traditional reactions that aren't really valid - at least not anymore.

Contemporary radio stations all over the country are having great success with automation, and in fact the statistics might surprise you. I spoke with Bob Harper, who programs TM's Stereo Rock service for over 110 radio stations. We were discussing the relative acceptance of syndicated Beautiful Music stations versus the reluctance of many programmers and managers of contemporary stations to think in terms of automation or syndication.

Bob told me. "If I said that I had ten rating books in front of me - all medium and major markets - and that Beautiful Music was number one in eight of those ten cities and that all eight of those stations were automated, you probably wouldn't be too surprised, right?" I had to agree. "But if I said to you I've got a list in front of me with 25 markets - all medium or larger - and an automated contemporary station is either number one or two
with adults $18-34$, and is probably in the top three overall


Director of Programming. TM's Stereo Rock

Shock is a good word for my reaction for two reasons. First, I didn't know that there were that many automated Top 40's doing that well. And second, I have always been a strong advocate of live, personality-oriented radio as a viable way to win in your market. But wait, maybe I've been operating under the same misconception about automated radio that strikes fear into the hearts of jocks and brings those knowing smirks to the faces of
PD's. PD's.

## Perception Versus Reality

There are several radio stations in major, medium and small markets all over America that are automated, but don't sound like it - at least not to their listeners. Bob told me of a study that had some surprising results. "There was a research project done in one of our (TM's) markets, a telephone survey from a statistically-drawn sample, and one of the questions asked was, 'Is it important whether or not the station you listen to be a live radio station?' The answer that came back was, 'Yes, it's very important for my favorite station to be live. That having been established we turned around and asked them, 'Can you tell us any radio stations that are not live in this market?' These people listened to our radio station, which of course was automated, but they never mentioned our station once as a station that was not live. They just didn't perceive the station as being auto-
mated." mated.

The point being that listeners don't always hear the same things our trained radio ears hear. What is an obviously automated radio station to us might not be nearly so obviously automated to the average radio listener, proven by the study Bob spoke about.

There is also sophisticated hardware available now to automated stations that was not available even five years ago. Things like computers and cart carousels have brought automation into the competitive world of contemporary radio, giving stations the ability to sound "live" without the expense of a full staff.

Bob Hamilton, Program Director of KEARTH/Los Angeles, told me about his very
Bessful automated Top 40 station. "We operate with four full-time jocks, each handling successful automated Top 40 station. "We operate with four full-time jocks, each handling a six-hour shift of air time. The station uses personalities in that our people are allowed to express themselves within the format. The real reason the station is automated is control.
"And in other cases, even when listeners do like personality radio there are times those same listeners don't want to hear someone talking over every record intro and outro.'

[^0]mated station than a similarly formatted live one, but the control one has over automation is literally complete. The format can be flawlessly executed set after set with automation. KEARTH is a great example of this, and yet the illusion that the station is live is pre served by a little trick that Bob Hamilton explained to me.
"When the announcers are in the booth doing their shows they will occasionally make a mistake while reading something. The mistake stays in the final show. We aren't looking for a letter-perfect performance every time and I don't want the station to take on the sound of an auiomaton. You hear little goofs on KEARTH and I think it helps create the illusion of being a live radio station.'

## Why Do It Yourself?

Whereas stations like KEARTH originate all their programming in-house, there are many other automated contemporary stations that receive the majority of their programming from a syndicator like TM in Dallas. Although Bob Harper could not discuss his current clients with me (a company policy), I knew that WBEN-FM/Buffalo had been using TM's Stereo Rock package for some time and had recently enjoyed its fifth straight ARB increase. Speaking with PD Bob Wood, I asked him why the station was automated.
"Originally I believe the station was automated to save money, but that was before our current owners or myself were here. When I arrived on the scene the automation unit was literally left alone in its little room and almost no one on the staff paid much attention to it. We changed all that and became fairly aggressive in the way we promoted and produced the station, and the ratings results clearly improved. All it took was the kind of care you would give any radio station you wanted to succeed, and things turned around immediately."

WBEN-FM is sold out almost 'round the clock, and with each rating increase the station's rate card has taken a parallel jump. The station is doing very well in the face of some very formidable competition, namely WKBW, and although WKBW still leads total persons $12+$, WBEN-FM continues its own upward trend.

I asked Bob Harper of TM how a syndication package of Top 40 could continue to increase in the face of a full service personality Top 40 like WKBW. "I think the reason for that is that when we are working at stations every day there are some things that we do in a programming sense that are important to some formats and not all that important to others. For instance, when you are doing an AM personality format, like WKBW, which I incidentally used to program, it is very important to have defined personality development, a fairly large staff of people who have been in the market for some time, heavy news emphasis and a general projected feeling that your radio station is the place to be when something is happening within the market. The example I always use is the big blizzard Buffalo had a few winters back. WKBW was on top of every situation, school closing, plant shutdown, you name it, we had it covered. That takes a considerable amount of money and staff to bring off, but in that venue it needs to be done in order to be successful. That kind of radio is important to listeners sometimes but not to all listeners all the time.
"There are other radio listeners for which that kind of radio is not important at all. For their regular day-to-day listening they don't desire a great deal of personality involvement. and believe it or not in some markets you can break the two audiences down 50/50. And in other cases, even when listeners do like personality radio there are times those same listeners don't want to hear someone talking over every record intro and outro. Sometimes

## "If I said to you I've got a list in front of me with 25 mar-

 kets - all medium or larger - and an automated contemporary station is either number one or two with adults $18-34$ and is probably in the top three overall $12+$, that might shock you.'they just want to hear their music and plenty of it, not necessarily surrounded by all the trappings of a giant format. That's where a package like TM's Stereo Rock fits into the picture and does very well."

Bob makes a point that makes sense. In this day of cluttered airwaves, with multiple contemporary signals in almost every medium and major market, the time is past when every Top 40's goal is to be number one overall. There can only be one top-rated station Owners and managers are beginning to realize that there can be a demographic area their station can conquer and thereby prosper. Automation and even automation with syndication is a viable way to accomplish this purpose. It's economically sound because in most cases it does not involve the hiring of seven to fifteen new staff members to man the station. And it affords the programmer almost complete control of the music flow, format and sound of the station.

The money saved is important, but it is not the only issue. Control was mentioned by Bob Hamilton and also by Bob Wood at WBEN-FM, and when I asked Bob Wood if his station would even consider going live, he told me. "Why should we go live now? The station makes very good money, the rate card keeps increasing with our ratings and I just don't see a time in the immediate future where the money necessary to go live could be justified in terms of the profit we are making now." The cost of taking a successful automated station like WBEN-FM live could not be recovered by increasing the revenue a proportionate amount. So, as an automated station they are doing well in both areas any successful radio Station should: good ratings and profits.

Automation is not just a tool of successful Beautiful Music stations. It is working well in markets of every size and in a variety of formats. Contemporary radio exists in more than one form. The formats that come under the umbrella heading of Top 40 are many and varied. Some of those contemporary formats can work extremely well with automation and the really successful automated stations may be less of a challenge for personalities, but they are even more of a challenge for good programmers. Any format. automated or live, that is not well planned and carefully executed runs a high risk of failure. People like Bob Harper. Bob Hamilton and Bob Wood are the proof that automation is not something to be feared, but just another tool that can be used in the creation of a winning ra-

## BY POPULAR DEMAND <br> BONNIE POINTER BRINGS HER SMASH SINGLE

 ‘HEAVEN MUST HAVE SENT YOU'

American Bandstand Mike Douglas Dinah Shore
Soul Train
Don Kirshner's Rock
Concert

9/8/79
9/17/79
9/24/79
10/6/79
TBA
"Heaven Must Have Sent You"
M-4 $145 \% / 12^{21}$ disco M-0002001
from the album "Bonnie Pointer."
M7-911R1
On Motown Records \& Tapes.

## INFINITY RECORDS

 HELLO HELLO'

Gary Firth has accepted the PD's job for ABC at their Houston FM KAUM. Gary, who had most recently been at KUPD/Phoenix with John Sebastian, takes over today (9-7) in Houston and plans to get moving right away toward the fall book.

Is Scotty Brink going to wind up on 99X-FM/New York doing mornings? Big Apple Street Talk is quite persistent that the former WNBC morning man will cross the street in the very near future.

Here's another one of our famous puzzlers . . . what Providence programmer is about to leave his station for a post slightly to the north?

Hilltak Records has ended its distribution deal with Atlantic to go independent. The Guess Who and Dalton $\&$ Dubarri LP's will be rereleased this week.

KSFM/Sacramento has a new consultant and PD. Under Jerry Clifton's guidance Jeff Lucifer is KSFM's Program Director and the station will move its rather free-form AOR format to a more mass-appeal sound immediately. Jeff is looking for several personalities to fill various shifts. Contact him at KSFM.

Tim Byrd has resigned from WZZP/Cleveland, where he had recently been doing afternoons since stepping down from the PD's job. Now completely gone from the station, Byrd has not announced his future plans. However, WZZP has imported Dickie Shannon from WSAI/Cincinnati to fill Tim's vacated PMdrive slot.

Congratulations to Rick Roberts, who has been officially promoted to Program Director at WEAQ/Eau Claire.

In a tragic auto accident near Detroit, several members of the local band Toby Redd were injured and one was killed. Quick to respond for the cause, all three Motor City AOR's (WABX, WRIF and WWWW) grouped together to co-promote a benefit softball game, helping to raise over $\$ 1100$ for the surviving members and families of the group.

Another man-in-motion this week is Tom Prestigiacomo who exits WAKY/ Louisville to join FM100 (WMC-FM)/Memphis to handle afternoons. The move is not so surprising since FM100 PD Gary Guthrie was Tom's boss at WAKY before Gary moved to Memphis.

Susie Gershon, formerly of Mushroom Records, has returned to the West Coast and is ready to get back to work. She had taken a little time off, but is now rested. She can be contacted through Mushroom in L.A. (213) 550-4502.


[^1]KBDF on KOOK deb 30 KRLC 29-24 KYYX on KREM add 28 KEWI on WBZ-FM on 13FEA add WPHD on WROV add WBBQ on KQEO add KYGO 37-33 KTFX deb 31



WKBW on WZUU on
KJR d-26
KING on
JB105 on
WKEE deb 32
WNOE add
WLAC on
KNOW add
WCIR add
WANS 21-17
KENI on
KDZA 37-34


## The Charlie Hall of Fame has its first rock'n' roll member.



Last year, Record World named them "the most promising band in America." And now they've recorded the album that fulfills that promise.
"Fight Dirty:" The hot abum.
BB-102*/CB-102*/RW-111*
\#19 italics - R\&R/27*-18 - Bill Hard


## "Killer Cut" The hot single.

BB-84*/CB-77*/RW-79*
Immediate adds: KJR/WKBW/KIMN/WGCL
KBBQ/94Q/KJRB/JB-105/WBBQ

CHARLIE. The hot group.
On Arista Records and Tapes.

## Hurricane Wreaks Havoc With Florida Radio

Continued from Page 1
ager David Ross pressed into serv ice to do a live remote at one point. Station Program Director Bill Tanner began phoning in information during breaks in the station's Sunday public affairs programming, eventually abandoning the format to include reports from the Na tional Hurricane Center once per hour followed by a Q\&A session, until the danger subsided.

Al Anderson, Program Director at WIOD/Miami, likewise suspended normal programming, going to threeperson news teams comprised of a combination of jocks and newspersons which broadcast hard news and weather information interspersed with safety hints and cancellations. Anderson noted
that the Pop/Adult station was forced to go to generator power at several points during the crisis but that they managed to stay on the air nonetheless. Through it all, Anderson said, the station attempt ed to portray a "realistic, not an alarmist" attitude.

Because WWOK/Miami's trans mitter is located inland near the Everglades, station PD Dave Donahue, News Director Evan Carl and Chief Engineer Dick Weatherby relocated at the transmitter where they broadcast from 3pm Sunday until 7am Monday. Donahue noted that the Country-formatted station's transmitter kicked off a couple of times but their backup generators pulled them through. WWOK dropped all commercial broadcasting during this time to concentrate on airing information given by the Red Cross, state and
local police and the National Hurr icane Center
A second Country station, WEAT/ West Palm Beach, also lost power during the crisis but utilized auxil lary power to remain on the air While not totally abandoning its music format. WEAT aired about 16 hours of news and talk using phone-in reports from listeners to expand upon the usual potpourri of news and weather information. Station Administrative Assistant Wes Cunningham pointed out that the West Palm Beach area was harder hit than Miami, with winds up to 85 mph reported, adding that WEAT had about 15 people coordinating their special coverage over the two days of danger. Cunningham seemed to sum up the situation for his station as well as the entire South Florida radio community, saying, "It was a great team effort."


RADIO ACTIVE - KZ1O6/Chattanooga sponsored a "Supenwalk" for the March of Dimes with Coca.Cola, raising s11,000 with several hundred walkers mobllized on the streets. One of them was station MD David Carroll, whose 25 -kllometer walk was made aasler with a radlo (pictured) tuned to KZ106.


PUITING THE BIKE ON SYRACUSE - WNDR/Syracuse sponsored a "Pedal With The DJ's" charity bike ride promotion with two local businesses, and raised $\$ 11,000$ for the Central New York Heart Association. Pictured above are air personalities Tim Kuhl lleftl) and Jay Mevers taking an elementary bicvcle-riding refresher course from Miss Syracuse, Vicki Longley.


JUST DESERTS FOR 140 - 14Q/Indio, CA received a commemorative plaque from the Desert Special Olympics air persong out in the annual Coke-A.Thon (a title which should not be misinterpreted) for charity. Pictured (l-r) are air personality Larry Scott, GM Terry Ayers, PD Ron Young, a DSO rep, and air personality Rich Watson.


[^2]

THE ALBUM AVALLABLE ON SWAN SONG RECORDS AND TAPES ss 16002 DISTRIBUTED BY ATLANTIC RECORDS


Most Added Hottest

Kenny Roger Forelgner Dooble Brothers Dlonne Warwick

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## SOUTH



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DONNA SUMMER Dim... (Caseblanca) LP: Bed Girts

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ReR/Fridey, September 7, 1970



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## R\&R Top-40 Radio Reporters



## Others Getting Significant Action

K188 "Sure Know Something"' (Cearbimnca) 18\% Moves: Up 6. Same 6, Down 0. Adds 6, WKBW, WKEE, WICC, WFBG, WRFC, KODI, WRKO VAN HALEN "Beeutful Girts" (NB) 1811
Moves: Up 9, same 7, Down 1. Adde 1, KOOK, s6KX 27-23, 297 8-7, KBEO 37.34, KJR on, KUPD d-28. KXX10s 22-20, WGUY 23-19.
CHRIS THOMPSON "HY YOU Remember Me"' (Plenet) $17 / 4$
Moves: Up 8, Some 5. Down O, Adds 4, WKBW, KTSA, WLBZ, KSLY, KSTP 18-15, WBBF 34 26. WHEE 18-10, WHB $24-2$

MASS PRODUCTION "Frecracker" (Cotillion) 18/1
Moves: Up 12 Seme 2 Down 1. Adde 1, KCBN, WAYS $33-25$, WQAM E-2. WTIX 104.
ADDRISI BROTHER8 "Ghost Dancer" (Scotti Brothers) 1810
Moves: Up 11, Seme 5, Down 0, Adds 0, WFIL on, WIFI on, WZ2P 31-30, WBBF 22-20, WKEE NEW ENGLAND "Hello, HeHo, Mello" (Infintty) $15 / 3$
 On, WKEE d-32. WANS 21-17, KRZA 37-34, KRLC 29-24.
PAT TRAVERS "Boom Boom (Out Go The Lights)" (Polydor) 14/6
Moves: Up 3. Same 6. Down 0, Adde 5, JB106, WKEE, KZ93, WVIC, WFLB, 0105 on, B100 on. KUPD on, KNOW 37-28, KXX106 $28-25$.
ASHFORD 8 SIMPSON "Found A Cure" (NB) 13/a
Moves: Up 8. Seme 0, Down 0, Adde 5, WKIX, WRFC, WISE, WANS, KAYC. 293 29-23, WOAM 27-23. WTIX 32-28. WNOE $39-38$, WLAC 33-31.
BUCKEYE "Where Win Your Hpart Take You" (Polydor) $12 / 1$
Moves: Up 4. Seme 7, Down 0, Adds 1, 92X. WNOE 37-31, WRJZ 30-29, KCPX 23-21, WANS 36.31.

BAD COMPANY "Gone, Gone, Gone" (Swan Song) 1211
Moves: Up 5. Same 4. Down 2 Adde 1, KLUC, WKEE 27-25. 140 20-19, WFLI 18-17. KRO 31.26. RITA COOLIDGE "One Fine Day" (A\&M) 11/3
Moves: Up 4, Same 3. Down 1, Adde 3, WHEB, WFBG, WEBC, WKBW d-26, KSTP $30-25$
BOB DYLAN "Gott Serve Somebody" (Columbia) $10 / 7$
BOB DYLAN "Gotta Serve Somebody Moves: Up 3. Same 0. Down 0, Adde 7. WZZP, KBER KHJ, WRJZ, KJRB, WCIR, WISE, Moves: Up 3 .
CHUM 2e21.
RONNIE MHLSAP "Get tt Up" (RCA) 1012
Moves: Up 5. Some 3, Down 0, Adds 2 JB106. WKEE,
37. WCIR 26-18. WHHY 2825 ,
CAROLYNE MAS "Stllaene" (Mercury) 10/1
Moves: Up 2 Same 7, Down 0, Adds 1, CHUM, KBEQ on, KEARTH on, B100 25-23, JB106 on, KKLS 22-17.

## AOR HOTTRACKS

Thees tracks are by artate who have recetved concentrated sirplay and positive reection on AOR redio over an extended period of tmm. Tracks which have beon

trache ara lieted in order of their louel of airplay and acceptance.

AC/DC: "Hignway To Hell'
AMERICATHON: "Get A MOVE On". "Chelsea
blue ovster cutt: "Dr. Music" "Mirrors"
JIMMY BUFFETT: "FIns"• "Volcano"
CARS: "Let's CO"* "Dangerous Tyoe"
CHARLIE: "Killer Cut"• "FIght Dirty"
CHARLIE DANIELS: "Devil Went DOwn To Georgia"
CHICACO: 'Must...Crazy" *"Mama Take'
DIRE STRAITS: "Lady Writer"*
BOB DYLAN: "Serve Somebody"
DAVE EDMUNDS: "Girls Talk"
E. LICHT ORCHESTRA: "BrIng Me DOwn" *

IAN COMM: "HOId On
SAMMY HAGAR: "Plain Jane"* "Trans Am
KANSAS: "SOUtnwind"
GREC KIHN: "Rendezvous
KINKS: "Falling" " "Low Budget" "Cas"
KNACK: "Cood Cirts" "Frustrated" "Sharona"
LED ZEPPELIN: "Evening" "Fool...Rain"' "All My Love
LITTLE RIVER BAND: "Lonesome Loser"*
NILS LOFGREN: "NO MerCy"* "Baltimore
NICK LOWE: "Cruel" " "Susan
MOON MARTIN: "Rolene" "
RANDY NEWMAN: "Money"
ALAN PARSONS PROJECT: "Damned" *
ROBERT PALMER: "Bad Case"* "Suspicion"
RECORDS: "Eyes"• "Teenarama"
REO SPEEDWACON: "Road Again" " "Survive"
SNIFF 'N' THE TEARS: "Driver's seat'
SOUTHSIDE JOHNNY: "AnxiOus"
SUPERTRAMP: "stranger" = "Logical" *
TALKING HEADS: "Life...Wartime"
BRAM TCHAIKOVSKY: "Dreams" " "USA"
CEORCE THOROCOOD: "Night Time"
BILLY THORPE: "Children Of The Sun"
PAT TRAVERS: "BOOM BOOM".
DAVID WERMER: "What's Right" * "Melanie"
WINGS: "Arrow" " "Siam
NEIL YOUNG: "My...Blue" " 'Powder Finger
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 dorninent" and/or azert a slgnificunt local or ruglonal influence This permeltel may atso contein some major merkef stitions that do not quaNty for porsllel one stortuz
 dominant" and/or axert a slgnificent localiniluwnce. This aprollal may contion some secondery merter stations thal do not quallity for perallalowostint
Now: (PIFormet dominance is besed on the Monday Sunday, 6AM. 12Midnighe rocil persons 12 plus shares as publishod by Arbitron All present and possible future reporting stablons are avaluated and updefod mice annualiv. Thase avituations take place in January and Jur.

- DENOTESFIRST WEEKIN PARALLELS 138 REPORTS




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N:A





## R\＆R Top－40 Radio Reporters



## Others Getting Significant Action

Kiss＂Eure Know Somothing＂（Cepeblenca）18／8
Mover：Up S．Seme f．Down 0，Adde \＆，WKBW，WKEE，WICC．WFBG．WRFC，KODI，WAKO 30．28．Je106 32．－2．WFL 35.30 ．
VAN HALEN＂Bearthul Cite＂（WB）13／1
Moves：Up 9．Some 7．Down 1，Adde 1，KOOK，s8kX 27．23， 287 97，K日EQ 37．34，KJR on，
CHRIS THOMPSON＂WY You Remember Ma＂（Pianot） $17 / 4$
 26．WHEB 18－10．WHB 2421．
MASS PRODUCTION＂PFecreck IC WCAY WAYS $33-25$ ，WOAM 6.2 WTIX $10-4$ WSGA 17．13．WRFC 24．17．
ADDRISI BROTHERS＂Ghour Dencer＂（Scott Brothers）18／0
Moves：Up 11 ，Seme 5 ，Down 0．Adds 0 ，WFIL on，WIFI on，W2ZP 31．30，WBeF 22．20，WKE 2023．WTIX 27．24．WNOE 32．28，WHB 21－19．WCIR 138，WSE2 37－33．KSLY 2823.
NEW ENGLAND＂Hello，Hello，Hello＂（Inflitity）15／3
Moven：Up s，Some 8，Down Adde 3．WNOE，K NO．
PAT TRAVERS＂Boom Boom（Out Go The Ughtis）＂（Polydor）14／1
Moves：Up 3．Somm e．Down 0．Add 5．JB105，WKEE，K293，WVIC．WFLE．Q106 on．B100 On，KUPD on，KNOW 37－28．KXX 10828.25.
ASHFORD \＆SIMPSON＂Found A Cure＂（WB）13／5
Moves：Up B．Seme 0，Down 0，Adde 5．WKIX，WAFC．WISE，WANS，KAYC． $29329-23$.
BUCKEYE＂Whero Wh Your Meer T＇ke You＂＇（Polydor） 1211
Mover：Up 4，
BAD COMPANY＂Gone，Gone，Gone＂（Swan Song）121
BAD COMPANY＇Gone，Gone，Gone WGE2n Song 121，WFL 18．17．KRO 31.28. RITA COOLIDGE＂One Fine Day＂（A\＆M）11／3
Moves：Up 4．Sorme 3．Down 1，Adds 3，WHEB，WFBG，WEBC，WKBW d．28．KSTP $30-26$. Mores：Up 4
BOB OYLAN＂Gotts Serve Somebody（Cownbla）WhJ，KJAB，WCIP．WISE， chum 2821
RONNIE MILSAP Got HP 37．WCIR 2818 ，WHHY 2825.
CAROLYNE MAS＂ $8 t^{\prime \prime}$ mene＂（Mercury）10／1
Move：Up 2 some 7．Down 0．Adds 1．ChUM，K日EO on，KEARTH on， 8100 2523．JB10 on KKLS 22－17．

## AER HOTTRACKS

These trecke are by artiste who have reection on AOR redio over en artonded period of time．Tracka which have been tha

AC／OC：＂Mighway TO Hell
AMERICATHON：＂Cet A Move On＂．＂Chelsea
blue ovster cult：＂Dr．Music＂＂Mirrors＇
JIMMY BUFFETT：＂Fins＂－＂Volcano＇
CARS：＂Let＂s CO＂•＂Dangerous Type
CHARLIE：＂KIller Cut＂＂＂Fight Dirty＂
CHARLIE DANIELS：＂DevII Went Down To Georgia＂
CHICACO：＂Must．．．Crazy＂＂Mama Take
DIRE STRAITS：＂Lady Writer＂•
BOB DYLAN：＂serve somebody
DAVE EDMUNDS：＂Girls Talk＂．
E．LICHT ORCMESTRA：＂Bring Me DOwn＂＊
IAN COMM：＂Hold On＂
SAMMY HAGAR：＂plain Jane＂．＂Trans Am
KANSAS：＂Southwind＂＂
GREC KIHN：＂Rendezvous
KINKS：＂Falling＂：＂Low Budget＂＂Cas＂＂
KNACX：＂Cood Girts＂．＂Frustrated＂＂Sharona＂
LED ZEPPELIN：＂Evening＂＂Fool．．．Rain＂＂All My Love＇
LITLLE RIVER BAND：＂Lonesome Loser＂＂
NILSLOFGREN：＂No Mercy＂．＂Baltimore＂
NICK LOWE：＂Cruel＂＊＂Susan＂
MOON MARTIN：＂Rolene＂•
RANDY NEWMAN：＂Money
ALAN PARSONS PROJECT：＂Damned＂
ROBERT PALMER：＂Bad Case＂＊＂Suspicion＂
RECORDS：＂Eyes＂：＂Teenarama
REO SPEEDWACON：＂Road Again＂＂Survive
SNIFF＇N＇THE TEARS：＂Driver＇s seat＂。
SOUTHSIDE JOHNNY：＂Anxious＂＊
SUPERTRAMP：＂Stranger＂•＂Logical＂
TALKINC MEADS：＂Life．．．Wartime＂
BRAM Tr．HAIKOVSKY：＂Dreams＂•＂USA＂
GEORCE THOROCOOD：＂Night Time＂
BILLY THORPE：＂Children Of The Sun＂
PAT TRAVERS：＂BOOm BOOM＂＊
DAVID WERMER：＂What＇S RIght＂＊＂Melanie
WINGS：＂Arrow＂＂＂siam＂
NEIL YOUNC：＂My．．．Blue＂•＇Powder Finger


M
Pop Muzik (Sire)
$58 \%$ of our reporters on it, 4 new adds KIIS-FM, WIKS, WCAU, WZZD. Key moves: 22-17 WDRQ, 34-30 KTLK, hot rotation KFMX, medlum airplay WKTU, KXTC, WKYS, on KRLY, WMAS, WEZB. Charts at number 27 on Alrplay/30.

## ADDRISI BROTHERS <br> Ghost Dancer (Scotti Bros.)

$54 \%$ of our reporters on It. Key moves: 18-14 WOKV, 32-29 KTLK, 31-27 WDON, medlum alrplay WIKS, KSET, WMAS, debut 34 WZZD, on WEZB, WKYS, WDRQ, KXTC, WBLX. Charts at number 28 on Alrplay/30. GQ
I Do Love You (Arista)
$50 \%$ of our reporters on It, 3 new adds WKYS, KRLY, WKTU. Key moves: 14-3 WBLX, 20-13 KHFI, 26-18 KTLK, 25-24 WDRQ, hot rotation WGCI, medium alrplay WIKS, WMAS, debut 28 WEZB, on WKTK. Charts at number 30 on Airplay/30.

## NEW \& ACTIVE

All other new and recent releasea getting substantial alrplay. These are listed in order by their activity levels at our reporting stations.
TAMIKO JONES "Can't Live Without Your Love" (Polydor - 12") 46\% of our reporters on it, added al WOKV. Key moves: medium airplay WMAK, WKYS, KSET, on WIKS, KTLK, WKTU, WDRQ, WMJX, KFMX, KXTC.
DESTINATION "Move On Up" (Butterfly - LP) 46\% reporting airplay, 4 new adds WDAI, WDON, WCAU, KSET. Key moves: medium airplay KXTC, WKTU, on KRLY, WMJX, WDRQ, WKYS, WEZB
AKB "Stand Up - Sit Down" (RSO - 12'") 42\% reporting action, added at KTLK. Key moves: 12.9 WJMX, 22.14 KRLY. 19.15 WCAU, 23-19 WZZD, medium airplay WKTU, WDAI, KXTC, WIKS, on WKYS.
GEORGE McCRAE "Don't You Feel My Love" (Sunshine/TK - 12') $42 \%$ of our reporters on It. Key moves: $20-19$ KIIS.FM, 17-16 WOKV, medium airplay WMAS,
WMAK, WKTU, KXTC, KSET On WCAU WKYS. WMAK, WKTU, KXTC, KSET, ON WCAU, WKYS
SISTER SLEDGE "Lost In Music" (Cotillion - LP) 42\% reporting action, added at WEZB. Key moves: $31-29$ WZZD, $34-33$ KHYS, medium airplay WKYS, WGCI, WMAK, debut 28 WOKV, on WKS, KHFI.
ISLEY BROTHERS "It's A Disco Night" (T-Neck - LP) 42\% of our reporters on it, added at WBLX. Key moves: 29-23 WZ2D, medium airplay KSET, WDAI, on WCAU, WMAK, WDRQ, WEZB, WGCI, KXTC.
GRACE JONES "On Your Knees" (Island-12") $42 \%$ reporting action. Key moves: 24-21 WDON, medium airplay WKTU, on the following stations WIKS, WEZB, KFMX, KXTC, WDAI, KIIS-FM, WMAS
CAMEO "I Just Want To Be" (Chocolate City - 12") 38\% of our reporters on it. Key moves: $20-15$ WDON, 18-11 KHYS, 20-16 WDRQ, 26.24 WEZB, medium airplay WKYS, KSET, debut 35 WZZD, on WMAS, WMAK
CORY DAYE "POW Wow" (New York Int'I. - LP) 38\% reporting airplay. Key moves: $22-18$ WMJX, medium airplay KXTC, WKTU, KSET, WIKS, debut 26 WCAU, on WDRQ, WEZB, KFMX.

## THE BEAT

## Pam Bellamy \& Gail Mitchell

## Promotions in Motion

"If Disco sucks, you certainly couldn't get the kids at Camp Cheerful to believe it," said Bob Manning, Executive VP of Beasloy Broadcast Group, owners of WDMT/Cleveland, OH. Station stalf members sponsored a day of fun at Camp Cheerful, a full-care center funded by the Society of Crippled Children in Clevedend. Over 100 physicaly underprivieged children were treated to a show by the Disco 108 dancers, and were also given T-shirts, LP's and a complete stereo system. Pictured are several participants who proved that Dancemusic can get everyone up and on their feet

In their effort to help save gas, woKVI Cincinnatl has been giving away ten 10 . speed Centurion bikes and a Moped as the grand prize. Listeners quality by calling in and winning LP's, and their names are then entered into the hopper for the drawing of the bikes. The contest has been running since 8-17 and will end on 9-7
ter to hear us with: WBLX/Moblie, AL provided one lucky listener with an $\$ 850$ stereo component system
The NAB Radlo Programming Conference ' 79 will be held Sept. 9.12 at the St. Louls Stouffer's Rivertront Towers. The Disco format room will be hosted by Wanda Ramos of Burkhart/Abrams; Bill Balley, PD WKYS; and Matt Clenoth, PD WDAI.

## Segues

A few changes at WEZB/New Orleans: Captain Bllly, formerty KVOL/Lafayetto, LA, will handle afternoons; Bobby B joins WEZB doing weekends; and Jude has been promoted in-house to all-nights . . . Blll Miller named Program Director at WKGN/Knoxville . KIm Filck, formerly WLWICIncinnatl, is moving to neighboring station WOKV, where she will be doing nights . . J.C. Young is also new to WOKV, formerly of WBLG/LexIngton, KY, and will handle the swing shifts

Susan Korngold has been promoted to

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$\begin{array}{lllll}21 & 25 & 22 & 0 & \text { C } \\ 22 & 19 & 19 & 19 & S\end{array}$
$\begin{array}{llllll}22 & 19 & 19 & 19 & \\ 18 & 14 & 20 & 20 & A \\ - & 26 & 23 & 21\end{array}$

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## M/Pop Muzik (Sire) - LP

ADDRISI BROTHERSIGhost Dancer (Scotti Bros.) ROZALIN WOODSIWhatcha Gonna Do... (A\&M) GQ/I Do Love You (Arista) - LP

O'JAYS "Sing A Happy Song" (Phil. Int'l. - LP) 38\% of our reporters on it, added at WIKS, WMAK. Key moves: $23-16$ KHYS, 23-20 WDON, 22-20 WZZD, 14-12 WCAU 21-20 WBLX, on WGCI, KHFI.
KAT MANDU "The Break" (TK - 12") 38\% reporting airplay, added at WMJX, WIKS. Key moves: $37-29$ WDON, hot rotation WKTU, medium airplay WKYS, KXTC, debut 29 KRLY. ON WEZB, WMAK.
STEPHANIE MILLS "What Cha Gonna Do With My Lovin' '"(20th - LP) 33\% of our reporters on it. Key moves: 7-3 KIIS-FM, 19.15 WOKV, 20-14 WCAU, 25-22 KTLK, 7-6 WOON, hot rotation WKYS, medium airplay KSET, on WKTU.
FRONT PAGE "Love Insurance" (Panorama - 12") 33\% reporting action, added at WEZB, WMAS. Key moves: $30-26$ WOKV, hot rotation WKTU, medium airplay WIKS, debut 24 WMJX, on KXTC, WKYS.
SIREN "Open Up For Love" (Midsong - 12") $33 \%$ of our reporters on it, added at KSET, WMAS, WEZB. Key moves: 21-19 WOKV, on WKTU, WMJX, WIKS, WMAK. TROIANO "We All Need Love" (Capitol - 12") $29 \%$ reporting airplay, added at WZZD. Key moves: hot rotation WMAS, medium airpay KXTC, KFMX, WKTU, on KRLY, WDA MAXINE NIGHTINGALE "Lead Me On" (Windsong - LP) $29 \%$ of our reporters on it, added at WKTU. Key moves: medium airplay WMAS, on the following stations
KRLY, WDRQ, KHFI, WOKV.

Music Director at KLAV/Las Vegas . . . J.C. Floyd joins WDRQIDetrolt from WAMOWPEZIPItisburgh .. Several openings for you to be aware of: KITT-FM/San Dlego looking for an announcer. Must have 3-4 yrs.
experience. Tapes and resumes to Wally Reed, GM, 3320 Kemper St., Suite 204, San Diego, CA 92110...WDRO is still looking for on-air talent and newspeople; contact Mark Drlacoll


## ADDS \＆HOTS




| リラごリ リフ WE2s／Mew Orteans，LA ADDE <br> Kaven Silver <br> Froni Page <br>  <br> MOTTEST <br> Wichsel Jackson <br>  Commodores <br> Smokey Robinson $\|n\|$ <br> KC \＆Sunthine Eand <br> Pleasure <br> －Gary Frankilin |
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## Reporters

WKTKIBaltimore，MD－Lou Krieger WCAU／Philadelphia，PA－Roy Perry WZZO／Philadelphla，PA－Mark Serpas WKYSIWashington，DC－Steven Manuel WDON／Washington，DC－Barry Richards WKTUINew York，NY－Michael Ellis WBOSIBoston，MA－Jane Duncklee WMASISpringfield，MA－Chris McLoude

SOUTH
wMAK／Nashville，TN－Dan Vallie WKGN／Knoxville，TN－Mike swaggertv WEZBINow Orleans，LA－Gary Franklin KSETIEI Paso，TX－Chuck Kelly KHYSIBeaumont，TX－Ted Stecker KRLY／Houston，TX－Michael Jones KHFIIAustin，TX－Jack Starr wblXIMobile，AL－Carmen Brown WMJXMMiaml，FL－Frank Walsh

## MIDWEST

wokvicincinnati， OH －Charlie Brown WDAllChicago，IL－Mary Klug wGCI／Chicago，IL－Barry Mayo WORO／Detroit，MI－Jim Ryan
KFMXIMinneapolis，MN－Gary De Maroney WIKSIIndianapolis，IN－Fred Moore

WEST
KXTCIPhoenix，AZ－Rick Nuhn
KTLKIDenver，CO－Paula Matthews KLAVILas Vegas，NV－Susan Korngold KIISIL os Angeles，CA－Wagner／Cohen KITTISan Diego，CA－Erik Garcia

# THE PICTURE PAGES 

Polydor Takes On Thorpe


Polydor Records will distribute Billy Thorpe in the U.S. and Canada, with a promiotion, marketing and marchan. dising campaign on behalf of his current album, "Children Of The Sun," to begin immediately. Seen at the signing are (l-r) Polydor's Bill McGathy. Thorpe's producer Spencer Proffer, Polydor Exec. VP Dick Kline, Thorpe, Polydor Sr. VP Dr. Ekke Schnabel, Polydor President Fred Haaven, Polydor VP Jim Collins, Palydor Sr. VP Harn Anger, and Polydor VP Dr. Jerry Jaffe.

Steel's Appeal


When Infinity's Blue Steel completed the recording of a live album for the label's "Live Concert Series," the group was feted with a reception at the recording's location - S.I.R. Studios in Hollywood. Pictured at the party are (top row, I-r) KEZY MD Larry Reisman, Intrepid Productions' Dean MacDougall, Blue Steal's Leonard Arnold and Marc Durham, KMET Assistant PD Jack Snyder, group's Howie Burke, KMET's Paraquat Kelly. KMET PD SamI Bellamy, KHTZ PD Jim Conlee, Infinity's Peter Schwartz, and KHTZ Assistant PD Gary Greenberg; (bottom row, l.r) Infinity's Joel Newman, Intrepid Productions' Hugh Serrat, group's Michael Huey, label's Alan Ostroff, group's publicist Sally Stevens (head turned), and Blue Steel's Richard Bowden.

## Con Funk Shun, Gap Band Get It Together



[^3]

Seen at the Jack Clement Recording Studlo in Nashville in the midst of cutting tracks for his debut Casablanca album are (l-r) Mac Davis, album's producer Larn Butler and engineer Billy Sherrill.

## E/A Pacts Mizells



Elektra/Asylum Records recently signed a production pact with Larry and Fonce Mizell, whose previous production credits include A Taste Of Honey, LTD and Donald Byrd. Pictured at the pacting are from left Mizalls' accountant Les Bider, Larry Mizall E/A's Don Mizell lLarr and Fonce's cousinl. E/A Chairman Joe Smith, Fonce Mizell and Mizells attorney Joseph Porter III.

ED \& JFC Provide NewScript


Big Tree's England Dan and John Ford Caley recently visited the New. ScriptStarship San Francisco offices where they were interviewed by Starship editor Terry Marshall. Pictured are (l-r) John Ford Colev, New Script/Starship's Bob Rogers, NewScript editor-in-chief Nency Stevens, Starship editor Terry Marshall and England Dan.


## THE PICTURE PAGES

## Walking The Store Over You



Cachet recording artist and country music legend Ernest Tubb recently made an In-store appearance at the Sound Warehouse in Dallas in support of his latest album, "Ernest Tubb: The Legend And The Legacy." Shown at the store are (tr) Pete Drake Productions' Rick Sanjek, Cacher's Inving Trencher and Mike Kelly, Tubb, Sound Werehouse's Wes Daily and Bob Gillespie, Cechet GM Sol Greenberg, Glen Christy and an unídentified Sound Werehouse staffer

## Scouts Honor Nugent



Upon Ted Nugent's arrival in Boston recently, the Epic recording artist was met by a small army of Girl Scouts, who escorted him to an in-store appearance prior to his performance at the Boston Garden. Pictured amidst the tiny troupe is the noble savage himself.

Capitol Signs Private Eye


Capitol Records has signed the Toronto-based rock band Private Eye to a contract Pictured at the inking ar (l.r) Capitol/EMI.AmericalUnited Artist President Don Zimmermann, Private Eve's Gordie Leggat and (seated) Hughie Leggat, Capitol VP Rupert Perry, Private Eve's Paul "Boomer" Stamp. Howard Warden and Capitol EMI of Canada President Dave Evans.

Having CHUM Fun Now


Following his recent performance at the Canadien Netional Exhlb/tlon sta. dium in Toronto, A tlantic's Jean-Luc Ponty chummed with CHUM.FM's Mike McCov (left) and CHUM-AM's Bob McGeo.

## 20th Makes Triple "S" Connection



20th Century-Fox Records recently signed Triple "S" Connection. Seen at the signing ceremony are (standing, 1-1) 20th's Mort Weiner, 20th VP and producer of the group's debut album Bunky Shepperd, 20th's Liz Gerdener, 20th Sr. VP Neil Portnow, and 20th's Donny Brooks; (seated, I.r) Triple "S" Connection members Steven Rice, Stan Shepperd (Bunky's son) and Sterling Rice.

## Sweet 17



After her recent performance at New York City's Bottom Line, Stiff/Columbia recording artist Rachel Sweet (seated) celebrated her 17th birthday back. stage. Pictured at the party are (l-r) Stiff's Barry Taylor, CBS Records Di vision President Bruce Lundvall, Columbia VP Don DeViro, Columbia Sr VP/GM Jack Craigo, and Rachel's father, Dick Sweet

# THE PICTURE PAGES 

## Nantucket To Now York



Following their recent performance at Great Glldersleeves in New Vork Clty, Epic recording group Nantucket wes met backstage by various label execs. Plctured meeting and greeting are, clockwise from bottorn: Nantucker's Mike and Larry Uzzell, group's menager Blll Cain, E/P/A VP's Al DeMarino and Ron McCarrall, group's Mark Downing, E/P/A Sr. VP/GM Don Dempsev, and group members Eddie Blair, Tommy Redd and Kenny Soule.

The A's Meet The Ramones


When Arista recording group the A's recently performed along with Sire's Ramones at My Father's Place on Long Island, the two groups posed backstage for fans and photogs. Seen on the scene are, from left A's members Terry Bortman, Richard Rush and Rick Difonzo; Marky, Joev and Johnny Ramone, A's member Rocco Notte, Dee Dee Ramone and A's member Mike Snyder.

## A Midsummer Midsong Rush



Chris Rush, Midsong recording artist end comedlan, recently performed at the Other End and was greeted backstage by friends with a cake. Shown are (l-r) Midsong President Bob Reno, Midsong recording artist Tod Foster, Rush, Jeffrey Schwartz Management's Joanne Spels, Midsong VP Sy Warner, Midsong's Ken Levy and Bornle Vudkofsky, and Midsong Executtue VP Stephen Mote


Capitol Records' Natalle Cole recently appeared at Dick Clark's West chester Promiere Theater in Terryrown, New Vork and was greeted by well wishers beckstage. Shown are (1-r) WIIlem Morris Agency's Marty Klein, New Direction Management's Kevin Hunter, Cole, and Capitol's Doreen D'Agostino and Betrelynn Mclivaln.

Rockin' Robin \& Funny Phil


Casablanca recording artist Robin Williams (left) proved that rock music was not alien to his culture when he attended Shelter's Phil Seymour's recent performance at the Hong Kong Cafe in L. A.'s Chinatown.

## Spend the evening with A HOLLYWOOD LEGEND!



Classic Motion Pictures on

6255 Sunset Olvd.. Suhe 1019. Holtywood, CA 90028, (213) 464-1406


## Directing Your Energy To Fight The Crisis

In talking with many Black radio people around the country, it appears the main topic of conversation is the Energy Crunch/Inflation Blues. I heard the complaints, and I thought I'd ask around about what radio is doing toward some kind of solution. Surprisingly, a large percentage said, "Nothing. What can I do, anyway?"

Well, that could be part of the problem. No one seems to want to do anything, or feels as if he can. However, I did find a programmer who is making his stand and fighting the battle: Jay Johnson, PD at WTLC/Indianapolis. The station has instituted an "Inflation Fighter" promotion, and here's the story:

R\&R: Jay, what's your radio station doing to fight the inflation/energy crunch?
JOHNSON: Well, I had a chance to meet the President in June at the White House for the BMA celebration, and we had a chance to talk. In the conversation, we decided that some of the things we needed to do for our listeners was to try to help them get through this energy crisis, which is obviously going to have a tremendous impact on the black community. So we thought we'd do a campaign around energy conservation, and help through an "Inflation Fighter" contest. Phase One dealt with paying rents, and buying staples, and things of that nature.

R\&R: Could you explain in more depth?
JOHNSON: We'd pay $\$ 50$ worth of groceries every time a caller is picked or pay his light bill, or rent, or his phone bill, regardless of the amount. We're going to incorporate that same idea into Phase Two of this contest. We will in addition to that, buy 10 to 105 gallons of gas per caller to try and help them make it through this year. So that's really what this contest is going to do - give our listeners a break from the high cost of living.

We're trying to give them some of the luxury items they've had taken away from them by virtue of the high cost of gasoline. You know, a year ago we were paying 50 cents a gallon; now it's up to $\$ 25$ to fill up your tank. So we're saying we understand that, we understand the problem - there's no way to end the problem, but we'll try to give you a little relief. and we spell relief WTLC

That's one approach, and I want to thank Jay for calling it to our attention. If your station is building promotions around the energy crisis or inflation, please let me know. Let's get the ball rolling.

## BMA Goes Country

The Board of Directors of the Black Music Association will convene in Nashville on September $6-8$ and will be treated to several events, including a special Country supper hosted by members of the CMA Board. The visiting group will be treated also to a night at the Grand Ole Opry, not to mention another food festival sponsored by Frances Preston. VP of BMI. All and all, it looks like one of the highlights could be the exchanging of recipes for greens.


CHIC ELITE - Following their recent performance at the Santa Monice Civic auditorium near Los Angeles, members of Atlantic recording group Chic were congratulated backstage by various luminaries in attendance, from left Inner City Broadcasting National PD Frankie Crocker, Chic's Luci Martin, Morown's "Wiz" of a talent Diena Ross, and Chic members
Bernerd Edwards, Alfa Anderson and N/le Rodgers.


COMMODORES DA YPARTING FROM HOUSTON - Prior to departing on their 1979 world tour, Motown recording group the Commodores stopped by the studlos of KYOK/Houston. Seen at the scene are, from left: Commodores' Thomas McClary, KYOK PDIMD R/ck Robbins, group's William King and Lionel Richie, and Motown's Don Certer.

## People

Record label employees are known for their work above and beyond the call of duty, right? Well, Sam Jackson of Arista Records' finance department proved just that when he rescued a falling child from a fourth floor window in the Bronx. For his heroic endeavors, he was awarded the Mayor's Medal For Heroism by Mayor Edwand Koch (see photo) ... Kelly Karson is now with WDIA/ Memphis, where he will be handling the $10 \mathrm{pm}-2 \mathrm{am}$ slot. He hails from WTLC/Indianapolis . . Walt "Baby" Love, former Program Director of KKTT/Los Angeles, has moved across town to competing rocker KFI WYLD-FM/New Orleans is on the lookout for an air per sonality. All inquiries should be directed to Calvin Booker at the station, 2006 Tulane Avenue, New Orleans, LA 70119

Air personality Ron Chambers, formerly of WYLD. has now joined the folds of WKXI/Jackson, MS Birthday congratulations to Eric Reed, Production Manager, and Jay Rich. Sales Manager both of KJLH/Los Angeles
. Award-winning gospel artist Andrae Crouch recently signed a package with Warner Bros. which includes the recording of "inspirational" contemporary music Writer/Musician/Producer Willie Mitchell is Sam now a member of the Bearsville Records family with a now with and exclusive producer. Willie Ritcherds family with a new contract as both an artist his string me 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

MYSTIC MAN IN BROOKLYN: August 23 was proclaimed "Peter Tosh Day" by the borough of Brooklyn in recognition of his work with the Black community. The day's events included a motorcade through various neighborhoods with stops at several social and service centers, and a formal presentation by Deputy Borough President Ed Townsend. Tosh followed this with a special performance at Pratt Institute that Saturday . . . Washington, D.C. has been set as the locale for the upcoming September meetings of NABOB and the Black Caucus ... BEE GEES BENEFIT: RSO recording group the Bee Gees have announced that a donation will be made from their September 30 concert in Atlanta to the Martin Luther King Jr. Center for Social Change. The decision was made when demand exceeded supply causing a second concert to be scheduled after the original for September 29.

## Things

ARTISTS ON PARADE: WKXI/Jackson, MS spotlighted Capitol artist Natalie Cole on Labor Day weekend with a holiday special...By the way, Ms. Cole also appeared at the Greek Theater in Los Angeles on the same weekend. Her opening act was Peaches \& Herb

Serving up a delectable group of musical talent was KJLH/Los Angeles. Air personality Ted Terry, who does 4pm-8pm, also hosts a "Music Menu" segment during this time period. Last week such diversified artists as David Ruffin, Donald Byrd and Willie Bobo stopped by to give on-air interviews . . I WANT TO BE: That's the name of a current contest being sponsored by KDKO/Denver. Participants write in telling why they want to be. Grand prize is a trip for two to anywhere of the winner's choosing

## There is no doubt about it, $A \& M$ has some

 very hot music on the streets today. Singles and albums that are...A live \& Movin.

LTD - The Single, "Share My Love" ${ }_{\text {wasw }}$ from the album, Devotion $\psi \cdots$ ATLANTIC STARR - The Single, "Kissin' Power", mansur vin from the album, Straight To The Point ssasm
BRYAN ADAMS - The Single, "Let Me Take You Dancing" Anmanser vaus
HERB ALPERT - The Single, "Rise"" BRENDA RUSSELL - The Single, "So Good, So Right" "ras from the album
Brenda Russell ${ }_{\text {spins }}$
ROZALIN WOODS - The Single, "Whatcha Gonna Do About It" Mxasosis maz Look for the forthcoming album Flashback spro
ROCKIE ROB:INS - The Single, "Be Ever Wonderful" wnim from the album
Rockie Robbins whins
BELL \& JAMES - Watch for their new single, "Shake Down" am wo Look for the forthcoming album Only Make Believe
LES McCANI - Tall, Dark \& Handsome, s. The new Les McCann album, coming soon.
SO COME ALIVE AND GET WOYN WITH ALLOUR HOTHITS


## Pap/Rhythms

# HOTTEST <br> Following ara listed In ordar of thair airplay activity. 

## MICHAEL JACKSON

"Don't Stop 'Til You Get Enough" (Epic) MASS PRODUCTION
"Firecracker" (Cotillion) CAMEO
"I Just Want To Be" (Chocolate City) GO
"I Do Love You" (Arista) COMMODORES
"Sall On" (Motown) O'JAYS
Sing A Happy Song"' (Philadelphia International) FUNKADELIC
"'Knee Deep"' (WB) CHIC
"Good Times" (Atlantic)
ASHFORD \& SIMPSON
"Found A Cure" (WB)
A TASTE OF HONEY
'Do It Good" (Capitol)


GAP BAND "Open Up Your Mind (Wide)" (Mercury) 36\% of our reporters are on it. In the East it is in medium rotation at WKND. WILD and WDAS with hot airplay at WOL. In the South it is in hot rotetion at WGIV with medium airplay at WYLD while the Midwest reflects hot rotation at WTLC, WVON and WTLC and medium rotation at WJMO. The West reflects hot at KDAY and KSOL; in medium rotation at KDKO.
HERB ALPERT "Rise" (A\&M) 33\% reporting airplay. The Midwest shows hot airplay at WJLB. The East dominates with activiry: hot at WWIN, WXYV, WILD, and WDAS with medium airplay at WOL. The South reflects hot at WHRK and WVEE plus medium rotation at WDIA. Medium airplay at KDKO and hot at KYAC and KSOL in the West.
B.B. KING "Better Not Look Down" (MCA) 33\% reporting action. Strongest activity in the South with hot rotation at WKXI, WGIV, WDIA and WYLD. The East reflects medium airplay at WWIN. The Midwest reflects heavy airplay at WVON, WCIN, WTLC and WLOU. KYAC and KSOL show medium airplay with hot airplay at KDAY in the West.
FERN KINNEY "Groove Me" (TK) $\mathbf{2 8 \%}$ of our reporters are on it. West leads the way with heavy airplay at KDAY and KYAC with medium airplay at KDKO and KSOL. WKWM in the Midwest shows medium rotation. South reflects hot airplay at WKXI and WGIV with medium airplay at WEDR. The East shows it hot at WILD and medium at WWIN.
TEDDY PENDERGRASS "Come Go With Me" (Phil. Int'I.) 28\% reporting airplay. Midwest reflects medium airplay at WLOU with adds at WJLB and WDAO. The East shows it debuting at WILD, hot at WXYV and medium airplay at WWIN. Hot in the South at WVEE and WHRK. Debuts in the West at KDKO and KYAC.
CRUSADERS "Street Life" (MCA) 28\% reporting activity. Midwest leads the way; not at WKWM, WTLC, WDAO and WJLB. Also medium airplay there at WJMO with a debut at WLOU. The West shows medium airplay at KYAC and KSOL. Hot at WPDO in the South and WLOU. The West shows medium air
medium airplay at WWIN in the East.
DAVID RUFFIN "Break My Heart" (WB) $\mathbf{2 8 \%}$ of our reporters are on it. Midwest out front with airplay; new at WDAO and WTLC with medium airplay at WJLB and WVON KYAC in the West shows hot airplay. The South reflects an add at WEDR, hot at WGIV and climbing at WKXI. The East shows hot at WOL and climbing at WDAS.
KOOL \& THE GANG "Ladies' Night" (De-Lite) 28\% reporting action. Debuting in the West at KOKO. Climbing in the East at WOL while debuting in the South at WDIA and WEDR and climbing at WKXI. Midwest shows adds at WCIN, WDAO and WJLB; climbing at WKWM and WLOU

## Album Airplay <br> Following are listed in order of thair airplay activity.

COMMODORES "Midnight Magic" (Motown) "Sail On"* "Still" "Midnight Magic" MICHAEL JACKSON "OH The Wall'' (Epic) "Don't Stop 'Til You Get Enough"* TEDDY PENDERGRASS "Teddy" (Phil. Int'l.) "Come Go With Me"* "Turn Out The Lights"*
GQ "Disco Nights" (Arista) "I Do Love You"* "Disco Nights"*
CHIC "Risque" (Atlantic) "Good Times". "A Warm Summer Night" CRUSADERS "Street Life" (MCA) "Street Life""
O'JAYS "Identify Yourself" (Phil. Int'I.) "Sing A Happy Song"e
ASHFORD \& SIMPSON "Stay Free" (WB) "Found A Cure"" "Stay Free" "N body Knows"
MINNIE RIPERTON "Minnie"' (Capitol) "Memory Lane"e "Lover G Friend":

EVE YN "CHAMPAGNE" KING "Out There" (RCA) 25\% reporting airplay. Heavy airplay in the Midwest at WKWM, WLOU, WTLC, WDAO, and WCIN. The South reflects a debut at WEDR, climbing at WKXI, and in heavy alrplay at WGIV. Climbing at WOL in the East.
CURTIS MAYFIELD \& LINDA CLIFFORD "Between You..." (RSO/Curtom) 25\% reporting activity. The East shows a debut at WKND. climbing at WWIN, and in heavy rotation at WDAS. Debuting in the South at WDIA with heavy rotation at WPDQ. In hot rotation at WLOU in the Midwest with a climbing position at WKWM. Debuting at KSOL in the West and hot at KYAC.
FIVE SPECIAL "Why Leave Us Alone" (Elektra) 22\% of our reporters are on it South leads the way; hot at WEDR, KMJQ and WVOL Cooling off at WYLD in New Orleans there. The West reflects hot rotation at KDAY and KLIP. Hot at WILD and medium airplay at WWIN in the East.
AL HUDSON 8 THE PARTNERS "You Can Do It" (MCA) 22\% of our reporters are on it. East leads the way with hot activity at WKND, WWIN, WILD and WDAS. Hot at KDAY and KLIP in the West Debuting in the Midwest at WTLC and climbing at WJMO. ARETHA FRANKLIN "Ladies Only" (Atlantic) 19\% reporting airplay. Midwest out front with activity with two debuts: WLOU and WOAO. Climbing at WTLC with heavy airplay at WCIN. Climbing in the South at WAOK and WKXI. In medium rotation at KYAC in the West.
DIANA ROSS "The Boss" (Motown) 17\% reporting action. Cooling off in the South at WJJS. In medium airplay in the Midwest at WVON with heavy airplay at WJMO. The East reflects hot airplay at WKND and WDAS with medium airplay at WILD
NATURE'S DIVINE "I Just Can't Control Myself" (Infinity) 17\% of our reporters are on it. Debuting in the Midwest at WKWM and WLOU. Debuting at KDAY and KYAC in the West with an add at WEDR in the South. Added In the East at WKND.

## NEW \& ACTIVE

CON FUNK SHUN "'(Let Me Put) Love On Your Mind" (Mercury) 14\% of our re porters are on it Debuts in the West at KDKO. The South shows it's new at WGIV. In the Eest it debuts at WILD. WOL and WDAS while the Midwest shows it new at WDAO.
RICK JAMES "Fool On The Street" (Gordy) 14\% of our' reporters are on it. New in the Midwest at WJMO with medium rotation at WDAO, WCIN and WLOU. Climbing in the South at WAOK.
TTH WONDER "Do It With Your Body" (Casablanca) 14\% of our reporters are on it. New in the Midwest at WDAO. Debuting in the West at KDAY. Reflecting medium rotation at WKXI and WGIV in the South. Climbing at WOL in the East
TAMIKO JONES "Can't Live Without Your Love" (Polydor) 14\% of our report. ers are on it. New in the Midwest at WLOU and receiving heavy airplay at WCIN. Debuting at WPDO and receiving heavy rotation at WAOK in the South. East shows it climbing at WILD

## JAZZ

 HOTTEST
## BOB JAMES

. Lucky Seven (Tappan Zee/Col.) Various Cuts


FREDDIE HUBBARD . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .
GATO BARBIERI . Various Cuts

ERIC GALE
Euphoria (A\&M)
. . . . . . . . . . . . . . . . . Part Of You (Columbia)
STANLEY TURRENTINE .................................................................. Cuts
TOM BROWNE . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . Various Cuts


信 Various Cuts Various Cuts

## NEW \& ACTIVE

MONTY ALEXANDER.
Live In Tokyo (Pabio)
Various Cuts

EAST: WRVR/New York, NY HerscheVPrescott WHURWashington D.C. Josse Fax WEAABaltimore, MD, Chauncev Lewis. SOUTH: WCLK/Atante, GA Requaye Ward. MIDWEST: WBBY/Columbus, OH, P. Norman Grant WJZZIDetroit, MI, Dorian Paster. WEST: KADXIDenver, CO, Chuck Edwards; KREBerkeley, CA, Hel Jackson; KKGO/Los Angeles, CA, Monice Riorden; KJLH/Los Angeles, CA,



## Anti-Disco: What's Next?

$A O R$ radio has been rallying its listeners to the defense of rock ' $n$ ' roll and to the eradication of disco music for some months now, with controversial results. Was Comiskey Park just a great promotion or was it an irresponsible one? Are anti-disco movements ac tually pro rock ' $n$ ' roll movements or are they just anti-music movements? The arguments have been flying from all sides, and as the dust settles, some interesting changes of dir ection have become visible.

## Abrams Says Lay Off

The word from the top, that is, from Lee Abrams (who once wrote a memo to the Superstars stations encouraging anti-disco demonstrations at his affiliates), is to lay off "The anti-disco stance," he reflected, "which was really just a vehicle of the prorock ' $n$ ' roll movement, became so popular that it got a little out of hand. It started as a bit of radio theater: blowing up a record with an A-bomb in the studio. But people took it too seriously, and considering all the commotion it's created, and the bad vibes in some cities, we're trying to move it more into a positive rock ' $n$ ' roll direction.
"The Superstars stations," he revealed, "will be lessening anti-disco attacks and strengthening pro-rock ' $n$ ' roll. We're in the process of creating vehicles to promote that."

## Bullet Says Suppress It

Another person who agreed that anti-disco promotions produced some unwelcomed re sults is WLUP/Chicago PD Jesse Bullet, who stated, "It's on the verge of being terribly out of control. It could be a really dangerous thing. We never intended it to be this way; we had no idea we would cause a social phenomenon. It's been a marvelous promotion but we're doing everything we can to suppress it as fast as we can. We are doing our absolute best to slow the momentum of this thing down without destryying what we have gained from it."

Bullet hopes to turn an anti-disco sentiment into a positive rock ' $n$ ' roll one. "At the re cent Chicagofest," he recounted, "we were broadcasting live and kids would start chanting
> "It's been a marvelous promotion but we're doing every-
> thing we can to suppress it as fast as we can."

## - Jesse Bullet, PD, WLUP

'disco sucks.' All of us in the booth would answer with a 'Chicago rocks' chant." For the future Bullet is planning a series of charity functions involving the Insane Coho Lips Army, to defuse the potentially violent reputation of the organization.

Steve Dahl, the anti-disco movement's most visible figure, who just weeks ago was cracking disco albums over his head on the "Tomorrow" show, commented: "I think we made our point. It's kind of run its course. We were making fun of it, and you can only make fun of things so long before becoming redundant. I'm still blowing up records on the air but that's about it. Actually. I'm channeling all my energies into airplay of my latest record." (Dahl will follow up his "Do Ya Think I'm Disco" with an album's worth of comedic material.)

## Bender Says Disco Is Manufactured Phenomenon

A quick check of several stations across the country who have run anti-disco promotions show most to be in the process of changing their focus to pro-rock ' $n$ ' roll brigades. KISW/Seattle's "Rock ' $N$ ' Roll Air Force," for example, recently held a Dollar Concert party for its card-carrying members with surprise guest artist Pat Travers playing a set.

In Detroit, however, WRIF PD Tom Bender voiced a contrary opinion as to the nature of the anti-disco promotions (WRIF has set up an anti-disco group called D.R.E.A.D.: Detroit Rockers Engaged in the Abolition of Disco). Said Bender, "I'm not sure that inherent in anti-disco promotions is an undercurrent of violence; it depends on how the promotions are carried out. We let people know right on the DREAD card that it is a non-violent organization."
"These promotions," he continued, "do not have to be an expression of anger or frustration, but rather an expression of partisanship and support of rock ' $n$ ' roll as opposed to

## "I don't think disco music is a true musical form." <br> - Tom Bender, PD, WRIF

the disco lifestyle and paraphernalia, which are not components of a grass-roots phenomenon: they have been designed, marketed and foisted on people, as opposed to being their natural lifestyle. This lifestyle was targeted to the same age group as the rock ' $n$ ' rollers, and is a merchandiser's method of fragmenting that lifestyle."

Is an anti-disco promotion an anti-music promotion as well? Bender thinks not. "Are we attacking music, or are we attacking a fabricated, marketed approach to music? I don't think disco music is a true musical form. Everybody now does a 'disco version' of a song, but disco music itself has no roots."

Bender stressed that all of the station's anti-disco promotions are done with tongue planted firmly in cheek. Nevertheless, when the station held a meeting of their DREAD group at a special screening of "Americathon," nervous theater management demanded

## 1).R.I.A.D. CODE OF CONDUCT

will never wear platlorm shoes
will never wear zodiac
年welry I will never wear zodiac ewelry I will nevel istieniodisco stions and ol disco radi inree prece suils Silk dresses and suspect ate extremely sulation ol any ol these A violation ol any ol mest "THE:CIAIR"

that Bender underwrite a million dollar insurance policy against potential damage to his theater. Bender blamed public paranoia of anti-disco groups to the events at the now-infamous Loop night at Comiskey Park. He commented, "Comiskey Park got out of hand because it was an event with a climax but no ending. They brought people up but not back down again. So now we have the spectre of rock ' $n$ ' roll fans being violence-prone. I don't think rock ' $n$ ' rollers are any more violent than any other sector of society. It's a grey area; there's an awful lot of emotional response to it, and that is, in fact, what makes it a good promotion.
"This is not a forever thing." Bender noted, "This is just a part of a much larger revitalization of this radio station that's going on. It's not going to be a keystone of the station, but just one part of a whole lot of things we'll be involved in. I don't foresee this thing lasting into winter."

For whatever amount of time the anti-disco movement does last, it will obviously remain a subject of controversy for AOR radio. A final thought: If stations turn anti-disco promotions into pro-rock ' $n$ ' roll promotions, who will be the first AOR air personality to blow up mediocre rock ' $n$ ' roll albums?

## Evolution

When AOR WQSR/Tampa switched formats and call letters to Dancemusic WSRZ, most of the staff bolted, including PD Steve Huntington, air personalities Bob Seymour, Jim Leonard and Laura Wilkinson, and weekenders Greg Wilson, Andy Preston and Hank Ball. Wilkinson has resurfaced at WLUP/Chicago for overnights, while the others search out new challenges. Additionally, former WQSR MD Bob Stroud, who initially became acting MD for the new format, has given his twoweek's notice ... WIQB/Ann Arbor PD John Christlan has exited to WDEE/Detroit. His successor is station MD Mark Owens, who will retain the MD duties as well
Former KDKB/Phoenix staffer Blake Brodersen has been named MD at KWFM/ Tucson... KZAM/Seattle assistant MD Jeff Hyman has exited for a position with Windham Hill Records . . . Dean Curfman has joined KICT/Wichita as half of its morning team . . . Ken Calvert has joined WRIF/Detroit from a regional promotion post for CBS Records as WRIF's midday air personality . . . Domino RIppy is new to KPAS/El Paso from KISR/Fi. Smith, AR for middays... Rick West has joined WXKE/Ft. Wayne for afternoons (not as MD as was previously reported).

## Update

KFMS/Las Vegas's roller skate-athon raised over $\$ 11,000$ for Muscular Dystrophy. Love $94 /$ Miami's bed race raised $\$ 9000$ for the organization. Also tying in with M.D. for a community-oriented promotion was WXKE/Ft. Wayne, which did a 48 -hour broadcast marathon that raised $\$ 15,500$ WEBN/Cincinnati's third annual fireworks and music display brought an estimated half-million viewers to the banks of the Ohio River. A fitting homecoming for new PD groom Denton Marr and wife Nancy, who just returned from their Jamacian honeymoon... Roger McGuinn held an impromptu on-air concert while at WMET/Chicago recently WAPL/Appleton, who performed very well in the recent Arbitron ratings races, are about to up their power to 100,000 watts from 28,000 , which should give them even greater gains next book .. KAZY/Denver DJ Steve Cooper entered an elephant race to welcome a circus to the city, and wound up winning . . WQUT/ Johnson City brought Atco recording artists Blackfoot to the people for an autograph session at an area record store ... KSPN/Aspen's benefit concert to help fund an American expedition to the Himalayas drew nearly a thousand fans to see Michael Murphey plus area talent.

## Concerts \& Conversations

PRESENTATIONS: WMMR/Philadelphia presented The A's, John Cougar for free WPLJ/New York presented Carolyne Mas for free.
RADIO CONCERTS.
RADIO CONCERTS: Greg Kihn, Talking Heads on WBCN/Boston . . Hotel on WKDF/ ashville . . Shirts, Blackjack on WLIR/Long Island.
CONVERSATIONS: AI Jarreau, Steve Dah1, Devo on KTYD/Santa Barbara Goffin on Q107/Toronto Allman Bros., John Cougar, B-52's, Kansas, Cars on WIOQ Philadelphia . . Le Roux, jack on KKTX/Kilgore Shirts on WBCN/Boston Blank on KZEW/Dallas n WQBK/Albany ... Foreigner on WWWW/Detroit . . . Black on WLIR/Long Island Louise Goffin, Greg Kihn, Talking Heads, Robert Palmer WLiR/Long Island Roes, Nick Gilder on KTIM/San Rafael . . . Foghat, Point

COMING NEXT WEEK: It wasn't so lang Clarke on KZLA/Los Angeles. digit in the Arbitron ratings. Now stations all across the country have passed that landmark figure and are looking ahead to the next horizon. Next week we'll spotlight the ratings successes of WKQQ/Lexington (a $12+$ figure of 18.2) and all-time AOR ratings champions KFMQ/Lincoln, who came up with an enviable 20.0 share of their audience. If
great numbers mean great stories, these stations should have some whoppers to relate.


BIEEER THAN LIVE!
Three sides of live Weather Report plus one side of all new studio material.


TRA VEAS GETS GOOSED - Polydor recording artist Pat Travers did BLACKFOOT STRIKES IN INDIANAPOLIS - Atco recording artists Blackfoot were interviewed by WFBQ an in-store appearance for Q100/Portland, where he was accompanied Jackson Spires, Charlie Hergrett Rick Me city. Pictured lback row, l-r) are A tlantic's Bill Heltemes, group's by station mescot the Q100 Goose


Cclumbia's Journey and airstaffers from WKDF pictured Nashville concert appearance are VAN HALEN VISHTS KQRS - Warner Bros, recording artists Van Halen were recent interviaw Sneed, group's Neal Schon, WKDF's Steve Henderson, group's Steve Smith, Steve Perry, KQRS MD Mari Sollom, station's Brad LeMare group's Alax Van Halen, WB's Tom Parent (knealing in front/ WKDF's Bob Cotion's Moby; (standing in back) Columbia's Tom Chaltas,
(kneeling in front) WKDF's Bob Cole.

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


## ALAN PARSONS PROJECT

## Eve (Arista)

"Damned" "Hold" "Man" "Be There." $65 \%$ of our reporters on it Total reports: 99. A-83, M-10, H-6. Debuted this woek at number 22.

## 1 FOREIGNER

"Dirty White Boy" (Attantic)
2 JOURNEY
"Lovin', Touchin: Squeezin" (Columbia)
3 TIM CURRY
"I Do The Rock" (A\&M)

- BLACKFOOT
"Highway Song" (Atco)
PRISM
"Virginia" (Ariola)
6 VANHALEN
"Beautiful Girls" (WB)
7 WHO
"Long Live Rock" (MCA) JOHN COUGAR
"I Need A Lover" (Riva/Mercury)
9 ATLANTA RHYTHM SECTION
"Spooky" (Polydor)
10 LOUISE GOFFIN


## "Remember" (Asylum)

These tr's recelved algnincum AOA diptey reports this week. Theee ainglee Album Alrphevile chert The chart in limed in order of totel mensione recalved Atbum Airp

# JAZZ ON AGR 

| ERC CALE $\qquad$ Part Of You (Columbta) "Lookin' Good" |  |
| :---: | :---: |
| JOM NாTCHELL . . . . . . . . . . . . . . . Mingus (Asytum) <br> "Dry Chaner" "Pork Pio Hat" |  |
|  |  |
| NEIL LAREEN . . . . . . . . . . . . . . . . High Gear (Horizon) This "Tine Tomorrow" "Demonette" "R10 Exte" |  |
|  |  |
| B.B. KINO . . . . . . . . . . . . . . . . Treke It Home (MCA) |  |
| . . . . . . . . . . "Second" "Beginning Of The End" |  |
| RLAND JEFFREYS. . . . . . American Boy... IMortzon! |  |
| . . . . . . . . . Tite "Livin' For Me" "Matedor" "Deed" spyRO GYRA. . . . . . . . . . . Morning Dance (Infinity) |  |
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| . . . . . . . . . . . . . . . . . . . . . . . . Trite "Lorraine" |  |
| BOB JAME8. . . . . . . Lucky Seven (Tappan Zeel Coll) . . . . "Rush Hour" "Look.Allke" "Stone Clty" "Fly" |  |
|  |  |
| EFF LORBER . . . . . . . . . . . . . . . Water Sign (Arista) |  |
| ….................. "Toad's Ploce" "Tune 88 " |  |
|  |  |
| . . . . . . . . . . . . . . . . . . . . . . . Tito "Carnival" |  |
| TANEY CLarke. . . . I Wanna Play For... (Ne |  |

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## REGIONAL AOR ACTIVITY






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Radlo\&Records
September 7,1979


Album Airplay/ 40
152 REPORTERS
In Through The Out.. (Swan Song) Candy-O (Elektra)
Get The Knack (Capitol)
Secrets (Island)
Rust Never Sleeps (WB/Reprise)
Low Budget (Arista).
Labour Of Lust (Columbia)
Nine Lives (Epic)
First Under The Wire (Capitol).
Slow Train Coming (Columbia)
Fickle Heart (Atlantic)
Highway To Hell (Atlantic)
Go For What You Know (Polydor).
Breakfast In America (A\&M).
Discovery (Jet)
The Records (Virgin).
Street Machine (Capitol).
The Jukes (Mercury)
Fight Dirty (Arista)
Fear Of Music (Sire)
Mirrors (Columbia)
Eve (Arista).
Gomm With The Wind (Stiff/Epic)
David Werner (Epic)
Nils (A\&M).
Escape From... (Capitol).
Volcano (MCA)
Communiqué (WB).
Back To The Egg (Columbia) Chicago 13 (Columbia)
Million Mile Reflections (Epic)
Repeat When... (Swan Song)
Various Artists (Lorimar).
Children Of The Sun (Capricorn)
Better Than The Rest (MCA)
Born Again (WB).
Strange Man, Changed... (Polydor)
With The Naked Eye (Beserkley)
Down To Earth (Polydor).
Monolith (Kirshner)

## Chart Summary

It was a week of affir-
mation for rock ' $n$ ' roll LED ZEP style, as our reporters pushed the album all the way to the top. Still a hair's breath away from number one were CARS, and KNACK, though down, were certainly far from out with the top three artists garnering the lion's share of the hot reports. YOUNG and REO maintained while DYLAN leaped into top ten. ACIDC registered excellent upward movement as RECORDS inched up. It was a good week for SOUTHSIDE and CHARLIE while HEADS made significant airplay gains. PARSONS was this week's highest debuting and most added album, garnering excellent initial adds. GOMM was on the rise, as was MOON. BUFFETT debuted with a very solid combination of re ports in all airplay rota tions. EDMUNDS, AMER ICATHON and THOROGOOD all moved up while RANBOW held rock staady. JOURNEY and CURRY nearly charted this week

The Album Airplay $/ 40$ chart re presents activity hased on a com
bination of add. medium and ho reports. Artists' chart numbers reports. Artists chart numbers period. The artists in italies registered the most rapid gains in air
play for the week. Album cuts play for the week. Album cuts
that are also current singles are that are also type.
listed in bold type




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## News Notes

Starting to get many calls here at R\&R from Country radio stations inter ested in the CMA Post-Awards Radio Show on the NBC Radio Network. Also there are stations interested in running the simulcast of the actual awards show off the CBS-TV Network. This simulcast idea was started last year and great response was received from the stations. The only problem, over which the CMA had no control, is that the simulcast will not allow any local commercial avails during the show. It still is a super programming-promotional tool for a station. This is the reason the CMA Radio Committee came up with the post-awards radio show. There will be commercial time available for the local stations.

Let me say up front that time is running short on reserving these shows. For he CMA-CBS-TV simulcast. you must get a request to Toby Cannon at the Country Music Association by letter or telegram no later than Friday. September 14. For more information on the simulcast contact Toby at the CMA/Nashville office, (615) 244-2840.

Now for stations who want to run the CMA's Post-Awards Radio Show, which will be run live following the television program via NBC. your station must make immediate contact with NBC Radio's head of programming, Ruth Meyers, at (212) 664-2045. She will be supervising the clearance of stations to run this show, which will be hosted by Bill Anderson and Ralph Emery. All the participants, winners, and nominees of the CMA Awards Show will also be part of this radio first.

As I have mentioned, KSON/San Diego President Dan McKinnon and I are co-producing and directing the post-awards show, along with some great help in Nashville. We are looking forward to making this an annual event. So far there have been many pre-production segments produced both here at the R\&R Century City studios and at WSM Radio in Nashville. I will be in Nashville next week to coordinate the radio show with all those involved.

My Nashville trip is twofold. Besides the radio show, I will be again this year on the Country Radio Seminar's 1980 planning committee. Should have some details here in a couple weeks.

In other news ...The PD Merry-Go-Round continues across the Country Bob Grayson is out as PD of WHOO/Orlando as WINN/Louisville PD Bucks Braun joins the station. WHOO and WINN are owned by Bluegrass Broadcasting Co. Word has it the company has purchased WTOC-AM-FM/Savannah, GA. The call letters on the AM will now be WWSA and the FM will be known as WCIIY. The FM will be formatted Country. with live programming in morning drive and the Drake-Chenault syndication the rest of the broadcast time. Back at WHOO, GM Bill Stakelin has been upped to VP of Broadcasting for Bluegrass. Max Ryan has been named to take over the GM job at WHOO. At WINN, Tom Hardin is now the acting PD. Ex-WHOO PD Grayson is looking and can be reached at (305) 869 7393 ... The hurricane in Florida has taken WIRK-FM/West Palm Beach off the air for at least a week. See details on Page 1 of this week's R\&R . . Sid Wood takes over for Mike Carta as PD of WMAY/Springfield, IL. Carta, as reported here last week, is off to St. Louis as PD of WILAM-FM . . . Dave Kay has been named PD of WYND/Sarasota, Fh. He replaces Fuzzy Cook, who is moving to Chicago. WYND's new morning man is Dave Jurgenson, former GM of WSEB/

wICHITA WELCOMES WHITMAN - for its 15 th annivarsany party, KFDI/Wichita en tertained more than 17,000 IIstanars during a free day at Joyland Park. KFDI pra santed a fldda contest, wiant contasts, free rides, bluagrass bands, gospal groups, and two shows starting S/im Whitman (shown in top photol David Houston, and Dale McBride, Borrom photo shows Whitman and Houston, along with United Arp. Isf rep Gerri McDowall and KFDI MD Don Watron


CHIMP ON THE OLD BLOCK - WOBLOberlin, Ohio sent along photos of a recent visitor to their studlos, none other than "Zippy The Chimp." Zippy is shown with some of the WOBL staff next to the statton's van and with PD Scott Miller in the alr studio. Miller told R\&R that Zippy was not a very good interview because for some reason "he atways wanted to monkey around."

Sebring, FL . . . Joining WVOJ/Jacksonville, FL as PD from WSNY in the same market is Charlie Marcus. After two and a half years, "Country Charlie" White is resigning as of September 14. White had been doing the evening show and the MD job at WVO.J . . Tom Williams, from WDXI/Jackson, TN, is the new PD at KWKH/Shreveport. Ex-PD Dave Martin has left to join KEBC.FM/Oklahoma City to do noon to three . . Many people still wondering who will replace Don Thomson as PD at WBAP/Fort Worth now that he has gone into business for himself as a Country radio consultant. Most insiders feel GM Warren Potash will be looking at some prospects at the NAB programming conference in St. Louis beginning this Sunday (9) . . . Mike Ryan has been selected as PD of KGFX/ Pierre, SD. He comes to the station from Pierre's KCCR. Ryan will also be doing the morning drive air shift ...Good PD job still open at WJEZ-FM/ Chicago. Contact either Craig Scott at WMPS/Memphis or Bill Hart at WJJD/ Chicago . . . Jim Collins is now Sales Manager of WCOS-FM/Columbia, SC. He had been doing the sales for the AM alone, until Buster White departed from the FM . . . Doc Phillips, fresh from the Don Martin broadcast school in L.A., has been named PD of KOJO/Laramie, WY. New station manager is Ted Foster, from KATA/Arcata, CA . . Scott Anderson has been promoted to MD at KGRZ/ Missoula, MT . . . Mark Eveland, from WMPO-FM/Pomercy, OH, is now MD at WADC/Pakersburg, WV . . . Rosaland Becker from WTRY/Troy, NY, has been appointed News Director for WGNA/Albany, NY

So what's new with you?

## Quick Bits

Some people will do anything for some kicks!?! WIRK.FM/West Palm Beach PD and morning man, "Breakfast" Barry Grant recently took part in an exhibition Kick Boxing match against one of the champs, Bill "Superfoot" Wallace. Grant told R\&R. "I have on occasion put my foot in my mouth, but this time I came very close to putting his foot in my mouth.

Many stations involved last weekend, as in years past, with the Jerry Lewis Muscular Dystrophy telethon from their local television station Some other stations were involved in their own promotions to raise some funds. One of the most unique was reported from WNVY/Pensacola, FL. Air personality Gary O'Brien set the world's record for water sliding. He slipped and slid for 9 hours and managed to raise over $\$ 1300$ for the MS. The station had 150 participants who paid donations to slide with O'Brien . . Of course you have heard of a radio station giving away a "disc jockey for the day Well, KERE/Denver did a Labor Day promotion that put the services of the General Manager, Don Waterman, and the Operations Director, Jay Hoffer, on the line. Watterman and Hoffer made themselves available for the day to wash cars, serve food, vacuum and other chores. Listeners were asked to submit, in 25 words or less, their opinion why "KERE is the best country music station around." Hoffer told our R\&R microphone. "I made it very clear, I don't do windows." . . . More than 5000 persons showed for the 52nd anniversary of KRMD/Shreveport's client party. According to former KFOX/ Iong Beach PD Jim Christoferson. "A good time was had by all!" (And he wasn't even there, or for that matter invited.) . . K7II'/Amarillo has been doing some Saturday matinee movie shows featuring classic movies by Roy Rogers and many Walt Disney films. Admission price is only 13 cents, (13 being the station's frequency). (Rumor has it, the semi-perverted KZIP Program Director, Iugk Collins, wanted to hold his adult-oriented movie promotion at the local "No-Tell Motel." Seems his featured flick, "Snow White Meets Rin Tin Tin, " was lost on its way from the Dallas airport to Amarillo. Dugg, check with RCA's Wayne Edwards, he was reported to be smiling more than usual in the last couple of days!?) ... KEEN/San Jove came up with an interesting way to spollight local talent and get a new jingle pack arge for very little. They auditioned local performers and picked the best to record KEEN station logos at an area recording studio . WIIK/Cleveland is running a promotion with the Cleveland Browns football team (they broadcast their games). The station is giving away WITK/Cleveland Browns bumperstickers, complete with instructions on where to stick them That's it for this week

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GATLIN GUESTS - Larry Gatlin and his brother, Rudy, are shown during a visit to WHNINew York, where they dld a guest spot on the Mike Fitzgerald afternoon show. Pictured ara PD Ed Salamon, Larrv. VP/GM Nick Verbitsky, Mike Fitzgerald and Rudy Gatlin.


TWITTY TRIP - MCA's Conway Twitty is pictured at an in-store appearance at Grea American Music in Minneapolis. With him is store manager, Sue Kempt MCA's Tamra Grolnick and Bob Walker, WDGY Radio PD Dan Halyburton; Twitty; MCA's John Jump and John Burns; and Dick Olmsted of Great American Music


COUNTRY CONCERT ON GRASS - "For out, man." (Not that kind of grass, stupidl) WSEN/Baldwinsville, NY, has been holding "Summer Lawn Concerts" on the grass in front of the station. The Country Wine Band and New York State fiddle champ Hal Casey, are seen here.


HUNTSVILLE HOORAH - RCA's Jim Ed Brown \& Helen Cornelius are shown here after a recent concert for WBHP/Huntsville, AL. A/so seen are MD Ron Scort; Joe Patrick assistant PD John Scott; and Steve Payna.


HOLLYWOOD SIGN - Not exactly the world-famous Hollywood sign, but rather the latest billboard of WGMA/Hollywood, FL. The station's new logo is "Greatest Coun try, " therefore the boerds were brightly colored red, white and blue


SIXTY AND STRONG - Kitty Wells is pictured with WJRBINashville air personality Don Keith at a special on-air salute sponsored by the Top Billing Agency and WJRB celabrating Kitty's 60 th birthday and 43 vears in the entertainment business.


BROADCAST BIRTHDAY - To celebrate their 31st year of broadcasting. WFAl/Fayetteville, NC staffers are shown at a recent "sign" up. From lett to right are GM Danny Highsmith; Denny McGuire, morning drive personality; Music Director Tim Williams:
and PD Terry Jordan.


LOOKING AT LEHR - RCA's Zella Lehr is shown here with KSON/San Diego music director Ron West; KLAC/Los Angeles music director Cathy Hahn; and an unidentified bystander after a recent concert at Disneyland. That bystander looks a little "Goofy to us.


BLUEGRASS BOOGIE - KTTS/Springfield, MO air personality, "Ricky Baby" Rich mond (third from left) is shown with the "Battle Field Express" during the recent Strafford Bluegrass Festival the station sponsored.


## BREAKERS

## RANDY BARLOW

Another Easy Lovin' Night (Republic) On $63 \%$ of reporting stations. Adds include KLZ, KCKC WCXI, KCKN, WUBE, WSLR, WKSJ, WMZO-FM, KSON, KFGO. Charts: Debut 30 WONE, $33-27$ KRAM, $35-28$ WNRS, $34-27$ KRAK, $38-30$ KZIP, debut 30 KEED, $32-25$ KXLR, deburt 29 KRGO. R\&R Chart Debut 35.

CRYSTAL GAYLE

## Half The Way (Columbia)

$59 \%$ of our reporters on this record. One of the week's "Most Added." Adds inctude WIRE, WMAQ, WEEP, WUNI, WLWI.FM, WSLR, KHAK, KLAK, KBOX, KENR, WSUN, WOKQ Charts: $40-28$ KSO, $39-28$ WWVA, debut 27 WONE, 37.29 WMZO-FM. R\&R Chart Debut 36.

## BILLIE JO SPEARS

Livin' Our Love Together (UA)
On 59\% of reporting stations. Charts: $31-25$ KCKC, 37-29 KWKH, debut 28 WONE, 30-26 WSLR, 31-22 KSOP, 13-11 WHOO, 12-10 KRZY, 7-4 WUNI, 37-37 WRCP. New adds this week include KBOX, WOOT, WCMS, WKDA, KGRZ, KCUB, KSON, KBMR. R\&R'Chart Debut 37.

## KENDALLS

I Don't Do It Like That No More (Ovation) $58 \%$ of our reporters on it Charts: $36-30$ KRMD, $34-27$ WSAI, 23-16 WCXI, debut 30 WPLO, 23 -17 WKMF, debut 29 KLAK, 32-24 WIRK-FM, 33-25 WWVA, 38-28 KKYX. Adds: WPOC FM, KHAK, WUNI, WWOK, KCKC, WCUZ, WMUS. R\&R

## Chart Debut 38. <br> NEW \& ACTIVE

 The firt reereventi totel number of our reporting otell
RAZZY BAILEY "I Ain't Got No Business Doin' Business Today" (RCA) 81/10. RABA KENP KCUB WKXA WPOR WNVY, WSUN, KWMT, KOFX. WWOJ. Charte 159 WUNi, 3328 WBAM, 3528 KWKH, 32.25 WUBE 34.25 WRCP, 37.27 KVET, 31.22 WWVA 3429 KRMD 322 WBAM. 22 WLWI.FM. 2316 KXLA RGR Chart Debut 40.
EDDV ARNOLD "Goodbye" IRCA) 79/11, KRZY, WCXI, KCKN. WWJO, WTCR. WNVY,

KSOP, 2 IVA NEWTONJOHN "Dancin' 'Round And 'Round" (MCA) 7412 WMAQ
 KBOX. KSON, KLAK. KRAK, KCUB. WNYR. WSUN. WCO.
1510 WHOO. 18.14 WWA 2925 WFSSFM. 159 KUGR. 22,17 WSEN. $27-21$ KNOE.
DOLY PARTON "SWeet Summer Lovin" "' (RCA) 70/12, KLAC, WHN, KCKN, DOLLY PARTON 'SWEA SUMmer LOVIN WMUS, KSON. Chars. 3525 WEEP, 3325 WCXI, detwit 29 KMPS. debut 29 WPLO, 37.29 WKOA. debut 30 WSLA, debut 22 KEED, 31.23 KWKH, 27.20 KFGO, 2721
CKLW.FM. 1512 KCKC.
CRISTY LANE "Slippin' Up, Slippin' Around" (UA) 68/14, KLZ WSLA, WFMSFM, CRISTY LANE "Slippin' Up, Slippin" Around" (UA) K8, 14, KLZ. WSLA, WFMSFM,
WONE WBAP, WPLO, WSM. WCAW, WPOR, KBMA, WTH, KWMT, KCUB, KMAK. Chorte $31-26$ WCXI, 4030 KGFX .3023 WYII, dabut 30 KMPS . 33.25 WOOT, 3430 KFGO
TOMMY OVERSTREET "What More Could A Man Need" (Elektral 66/16 K21P KXLA WHOO KGFX WYTL WHBF, KUGP Chere 2924 KCKC 3329 KSOP, dabut 24 KOKE 3630 WKDA 28 Z 3 KFOO. 3537 KRMO, 37.24 KNOE, 21.17 KRGO.
PORTER WAGONER "Everything I've Always Wanted" (RCA) 65/11, wMC PORX WBAP WSLR WCXI, WCMS, KCUB, KFEQ KWMT, WDEN, WOOT. Charts 3014 KVOC O. 16 KRMD , $322 \mathrm{KSON}, 3830 \mathrm{kSO} 2823 \mathrm{KHAK}, 2921 \mathrm{KSOP}, 29$

JOHN ANDERSON "Low Dog Blues" (WB) 6014, KCUB, WNRS, WUNI, KLVI. Charte 1411 KRMD, 3325 KEED. 117 WIRK.FM, 3430 WTHI, 19.15 WAXX, 25.18 WKMF, 2420
WILLE NELSON "Crazy Arms" (RCA) 56/18, WEEP, WMzO.FM, WPOR, waOT WSM, WSAI, WONE KRAM, KRZY, KNIX, KLAK, KMAK, KION, KVOC, KWMT, WTHI, KFEQ WNYR. Chartes 3928 KUZZ. 2620 WWVA $38.77 \mathrm{KXLR}, 28-20$ WPLO, 3628 WKOA. 3830 ksOR MUNDO EARWOOD "We GOt LOVe" (GMC) 55/8, KCKC, KCUB, KOFX, KWMP KCKN, KLVI, WNYA. WMZO.FM. Chnris Dobut 29 KENNY ROGERS "You Decorated My Life" (UA) 51/50, The "Moot Added KENNY ROGERS "You Decorated MY Life" IUA) SNEW, KEEN, KLAC, KMPS WIRE WJJO, CKLW.FM, KBO, WDAF, WFMS FM, WUBE, KRMD, WLWIFM. WPLO, WMC, KWKH, WHN, WMZO.FM, and othere Onbut 27 WSEN
GLEN CAMPBELL "Hound Dog Man" (Capirol) 51/18, WCMs, WRCP, KVET, KNOE KXLA, WIAK FM, KBOX. WYTL KWMT, WTHI, KFEQ KBMR, KFDI, CKLWFM, WMUS WSUA KGO SAITH "Baby MY Baby"' (WB) 49/24, including KEED, KHAK, KUZZ. KAZY MAREO KMPS. KHAK, KTNW, WHBF, WKKN, WTSO. WBA, WIRE, WSLA, WSM, WGTO, WCO FM KEEN, KMPS, KHAK, K KN, WHBF, WKKN, WGFX, WOtuI 30 WIRK.FM
JOE STAMPLEY "PUi Your Clothes Back On" (Epic) 49/17, KEEN, KLAC, KNIX. KLAK. WSAI, WONE, WSLA KVET, KVOO, KIKK, WEEP, WMZO FM, WYTL WODD, WAXX KKAL KCUB Charte 1222 KRZY, 2 I IT WUNI, dobut IO Win KRAM, KUZZ, KADR. KSOP, WIRE. TOM GRANT "Sall On" (Republic) 4826, Inchuding KIA, FM, WKDA WOTO, WUNI, WKKM, KTVN, WYTL WSLA WKMF, WONE, WWOK, WVMI, WIAK. 2 KI, WFOC
RONNIE MCDOWELL "LOve Me NOW" (EplC) 48/10, KEEN, WIRE, KWKH, WHOO, KAMD, KXLR, KBOX. WAYA, K88s Charte Datbil 25 KRGO, 137 WCXI, 2010 WUNI WLWI FM, dobui 23 WKMF, 40 70 KFTN, 2923 CKLW
ROSANNE CASH WIBOBBY BARE "No Memories Hangirf".."' (Columbis) $43 / 17$, KSON, KEED, WHN, WKKN, WHAF, WDDO, W.
WOEN WRCP KSSS, KBEO DEtwI TS WEEN

## Others Getting Significant Action

JEANNE PRUETT "Please Sing Satin Shants For Me" (IBC) $43 / 3$, wome,
 WHEF 2821 KWMT
FREDDY WELLER "That Runaway Woman" IColumblal 4217, WPLO, WNYR

## an NATIONALAIRPLAY/40

Three Two Last
Waeks Weeks Werk

## September 7, 1979

CONWAY TWITTYII May Never Get To Heav
CHARLEY PRIDEGYou're My Jamaica (RCA.)
KENNY ROGERS \& DOTTIE WEST/'Till I Can Make it On My Own (UA) CRYSTAL GAYLE Your Kisses Will (UA)
MOE \& JOE/Just Good Ol' Boys (Columbla)
DON WILLAMSilt Must Be Love (MCA)
WILUE NELSON \& LEON RUSSELUHeartbreak Hotel (Columbia) CHARLIE DANIELS BANDIThe Devil Went Down To Georgia (Epic) JIM ED BROWN \& HELEN CORNELIUSiFools (RCA) KENNY DALEIOnly Love Can Break A Heart (Capirol) DONNA FARGO/Daddy (WB)
ELVIS PRESLEV/There's A Honky Tonk Angel (RCA)
MICKEY GILLE Y/My Silver Lining (Epic/Playboy)
JOHN CONLEEBBefore My Time (MCA)
JENNIFER WARNESII Know A Heartache When I See One (Ariste) STATLER BROTHERS/Here We Are Again (Mercury) T.G. SHEPPARDILast Cheater's Waltz (WB/Curb) OAK RIDGE BOYSIDream On (MCA) BARBARA MANDRELLFooled By A Feeling (MCA) MEL TILLISICoca-Cole Cowboy (MCA) DAVE \& SUGAR/Stay With Me (RCA)
RONNIE MILSAP/In No Time At All (RCA)
HANK WILLIAMS JR./Family Tradition (Elek tra)
JOHNNY RODRIGUEZJFools For Each Other (Epic) JERRY LEE LEWIS/Who Will The Next Fool Be (Elek tra) REX ALLEN JR.IIf I Feill In Love With You (WB)
BELLAMY BROTHERS/You Ain't Just Whistling Dixie (WB/Curb) BILLY "CRASH" CRADDOCKRobinhood (Capitol) LARRY GATLNIAll The Goid In California (Columbia) JIM REEVES w/DEBRA ALLEN/Don't Let Me Crossover (RCA) VERN GOSDIN/All I Want And Need Forever (Elektra) GENE WATSON/Pick The Wildwood Flower (Capitol) EDDIE RABBITT/Suspicions (Elek tra)
JACKY WARD \& REBA MCENTIREThat Makes Two Of Us (Mercury) RANDY BARLOW/Another Easy Lovin' Night (Republic) CRYSTAL GAYLE/Half The Woy (Columbia)

> BILUE JO SPEARS/Livin' Our Love Together (UA) NEW THE KENDALLSII Don't Do It Like That No More (Ovation) SAMMI SMITH/The Letter (Cyclone)
RAZZY BAILEVII Ain't Got No Business Doin' Business Today (RCA)

## This chert is based solaty on complied waoki, movement from the me/ority of our reporters.

GENE WATSON "Should I Come Home" (Capitol) 40/40. One of the "Most Added" of the woek. Now at KCKC, WONE, KLAC, WPLO, KEED, KSOP, KKTN, WWVA WOKQ,
WRCP, WLAS, WMC, KLVI, KKYX. KXLR, WKOA, WHOO, WKMM, WSAI, KSO, WNRS, KYNM. WRCP, WLAS, WMC, KLVI, KKYX, KXLR, WKOA, WHO KRAK, KBBQ, KNIX, KRDR, KIDN, KRAM. WLWI.FM And Othnre.
KFGO
MERLE HAGGARD "MY Own Kind Of Har" (MCA) 34/33. Another of the "Moss Addod" songe of the week. Some adds include WJJDO. KSD, KRMO, KLAC, KMPS, KNIX. KUZZ. KRAK. KROR. KFTN, WSM. WHOO, WIRK.FM. KXLR WOOT, KIKK KKYX KWKH. WBAM. WWVA WOKO KIDN, WNRS and others, 21.19 WCXI
JOE SUN "I'd Rather Be Hurtin" " (Ovation) 34/31. A"Most Added" of the weok. Now a WRCP, KSOP, KRAK. KEEN, KLAK, KRMD, KLVI, WLWIFM, KXLR. WLAS, WSM, KKYX. KRDR, KRGO, KEED, KMAK And others Debul 30 WSEN
DEBBY BOONE "See You In September" (WB/Curb) 33/15, WKKN, KBMA.
 HANK THOMPSON 'I Hear The South Callin' Me" (MCA) 33/, KVET, KVOC.
KNOE KLAK, KTOM, KOKE KCUB, 2925 KYNN. KNO MA CUNTON "'Soap" (Epic) 2614,
O.B. MCCLINTON "Soap"

DOLLY PARTON "Great Balls Of Fire" (RCA) 24/3, wMUs, KLVI, wOKO. Charte DOLLY PARTON "Great Balls Of Fire (RCA) 24 KIAK, debut 23 KIDN
BUCK OWENS "Hangin" In And Hangin" On" (WB) 24/3, wmus. KLV. woka кWкн, WLAS, WGTO, WYII. WNRS, WAXX, KYNN, KSOP, KMPS, KCEY, KSO (fMPI KRON WI, WVI (BOM). JERRY REED "Hot Stuff" (RCA) 23/12, WRCP, WPOR, KVET. WEAT, WHBF, WTH. CKLW.FM, KCEV, KUZZ, KEEN, KMAK. KRAK.
BIG AL DOWNING "Midnight Lace" (WB) 2217, KVET, WCAW, kGFX, WNRS, KTYN KUZZ KZIP
ANN J. MORTON "MY Empty Arms" (Prairie Dust) 2216, wire, kZIP, whof,
CHARLY MCCLAIN "You're A Part Of Me" (Epic) 20120, Kso, WIRG.FM, wRGO, CHARLY MCCLAIN KKM. WLAS, WMC, KRMD. WLWI.FM, WBAM, WWVA. WKMP, WAXX. KFTN, KROR, KNOE, KWKM.
KFOO, KUGA, KSOP, KBEQ
BOBBY HOOD "Easy" (Chuto) 2016, WKOA KLVI, KXLA, KWMT, KMPS,
JUICE NEWTON "Anyway You Want Me" (Capitol) 13/7, KRMD, WDEN, WEEN. WWVA, WODD, KFGO, KIDN
GLENN SUTTON "Red Neck Disco" (Mercury) 12/4, WACP, WDEN, KYNN, KAMR Charte: Dnbut 26 WUNI, dabut 30 K RGO.
P1Z ZADORA "II Know A Good Thing When I Feel It" (WBIC
KUOQ, KROR WWVA On KVOO, KFTN, KBEO WIRK.FM, KFDI, KSSB, KRMO.
SHEILA ANDREWS "Gotta Get Back The Feolin" "(Ovation) 1017, kRMO SHEILA ANDREWS "Gotta Get Back The Foolin" IOvation
KVLI, WLAS WDDD, WSLA WKMF, KEED, 3024 WSEN On KVOO, KARQ WSEN.
LEON EVERETTE 'The Sun Went Down in My World Tonighr' (Ortando) 107, LEON EVEREVAXX, KVOO, KRMD, WCOB FM. WLAE, WWVA.
JIM CHESTNUT "Lot's Take The Time To Fall in Love Again" (MCA) 9/5. XRZY WUAE WIRK.FM KOKE, WHOO ON KEAC, WOEN, KVOO, KFD
8ONNY CURTIS "Tho Cowboy SInger" (Eloktra) B/7, wLwI.FM, KVOO, WDEN
NICK NIXON "San Francleco" (MCA) 7/6, WURE. KCEY, KNIX, kvoo, kKYX. wLw FM. OnKROR.


Active Re-Currents


## Biff Collie Inside Nashville

COMING ATTRACTIONS: Andy Williams comes to town next week for sessions with Dick Pierce, his West Coast producer. Pierce was a longtime RCA fixture in Los Angeles . . . The "New" Carter Family is being organized by Helen \& Anita Carter, and will include other Carter \& Cash family sprouts. The change materialized when Jan Howard left the Cash troupe . . All convention activities this year (Oct. 814) have been phased out of the Municipal Auditorium downtown and into the Opryland complex this year

BMI's Frances Prestun will be President Carter's Nashville "Record Librarian," choosing new records for the White House collection from the country, gospel and folk fields.. Dolly will perform on this year's CMA show, even though she can't win any prizes (no final nominations)...The White House gospel concert this Sunday night (9th) will feature the Archers, James Blackword, Dave Boyer, James Cleveland and the Cleveland Singers, the Happy Goodman Family, Shirley Caesar, Barry McGuire, the Kingsmen quartet, Larry Norman, the Mighty Clouds Of Joy. Doug Oldham, Rema Rambo, and the Speer Family . . Chicago Tribune columnist Jack Hurst says "Those quietly phenomenal Statler Brothers just can't lose for winning!" But since "Roadhog" Moran took his Cadillac Cowboys away from Rainbow Valley, the Statlers won't have a back-up group, will they? .. Mel Tillis is shown here with producer Jimmy Bowen, VP/GM Elektra/Asylum Records/ Nashville, during their recent Nashville session. They

have been working on Tillis's first LP release for the label out this month. Tillis first appeared on Elektra via the "Every Which Way But Loose" soundtrack. POTPOURRI: Ernest Tubb broke the house record at Indian Ranch in Webster. MA which stood for 41 years ... Did I tell you that Tubb's old bus. which he has now retired and will exhibit behind the Tubb Record Shop on Music Valley Drive near Opryland, traveled over three million miles?? . . Jean Shepard, back on the road after hospitalization. was asked what she was in for. Jean, the tart sense of humor ma'am, said, "For an overhaul!" . . . Johnny Cash recorded his "Silver Anniversary" album . . Former

President Gerald Ford confirmed he'll play in the Music City Pro-Celebrity Golf Tournament the weekend of September $28-30$
H the last benefit show for abused children. The organi zation is firm, he says, and besides, artists were hard to get. Roy Rogers \& Dale Evans, Skeeter Davis, Boots Randolph \& the Four Guys made it this year

Roy Acuff bought a harp once owned by Teddy Roosevelt for his instrument museum at Opryland. It has 47 strings, one more than normal. Roy says, "The extra one was for the musician to clean his fingernails." Bill Anderson broke the 56 -year-old onenight attendance record at the Iowa Championship Rodeo .. Margo Smith Mike Douglas'ed and Alan Hamill'ed (he's the Johnny Carson of Canada) while in Hollywood plugging her new record . . Universal Studios spent $\$ 8.5$ million to make "Coal Miner's Daughter". .. Blues great B.B. King added to the talent roster of Crystal Gayle's TV special, taping this month in New York and Nashville . . Life magazine will have a special spread on "Country Music Month" in the October issue. Remember when we wrote personal letters asking governors, mayors, DJ's to recognize Country Music Month? Now everybody does it! . . As reported last week, Don Williams has resigned with MCA Records. The label had a special party at the home of MCA/Nashville President Jim Fogelsong. Pictured along with Fogelsong (left) and Williams is MCA Records President Bob Siner.


MOVIE CITY USA: Willie Nelson and producer Sidney Pollack spent three days here discussing Willie's first starring celluloid release "Sad Songs And Slow Waltzes" (formerly titled "Honeysuckle Rose") Willie recorded some of the sound track for the picture while he was here, got in some jogging, wallowed in the lap of luxury at the Spence Manor, and did some serious "hangin' out" with some roaring buddies. Pollack, by the way has enviable credits: "Naked City." "Route 66." "Ben Casey," "Dr. Kildare," and "The Defenders" for TV, and movies like "The Way We Were," "They Shoot Horses Don't They?," and "Three Days Of The Condor." Willie said the first day he stepped in front of the cameras in Hollywood.
he was "scared to death" . . . Barbara Mandrell's first film role is a costarring spot here with Peter Fonda in a screenplay called "Blue Smoke," about a rodeo cowboy and his women. She's a natural for that. too ... Kenny Rogers will, they say, star in a movie about "The Gambler," Don Schlitz's song which became a million-seller for Kenny . . Jerry Reed says about his movie career: "I don't know how to act. I got in on a pass!' Star/director Dom De Luise says that's surely not true of Reed's performance in "Hot Stuff," currently a hot box office attraction . Sonny Throckmortion, the Songwriter of the Year, just got back from Hollywood watching the filming of "Middle-Aged Crazy" starring Ann-Margaret and Bruce Dern, the movie which was inspired by Sonny's song. Sonny wrote the other songs for the picture too.

OH YEAH?: Grandpa Jones and his Ramona pulled up stakes and moved to Mountain View, Arkansas! He says he'll commute to the Opry Saturday nights, and for "Hee Haw." What a surprise! . . The sale of Country Music magazine from KBO Publishers in New York to Music City Media in Nashville is OFF! No details, but no deal!

As of August 1. 1979, over 1400 radio stations program country music exclusively, 2300 are partially Country-programmed. Dolly's new bus cost about $\$ 150,000$; the remodelingaddition of her Brentwood mansion cost over $\$ 60,000$

Bill \& Becky Anderson bought a 32 -acre farm in nearby Lebanon; moving from their lakeside home? Kenny Rogers leads CMA nominees with five; Willie and Charlie Daniels each have four this year

Conway Twitty and Loretta Lynn closing a deal with K-Mart or Penney's to endorse new line of clothing? Sonny James worked one week with Governor Jay Rockefeller of West Virginia, the next with Zippy the Chimp, a New England TV star. That's life; from governor to monkey in one week. (See related picture story in Jim Duncan's column Page 53) Columbia Records held a listening party for recently-signed artist Lacy J. Dalton. Her debut single, "Crazy Blue Eyes" is being released this week. Shown left to right are Al Gallico, President. Gallico Music; Lacy's manager, David Wood; Virginia Team, CBS Records Art Director; Jim Carlson, Columbia Product Manager; Lacy J.; producer Billy Sherrill; and CBS/Nashville representatives Emily Mitchell, Mary Ann McCready. Jeff Lyman, and Bill Johnson.


QUOTEBOARD: Was it Mel Tillis who said: "The age of women is like the speedometer on a used car. You know it's set back. but you DON'T KNOW how far!" . . Billy Bob Bowman: "The indirect cause of my accident was a LITTLE GUY in a SMALL car. with a BIG MOUTH!"



## Country Albums

RANDY BARLOW - Randy Bariow - (Repubblic) "Long Distance Driver" "Lay Back In The Arms Of Someone Once Again
Shirt" Shirt "Why Did We Die So (Coturnbla) "Cocalne Blues" "Muddy Waters" "IIll Saylf's True" "Lonesome To The Bone Lelely ve Been Laanin
DAVE \& SUGAR - Stay Whth MeGotden Teart - (RCA) Why Did You Heve To
You" FREDOY FENDER - The Texae Bumedesr - (Stanflitel "Gorta Traval On" "Squeeze Box" "Walk Under A Snake"
CAYSTAL GAYLE - We Should Be Together - (UA) "We Should Be Together 'TIme WIII Prove That I'm Right
MERLE HAGGARD - Serving 190 Proof - (MCA "Gor Too Lonall This
EMMVLOU HARRIS - Blwe Kerruicky Girt - (WB) "Even Cowgirls Gef The Blues
CHARLY McCLAIN - Alono Too Long - (Epic) "Ive Been Alone Too Long WILUE NELSON $g$ LEON RUSsELL - Onm For Tho Romd - ICotumthan "Sionar City

Sue" "Detour" "Summertima" "Trouble In Mind" "Wild Side Of Life" "Don Fonce Ma in One For Ma Babl Man Walks Among Us
BOB NOLAN - The Sow "Col Weter" "Tumbling Tumblaweeds
OAK PIDGE BOYS - Have Arrived - (MCA) "My Radio Sure Sounds Good To
Ma" "Leaving Loulsiana"
Charley pride - You're My Jamaica - (RCA) "Let Me Have A Chance To Love You" "Heartbreak Mountain" "What're We Doing Doing This Again "Plavin' Around" "Mlssin' Vour
EDDIE RABBITT - Loveline - (Elektra) "Pour Me Another Tequila" "Loveline "So Fing"
JERRY REED - Livel - (RCA) "Guitar Man" "It's Got To Come Ouf JIM REEVES - Don't Let Me Crose Over - (RCA) "I Fall To Pieces" "Oh How 1 Miss You Tonight" "After Loving You
EARL SCRUGQS REVUE - Today And Foraver - (Columtria) "No Chain At All" "Bye Bye Love" "Till You Opaned
Kantucky" "Ploy Mo No Sad Songs" T.G. SHEPPARD - Y, Lonaly - (WB/Curb) Wirs Only Lave Chatd Hurt That Way Again" For Mons" "Fastor Than I Could Draam") "For The First Time in MV Life" "Dancin"
SAMMI SMITH - Gw Horo - (Cyctome) SAMMI SMITH - GH Horo - 10
The Night Away" "Ensv Touch"
MEL TLLLS - Mr. Entertairnar - (MCA) "Jump Shout Boogio" "Oh Lonesome Ma "Night is The Longest Time Of The Day" "Proof Of My Love" "Friends" "Bubn, It's Your Memory" "Tonight I Snw Threa Paople" "Cottonmoush"
ERNEST TUBB - The Legend And The Logacy - (Cachot "Walking The Floor "Nearly Lose Your Mind" "Half A Mill" "Thanks A Lot" "Whitz Across Tawas CONWAY TWITTY - Croes Winds-IMCA) "Howvy Tears" "I Wish You Could Have Turnad My Haad"r "Happy Blrtiday Darlin" "Dreggin' Chalns" "Ol' Blues"


## Tulsa Pop/Adult On Deck For AM Stereo

AM Stereo has had its share of point-counterpoint in the past year, and now that it appears about to become a reality. I contacted one of the sharpest (and most easily understood) technical engineers in the country. Jim Henry is the Chief Engineer for P/A powerhouse KRMG/Tulsa. After testing it extensively. Henry is convinced that AM stereo can, in many cases, rival the sound quality of FM broadcasting. (Note: the following interview contains a specific brand name which is not meant in any way to be an endorsement of that product.)

R\&R: It's been talked about and talked about - and now that you're done testing. how does AM stereo subjectively look?

HENRY: Some work will have to be done on the system we have tested in terms of separation of the signals; not so much ours here at KRMG. but at a lot of other radio stations that are worse off than we are with directional antennas.

R\&R: You obviously have a highly directional pat-
 tern?

HENRY: Not the pattern so much as the way you get the pattern R\&R: Meaning?
HENRY: The signal has to be bent and shaped and phase-delayed relative to the number of towers you have. By general rule of thumb, the more towers, the harder it will be to get it perfect.

R\&R: First of all, describe the unit that you're testing.
HENRY: OK. The AM stereo receivers that we have here resemble very much the conventional AM-FM stereo tuner. It measures about three inches high, 15 inches deep; the dial is just like an FM stereo tuner, but this one has AM on it complete with the little stereo red light - and it lights up when we dial KRMG.

R\&R: The little red light comes to AM?
HENRY: This is very important. Magnavox (the manufacturer) feels, and I can identify with it, that the consumer is consciously familiar with the red light when they dial a stereo FM, and that AM needs that same pilot tone to compete along the same lines. The consumer needs to see that stereo light when he's on a stereo radio station, be it AM or FM, and Magnavox is the first one to have a decent pilot tone to show an indication of stereo on the receiver.

R\&R: What other testing and results are in order for your approval of the equipment you're using?

HENRY: We're looking to see if the AM stereo signal that we're broadcasting will decrease the coverage area in mono.

R\&R: In other words, splitting the signal might restrict its reach?
HENRY: In certain cases, yes So
HENRY: In certain cases, yes. So, we're interested in seeing how much of a decrease in coverage area that we have in stereo. Also, we are going to see how much interference, if any, the new AM stereo signal is going to experience. We'll see if we're going to interfere with our neighbors down the band and just generally evaluate the performance of the system with existing equipment. There are going to be, and already are, many people who are going to be interested in converting to stereo on AM. In adapting their stations to AM stereo, many may not be able to financially foot the bill for it and we want to find out what those standards are going to be.

R\&R: OK, translate from "engineerese" how you're carrying out these testing situations. After all. Program Directors do read this column.

HENRY: The system we use for scientific testing is no more complicated than the average radio station has now - oscilloscopes, spectrum analyzer, and a distortion analyzer. and that's mostly what it takes for the proper testing.

R\&R: So, thus far, what have you found of significance in the testing?
HENRY: Generally, the results are encouraging. We see some evidence that antennas are going to affect the Magnavox AM stereo.

R\&R: Antennas - you mean the station's antenna?
HENRY: Yes. My
HENRY: Yes. My antenna is affecting our separation now, and we know that we need to do some work on the antenna system, and we will have to do that to get full effect of the separation, because the system is capable of about 40 db separation
R\&R: Whoa - explain the 40db (a measurement of loudness) as it relates to radio.
FM or AM? HENRY
HENRY: Well, we know that some of the FM's are capable of that 40db separation and $35-40 \mathrm{db}$ in some of the later FM exciters as much as 50 db , but when you're talking about that much separation, 40 as opposed to 50 , the consumer really can't tell the difference so AM can achieve the same separation that FM stereo can.

R\&R: Fascinating, if true. What else have you discovered at this point in time?
HENRY: Right now we feel that we are not losing any mono loudness with the system we're using. On the existing mono receiver we're not losing any loudness to our mono competitors.

R\&R: Turning to a consumer view - what about the AM stereo tuners you've been working with, how have they handled the receiving of AM stereo?

HENRY: We found, and this may not be very scientific because there are not terminals on which to measure on the back of this receiver - we strongly feel that the sound is
cleaner than any of the other (regular) AM stations. With a station such as KRMG, with the power and the pattern we have ( $50 \mathrm{kw}-\mathrm{D}, 25 \mathrm{kw}-\mathrm{N}$ at 740 ) we are the widest, best sounding station on the dial, even with stereo.

R\&R: So, assuming the technicalities are taken care of, you can recelve KRMG properly with a standard AM receiver - and in addition, you can receive it in glorious stereo at 740 AM with the correct tuner?

HENRY: Precisely. Also the pilot tone (red light) is a 5 hz frequency modulated component. So you might say it's kind of a sub-audible tone type of modulation.

R\&R: Cost factor seems an appropriate question for all of this - can I get a ballpark figure?

HENRY: Leaving the transmitter aside (some cases will make necessary a new stick) the initial expense, if you've got a stereo control room could run as high as $\$ 30,000$. Here at KRMG, we're microwave - there's no way we can get to the transmitter through phone lines, so that was another consideration. But generally, unless your transmitter is in bad shape or poor design, the old ones work as well as the new ones for this purpose.

R\&R: I've been waiting for this one. . in your opinion, do you think AM stereo, aurally - and let's stay away from technical thinking and just consider the guy in his car or working the yard or in the garage - could ever possibly compete with the quality of FM especially as it relates to music?

HENRY: I would say, based on what I heard, and what people have heard here so far, yes! Of course a lot of this would depend on the power of the AM station involved. I'm saying that the 50,000 watt clear signal will benefit most from AM stereo.

R\&R: Anything in closing?
HENRY: The existing AM receivers have been the crux of AM's quality problems. What I'm saying is that there is a cleaner sound, although not especially better than FM, that will be available on the senior side of the spectrum.

## Transition

QUINN TO TAKE WFIL INTO P/A BATTLE IN PHILLY: Ray Quinn, recently named Program Director of WFIL/Philadelphia after a brief but successful run at Metromedia's WCBM/Baltimore, says of his move, "I'm thrilled - and since I spent five years in Wilmington, Delaware, it's really like coming home again for me. It's got to be one of the best programming jobs in the country, and of course, I'm inheriting a fine air staff that Jay (Cook, former PD) turns over to me. I'm going to come in and put the finishing touches on the Pop/ Adult direction the station has been striving for in the last couple of years." . Dan Lucas (pictured) has resigned his position as Program Director of WKY/Oklahoma City - reason is, according to Lucas, "It's become a little overwhelming, meaning that I've got to work seven days a week, not
 only as PD, but Music Director, in addition to a daily air shift, plus weekend and vacation duties." immeW/New York News Director Jim Gordon has resigned that position with no immediate plans announced at press time. Also, no replacement has been announced... KSL/Salt Lake City News Director Phil Mueller has moved on to the television side of the operation, as he joins KSL-TV in the news department. He is replaced by Doug Miller . . . New WTVN/Columbus talk show host Steve Cannon has been doing his show from the Ohio State Fair . . . Also at WTVN: four-year programming veteran John Potter has moved into the sales department of the station. States General Manager Perry Frey. "This is something
he wanted for a year and a half. Now is the time to do it." Interested applicants he wanted for a year and a half. Now is the time to do it." Interested applicants for Potter's job should contact Frey at 42 Gay Street, Columbus, Ohio 43215 Jack Friday joins KYUU-FM/San Francisco as midday personality from the Bay Area's KIQI . . . George Hamberger is handling the 10am-12noon slot on WBEN/ Buffalo, replacing Larry Hunter who has exited the station.

## Update

WCBM HELPS BAL.TIMORE CONSUMERS: Metromedia's Pop/Adult outlet in Maryland has started an exclusive series of consumer reports which will be broadcast each weekday. Produced by the Consumers Union, these midday reports will cover a wide variety of topics of interest to the consumer. Included among the subjects to be featured in upcoming reports are tips on the best buys in home appliances, nutrition and meal planning ideas, and reviews on various health care protection services . . . WHDH/Boston News Director Ed Bell will speak at the Radio and TV News Directors Association (RTNDA) convention this month. Bell will discuss the future of electronic news gatherCity, has enlisted his in time for the new NFL season. Ken Dowe, of KLTE/Oklahoma City, has enlisted his friend and star quarterback for the Dallas Cowboys, Roger Staubach, to appear in an upcoming television campaign for the station . . . Several weeks ago KAKE/Wichita and the United Blind Athletes met in an unusual softball game. The three inning exhibition had hitters and fielders for the KAKE tearm blindfolded, and with the aid of two sighted "spotters," a game very close to softball was the result. Batters were allowed five strikes and two balls; if they connected. they ran to one of two "bases" by sound. The fielders found a fairly hit ball by sound, as it was equipped with a beeper. The UBA team outbatted the KAKEites by 4-2, and all agreed it really struck home Ken Miller, KMPC/Los Angeles VP/GM accepted on behalf of the station a proclamation from the National Highway Traffic Safety Administration for their combined efforts in promotional announcements concerning the 55 mph speed limit . . . KEX/Portland has been granted the exclusive broadcast rights for the basketball Trailblazers for the next
three years. three years.

OUTDOORS IN OREGON: KMED/Medford is staging the "Largest Outdoor Garage Sale" in the state's history, held on a huge parking lot of the local fairgrounds. The station divided the lot into 200 individual spaces and rented them out for $\$ 5$ each. They will, of course, remote the entire affair, along with selling donated items and charging 25 cents admission to look around the remote facilities. All profits go to the Big Brothers and Big Sisters program of Oregon, designed as a tie-in with the International Year of
the Child.

## BREAKERS

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

## ATLANTA RHYTHM SECTION Spooky (Polydor)

65\% of our reporters are on it Adds inchude WBZ, WGIR, Wric, KOY, K59, WGY, WNEU, WBOW. Kay moves: 18-9 KOLO, $20-13$ KRMG, $13-8$ WLOW, 28-24 WLW, $29-28$ WBT, 28-22 WOWO, 22-17 WDIF, 28-18 KBLF, $30-27$ WPRO, 22-19 WATR, $29-25$ WCWA, $30-23$ KRKO, debut 25 WORG. Heavy rotation: WTAE Jumps 30-18 on P/A chert

## RITA COOLIDGE

One Fine Day (A\&M)
64\% of our reporters are on it One of the Most Added this week - including WLW, WTAE, KMPC, WOOD, KOGO, WBEN, WSLL, WQUD, WISN, WIOD, WDBO, WATR. Kgy moves: 24-14 KOLO, $10-6$ WSM, 25-21 WORG, 29-22 KRKO debut 28 WLNH, debut 28 WJBO, debut 29 WBOW. Heavy rotation: WRVA, WNEW. Jumpe 38-19 on P/A chart

## GERRY RAFFERTY

Get It Right Next Time (UA)
61\% of our reporters are on it Adds inctude WBZ, WMAZ, WFDF, WFTL, FM97, WBOW, KHOW, WISN. Koy moves: 148 KOLO, $13-7$ WDIF, $18-13$ WLOW, 20-14 WOWO, 20-16 WBEN, 21-18 WTIC, 27-24 WPRO, 30-26 KROD, debut 16 KRMG, debut 21 WLNH, debut 27 WORG, debut 30 WNEU. Heavy rotationk WNEW. Jumps 31-21 on P/A chart


You'll notice two numbers immediately follow aach song tile below (example 30/5). The first represents total number of our reporting stations pleping the recond this week. The second is the number of those stations that addedit otis woek.
OLIVIA NEWTON-JOHN "Dancin' 'Round And 'Round" (MCA) $44 / 8$ add KROD. WQUD. WFDF. WFTL KHOW, KRKD. WDIF. KAKE KRY moven: 1811 WBOW, 20.14 WHAG. 53 WSM, 2414 WSAR 3 . 3 .
ART GARFUNKEL "Bright Eyes" " (Columbia) 4017 add wOoD, KOWN, WYNE, woY. WGIR, WFDF, WLVA Kov mover 15.11 WSM. 31.27 WSGW, 25.20 WISN. 27.24 KROD, 23.20 WBT debut 19 WBOW. debut 24 WSAR. debut 25 KRKO. debut 28 KOLO debut 29 WDIF. Incressed 3320 on P/A chart
JEREMY SPENCER BAND "Cool Breeze" (Atlantic) 341 sad KOLO Key moves 12.10 WATR. 28.22 WMAZ. 25.20 WSAR. 21.18 WDIF, 25.19 KRKO. 30.21 WBOW. 28.24 KUKI. 30.27 BONNIE POINTER "Heaven Must Have Sent You" (Motown) $33 / 3$ eda wsgw. WCWA WFDF Key mover 64 WBZ. 14.12 WMAZ. 13.7 WPRO. 11.8 WCHV. 28.24 KRKO. 27.23 WCWA. WFDF. Key mover 6.4 WBZ. 14.12 WMAZ. 1237 WPRO. I.
WDIF, debut 27 WBOW, debut 29 WLOW Incressed 36.32 on PIA charn
BRENDA RUSSELL "So Good, So Right" (Horizon) 33/3 add WIP. KMBZ, KDWN Key moves 2421 KUKI. 29.28 WLOW. 2521 WLW. 2622 KBLF, debut 24 WMAZ. debut 28 WORG Hesvy rotetion. WTMJ. Increased 39.33 on P/A chare
DOOBE BROTHERS "Dependin' On You" (WB) 3216 ada KNBR, WFDF, WBZ WSAR, WTIC, KOGO KeV movet: 124 KOLO, 21.16 WCHV. 31.27 FM97. 28.23 WPRO. 30.25 KBLF 2.19 WLOW, debut 26 WNEU, debut 28 WMAZ. Debute at No. 34 on P/A chart

CHARLE RICH "Life Goes On" (UA) $29 / 2$ add WFDF, KBLF Kev move
21.18 WATR, 2522 KROD, 24.21 WBT, debut 22 WBEN. Increased 40.35 on PIA chert BARBARA MANDRELL "Fooled By A Feeling"' (MCA) $29 / 5$ add KHDW, WCHV WSOW. KOWN. WLVA. Key moven
KRKO. Debuta al No 37 on P/A chert
KENNY ROGERS "You Decorated My Life" (UA) 28128. By far the Most Added Ong this wook - including WTAE. KMPC. WHEN. WOOD. WEAL KMBZ. WIOD, WISN, WTM WJBO. WOWO. WPRO, KOGO, WORG. KOLO. KAMG, WOIF Debuts il NO 38 On P/A Char CARLY SIMON "Spp" (Elektra) $27 / 5$ add WHIZ, WCER. WINH, KEX, WLVA, Kay movoe:
32.25 WOIF, debut 25 WSM. Debuts et No 39 on PIA chart 2.25 Woif, debut 25 WiM. Dabul

WINGS "Arrow Through Me" (Columbia) $26 / 11$ add WBT, WQUD. WSAR, WDIF, KRKK, WTAE, WCHV. KFMB KRKO, WHOK. WLNH. KOV movar 20.13 KOLO. 22.14 FM97, 38

## Others Getting Significant Action

ADDRISI BROTHERS "Ghost Dancer" (Scotti Bros.) $26 / 6$ add WRVA, WNEU.



This chert is based solely on airplay statistics compiled weekly from our reporting stations.

GQ "I Do Love You" (Arista) 25/1 add KBLF. Moves 13.11 worg. 16.13 WPRO. 18. 15 WBEN. 28.19 WCHV. 2419 WHAG. 2924 WDI
RICKIE LEE JONES "Young Blood" (WB) 2511 add K59. Movas 16.9 WLNH. 20.16 WMAZ. 2422 WCHV, 24.21 WLOW. debulzs WBow
ABBA "Voulez-Vous" (Atlantic) $24 / 1$ add wowo. Moves 17.12 WHAG. 19.14 WOIF TOB WLNH, 3 . 30 WCHV
NICK LOWE "Cruel To Be Kind" (Columbia) $23 / 5$ add WATR, WBOW, WDIF. WCWA PARKER \& PENNY "Hallelujah" (WB/Curb) $23 / 1$ add KAKE. Heavy roution: KMPC PARKER \&
WNEW, WMAL
BEACH BOYS "Lady Lynda" (Caribou) 22/10 add wBt, KRKK, KGNR. KEX, KAKE KEACH BOYS KAVA, KUKI. KOLO. KOGO
CRYSTAL GAYLE "Half The Way" (Columbia) 20110 edd way, KPPL. WFDF, WSE WATR KOOO.KSL. WJBO. WTMJ. Moves 18.13 WSGW, debut 24 WSM.
DIANA ROSS "The Boss" (Motown) 2011 add WYMC. Mover 16.9 WPRo. 27.24 WORC 23.17 WBEN. 22.17 WLNH. debut 30 WBOW.

DONNA SUMMER 'Dim All The Lights" (Casablanca) 18/9 add WBz. KRKK, WINH. WYMC. WDIF, KRMG, WSAR, WQUD. WLOW MOVE 32.28 WCHV. 28.25 WPRO. 29.2 WNEU, 31.28 KBLF. 30.28 WCWA.
DEABY BOONE "See You in September" (WB/Curb) 18/6 add WHIz. WHAG KRKO.WCRARETT
LEIF GARRETT "When I Think Of You" (Scotti Bros.) $18 / 5$ add wTMJ. wip CHUCK MANGIONE "' 24 WATA
(A\&GIONE $17 / 4$ add KRKO, WCE 19.15 WLNH. 32.28 WSGW

RONNIE MILSAP "In No Time At All" (RCA) $15 / 3$ add WBT, wBAL. WYMC Moven
DIRE STRAITS "Lady Writer" (WB) 15/0 14.7 WLOW. 22.17 KRKO. 28.19 WLNH. debu 28WNEU.
DOBE GRAY '"Spending Time. Making Love And Going Crazy" (Infinity) 1510 Moves 27.18 WMAZ. 29.26 WORG
IAN GOMM "Hold On"" (Stiff/Epic) $14 / 5$ sdd KOgo. wsll, way, wavd, Kblf Moves 28.23 WLOW. debut 23 WMAL
BAMA "Touch Me When We're Dancing"' (Free Flight) $14 / 3$ add WHIZ. WHAG, WCER. Moves 2824 KROD . dabut 29 WORG
SNIFF 'N' THE TEAR8 "Driver's Seat" (Atlantic) 1411 add WNEU Moves 1812 JOHN STEWAR
JOHN STEWART "Midnight Wind" (RSO) $13 / 4$ sdd KAKE. WMAZ. WSLI, WORG STEPHANIE MILLS ""What Che Gonne Do With My Lovin' " (20th) $13 / 2$ add STEPHANIE NILL8 What Cha GOnna 28 Wo WIt
NIGHT "Hot Summer Nighte" (Planet) $13 / 1$ edd WLW. Moves 19.10 WCWA. 14.11 WOWO. 128 WBZ debut 28 WMAZ
M "Pop Muzik" (Sire) $10 / 2$ edd WHEN. WChV Idpl. Movee 1e-a Wdif, 20.14 WBz. 2821 wowo OUMA NEWTON JOHN E ANDY CvBa "Reat Your Love On Me" (Potydor) 102 Odd KBL KUKI Obbuts 27 WLNH
DOLLY PARTON "Sweet Summer Lovin" " (RCA) $9 / 1$ add wDso. Moves 22.10 WOWO. 31.27 WET



## Openings

A you're on the way up, this one's for you. KRZINWaco TX, looking for very communicative AM drive personal ity. Send tapes and resumes to Clay Steele, alix
Weco. TX 76710 . No calls please. EOE M/F (8-31)
Progressive radio network looking for highly creative producers with major market voices, encyclopedic knowledge of rock music and super production skills
for the news blimp. Call (212) $585-2717$ between 10 am 6am 18-31)
Boulder, Colorado AOR KBCO-FM looking for creative air personality. If you're tired of the blg city hussle and bustie and want to work in a friendly family atmos. phere then this is for you. Someone with a natural, warm or music. Topes and resumes to Dennis Constantine, PD,
K日CO. FM 4840 Riverbend Rd., Boulder, CO 80301 or KaCO.FM, 4840 Riverbend Rd., Boulder, CO 80301 o
Kall (303) $444-5600$ between 108m-1 2noon. EOE (8-31)

KEEP in the Intermountain Weat now eccepting tapes and resurnes for possible future openings. Heavy Pop/ Adult. Emphasis on news and information. Good proacening for conversational newsperson who can gather and deliver. Tapes and resumes to Terry Terio, KEE
KEZJ, Box 346 , Twin Falls, ID 83301 EOE M/F (8-31)
AM/FM Combo in Harrisburg, PA merket now acceptAM/FM Combo in Harrisburg, PA market now acceptPD, WHYL Stations, Box 219, Cartisle, PA 17013. EOE M/F (8-31)
Program Director for fringe Washington DC Pop/
Adult station. Experienced in programming, production Adult station. Experienced in programming, production and promotion a must. Short sir shift. Tapes and res-
umes to R. McKee, WPRW. Manessas, VA 22110 EOE (8-31)
My last MD is now a PD. I need a replacement. Pop/ Adut or Top 40. Tapes and res
Notre Dame, in 48556. (8-31)

Opening for personality announcer. Morning or efterOpening for personalit an'ouncer. Morning or who
noon drive, MOR station. We're looking for person who
has something to say either humorous or serious. Contact Glenn Bell, President, Stoner Broadcasting Co.. (515) 285-6181. Tapes and resumes to 3900 N.E. Broadway Des Moines, 1A 50317 (8-31)
WAKY/Loulsville, KY looking for middey personality. Major market experience preferred. Tapes and resumes
to Mike McVay, WAKY, 558 Rivercity Mall, Louisville, KY 40202 EOE (8-31)
KLWW/Cedar Rapids, IA looking for air zalent. Surprisingly good solar. Tapes and resumes to Ron Thamp

## Openings

D 102 medium market FM TOp 40 rated No. 1 ARE,
D 102 medium market FM Top 40 rated No. 1 ARB, looking for evening lock, blso newsperson for future
openings. Tapes and resumes to Keith Mason, WDNL.
1501 N . Washington, Danville, IL 61832 . No calls please. 1501 N. Washingron, Danvile, IL 61832 . No calls please.
Minorities encouraged. (8.31),
NEEDED: Personality orlented professional for prestige Pop/Adult powerhouse in Michigen's second larg-
est marker. We want a communicator, not a time and est marker. We want a communicator, not a time and ary requirements to Ed Mund, Box 1151 , Bay City, Mi 48706. EOE M/F (8-31)

96-SGF/Savannat's No. 1 (April/May ARB) 100,000 watt stereo Top 40 needs on up, creative 7.12 midnight etions Mgr., WSGF, Box 876, Savannah, GA 31402 EOE M/F (8-31)

WKGN/K noxville, TN seeks high calibre full-time contemporary talent. Southern background helptul. Expei-
ience a must. Part-time poshion also availeble. Tapes and resumes to Bill Miller PD, WKGN, 2929 Alcos HWY Knoxville, TN 37901 EOE (B- 31)
KITT-FM/San Dlego, CA has full-timer announcing position evailable. Also need weekender. At least $3-4 \mathrm{yrb}$ experience. Disco format. Selary open. Tapes and res-
umes to Walley Reed, GM, Erik Garcia MD, 3320 Kemp er St, Suite 204, San Diego, CA 92110 . No calls please
EOE (8-31) EOE (8-31)
Need AM drive personality. Creativity a must. Money is as good es you are. Rush tepes and resumes to Bob
Meadows. Operations Mgr., WTRX, Box 1330 . Flint Meadows, Operations Mg
M1 48501 EOE M/F (8-31)
Chiaf Engineer needed for AM dovtimer and FM stereo operation located in beautiful Central Pennsylvania. Con17013 or cell (717) 249-1717 EOE M/F (8-31)

WvoJ No. 1 Country and top rated for more than 10 yrs will be adding a very telented individual to our iline up. This person should be career minded and one who
lives and breathes radio 24 hours a dayl if you are that lives and breathes radio 24 hours a dayl if you are that and female candldates encouraged. Group broadcaster offers top pay incentives and more. Tom Allen, WVO offers top pily, incentives (-31)
Jacksonville, FL 32205, (8-31)

KTRa/Modesto, CA is in need of a Country entertaine Enioy the great Central Valley of Californis at the No. 1 station in the merket. Tapes and resumes to Kenny Rob-
erts, KTRB Box 3839 . Modesto, CA 95352 . Need 1 st erts, KTRB, Box 3839, Modesto, CA 95352. Need 1si
phone. Call (209) 526-8600. EOE M/F (8-31)

## Openings

Small market radio atation not scared to play music
Small market radio station not scared to play music, persons interested in working with station as a whole not just as a job, need only apply. Call Steve Mackelvie at (208) 743 - 1551. EOE (8-31)
wow/Omahe, NE looking for midday jock. Medium to major market personality. Good poy, super benefits,
Meridith Corp. Erik Foxx, Omana, NE 68137 EOE $(8.31)$

Nows Director needed for centrel Now York steter home town station. Applicants must be able to cover and report on all facets of local events. Good writing and dedication essential. Rush tape, resurie and writing
semple to Bob Gessner, GM, WSGO, Box 4045, Oswego sample to Bob Gessner, GM, WSGO, Box 4045, Oswego
NY 13126 EOE (8-31) NY 13126 EOE (8-31)
Seeking combination Engineer/Announcer for auto mated Country AM G FM. Excellent salary for small market. Great environment to live in. Tapes and res umes to Ron Dennington, GM, KHDN, Box 389, Hardin MT 59034. EOE M/F (8-31)
KRUXUPhoenix has immediate opening for midday personality. Tbpes and resumes to Bobby Rivers, Box
14707 , Phoenix, AZ 85063 or call (602) $247-5789$ EOE M/F (8-31)
KSTT, the Quad Chies most llstened to radio station needs production professional who can also do 12-2pm airshift. We are now affiliated with the Guy-Gannet
Broadcasting Co., and the KSTT tradition of fine telen Brosdcasting Co., and the kSTT tradition of ine talent
lives onl Tapes end resumes to Jim O'Hare, Box 3788 , lives onit Tepes end resumes
WGNT/Huntington, wV seeking morning drive person. Immedtare opening. Creative and good personal communicetor. Station is a moming gient. Rating bonua 1539, Huntington, WV 25717. No calls please. EOE M/F (8-31)

WALT-FM/Meridian, MS looking for air talent, good production. Brand new facilities, top rated station in Mississippl's second largest city. Tapes and resumes to Todd Martin, Box 5797, Meridian, MS 38301 or call ( 601 693-2661. EOE M/F (8-31)
Morning drive is currently open ot KFM/102 Las Ve ges. AOR experience a must. Rush tapes and resumes
to Jay Ford, KFM/102, Box 15223 Las Vegas, NV 89114 No calls please. (8-31)
WCIR is now accepting topes and resumes for future openings. Must be able to do decent production, follow Bonds, Box 1063, Beckley, WV 25801. (8-31)

## Openings

Looking for Country PD and Production Director for Monterev/Salinas area. Large chain, good beneftrs.
Need FCC first cless ticense. Kilibro Broedcasting is an EOE. Contact Lary Meher (209) 527-8100. (8-31)
If you're good at news and public affairs and would like to anchor aftembon drive with the leading news stain you " We" are WJCWIOT101 - the most listened to stations in the fast growing tri-cities of upper East Tennessee. Send tape and resume to Red Pitcher, Director of Nows E Sports, Box W-CRS, Johnson City, TN 37801 (8-31)
Northeost Adult Comtemporary station seaking bright conversational morning drive person. Send recent air Maneger, Box 3322, Hartford, CT 06103. EOE (1-31)
KFLY/Corvallis, seeks medium market sounding personality for high powered AM rocker. Up-tempo, no
screamers. New facillties, stable staff, top station in the screamers. New facilties, stable stafy, top station in the
market and a nice city. Tepes and resurnes to Mike Shen market and a nice citl. TBpes and resurnes to Mike
non, Box K, Corvallis, OR 97330 . EOE M/F (8-31)
KZOK/Seatte is looking for creative newsperson with good production skills. Tapes and resumes to Ar 223-3913. EOE (8-31)
wzzolallentown, PA "Superstars" AOR locatad between Philadelphis and New York, needs two part timers. Please send resumes and tapes to George How
ras, PD, 2285 schoener sville Rd., Sulte 205, Bethiehern ras, PD, 2285 Schoen
PA 18017. EOE (8-31)

Modern Country station - nurnber one in its fast growing 81st rnarket is looking for an experienced air personglity interested in sports. Send tape and resume to Dave Hogen, Director of Operations, Tri-Cities Aroad Clity TN 37601 (8-31)

WROK is looking for an energetic, relatable com municator, to become part of a winning team. Tapes
and resumes to Reid Reker. WROK 1100 Tamarack Lane Rockford, IL 61125. EOE M/F (8-31)
Chief engineer needed immediately for AM on Lang Island. Rush resume and salary requiren
Box 130, Merrick, NY 11566 EOE (8-31)

Mature sounding P/A Jock with good production needed for WOSN/Charleston, SC. Also possibie opern
ligs for all-night breakfast show. Must be able to handle higs for Bll-night breakfast show. Must be able to handle
live interviews with political and entertainment figures Tapes and resumes to Bunkie, WOSN, Box 1200, Chanes Tapes and resumes to Bunkie,
ton. SC 2940. EOE M/F (8-31)

CHAMGES

## Radio

MIKE BURGER appointed Sports Director at WDBO/Orlando, FL former PD of WHOO/Orlando, FL.
KEN BARLOW joins KOFM/Lubbock, TX from WAQY-FM/Springfield, MA.
KEITH DAVIS joins KOFM/Lubbock, TX from KGFF/Shawnee, OK.
PAUL SULLIVAN former PD at KWST/Los Angeles, CA joins KZAM-AM-FM/Seattle, WA as PD.
JUDY MCNUTT leaves KBCO/Boulder, CO and joins KBPI/Denver, CO as Assistant PD.
JACK WEST named MD at WXKE/Ft. Wayne, IN
ROBIN MARTIN joins LOVE-94/Miami, FL, formerly with ZETA-4/Miami, FL.
DAVE MITCHELL joins $3 W$ V/Charlottesville, VA from LX102/Richmond, VA.
MICHAEL DALFONZ doing mornings and production at KADIISt. Louis, MO.
MICHAEL PICOZZI named weekday morning man at WMMR/Philadelphia, PA
SCOTT SEAGRAVES formeriy with WNOE-FM/New Orleans, LA to do nights at WRNO/New Orleans, LA.
SUE DELANEY joins KKXX/Bakersfield, CA nights.
RON BATES and STELLA JONES named new morning team at WZAM/Norfolk,
, JO. lic affairs.
DIANE MICHAELS doing nights at KZAP/Sacramento, CA
CURT MAHLER named Traffic Director at KROZ-FMIPasadena, CA.
CLAY STEELE appointed PD at KRZI/Waco. TX.
SCOTT ANDERSON promoted to MD at KGRZ/Missoula, MT.
TOM DANA joins KVOC/Casper, WY as air personality
MORGAN HELLBENT named MD and afternoon drive at KRAM/Las Vegas, NV.
JOHNNY STEELE takes over evening shift at KRAM/Las Vegas, NV.
R.T. SIMPSON named PD at KLZ/Denver, CO formenty with KOSI-AMEFM/Denver, CO R.T. SIMPSON named PD at KLZIDenver, CO formeny with K
BILL BRADLEY promoted to Asst. PD at KLZIDenver, CO.

BILL BRADLEY promoted to Asst. PD at KLZIDenver, CO.
MIKE CARTA named PDNIL-AM\&FM/St. Louis, MO, formeny with WMAY/Spring field, IL.
TOM ALLEN appointed Operations Director of KVET/Austin, TX.
JAY COLLINS promoted to AM drive KPUG/Bellingham, WA.
DAVE MARTIN former PD at KWKKH/Shreveport. LA and joins KEBC/Oklahoma City, OK to do 12 noon-3pm air shift.
WILD BILL SCOTT joins WABX/Detroit, MI 6am-10am.
BOB MACHSON named News Director at WABX/Detroit, MI.
RON DENNINGTON appointed General Manager of KHDN-AMEFM/Hardin, MT. JOHN POTTER moves to Sales Department at WTVN/Columbus, OH, former PD at station.

## CYNTHIA HERRON joins KOFM/Lubbock, TX from WKY/Oklahoma City, OK

## Records

JOHN BOULOS appointed Promotion Manager of Vanguard Records.
MARGE MEOLI named Manager of AGR Administration, West Coast RCA Records.

ERIC STEINMETZ joins Midsong Records as Assistant to the President
ERIC MCCASKILL named Membership Representative of the Los Angeles office of ERIC MC
ASCAP. JANET KAYE promoted to Publicist at RSO Records.
PAM SHIRA appointed to Publishing Administrator at Casablanca Records.
STEVE RUBIN appointed Field Marketing Manager at Arista Records.
FRANNY MA YER named Coordinator, College Promotion/Video Services at Arista
Records.
DAVE GREENWALD named Western Promotion Manager at Polydor Records.
SID ROGOFF appointed National Credit Director Polygram Records.
KEVIN CUMMINGS promoted to Claims and Adjustment Department at Polygram KEVINC
Records.
BILL EDWARDS promoted to Claims and Adjustment Department at Polygram Records. JACKIE SMOLEN promoted to Distribution at Polygram Records, New York Branch.
LEE ARNOLD appointed VP of Orchid Entertainment Ltd., a management and production company based in New York and Los Angeles.
BILL FROHLICH appointed Single Record Coordinator, New York Market CBS Records.

## Station Line-Ups

WAIVIJacksonville, FL LINE-UP: 6am-10am Phil Edwards, 10am-12noon Reggie Blackwell (PD), 12 noon-3pm Mike McHale, 3pm-7pm Brother Bob, 7pm-12mid, Jeff Ryan (MD), 12 mid -6am Dave Scott. Weekends: Chris Baily, Lady Linda, Brad Allen. ZETA-4/Miami, FL LINE-UP: Gam-10am Randi Thomas, $10 a m-3 p m$ Stu Grant, 3pm7pm Larry Bessler, 7pm-12mid Robin Martin, 12 mid -6am Barry Shea.
KRZY/Albuquerque, NM LINE-UP: 5:30am-9am Bobby Box, 9am-12noon Tom Anthony, 12 noon-3pm Phil Gonzales (MD), 3pm-7pm Jerry Groner (PD). 7pm-12mid Debbie Erdahl, 12 mid -6am Rany McCracken
KLAK/Denver, CO LINE-UP: Gam-10am Jeff Pigeon, 10am-2pm Larry Watts (PD), 2pm-7pm Rick Jackson, 7pm-12mid Tom Cristner, 12 mid -6am Dave Ellis.
WIRK-FM/West Palm Beach, FL LINE-UP: 6am-10am Breakfast Barry. 1Oam-3pm Terry Wundertin, 3pm-7pm Lee McGuire, 7pm-12mid Simon Train, 12mid-6am Lyle Terry Wunderlin, 3pm-7pm Lee McGuire, 7pm
Reed. Weekends: Becki Walker, Rodney Jaye.
Reed. Weekends: Becki Walker, Rodney Jaye.
Z98-FM/Little Rock, AR LINE-UP: 5:30am-10am Craig "Lips" O'Neil, 10am-2pm Bill Hilton, $2 p m-6 p m$ Carl E. Jones, 6pm-9pm Karen, 9pm-1am Deanna Scott.
KOKY/Little Rock, AR LINE-UP: Gam-10am Larry "Loose Juice" O'Jay, 10am-3pm "Original" Ernie Ray, 3pm-7pm Buddy King, 7pm-12mid "Incredible" Jimmy Smith. 12 mid -6am Donna Brown.
KO'FM/Lubbock. TX LINE-UP: Gam-9am Mike Miller (PD), 9am-12noon Big Jim McCloud, 12 noon-3pm Jerry McCall, 3pm6pm Pat Murphy, 6pm-10pm Ken Barlow 10pm-2am Lee Taylor, 2am-6am Jeff Edwards. Weekends: Chuck Morgan (MD) Keith Davis, Gary Matthews. Anchor: Ron Williams (ND), Lisa Carr, Larry Steir Keith Davis, Gar
Cynthia Herron.
Cynthia Herron. Afternoon Drive John Lyles, Evening Lisa Gray, All Night Wes James.

# OPPORTUNIIIES 

## Openings

wCVE neede greet personality for heading oontempor ary station in copital city Tepee and rasumes to Greag
Thomas, WCVS Radio, Box 2897. Springfuald, iL 62708 .
$(831)$ Adult rocker with one of the lergest coversge arseas In the siate looking for parsonalitiss, all doyparts Good
production e must Screamers need nor apply. Tapes
and resumes to Scotr Meyer, KOKK Radio, Box Q31, Huron, SC 67350 No calle pleasa ( 8 -31)
First phone with nowa and play-by-pley experience needed immediately. Send tepes, resumes and salery
requirements to KWRM. Attn' Bob Horvay. Box 100 , Corone. CA 91720 (8 31)

KINT.98/EI Poso has an opening for a midday air
tolent with surong production skills. Send zepes and res talent with strong production akills. Send rapes and res-
umbe to Jhen Kaye. 5969 Gareway Wast, Suite 120. El Paso, TX 79925 (8-31)

TOP 40. POPIADULT PERSONALITIES - Several needed for new and existing medium market stetions White, Redio Progrem Consultent, c/o WGRD, 122 Lyon
N.W. Grand Ropids. M1 49503. (8-31) If you ere one of the faw personalities, I have after. noon drive for you Tepes, resumes, cover letters to Ed
Alexander, WRNR, Box 709 , Martinsburg. WV 25401 ,
or call (304) 283-6540 7am.10am, EST EOE (8 31) PD for a major chain, Phoenix AM davime noeded now Regular arrshith, strong promotion obilties, oldies know Mg Resume and archeck to Tommy Vascocu, Station WRNR/Martinsburg. WV looking for nowsperson for oossible future opening for AP No. 1 news operation fo 2 yrs Must heve experience. Tapes, resumes and cover
letter to Ed Alexender, WRNR. Box 709, Marunsburg. WV 25401 EOE (8-31).

13FEA Music Radio/Manchester, NH has full or part :ime openings for Top 40 communicetors with ot least 1 yr experience. Tapes end resumes to Rick Ryder,
PD, 13FEA. Box 370, Merrimeck. NH 03054 . No cellis KZZYISen Antonto, TX, home of beautitul weether and great redio, hes rere opening. Minorties encouraged to
apply Tapes and resumes to John Lodge, KZZY GPM South Tower Plaza Lavel, Sen Antonio. TX 78216. EOE
M/F 18-31)

WTRX/Flint. MI now accepting tapea end resumes for possible future openings. Send to Bob Meedows,
WTRX. Box 1330, Flint, M1 48501 EOE M/F (8-31) D102iDanville's best station is looking for an adult Top 40 comminicrior No screamers. Also interested in newsperson for future ooenings Tapes and resumes to Pete
Mason. WDNL, 1501 N . Washington. Danville. IL 61832. No calls plesse. Minorities encouraged (8-31)
mmediate opening for creative production cop wurter AM FM combo in medium merket in colorful Colorado
Send production semples and resumes immediately to Ouinn Mlornson. Operetions Dir, KUAD, Box 117. Wind
sor CO 80550 No cells pleese. EOE (8-31)

| MAJOR MARKET ADULT CONTEMPORARY LOOKING FOR DRIVE TIME HEAVY-HTTTERI |  |
| :---: | :---: |
| Exciting, mult-dimensionel talent. If you want to make a big splash in one of the nation's top 10 |  |
|  |  |
| merkets send a tope end details to Redio \& Records, 1930 Century Perk West, Box 157, Los |  |
|  |  |
| Angeles. CA 90067. if you've got the creative personelity . . . we've got the feclity ther's right for you' |  |
|  |  |
|  |  |

Helpl Our morning man is going to a major market.
If you think you cen fill his shoes, send tapes end res umes to Bob Colins WRAW, Box 1710 . Reeding. PA
19603 Outstending pey end benefits EOE M/F (8-24)
Wanted: Assistant Chiof Englnoer. WWDC AM \& FM $/$ Wanted: Assistant Chief Enginoer. 3 yrs experience with RF
Weshington. DC. Minimum
and directionel antennes. Studio equipment meintenence and directionel antennes. Studio equipment meintenence elso required Resumes to John Hofstetter, 1150 Con
necticut Avenue N.W.. Washington D.C. 20036 EOE M/I
KEWUTOpeka looking for an inexperienced entrusias tic brosdcaster for the all nught show. You'll get all the expenence vou can handle. Contect
as possible $(913) 272-2122.18-24)$
Account execurivas. 3 yrs experience in direct and egency sales. Top salary, Commissen. Bonuses and management opportunity with unique notionsl syndication
company. Music, fashion and news background helpcompany. Music. feshion and
ful Coll $12131792-8513$ ( $8-24$ )
KaWB. FM/Fergo. ND has opening for alr ralent. Good
benefits Looking for netural sounding persons immedbenefits Looking for notural sounding persons immed-
ibte opening Send tapes and resumbs to Bll Richards. late opening Send tapes and resu
Box 2983. Fargo. ND 58102 . (8-24)

WISE/Ashoville accepting tapes and resumas for posable openings. Afterncon drive and 9pm-lam. No
screemers. Personality oriented persons need appiv. At screemers. Personblity oriented persons need apply. At
least 3 yrs experience necossary. Join en excellent growing organization with room for advancoment. New fo-
cilities. Tapes and reaumes to Rey Williams, 90 Lookoun Rd., Ashevilte. NC 28804. No Cblls pleese. EOE M/F (8-24) WKDFINoshville occepting applications for possible future opening for air personelity/music coordinator. Ex-
tensive experience in hoth production and music directensive experrence in hoth production and music direc-
tion inequred. Tepes end resumes to Alin Sneed, 506
2nd Ave.. S. Neshulle. TN 37210 EOE (8-24)

Goods \& Services

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Phildolophia with Hy Lt A redio colleciors iteml Unt

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archecks of evailable perrionalities from ell merker sizes - Including mejore. For instant archeck contact and
resume information |ust phone 1.207 -782-0947 Mon. resume informat
Fri
gam-6pm EST

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ward your archeck and resume to THE ARCHECK Ward your alrcheck end resume to
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air telents will provide minimum of two pegee of constructive comments. Mail reel or casserte tape and $\$ 10$


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Current artist info (all formats), delly calendar, much
morel Pro b-woekly senvice Free sample issue: GALaXY Box 20093-C, Long Beech, CA 90801 (213) 438-0508 Job Referrais
3ROADCASTER'S ACTION LINE The Broadcasting Job you want anvwhere in the U.S.A. 1 veer plecement
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of 1930 Century Perk West, L.A., CA 90067 .

## Openings

WOBLOberlin. OH seeking repes and resumes for posable furure openings, including weekends. Appli-
cants should have minimum 2 yrs experience in Country radio but will consider those with less. Minorities and femeles encouraged to apply for air shits. Tapes and
resumes to Scort Miller. PD, WOBL, Box 277, Oberlin. OH 44074 EOE ( $8-24$ )

Tpm-12midnight edut personality. Rere opening.
Tepes and resumes to Gary Cleus, KLMS, Box 81804 . Lincoln. NE 68501 EOE M/F $18-24$

## Openings

Production Wizard? What are your gools? The moen booutiful ond culkural ares in the Southeant in weiting fo
youl 40 th market. Comfortabte selery and bright furure. Voul 40 th markes. Comion probeduction talente. shor air check and detailed resuma to Production Wizard, Box 11727. Winton-Smiom. NC 27100. (8-24)

Immediate opening for experienced AOR tulant with
good production akille and muicic knowledge. Tapee and rasumes to Bary Jacl
40121 EOE M/F (B-24)
WDAT/Davens Beech hee Pop/Adute Dleco all ntght opening. Minorities encouraged to apply. Rush reppes and reaumes to Rick Glasby, Box 5038, Daytona Beach
FL $32018(8-24)$
Looking for PD with etrong management akille and Tepes and resumes to Mike Ruselll, Drake-Chenault 8369 Topange Cyn. Blud., Canoge Park, CA 91304 . No calls pleses. EOE M/F (B-24)
Mafor L.A.-besed program evndicutor expending and seoke qualified peoplo with strong national programmine
ovenvew to place 4 new shows on $A O R$ ond PoolA dult srations. Cell Buck or Larry ot The Golden Ego (213) $475-0817$ (8-24)
Wanted: Late evening Rocker with good production Must be ateble. Tapes, resumes and references to Jim
Cameron, WILQ, Box 1178 . Williamsport, PA 1770 EOE M/F (B-24)

> Atternoon Drive in Top 50 East Coest AOR may open soon. Apolicents should hove AOR to PIA expenence, good production, willingess to meke appearances. Minorities encouraged. Aircheck. resume end references to Redio \& Records, Box 154 , Los Angeles. CA 90067 .

Nows Director wanted for KFIV-AM \& FM/Modesto,
CA. Superb opportunity for hard worker to expand and polish iournalistic skills. Tapes end resumes to Rick My $\underset{\substack{\text { ers, PD, KFIV, Box 1360, Modesto. CA } 96363 \text { EOE M/I } \\(8-24)}}{\text { 13) }}$ KONO
KONO/KITY-FM/Sen Antonio needs professione news director. Big bucks for the right guy. Tapes and
resumes to Jo Jo Kinced, Box 2338 , Sen Antonio, TX 78298 (8-24)
WLVALynchburg neede naws anchor/raporter. Wo men and minorities encoureged to apply. Tapes, resector, WLVA. Box 2179, Lymethburg. VA 24501 EOE M/F

WXAR/Jacksonville. NC Burkhar//Abrems superstars AOR, neer the ocean. Looking for talented or trainabl onden. Shitt end selary depends on quaifications. Tepes NC 28540. Femeles and minorities encouraged to apply. NC 2854.
ess for unique progrem dealing with fashion. Redio ex perience important. Good voice and personality essen-

Mejor Midwest edult contemporary looking for dynemic entertaner Excellent career move for community-involvad personality. Tepes and res es, CA 90067 .

## Positions Sought

SCOTT HARRIS former newsman at stereo KDWB yrs experience, looking for opportunity in TV/radio. Call 812) 377-2850. (8-31)

Past 3 yrs in medium market, From teen hype to MOR presently. Very versatile. If you're looking for stebility,
 others, call JON at (215) 4350993 before 12 noon EDT or athernoons leave message ot famly-owned business
(215) 437-3824. Prefer top 15 merket end comforteble veer-round climete. 18-31)
Versatile announcer, 13 yrs experience, looking for sohd position on the Esst Coest. AOR formet preferred.
Formerly with WAVA, WHFS, WFEC. Cell BOB et (202) ormerly with

Due to sale of atation, there is now availeble one mod arn Country DJ with darn good track record who has lumbisd es PD/MD. 16 yrs experience in smaili. Fand med uum markers, with lest 4 at present locaviort. Far West
only. DARREL WILSON (602) $778-2497$ thru $9 / 15$, after Onat, (802) 384-4147. (8-311
PETER PARISI former National PD of KADI/St. Louis. MO seoking PD or MD position. 8 vra experience at top
12 AOR merkat. Cail (314) 728 -0809 anytime. 18-31)

Seeking PD position. All-Nows, Talk, MOR or AOR pre lerred. Will consider ainwork or essistant PD posation it given responsibility end creative challenge. 7 yrs exper-
ience. Call LEO (302) 654-1146. (8-31)
Attention Midwest. PD, 10 yrs , mature, knowledge o KLWW, evailable imetiodiately. Reedy to go to work Yow ere. Call DAVE STEVENS er (815) 877-9755, (8-31)

## Positions Sought

ROB SAUNDERS currently PD WODI/Homenteed, FL inrmerly WWOK, 4 yre axperience. Looking for emall or
medium merket PD or MD position. Prefer Southeser Coll (305) 247-9444. (8-31)
D.C.-Ealtimore aree etatione. Stable, matura air perNonality, currantly amployed at toD rated AM-FM in Norinesat modium rnarket, dasires challange. All mumic production. Avellable now. Call DAVE ot (302) A7eproduction.
8005. (1-31)

Former WHB, KIRL lock looking for medium market MD position or lerge markel jock lob. I con do any type
lormat. Call MARK ROBERTS envime ot (816) 373 7928. 18-31)

Announcer 15 yre experience, Iat tickat, good voice Have worked Country and Pop/Adult formats. Prefar to seat or Guth Coant. BILL SMITHSON (305) 448- 1200. (18-31)
JIMMY BARE, ege 25,8 vre in medium and mejor markote looking due orme DJ or PD posurion or DJ/PD combination. Call 1313) $485-7800$ between 9 arm-5pm. (8-31)
Contemporary Top 40. 1et phone air talent with mutritrack production experience looking for move up. Cel
MIKE RAAB weokdoys belween 2pm-6pm at (319) 372 . 1241. 18-31)

2ETA-4 veteren, 4\% yre es program host. AOR pro, experienced with 12 -track studio, good news beckoround,
uncenny knowledge of AOR music with BA from University of Miemi. Willing to ralocate to the Northeest. Call JEFF FISHER (305) 966-7778. (8-31)
How would you like to call the home office with these numbers? Total persona 12 -plus 18.6 to 25.8 ,
men 18 -plus 12.2 to 18.3 , women 18 -plus 14.6 to 25.8 , teens 48.77 Those are the numbers from the station I programmed in e 14 -stetion morkat with 8 competing larger market signels. Let's talk. JIM SUMPTE
$721-9111$. Aheer hours cell (904) 725-6835. (8-31)
First phone operator with 2 yrs experience as hos $U$ programmer of a jazz music show end host/producer of wert, preferably Southem Celiformia. A. HENDRICKS (213) 851-5951. (8-31)
Versertle and entertaining young professional telent wurrently mornings at WFLE 3 , Looking NC 20 yre old in top 50 morket. Coll JOHN LISLE at (818) 323-0026
J.P. BEARD, 10 yre experience in Top 40 and Coun try. 1 st phone. Currently on the air in Houston. Lookin and/or MD gig. Top 40 or Country. Vagy herd worke end the station must hove its act together and pay de-
cent bucks. Call (713) 774-2892 or (71 3) 525-2400 (8-31) Southmet Northeot. Im Adult gig. Eeger to work and willing io take direction. Adult gig. Eeger to work and willing to take (direction
Cell BOB at (602) $288-2377$ or ( 802 ) $994-8072$ (8-31)

Southern California Program Director with numbers looking for medium to lerge merket operetions or pro-
gremming. Various formats. Cell KEN (714) $697-5009$ gremming. Various forme

Take charge news director now recognized as the leeder in e Midwest medium market seeks career advancement. (1313) 987-7408 (8-31)
BRUSCATO

Authortative fems le news voice - a solid converse-
rional sound you cen bank on, Let en East Coast news end public effairs director buld your numbers. AOR, P/A, and news/telk. Heew prin
or ( 813 ) $888-2882$. (8-24)

Air talent wanted. Send tapes end resurnes to John
Driscoll, KPPL-FM, 7075 W . Hampden Ave., Denver. CO 80227. No calla please. EOE (8-24)

KHer Nows Director wanted to haed up AM/FM Winner. Great opportunity for someone on the wey up
Contect Jerry Clifton, New World Communicatons, 305 ) $564-4905$, or send tape end resume to 3000 N.E. 30 in
Place, Suite 308 , Ft . Leuderdale, FL 33306 . EOE M/F Place,
$(8-24)$
Immediate opening, morning anchor. We need an ground in public efficirs. We ere an eward winning sta hon offering opportunity and e chance to be crestive Send selery reaurements, tepe and resume to Joh
Price, News Director, 1015 Main St . Wheeling W rice, News (8-24)
26003. EOE

## Miscellaneous

KAFY would like oll to know I'm happy and look forward o continuad essocistion with Bakersfield's Pop/Adu Due to explosion of furnace and destruction of heran KOJO/Laramie needs oldre service from all Country le
bels. Contact Mike Gormen. MD. Box 818, Leremio, wy bets. Conrect
$82070 .(8-24)$

KINN/Alemogordo. NM eeeking record service from ol Isbels. Cals annime
(505) 437-4440. (8-24)

WZWZ/Kokomo, IN has ewitched from automotion to Send to WZWZ-FM. State Roed 26 E., Kokomo, IN 46801


## IITMERET

## BREAKERS

"Back Page Breakers" are those newer records that have the greatest level of station activity on any glven week.
Due to the Labor Day hollday and a lower overall number of station reports, no records quallfied for "Breaker" status this week.

## NEW \& ACTIVE

 of thelr activity. The two numbers following the artist / ltite lasel desionation lexample: 100/251 Indicate now many of our reporters are on the recora inis week 13001 and of tnose 100 now many added $I$ this week 1231, Moves are broken down tor each record and inakate how
many stations moved the song up on theif charts, heta it the same ton to on, add to on, 31-31, etci, moved if Down on teneir charts, or Adose it this weok. Complete airplay activity on etc I, moved it Down on their charts, of and in tho parallets.
WINGS "Arrow Through Me" (Columbla) 85/27
Moves: Up 49, Same 9, Down 0, Adds 27, Including WFIL, KSTP, B100 KIMN, KC101, J18105, WHYN, KLIF, WAKY, WFMF, KOFM, 92X, KZ93, KRUX WEEO, G100, WSPT, KLUC, KQDI
DONNA SUMMER "Dim All The Lights" (Casablanca) 84/20 Moves: Up 60, Same 4. Down 0, Adds 20, including WIFI, WPEZ, 0102, KING, WAXY, WAKY, Z98, WFLI, WHB, KTAC, KMJC, G100, WCGQ, WROK KBDF.
MOON MARTIN "Rolene" (Capitol) 79/12
Moves: Up 45. Same 22. Down 0, Adds 12. including WCAO, WTRY, WAXY. WTIX, 92X, WOW, KTAC, KSEL, WRKR.
CHEAP TRICK "Ain't That A Shame" (Epic) 79/3
Moves: 59, Same 14, Down 3. Adds 3, 920. WGBF, KDZA, WIFI 24-19, 96 KX 21-17. WKBW 18-14, B100 22-19, KIMN 30-28. WAPE 16-11, WISM 17-10. LOBO "Where Were You When I Was Falling In Love" (MCA) 74/8, Moves: Up 53. Same 13, Down 0, Adds 8, 99X-FM, Q102, KIMN, WBBF, KLIF, 298, WJBQ. G100, KSTP 13.9, KEARTH 12.11, WNOE 30-25, KRUX 32.25
JENNIFER WARNES "I Know A Heartache When I See One" (Arista) 68/9, Moves: Up 44, Same 13, Down 2. Adds 9, KC101, WAKY, WFMF, 92X, KTAC, KCPX, KRUX, KGW, WSPT, WKBW 22-19, WL.CY 30 28. KBEQ d-25, KEARTH 25-22.

MICHAEL JACKSON "Don't Stop 'Til You Get Enough" (Epic) 67/15, Moves: Up 48, Same 3, Down 1, Adds 15, including 99X-FM, WCAO, CKGM, WZZP, KJR, KING, WTRY, WSGN, KRAV, KJRB, KRLC, WRKO 26.16, WPGC 24-14, 293 15-9, KHJ d-26, KFRC 21-10, KOPA d-25. KNACK 'Good Girls Don't' (Capitol) 65/19
Moves: Up 30, Same 16, Down 0, Adds 19, including WPGC, 96 KX . CKGM, 293, KJR, KIMN, KOPA, WAPE, WFMF, WOW, KMJC, WAGQ, WISE, WNAM, KYSN.
KENNY ROGERS "You Decorated My Life" (UA) 63/47
Moves: Up 8, Same 8, Down 0. Adds 47; including 99X-FM, WRKO, WCAO. WKBW WLCY O105 KSTP KBEO KJR, KING, KIMN, WAYS WAPE, WKBW, WLCY, Q105, KSTP, KBEQ, KP WAC, KXX106, KRAV, KRSP, WAAY, WHHY, WFOM, WEAQ. KYSN, KBOZ.
MAUREEN McGOVERN "Different Worlds" (WB) 63/2
Moves: Up 42, Same 13, Down 6, Adds 2, KMJC, KOoK, $99 X$ X.FM d-29, KSTP 11-7, KING 16.15, WBBF 12-8, WTIX 37.32, KGW 14-11, WEEO 13.10, 14WK 12-10, KBDF 14.7.
FOREIGNER "Dirty White Boy" (Atlantic) 60/38
Moves: Up 9, Same 13, Down O, Adds 38, including WRKO, WPEZ, 96 KX , CHUM, WLCY, O105, KOWB, KJR, KUPD, KOPA, WPST, WNOE, WSGN, KRSP, WEEO, WHHY, WSPT.
JOHN STEWART "Midnight Wind" (RSO) 58/9
Moves: Up 37, Same 12, Down 0, Adds 9, Q102, PRO-FM, WBBF, WTRY, KLIF, 920, KTAC, WCIR, KSLY.
PATRICK HERNANDEZ "Born To Be Alive" (Columbia) 51/3 Moves: Up 30, Same 8, Down 10, Adds 3, WKIX, WRJZ, KOOK, 99X.FM 28-25, KVIL 19-16, WZZP 9.8, KFRC 96, KIMN 20.17, KOPA 9-5, WBBF 24-19, WTIX 14-7, K JRB 6-3.
LED ZEPPELIN "All My Love" (Swan Song) 45/22
Moves: Up 9, Same 14, Down 0, Adds 22 including 96 KX, 293, Q105, KEARTH B100, KOPA, WPST, WFLI, WOW, KMJC, K104. WISE, WEAQ, KCBN.

## Others Getting Significant Action

## IAN GOMM "Hold On" (Stiff/Epic) $\mathbf{4 0 / 1 4}$

Moves: Up 16, Same 10. Down O, Adds 14, including 96 KX . CHUM, Z93, KHJ, KFI, KUPD, WHYN, WRJZ, KZ293, 14WK, WAGQ. WRKO d-30, KEARTH d-30, B100 26-24, WICC 27-22.

## DIANA ROSS "The Boss" (Motown) 40/3

Maves: Up 23. Same 11, Down 3, Adds 3. KEEL, WKIX, KENO, WRKO 29-27, WKBW 15 11, KEARTH 15-13, KOPA 17.10, WBBF 14.11, 92X 23.14.
MICHAEL JOHNSON 'This Night Won't Last Forever" (EMI/
America) 38/10, Moves: Up 23, Same 5, Down 0, Adds 10, WKEE, WTIX, WKIX WOW, KMJC, WLBZ, WTSN, WAAY, WSEZ, KKLS, WKBW d.29, KSTP 16-12. KBEO 34.31, KIMN 26-23, BJ105 22-18, WJDX 22 -15.
STEPHANIE MILLS "What Cha Gonna Do With My Lovin' "
(20th) 37/6, Moves: Up 22. Same 8, Down 1, Adds 6, WIFI, WICC, BJ105, WSEZ. WANS, KODI, WRKO 20.18, WPGC 22-20. WCAO $25.21,29320.17$, KHJ 27-23, KC101 23-18, PRO-FM 14.12.
LOUISE GOFFIN "Remember (Walking In The Sand)" (Asy lum) 36/6, Moves: Up 18, Same 12. Down 0. Adds 6. WIFI, WTIX, BJ105 WOW, WFBG, KBDF, WRKO d.29, WKBW d.25, 293 2421, JB105 34.32 WSGA 29-27. KCPX 28-23.

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Radtodriecords
NATIONALEARPLAY/30
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Whers wikg inet
September 7, 1979
LITTLE RIVER BAND/Lonesome LOser (Capitol)
ROBERT JOHN/Sad Eyes (EMI/America)
EARTH, WIND \& FIRE/After The Love... (ARC/Columbia) DIONNE WARWICKII'II Never Love This Way Again (Arista) COMMODORES/Sall On (Motown)
KNACK/My Sharona (Capitol)
ELOIDon't Bring Me Down (Jet)
ROBERT PALMER/Bad Case Of Loving You (Island)
SUPERTRAMP/Goodbye Stranger (A\&M) SNIFF 'N' THE TEARS/Driver's Seat (Atlantic) MAXINE NIGHTINGALE/Lead Me On (Windsong)
M/Pop Muzik (Sire)
NICK LOWE/Cruel To Be Kind (Columbia)
CARS/Let's Go (Elektra)
CHIC/Good Times (Atlantic)
HERB ALPERT/Rise (A\&M)
ATLANTA RHYTHM SECTION/Spooky (Polydor/BGO)
BONNIE POINTER/Heaven Must Have Sent You (Motown)
GERRY RAFFERTY/Get It Right Next Time (UA)
BARBRA STREISAND/The Main Event/Fight (Columbia)
GQ/I Do Love You (Arista)
CHARLIE DANIELS BAND/The Devil Went Down... (Epic)
JOURNEY/Lovin', Touchin', Squeezin' (Columbia)
DOOBIE BROTHERS/Dependin' On You (WB)
NIGHT/Hot Summer Nights (Planet)
RAYDIO/You Can't Change That (Arista)
EDDIE RABBITT/Suspicions (Elektra)
ELTON JOHN/Mama Can't Buy You Love (MCA)
DONNA SUMMER/Bad Girls (Casablanca)
DR. HOOK/When You're In Love (Capitol)
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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

KENNY ROGERS "You Decorated My Life (UA) FOREIGNER "Dirty White Boy (Atlantic) WINGS "Arrow Through Me (Columbia) LED ZEPPELIN "All My Love" (Swan Song) DONNA SUMMER "Dim All The Lights" (Casabtanca)

Complete Aagionatized Seation Listings on pmge 24 and 25.

## HOTTEST

LITTLE RIVER BAND "Lonesome Loser" (Capltol) COMMODORES "Sall On" (Motown) DIONNE WARWICK 'I'Il Never Love... (Arista) ROBERT JOHN '"Sad Eves'" (EMI/America) M "Pop Muzik" (Sire)

KANSAS "Reason To Be" (Kirshner) 33 ${ }^{\prime \prime}$
Moves: Up 10, Seme 16, Down 0, Adds 7, WHYN, BJ105, WRJZ, WAAY, WISE, WRKR, KENI, WPEZ d-33, KBEQ on, KFI on, WEAQ 27-23, KBOZ 29-24.
KC \& THE SUNSHINE BAND "Please Don't Go" (TK) 31/5
Moves: Up 20, Seme 6, Down 0, Adds 5, Q105, WBBF, WICC, WEAQ, KBOZ, KBEQ 40-37, KFI on, KEARTH 27.24. WTIX 24-9, WNOE 24-15, WCIR 25-14.
MARY MACGREGOR "Good Friend" (RSO) $29 / 4$
Moves: Up 21, Same 4, Down 0, Adds 4, KHJ, KRAV, WHHY, WFOM, WFIL 17.15, KSTP 17-13, KEARTH 19.17. WHB 27.22.
EDDIE MONEY "Get A Move On" (Columbia) 29/2
Moves: Up 12, Same 15, Down 0, Adds 2. CHUM, WRFC, WZZP on, KBEQ on, KHJ 28.25, KFI on, KFRC 30-29, KING On, BJ105 39-31, KENO 20-17, WISE 38-26.
ROCKETS "Oh Well" (RSO) 28/0
Moves: Up 12. Same 10, Down 4, Adds 0, WIFI 23-22. WLCY 20-19, WZZP 34-33, KJR 17-15, 92X 33-30, WISM $30-27$ WFBG 21 -18, WRKR 3025.
HERMAN BROOD "Saturdaynight' (Ariola) 23/3
Moves: Up 11, Same 8, Down 1, Adds 3, WRJZ, WHB, KENO, WRKO 23-20, KUPD 23.21, KNOW 20-13. BJ105 31-27. SUZI QUATRO "I've Never Been In Love" (RSO) $22 / 9$
Moves: Up 3, Same 10, Down 0, Adds 9, WKBW, KJR, KXX106, BJ105, KJRB, WLBZ, WCIR, WHHY, KCBN, 293 on, WLCY on, KHJ on, KEARTH on, KFRC on.
BILLY THORPE "Children Of The Sun" (Capricorn) 22/0
Moves: Up 10, Same 8, Down 4, Adds 0, KDWB 11-10, KUPD 30-27, KOPA d.26, WAYS 3027, WTIX 36-31, WCGO 29-25, WISE E-1, WRKR 29-24.

## TRIUMPH "Hold On" (RCA) $22 / 0$

Moves: Up 17, Same 1, Down 4, Adds O. WPEZ 10-9, CHUM 16.14, CKGM 25 24, KDWB 20.17, WZZP 21.13, WFL 14.5. $92 \times$ 32-29, KLUC 22-17.

JIMMY BUFFETT '"Fins" (MCA) 21/12
Moves: Up 5, Same 4, Down 0, Adds 12, including Q105, WKEE, KNOW, WKIX, WHEB, WSEZ, WISE, WEBC, KBOZ. DAVE EDMUNDS "Girls Talk" (Swan Song) 21/8
Moves: Up 6, Same 7, Down 0, Adds 8, CHUM, WNOE, KTSA, KZ93, WLBZ, WFLB, WSPT, KOOK, KEARTH d. 29. BRENDA RUSSELL "So Good, So Right" (A\&M/Horizon) 21/8
Moves: Up 9, Same 4, Down 0. Adds 8, CKGM, 14Q, WNOE, KMJC. K104, WFOM, KSLY, KYSN, KBEO 32.29, KEARTH 29-27, KIMN 19.14.
TOBY BEAU "Then You Can Tell Me Goodbye" (RCA) 21/3
Moves: Up 10, Same 8, Down 0. Adds 3, WNOE, KRQ. WEEO, WPEZ 25-22. 96KX 16-14, KSTP 24.18, WJOX 30 23, WANS 30.26
CHARLIE "Killer Cut" (Arista) 20/5
Moves: Up 5, Same 10, Down 0, Adds 5, WNOE, WGBF, KENI, KYSN, KDZA, WKBW, KBEO 36-33, KJR d-25, KIMN 29-26, KUPD on.


[^0]:    I have complete control over what songs are played when and there is no possibility of cheating. I just program the entire day into the computer and I know exactly when every song is coming up. I can create and control the flow of the music, the tempo of the day, the sweeps, everything. There is no possibility of a jock injecting his preference in music into what has been pre-selected for our audience. Our system allows us to do things like the news and all contests live, but the rest of our shows are on the machine. It saves a lot
    of time and is virtually error-free" of time and is virtually error-free.

    ## Is It Real, Or Is It Memorex?

    Hamilton's point about "control" is a good one. The real reason automation is often adopted at a station is not always economic. Sure, it's much less expensive to run an auto-

[^1]:    THE ELECTRIC WEENIE, RADIO'S \#1 GAG SOURCE, 'GETS LETTERS . . .
    P.O. Box 25-866 Don Savace, Kace "Enclosed find my renewal. I work AM Drwe in L. A. on an RaB/Nisco/Poo

    Honolulu. Hawali 96825 (808) 395-9600

[^2]:    JOURNEY MEN TO SHREVEPORT - Columbia's Journev travelled to Shreveport recently meeting with KRON personnel and retail people. Group members helped select KROK contest winners for a free journey to Disnev Shepherd Stan's Records' are Journev's Neal Schon, Steve Smith, Ross Valory, and Steve Perry. KROK PD Ken Shepherd, Stan's Records' Cindi Rowe, air personality D.J. Bailev, and group's Gregg Rolie.

[^3]:    When Phonogram/Mercury groups Con Funk Shun and the Gap Band recently performed in concert together in Columbus, GA, both bands joined forces in an in-store appearance at the local Record Bar outlet Shown at the store are lback row, I-r) Gap Band's Robert Wilson. Phonogram/Mercury's Luther Terry, Gap Band's Charles Wilson, store manager Gary Rose, Gap group's Ron Wilson, and Gap Band manager Don Alexander, (front row, I-r) Con Funk Shun members Cedric Martin, Paul Harrel, Mike Cooper and Karl Fuller.

