

ISSUE NUMBER 313

#### THE INDUSTRY'S NEWSPAPER

crease the total number of AM

channels from 107 to 119 and make

room for an additional 300 to 1400

learned, for example, that Canadian

broadcasters are united against

the proposal (For the inside story

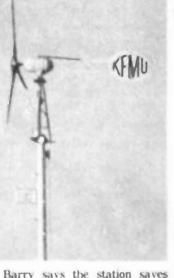
stations.

**BROADCASTERS DISPLAY MIXED REACTIONS** 

### **BREATH OF FRESH AIR Colorado Station Uses Wind Power**

For KFMU/Steamboat Springs CO, powering the station is a breeze. The station's generator is a giant windmill (a "Jacobs wind reserator") with a 14-foot blade diameter and three seven-foot-plus blades (see photo) atop a 163-ft high pole. According to station owner Michael Barry, electricity generated by the wind is stored in 20 six-volt batteries. "With that capacity, we have about five days' storme should there be no wind at all, which hasn't happened yet, Barry told R&R. "We've got a lot of wind up there." Winds up to 70mph have been recorded at the site

The station operates 19 hours a day on a 285-watt signal described as "excellent" by Barry A 25mph wind will generate 50 amps per hour of power, and the station uses only 14 amps hourly, providing a ready power surplus. There is an emergency backup gasoline generator triggered by remote con-trel should wind power run out



about \$100 a month on electric bills, and earns investment tax credits for using alternate energy sources. Barry, who heats his own home with a wood-burning stove. commented. "If people have the opportunity to use alternate energy sources, they certainly ought to." The soft-AOR station calls itself The Sound Of The Wind" or "The World's Only Wind-Powered Radio Station" on the air

#### FIRST BOOK OUT

tron

# San Diego Arbitron Figures O/N '79

KJQY Changes Calls. Leads Market With Beautiful Music: Three AOR's Up Strongly: KFMB Drops Four Shares As Baseball Ends; Disco KITT Dives

	A/M '79	0/N '79	
KBZT (O)	2.9	3.7	
KCBQ (PA)	2.8	2.5	
KEZL-FM (BM)	5.3	4.5	
KFMB (PA)	8.0	3.8	
KEMB-EM (R)	5.1	4.2	
KFSD (CL)	2.5	3.6	
KGB (R)*	1.7	2.6	
KGB-FM (A)	4.4	5.7	
KIFM (A)	3.5	5.0	
KITT (D)	4.2	2.2	
KJFM (BM)	1.8	1.5	
KJQY-FM (BM)*	6.0	7.7	
KMJC (R)	4.6	3.1	
KOGO (PA)	2.2	3.1	
KPRI (A)	4.1	5.6	
KSDO (N)	4.6	5.0	
KSON (C)	3.6	3.2	
KSON-FM (C)	2.1	2.4	
KYXY (PA)	4.4	2.5	
XHRM (PA)	.6	1.0	
XTRA (BM)	5.2	3.9	
XTRA-FM (A)*	4.8	4.4	
KABC (T)	1.1	1.0	
KFI (R)	2.4	2.8	
KNX (N)	2.8	2.4	
	a state to the	same format	T

\*KJQY-FM was KOZN-FM in the A/M book, same format. Last three stations listed are Los Angeles-based. KGB-AM switched from AOR to Top 40 between books ; XTRA-FM switched from Top 40

This data is copyrighted by Arbitron. Non-subscribers to Arbitron syndicated radio service many not reprint or use this information in any form. Average Quarter Hour Shares are Monday-Sunday 6am-midnight, Metro

Survey Area. 12+ Advance figures supplied by subscribing stations and vertified by Arbi-

#### Final Decision Expected March, 1980 on the Commission's action, see By unanimous vote, the FCC recommended last Wednesday Page 4.) (12-12) that spacing for the AM

FCC Adopts Nine Kilohertz Proposal

Broadcasters' reactions included band be reduced. This would inthe following:

Wayne Stacy, Director of Government and Public Policy, Canadian Broadcasters Association: Canada won't approve 9 kHz spacing. We have few daytimers in Canada, so

Broadcasters Association: The FCC's decision is a great victory for us, but before more radio stations are added, present daytimers

SYMBOLIZING CAPTIVES' PLIGHT

#### Ohio PD Becomes Voluntary "Hostage"

Scott Miller, PD and morning man at WOBL Obertin, OH, luke many of his radio colleagues was trying to think of a positive gesture for the Iran crisis. At noon Monday (12-10) he announced over the air that he would be tied to a chair in a newsroom cubicle for three hours, and would voluntarily confine himself to the Country station's studios for a "few days" to simulate the plight of the American hostages in Tehran and demonstrate support for them.

Listener response was over whelming. During the first day was deluged with calls Miller

pledging support Local newspaper reporters were in the studio an hour after his first announcement, and the wire services picked up HOSTAGE/ See Page 12

### **R&R's Annual Seasonal Hiatus**

As the weather freezes, radio stations generally freeze their playlists around Christmas and New Year's, and R&R has always felt that when the music slows down and the industry takes a rest, so should we. So the issue you're reading will be our last of the year. However, R&R's staffers will be on hand at Century City and Washington, D.C. offices over the holiday season to help our readers out in any way we can. We'll be back with an R&R issue dated January 11; in the meantime, best boliday wishes from all of us



MILLION DOLLAR QUARTET - As radio stations have stepped up their "cash grab" promotions, R&R has devoted more space to pictures of currency laden winners living on the vauit line. This week we have a mon-tage spectacular featuring four photos of people getting hot under the dollars. The two gentlemen at top left are WIL/St. Louis PD Mike Carta (left) and bank president Dave McKay preparing a vault for a \$1 millionplus "Dash For Cash," won by the lady at top right, who carried off in hands, feet, arms, and mouth almost \$10,000. The doughboy at lower left was given 60 seconds in a \$1 million filled vault by WDAE/Tampa in its 'Million Dollar Cash Grab," and scraped up \$12,886. At lower right, a WIRE/Indianapolis "Super Cash Grab" winner extracts \$15,828 from a \$1 million glass vault in 60 seconds. Thanks to radio, at least three people had ample holiday season funds.

#### Prior to 9 kHz becoming reality in the U.S., however, countries in we're not concerned. North and South America (Re-Ray Livesay, Pres. Daytime gion 2) must meet next March and agree jointly to adopt it. R&R has

should be permitted to go full time.

Based on our tests (at WLBH/ Mattoon, IL) it shouldn't cost more than \$1000 to \$2500.

Len Hensel, VP/GM, WSM/Nashville: Personally, I'm disappointed with the WARC decision to expand the dial slowly, but if we in fact need more stations. 9 kHz is better than breaking up the clears.

Cary Simpson, Pres., WTRN/Tyrone, PA: I would like to see additional stations given to those who want to get into broadcasting. For example, create one full-time frequency in major cities to serve minorities.

Lew Latto, NRBA Legal Committee Chairman (Pres. WAKX/ Duluth, MN): Personally, I believe it's a political decision and if they succeed on AM, they'll move to reduce FM spacing, which would be even more disastrous

Arnie Lerner, NAB Radio Board Chairman (Pres. WLLR/Lowell, MA): It's ill-considered. I'm very disappointed they would go ahead without an impact study (i.e., crit-FCC/ See Page 12



# TOM JOHNSTON Savannah Nights (WB)

63% of our reporters on it. Moves: Up 69, Same 19, Down 5, Adds 7, Y103, WVIC, KMJC, KRQ, WJBQ, WXIL, KDZA, WIFI 27-23, KEARTH 29-27, KOPA 24-21, WAPE 21-17, KWEN 35-29. See Parallels, charts at number 29.

On Warner Bros. Records

**Produced by Ted Templeman** 

# . . AND ONE OF THE HOTTEST RECORDS ON R&R'S BACK PAGE:

# NEW & ACTIVE

# PRINCE "I Wanna Be Your Lover" (WB) 94/15

Moves: Up 70, Same 8, Down 1, Adds 15, including F105, KFI, B100, KELP, WSKZ, WNAP, KERN, KJRB, WKXY, WRKR.



# **Gunman Shoots Up Shreveport Station**

An armed intruder invaded KEEL-AM and KMBQ-FM/Shreveport last Wednesday (12-12), wandering through the outlets' facilties, threatening employees, and firing several shots into the building, the station's windows, and a tape recorder.

Howard Clark, Program Director for the stations, described the incident to R&R: "About five in he afternoon, an individual drove into the parking lot and shot a neat little hole in my second-floor window. He continued walking down the driveway, firing a .22 automatic rifle from the hip, scattering five shots along the length of the window

"He then walked inside the station," Clark continued, "and demanded to see morning DJ Jeff Edmond. The receptionist told him Jeff was not available, so he shoved his way past her and walked up to the second floor where one of the station staffers stopped him and asked him what he was doing there (she didn't notice the rifle and was not aware he'd just shot up the building)."

#### **Staffers Threatened**

The intruder refused to leave, so the staffer, noticing the rifle, yelled for News Director Jeff Sternan's assistance, warning him that the intruder had a gun. Sternan ducked into a closet and the staffer took advantage of the confusion to run upstairs to her office and lock the door.

Next, the intruder walked into the KMBQ control room where Dave Odon was on-air and asked if this was KEEL. When Odon told him no, it was KMBQ, the man seemed to relax, although still holding the gun to Odon's face. When Odon politely excused himself to do a break, the intruder left the control room and wandered down the halls to the production room where he fired several rounds into a tape recorder. The man then left the station, went back to his car, and proceeded to reload his rifle.

Meanwhile, someone who had been waiting to see one of the KEEL staffers had walked across the street and told local insurance salesman Guard Waytt what was going on at the radio station. Waytt called the police and, accompanied by an attorney armed with a .38 pistol, drove across the street in his Cadillac, which he parked in front of the intruder's car, pre-venting him from leaving. Waytt then repeatedly asked the gunman if he was going to shoot him. Eventually, the intruder dropped his rifle and asked to borrow a cigarette from Waytt.

Within minutes, 15-20 police arrived and took the gunman into custody. According to Clark, the man's explanation for his bizarre actions was that he had heard Nazis, which only he could hear, talking to him on the radio. No one was hurt during the incident.

#### 14 MARKETS BEGIN SPRING SWEEP EARLY

### **Extended Measurement Affects Satellite Markets**

With virtual year-round surveys due in the top three markets (R&R 12-14), broadcasters in almost a dozen other Arbitron markets will also be subject to continuous measurement. New York, Los Angeles and Chicago area broadcasters have approved the beginning of extended measurement, effective February 28, 1980, the date which will signal the start of the spring quarter 12-week sweep. However, according to Arbitron spokeperson Connie Anthes, smaller markets located within the TSA of any of the top three markets will also be included in the extended measurement

Below is a list of the major markets which approved Extended Measurement and the relevant adjacent markets also affected by this decision:

New York - also includes Nassau-Suffolk, Bridgeport, and New Haven markets.

Los Angeles - also covers Anaheim and San Diego.

Chicago - includes Bloomington, IL, Davenport-Rock Island, Madison, Peoria, Rockford, and South Bend.

It should be noted that the San Diego broadcasters had already approved the usage of the quarterly surveys in their market.



WPFR ARRANGES MARTIN TOUR OF "NOWHERE" CITY - When Steve Martin referred to Terre Haute, IN WPFR ARRANGES MARTIN TOUR OF "NOWHERE" CITY — When Steve Martin referred to Terre Haute, IN as the most "nowhere city" in the U.S. in a Playboy interview, locals started to get "haute" under the collar. So AOR station WPFR arranged a gala, deluxe tour of Terre Haute for Martin, in conjunction with Playboy. Morning team Larry Trimmer and Mel Browning presented Martin with a '57 Chevy for the day, and they all met the mayor at one of the city's posher greasy spoons, the Shuffle Inn, where a Playboy-imported chef (from Chicago) prepared a gournet feast, according to PD R.J. Cortrecht. 2000 Terre Haute residents watched as Martin was given the key to the city, and the whirlwind jaunt was topped off by tours of Terre Houte's ton tourist attractions a fertilizer plant, a tractor company, and a car wash. Above, Martin of Terre Haute's top tourist attractions, a fertilizer plant, a tractor company, and a car wash. Above, Martin is pictured with the station's Trimmer (left) and Browning (right).

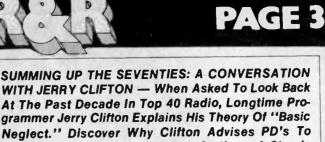
# Bayley Named VP/GM Of TM Programming

Lee Bayley, PD at KIQQ (FM-100)/Los Angeles, has been named VP/GM of TM Programming in Dallas. The appointment reunites Bayley with former FM-100 VP/GM Pat Shaughnessy, who resigned that position to become President of the TM companies (R&R 11-9). Shaughnessy, commenting upon Bayley's appointment, told R&R, "Lee brings with him an absolute wealth of experience and knowledge in all phases of broadcast syndication. He's a big asset and has lots of new ideas that give us great confidence as we enter the 80's."

Bayley, whose background includes a stint with Drake-Chenault's syndication division prior to his joining FM-100, told R&R, "I con-sider this to be the greatest opportunity I've ever had. It isn't every day that a person who's spent a lot of years in programming is given a shot at something like this. TM certainly is a great company and is staffed with some of the best programmers and salespeople in the business, and I am very much looking forward to being a part of that.'

#### **Beautiful Music** Returns

R&R's regular Beautiful Music radio coverage returns in our January 11 issue, featuring the first current and recurrent music lists.



Music Formula For The 80's, And Much More. See Page 22 **R&R COUNTRY RADIO POLL RESULTS - Now That** Your Votes Are In, Jim Duncan Rounds Up The Winners Of The Fourth Annual 1979 R&R Country Radio Music Poll.

Spend More Time Outside Their Stations, A Simple

..... See Page 63

# this week ....

### NEWS/TALK: THE HUMAN INTEREST APPROACH

Across the nation News/Talk operations will be concentrating on the human side of holiday events, ranging from Christmas

Mediastat and RAM discuss their respective plans for expansion in the forthcoming decade.

### FINDING YOUR COMPETITIVE EDGE

Discovering what makes your station unique and capitalizing on this difference is a major marketing challenge. Dr. Richard Lutz explains how to determine your strengths and how to sharpen this competitive edge as well. See Page 19

#### "FISH REPORTS" AND "WHOO-AA"

Looking for the secret to KMET's success? Jeff Gelb describes some of the unique programming elements currently in action at L.A.'s top-rated AOR. 53

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Street Talk	Black Radio
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Picture Pages	

## staff

Opportunities

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TO THE HOLIDAYS

cards for Iran to Santa sightings. ..... See Page 8

#### RATINGS FOR THE 80'S

On the eve of the 80's representatives from Arbitron, Burke, Se Page 18

# Washington Report

### WHAT WILL BE EFFECT ON AM STEREO?

Page 4

# Inside Story on FCC's Nine Kilohertz Action

The FCC's decision behind closed doors last week to formally favor a reduction in AM band channel spacing from 10 kHz to 9 kHz (see Page 1) was highly consistent with the Commission's proposed plan for deregulation. In a nutshell, the FCC has seemingly offered a trade-off: fewer radio rules and regulations and less paperwork in return for diversity - an increase in the number of AM stations. But privately, R&R has learned, various high ranking FCC staffers who had a hand in the proposal, some Commissioners who voted for 9 kHz, and even a few key White House staffers are saying the chances for passage at the Region 2 (Western Hemisphere) Conference next March in Buenos Aires are much less than 50-50. "No Way" Says Canada

on record is Canadian broadcasters' opposition. Wayne Stacy, Director of Government and Public Policy, Canadian Broadcasters Association, told R&R, "The one positive benefit we see is to get more U.S. daytimers on the air. We have more complicated antenna arrays in Canada than you do in the U.S. Some of our stations. have nine towers, and conversion to 9 kHz would cost up to \$100,000 per station."

One big stumbling block already

# The Week In Review

• FCC approves 9 kHz in preparation for next year's Region 2 Conference. Broadcasters have mixed reactions. (See Page 1 and this page).

 Radio deregulation gets endorsement from NAB Board.

 Public broadcasters at odds over loud commercials.

- Jonathan Hall

#### **Concern For AM Stereo**

Although the vote was unanimous, Commissioners Jim Quello and Abbott Washburn expressed reservations. In an opinion written by Quello with which Washburn agreed, Quello said he would like more tests to be convinced that stations could operate within required parameters after shifting frequencies. None of the three stations tested last October (WELO/ Tupelo, MS; WLBH/Mattoon, IL; and KLAK/Lakewood, CO) (R&R 10-5) stayed within the parameters, but engineers assured the Commission the problem could be corrected, he wrote.

Quello also said the impact on AM stereo has not been fully assessed. But the FCC's Chief Scientist, Steve Lukasik, told R&R that AM stereo can be implemented even if 9 kHz is adopted.

#### U.S. Will Make 9 kHz **Proposal To North And** South American Nations

The U.S. delegation will officially present the 9 kHz proposal to the Region 2 Administrative Conference in March 1980 in Buenos Aires. Nations attending the conference will try to reach agreement about the use of the AM spectrum. Commissioner Bob Lee will head the U.S. delegation.

# FCC At A Glance

### **Public Complains About Loud Commercials, Broadcasters Protest**

Members of the public raised their voices last week to tell the FCC commercials on radio and TV are too loud, but broadcasters opposed regulating loud commercials. The Oregon Association of Broadcasters said, "Another inquiry into noisy commercials is an unnecessary government expense." NRBA pointed out this week that people who are irritated by loud commercials tend not to buy advertised products, which was supported in comments by the general public. NAB told the FCC its Engineering Committee is studying loudness variations to determine if existing radio equipment reduces decibel variation in broadcast programming

#### Ferris Asks IRS To Let NAB Operate Minority Investment Corporation

Saying lack of financing is still the single greatest stumbling block minorities face when trying to buy broadcast facilities, FCC Commissioner Charles Ferris asked the Internal Revenue Service Wednesday (12-19) to permit NAB to operate a Minority Enterprise **Business Investment Corporation** (MESBIC). IRS approval is needed for the MESBIC to be considered a charitable organization. MESBIC's provide low cost loans and loan guarantees to minority buyers. NAB has received pledges and contributions of \$10 million (of their \$15 million goal) for its Minority Business Investment Fund, including most recently \$100,000 from

Harte-Hanks Communications, Inc. of San Antonio

#### Kahn/Hazeltine's "Sibilant Ghost"

In the continuing battle among AM stereo manufacturers fighting for FCC approval, Kahn/Hazeltine has come up with a new reason why the FCC should approve its system over Belar, Motorola, Harris and Magnavox. It's called the "sibilant ghost" or sibilant sounds of a vocalist hissing out of one channel rather than appearing to come from dead center. Kahn contends that this displacement of what it calls "annoying sounds' is due to the phase sensitivity of its competitors' systems. "Sibilant ghost is not present in the Kahn/ Hazeltine independent sideband AM stereo system," Kahn claimed.

# HOBERMAN WANTS ASSURANCES NAB Board Vacillates, Endorses Total Radio Deregulation

#### Meanwhile, Pubiic Groups **Making Waves**

Here's what led the NAB Board last week in a special session to support unanimously the FCC's radio deregulation proposal:

· Board was afraid of sending false signals to Congress if they opposed deregulation. · Board's belief that best hope for com-

prehensive deregulation must come from Capitol Hill. Concern of linking radio and TV. FCC

is considering qualitative TV program guidelines

 Opposing deregulation would be hard sell to members.

Wanted to make position clear so broadcasters could begin filling comments. Ex-cept for ABC, only opposing comments have appeared to date at the FCC

Most high ranking FCC officials were delighted by NAB's endorsement. As early as a few hours prior to the decision, Commission staffers thought NAB might reiterate its October stance calling for program percentage guidelines.

#### **ABC Calls For Optional Guidelines**

ABC Radio President Ben Hoberman's suggestion to the NAB board was to ask the FCC to issue a rulemaking proceeding to determine what standards could be used to give broadcasters "a presumption of re-newal," - i.e., an assurance of renewal if certain programming guidelines are met.

This week ABC decided to go its own way. and filed comments seeking an optional

"content neutral guideline." According to ABC Washington VP Gene Cowen, this would establish a general program percentage guideline which if met by broadcasters would assure their renewals. ABC Radio Affiliates' Government Affairs Advisory Committee is thought to be in agreement with some form of guideline.

Jerry Lee, Pres. WDVR/Philadelphia, argued in favor of the FCC's total deregulation package because he believes no matter what stance broadcasters take, the FCC will continue to set program guidelines (i.e., Commissioner Tyrone Brown's proposal of a catch-all "local" percentage category).

#### **Push Is On**

Insiders told R&R that prior to the official vote, NAB President Vincent Wasilewski gave a moving historical account of how broadcasters had traditionally been against all forms of government regulation. "We support deregulation with no guidelines," said Arnie Lerner, NAB Radio Board Chairman (Pres. WLLH/Lowell, MA), after the votes were in. Giving ground along with Lerner, who initially wanted the "security" of a program percentage guideline, was WOOD/Grand Rapids, MI Exec. VP Mike Lareau.

Erwin Krasnow, NAB Legal Counsel, who had earlier agreed with Lerner, said the push will be on right away to get broadcasters to file comments in support of radio deregulation. "We not only want to hit the Commission, we want broadcasters to write Congress and the White House. The NAB Legal Department will urge all communications attorneys in town to file strong com-

ments," he said. Krasnow added he hopes the FCC will receive more comments on deregulation than they ever have for any other proposal.

#### **Predicts FCC Will Okay Deregulation**

When asked whether such strong support for deregulation wouldn't alienate Commis-sioner Tyrone Brown, who advocates fixed percentages of locally-produced public affairs programs, Krasnow responded, "I feel there are enough votes on this commission to get deregulation without Ty Brown." Krasnow predicted that Commissioners Anne Jones, Bob Lee, and Jim Quello would fall in behind Chairman Charles Ferris in supporting deregulation.

#### **Other Proposals**

In addition to the Lerner and Hoberman proposals, others were offered by NAB Radio Board Vice-Chairman Eddie Fritts (Pres. Fritts Broadcasting), KOBE/Las Cruces, NM Pres. Walt Rubens, and KWED/Seguin, TX Pres. Stan McKenzie. It was an amalgamation of their ideas that was woven into the NAB Board's final resolution

Their proposals supported an all-out move to deregulation of commercials, ascertainment, program logs, and program percentages

Fritts seemed to summarize a general finding by most all board members that ascertainment is the biggest headache to radio broadcasters, asserting that radio won't fail the public if it's deregulated.

#### **Public Interest Groups Continue Opposition**

So far, comments on radio deregulation are running more in opposition than in favor. That's because public interest groups who oppose the elimination of non-entertainment guidelines got their comments in early. Last week the FCC heard from three more groups. Here are some of the reasons they gave for being against deregulation:

· Bruce Fiedler, Community Relations Representative for Goodwill Industries of Oakland, CA: "It may be that rural stations will continue to air public service announcements, but the fierce competition of the metropolitan market (where the majority of community service agencies are located) is not likely to encourage a station to provide air time gratis when its competition is charging high rates for the same slot."

 Stanley Fleishman, Attorney for Paralyzed Veterans of America: "For the most part, the only positive references to handicapped individuals on radio appear in public affairs programs. The Commission, by freeing the radio licensee from its obliga-tion to carry public affairs programs, will wipe out virtually the only positive radio program dealing with handicapped.

Carlton Wever, Executive Director, Ohio Council of Churches: "A license does not mean ownership, but rather, public trustee ship. The licensee is charged with providing each local community with a voice of its own through the broadcast frequency allocated to it."

Broadcasters are reminded that comnents on radio deregulation are due January 25, 1980 with reply comments due April 15. 1980



### People



#### Terry Hourigan Washington

Gannett Co. Broadcast Executives (partially pictured below) were given the opportunity to explain their 13 radio operations, including six Beautiful Music stations, two News/Talk operations, and three Black formats, to Gannett's 100 newspaper publishers and editors at an annual year end conference in Washington last week. Gannett Broadcast President Al Flanagan hosted a 24projector, multimedia presentation called "Media In The 80's" which 1) projected increased profits for radio and TV despite greater competition from new technologies for old dollars, 2) stressed the dangers of increased government regulation, and 3) called for full First Amendment rights for broadcasters Gannett executives were also treated to a visit to the White House, preceded by addresses



Frank Murphy from Presidential contenders Ted Kennedy, John Connally, and

Howard Baker. Terry Hourigan, former Mutual VP for Station Relations, promoted to VP for Programming. Replacing Hourigan is former Station Relations Director Frank Murphy. Mutual General Counsel Bruce Goodman has been named VP/GC.

Marilyn McDermitt named to be FCC Broadcast Bureau Chief Dick Shiben's Asst. Chief for Management Personnel. Lionel Managas, Shiben's Special Asst. for EEO, has resigned.

#### Ellsworth, ME

Norm Gallant, Secretary-Treasurer of the Maine Association of Broadcasters for 25 years, has been named Exec. Director of the organization. Gallant has been acting Exec. Director for two years.



GANNETT RADIO EXECS — Pictured at the Gannett Washington meeting are (I-r, seated) Combined Communications VP/Radio & National PD Jay Cook, Pres./GM WVON & WGCI/Chicago Earnest James, and KSD & KCFM/St. Louis GM Stan Greenberg. Shown (I-r, standing) are WWWE & WDOK/Cleveland VP/GM Paul Aaron, WCZY/Detroit Pres./GM Fritz Beesemyer, WCZY National Sales Manager Gaorge Mills, and Gannett Radio Division President John Bayliss. Not pictured are KSDO & KEZL/San Diego Pres./GM Steve Jacobs and KIIS/Los Angeles Pres./GM Ed Boyd.

# Celebrating Christmas At News/Talk Stations

"We want to do something different without doing music," said WKAT/Miami PD Don Karnes. So, on Christmas Eve, listeners who reach the station will be able to call anyone in the world for three minutes and say Merry Christmas on the air.

Air personalities at WOR/New York are sharing their favorite personal Christmas experiences with listeners this year. "They really came up with meaningful, original stories," said Producer Joan Paylo, who has been working on the show since Thanksgiving. Pegeen Fitzgerald tells the story of her childhood in Kansas when her family tied tumbleweeds together for a Christmas tree. Patsy McCann remembers the Christmas she got her first radio. Between memories, the station will play music, and other famous personalities like Arlene Francis will read favorite Christmas poems or stories.

KOA/Denver Station Manager Joel Day says his station is offering "the greatest parade of seasonal entertainment ever offered in the Denver area." That Christmas Eve and Day programming will include old favorites like the "Jack Benny" and "Amos and Andy" Christmas shows, "A Christmas Carol" starring Lionel Barrymore and Orson Welles, and CBS News Correspondent Douglas Edwards's 31st annual trip to the North Pole to visit Santa and Mrs. Claus.

WAV1/Dayton and the post office combined efforts to answer letters to Santa. "We believe in people power." said PD Jim Boz. "We read letters to Santa on the air and ask listeners to help out. If Bobbie tells Santa Mommy really needs a blanket, people stop by the station with a dollar or two and pretty soon we have enough for a blanket. We give it to the post office and they deliver it to Bobbie's Mom."

Mutual's WCFL/Chicago is doing remotes from the city's new State Street Mall, with Wanda Wells hosting. She'll talk with shoppers, and special guests will drop by to chat. In addition, a group of musicians will provide a 2:30pm Christmas music interlude. Santa hosts a talk show Christmas Eve on WRNG/Atlanta from 4pm to 7pm. The station will play Christmas music most of Christmas Day.

# **Street Talk**

Rumor is Metromedia offered & Latino group opposing renewal of several Chicago stations parity in all four top job categories. Group reportedly turned them down flat. Dick & Bert spots supporting RAB's "Radio Red Hot" campaign were mailed to all

Dick & Bert spots supporting ICAB's "Ratio Red (in), campaigned in the red (in), campaigned in the result of the r

Radio campaign supporting cards to American hostages in Iran got extra push from NAB, which is asking members to beef up efforts and mail cards to NAB. NAB Radio VP Wayne Cornils will then deliver them to the Iranian Embassy in Washington.

KAUM/Houston is sending what may be the world's biggest Christmas card to the American hostages in Iran. The card is 20 feet long, with room for tens of thousands of signatures. "We wanted to give the people of Houston an opportunity to express their signatures.

emotions as a community," said GM Willard Lochridge. Despite criticism that the FCC Broadcast Bureau was downplaying the role of units which process public broadcasting applications, the bureau maintains it's paying more attention to those facilities. For example, the bureau says its new FM Branch will act on new applications within nine months, instead of taking up to a year as was common in the past.

NPR Pres. Frank Mankiewicz says he's okay about recent staff changes delegating more responsibility for public broadcasting issues to Jeff Baumann's Policy & Rules Division.

In Tampa, broadcasters came out 50-50 in talks this week with Arbitron executives Marty Tool and Richard Lamb, who are pushing a third book. "We'll only have six days from delivery of the fall book to the start of the new Jan/Feb book" complained one broadcaster. Second complaint is that large vacation element will substantially alter ratings during sun season.



HAPPY ANNIVERSARY — WPLP/Pinellas Park, FL celebrated its first anniversary as a Talk station with a daylong broadcast from a local Tampa Bay mall. 8000 people came through to participate in the festivities, and the entire station staff turned out to share a large birthday cake, pictured above.

News/ Talk

### **News Personalities**

Art Dineen, WXYZ/Detroit's late night talk show host, exchanged jobs with Playboy Magazine photographer Jeff Cohen last week. The two decided to trade roles one night when Cohen was a guest on Dineen's show. In his new job, Dineen had to try to persuade Chicago Mayor Jane Byrne to give Playboy "a closer look" at big city government, while as talk show host, Jeff Cohen interviewed Groucho Marx's son Arthur.

Ted Landphair, recently dumped by NPR from his job as Exec. Producer of "Morning Edition," has landed on his feet at KFWB/Los Angeles. Before his short-lived tenure at NPR, Landphair was News Director at WMAL/ Washington for seven years.

Ken Minyard and Bob Arthur, KABC/Los Angeles co-anchors, recently chaired the St. Jude Hospital Holiday Bazaar and Raffle. They were joined by Danny Thomas, the hospital's founder. KABC talk show host Larry Van Nuys, meanwhile, participated in a "Save The Autistic Children Telethon" broadcast on a local TV station.

Two WFAA/Dallas talk show hosts have a "Twelve Days of Christmas" contest going. In the morning Kevin McCarthy mentions a Christmas food, like fruitcake. In the afternoon, Ed Busch asks callers what food was mentioned. If the caller answers correctly he or she wins the fruitcake. The caller who can name all twelve items at the end of the contest wins a picnic basket full of goodies worth \$75.

Dun Brewer, KYW/Philadelphia Food and Wine Editor. was awarded a 1 million lire (\$1000) prize by the Italian Wine-growers Association for his broadcast on Frascati wines. The winning piece was described as a "glowing recollection" of a lunch with an Italian Senator at which Frascati was liberally served.

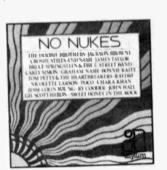




# Special Radio-Only No Nukes Disc

A special disc has been produced for radio programmers by WBCN/ Boston's Danny Schechter as part of the marketing effort on behalf of "No Nukes," a three-record set of live music from the MUSE Concerts For A Non Nuclear Future 40 minutes in length, the disc contains four fiveminute interviews with Jackson Browne. Bonnie Raitt. Graham Nash and James Taylor wherein the artists explain whey they are involved in the anti nuclear movement, where the money is going, what MUSE is, etc.

Along with several brief musical excerpts from the "No Nukes" album, the special disc features a statement by Sam Lovejoy, longtime anti-



nuclear activist and President of the MUSE Board, and a collage of interviews with Carly Simon. James Taylor, Graham Nash, and members of the crowd who attended the concert, intercut with the song, "The Times They Are A-Changin'" and the news announcement of the Three Mile Island incident. The disc contains several 60- and 30-second public service announcements by Jackson Browne and Graham Nash asking for taxdeductable donations to the MUSE Foundation.

Designed to be used as a programming enhancement along with tracks from the "No Nukes" album, the disc can also be utilized as part of a station's public affairs or news programming. All of the money raised by MUSE is dispersed to groups fighting nuclear reactors, advocating prosolar projects, or opposing the nuclear weapons industry.

# Frisoli To Receive AJC's Human Relations Award

John Frisoli, President of Polygram Distribution Inc., has been selected to receive the American Jewish Committee's 1980 Human Relations Award. Frisoli will be honored at a testimonial dinner-dance to be held at the Sheraton Centre in New York City on Saturday, January 26, 1980.

In making the announcement, Sam Goody Inc. President George Levy, a member of the Board of Directors of the American Jewish Committee Appeal for Human Relations, said Frisoli was chosen "in recognition of his leadership in the effort to overcome prejudice and bigotry, and for his devotion to the cause of understanding among all people based on the universal acknowledgement of the rights of the individual and the value of human dignity."

Assisting Levy as Co-Chairmen for the Award dinner-dance are Casablanca Record and FilmWorks President Neil Bogart. RSO Records Inc. President Al Coury, Polydor Inc. President Fred Haayen, and Phonogram/ Mercury Inc. President Robert Sherwood.

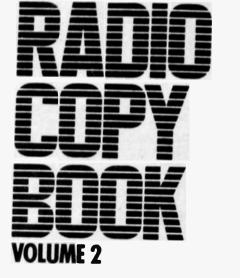
# More Affluent's Ahead For 80's

About nine million adults (a mere six percent of the U.S. adult population) control approximately 75 percent of the entire personal wealth in America, according to a recent survey conducted by Monroe Mendelsohn Research. However, the upwardly mobile among you can take heart as this select six percent with an annual household income of over \$40,000 is expected to swell to 25 million by 1985. Not surprisingly, as this affluent group adds members, it will grow in importance to marketers.

Organization Of Women In Music Now Soliciting Members

The Organization of Women In Music. a non-profit service group, is currently planning activities for 1980. Among the organization's goals are to continue a support system for ladies working within the music industry. Additional services offered through the group are music-related training seminars as well as a job bank and clearing house.

Meeting are held once per month and yearly membership is \$20. The first 1980 meeting will be held in January. For further information **Gelsa Palao** at 994-2483.



### 300 Radio Commercials--Ideas and Inspiration For Radio Copywriters

# RAB Book Gives Copywriters Ideas

The Radio Advertising Bureau (RAB) has recently published the Radio Copy Book, Vol II, containing 300 radio commercials in script form. Designed to be used as a source point for inspiration for radio copywriters, the sample spots range from appliance stores to women's wear.

Most of the examples given are for local accounts, however imaginative copywriters will utilize ideas from any source. The spots also cover a variety of sales pitches (humor, hard sell, image, item, straight sale) and a set of basic rules for copywriters (such as mention the client often) is included in the book's introduction as well. For further information contact the RAB at 485 Lexington Ave., New York, NY 10017, (212) 599-6666.

#### Postal Service Okays Private Carriers For "Urgent Mail"

"Urgent mail" can now be sent via private carrier, as a result of new U.S. Postal Service regulations, eftective November 26. "Urgent mail" is defined as those letters whose value or usefulness would be greatly diminished if not delivered within the specified time limits. However, those wishing to utilize this option will have to pay at least \$3 or twice the applicable U.S. postage for first-class mail, whichever is greater.

### Country Concert Available For Airing

"Clear Creek," a 24-hour country air special hosted by Eddie Rabbitt is now available from TM Special Projects. The program features country music's biggest stars performing at a mythical concert and comes complete with backstage patter and interviews. For further information contact TM at 1349 Regal Row, Dallas, TX 75247, (214) 634-8511.

# AP Wraps Up Year's News On Record For Radio

Many radio news operations produce a year-end special, a recap of the year's most important news events. Usually they're broadcast once or possibly several times and then forgotten. However, the **Associated Press** produces its own year-end special on an album which it sells to member stations and anyone else who's interested. This year 5000 copies of "The World In Sound" were pressed. According to AP Audio Assistant Managing Editor Bill McCloskey, stations buy the record for \$4.00 apiece (minimum order is five albums), and give them away as Christmas presents to libraries, high schools, and other civic organizations.

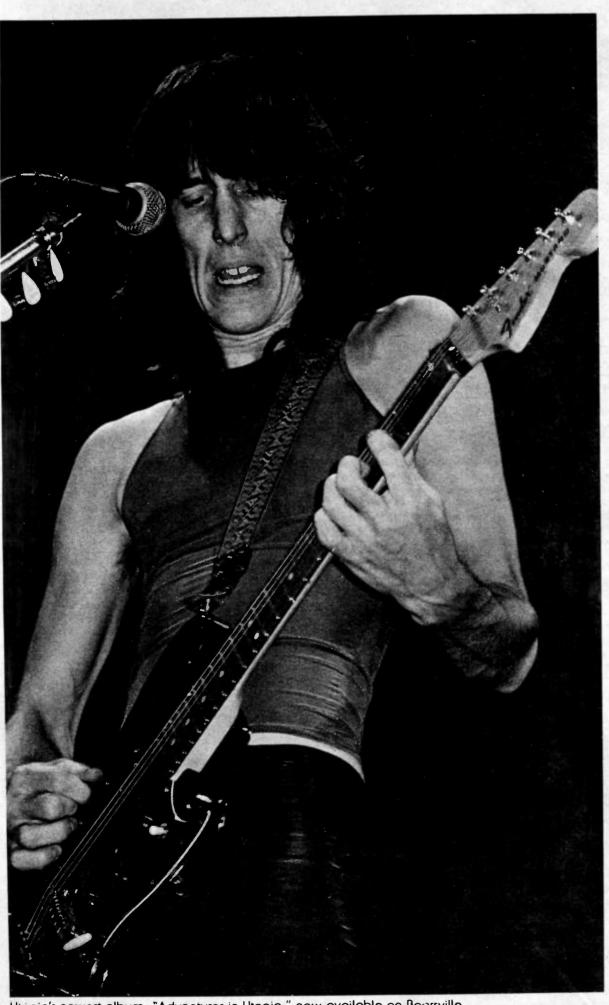
McCloskey says he frequently gets letters from member stations such as KBOA and KTMO/Kennet. MO, which claim they order the records every year, and WSHP/Shippensberg. PA. which ordered 22 albums last year. WSBA/York. PA GM Phil Eberly told R&R he ordered 150 to give to clients who sponsor news, weather and sports.

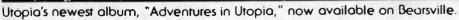
"The World In Sound" was produced by Mark Huffman. who also produced "AP Week In Review." Huffman begins scripting and selecting actualities in June and the tape is edited right up to Thanksgiving, when it's sent to be pressed. "The World In Sound" has breaks for fourteen commercials and comes in a jacket featuring some of the year's top news photos by AP photographers.

# El Paso Radio Sprouts EARS

The El Paso radio station owners and managers have recently formed the El Paso Association of Radio Stations (EARS) in an effort to strengthen radio's position in their market. Elected to EARS's Board of Directors were KPAS's Garrett Haston (President), KFIM's Ronnie Marks (Vice President), KHEY-KEZB's Jim Phillips (Treas urer), and KISO-KLOZ's Lee Masters (Secretary). KROD-KLAQ's Jim Arnold. KSET's Al Cohen. KELP's Bob Peyton. KTSM's Chris Russell, and KKOL-KINT's Jim Tabor will serve as Directors for the organization.







# Toth Rundaren Sultopfa

#### First Concert of the Decade January 1.

Utopia. The new musical experience. Main man, Todd Rundgren, the first rock 'n roller with rainbow hair. Singer. Songwriter. Guitarist. Roger Powell, premier keyboard innovator. Kasim Sulton, dynamic bassist. And John Wilcox, the preferred percussionist of recording artists. A spectacular radio exclusive. Recorded live on The Source, NBC Radio's new contemporary network. Produced in cooperation with Starfleet Productions. Listen.

On more than 175 radio stations throughout the country. Check your newspaper for specific time and station.



# WHAT'S NEW

# Shades Of Elvis

Page 10

These Elvis Presley designer collection sunglasses (pictured), described as "an authentic Sunglass reproduction created and designed by the late entertainer's licensed optician, **Dennis Roberts**." will be available in retail outlets in January, 1980. The designer glasses will be priced at \$65 and will be distributed via Roberts's national **Optique Boutique** chain as well as through **Optique Originals**. P.O. Box 910, Las Vegas, NV 89101.

Chain as well as through Optique Originals, P.O. Box 510, Las vegas, it voirout. These glasses are manufactured in conjunction with Factors Etc. Inc., exclusive merchandising agents for the Elvis Presley estate, and feature white gold-colored frames with special "Elvis blue-gradient" or "Elvis plnk-gradient" lenses. Roberts, who designed more than 400 pairs of sunglasses for the late artist, created the collection from the original sunglass design he made for Presley in 1969. And we promise this is the last Elvis commemorative anything item to appear in R&R this year.





#### Schoenberger Named VP/AOR Promotion At Radio Records

John Schoenberger has been named Vice President of AOR Promotion for Radio Records. Schoenberger previously served as National Director of Album Promotion at Arista Records. prior to joining Radio Records.

In making the announcement, Radio Records President Ed McGlynn said. "This is a substantial step in developing one of the newest and strongest national promotion teams in the industry. All of us here at the label have a great deal of respect and admiration for John and we believe his relationships within the industry will reinforce Radio Records' commitment toward establishing itself as the label of the 80's." Schoenberger will be based in the label's Ft. Lauderdale offices.

#### Management III Forms Two Music Publishing Firms; Le Mel Named Exec. Dir. For Both

Jerry Weintraub, Milt Okun and Robert A. Finkelstein have announced the formation of a music publishing firm, which will do business as Weintraub/Okun Music and Management III Music. The forioer will be affiliated with BMI and the latter with ASCAP. Gary Le Mel has been named Executive Director of both companies. Most recently. Le Mel served as Vice President of the Music Division of First Artists.

#### Shmerler Named Dir. Of Product Development At Chrysalis

Steven Shmerler has been named to the newly-created position of Director of Product Development at Chrysalis Records. Prior to joining Chrysalis, Shmerler served as Product Manager of Associated Labels for RCA Records.

In his new post, Shmerler will work closely with all managers of Chrysalis acts in the future development of their artists and will coordinate artist-manager-company relations. He will be based in the label's Los Angeles offices.

Smith Named Nat'l R&B Field Promo Dir. At Arista

Richard Smith has been named to the newly-created post of National Director of R&B Field Promotion at Arista Records. The move marks Smith's return to Arista, where he spent four years as Midwest Regional Promotion Director, after having served as National Promotion Director for Infinity Records. In his new post, Smith will be responsible for the direction and supervision of the label's regional and local R&B promotion staff.

#### RIA Images, Grafis Annouce Merger

Mario Casarini. President of Grafis, and Ria Lewerke-Shapiro jointly announced the merger of RIA Images with Grafis, an independently-owned, full-service graphic organization. Under the terms of the agreement, Ms. Lewerke-Shapiro will become Vice President of Grafis and will bring her staff to the firm's headquarters at 1015 North Fairfax Ave.. Los Angeles, CA 90046, (213) 654-6034.



#### Godsey To Head Forum Promotions

Julie Godsey has been named to head the newly-formed Forum Promotions division of Forum Productions. A veteran of nearly two decades on the Midwest music scene. Ms. Godsey has worked as an independent for RCA Records, and most recently as E/P/A's Cincinnati-based local promotion rep.

Godsey, in her new post, will be responsible for promoting Forum Studios and any product recorded at Forum as well as functioning as an independent promotion firm.

#### Zephyr Records Formed In Houston

Stan Smith has announced the formation of Zephyr Records. Smith will serve as President and Chairman of the Board with Richard Westbrook serving as Senior Vice President for the Houston-based label. Zephyr's offices are located at 4801 Woodway in Houston, TX.

#### McGlothlin Forms Sales Consulting Firm

Michael McGlothlin has announced the formation of a new broadcast sales consulting firm. McGlothlin Consulting Services. Inc. Formerly co-founder and President of the sales consulting firm Jennings. McGlothlin & Co.. McGlothlin previously served in radio sales and station management for seven years.

McGlothlin said the purpose for founding the new firm was to take on a limited number of clients so that more time could be devoted to follow-up and creative support of these stations' sales progress. McGlothlin Consulting Services is located at 150 Green Street. San Francisco. CA 94133. (415) 392-8191. Rask Named Exec. VP

#### At Woodruff

Dr. Raymond C. Rask has been named Executive Vice President of the Woodruff Organization. Rask most recently served as Director of Corporate Engineering and Satellite Development for the Mutual Broadcasting System. In his new post, Dr. Rask will be concentrating on engineering and satellite technology as they apply to client radio and television stations, as well as satellite system management projects.

#### Bly/Hakim. Bill Todd Join Promo Forces

The Bly/Hakim Organization. a Los Angeles-based independent promotion firm, and Bill Todd Promotions, specialists in AOR promotion, have jointly announced their new affiliation. Todd's extensive AOR background includes stifts as Operations Manager of KPRI/San Diego and KRLY/Houston, having also served as Program Director for WDAI/Chicago and WKRQ/Cincinnati.

#### Westwood One Establishes East Coast Office

Westwood One, the Los Angelesbased radio syndication firm, has announced the opening of a New York City office. Managed by Joel Berman, these new offices are located in Manhattan at 145 East 52nd St., and may be reached at (212) 751-1305. Gottlieb, Lomax, Wispler & Couture Promoted As Arista Restructures Ad Dept.

Alice Gottlieb has been promoted to Associate Director of Advertising. Doreen Lomax has been promoted to Manager of Field Advertising Services. Vivian Wispler has been promoted to Coordinator of Field Advertising Services, and Larry Couture has been promoted to Coordinator of Advertising Data Services at Arista Records as the label restructures its Advertising Department.

Ms. Gottlieb. most recently Advertising Manager for the label, will be responsible for the overall supervision of Arista's advertising efforts, while Ms. Lomax, a two-year veteran of the label, will be responsible for the creation and coordination of all field advertising and sales solicitation materials.

Ms. Wispler will be responsible for the dissemination of broadcast advertising materials and the generation of daily advertising reports. She has also been with the company's advertising department for two years. Couture will be responsible for the generation of all analytical advertising reports and the coordination of the advertising computer system. He has been with Arista since 1978.



Pictured are (top row, I-r) Vivian Wispler and Alice Gottlieb: (bottom row. I-r) Doreen Lomax and Larry Couture.

#### Franz Named Exec. VP For Polygram Worldwide Group

Dr. Hermann Franz has been promoted to Executive Vice President of the Polygram Worldwide Group. Franz most recently served as Senior Vice President of Polygram, during which time he was responsible for technology covering development and recording as well as manufacturing and warehousing.

#### Babineau Named National Promotion Mgr. At A&M

Marko Babineau has been promoted to the position of National Promotion Manager at A&M Records. Babineau most recently served as A&M's Assistant National AOR Director. prior to which he held promotion and marketing posts at Arista Records.

In his new position. Babineau will be responsible for coordinating singles and album promotion efforts with the promotion field staff on a daily basis. He will report directly to A&M Sr. VP of Sales and Promotion Harold Childs.

#### Selover, Thomas, Jensen & Fletcher Upped As Columbia Expands West Coast Publicity Dept.

Shelley Selover has been promoted to Director of Press and Public Information. West Coast, Pat Thomas has been promoted to Associate Director of Press and Public Information. West Coast, Michael Jensen has been promoted to Associate Director of West Coast Tour Publicity and Special Projects, and Peter Fletcher has been

named Manager of West Coast Publicity at Columbia Records as the label expands its West Coast publicity department.

Ms. Selover, most recently Associate Director of Press and Public Information, West Coast for the label, will be responsible for directing the activities of Columbia's West Coast publicity staff, while Ms. Thomas, who joined the label in the Publicity department earlier this year, will be responsible for developing and implementing press campaigns within the Los Angeles area.

Jensen will be responsible for securing album reviews, concert reviews and feature articles for Columbia artists throughout the Western and Southwestern regions outside of Los Angeles. Jensen most recently served as Manager of West Coast Tour Publicity for the label. Fletcher, most recently an Assistant Editor for Record World magazine, will be involved in the development and implementation of press campaigns for Columbia artists on the West Coast.

NEW SINGLE FROM STYX..."WHY ME" AM 206 From the multi-platinum album <u>CORNERSTONE</u> 59.371 MUSIC FOR THE 80S ON A&M RECORDS AND TAPES

IN ICM

the musical question

here



R&R/Friday, December 21, 1979

Walter Williams is officially recognized

as the creator of Mr. Bill, that little clay

character who is regularly disfigured on

"Saturday Night Live," but there may be

more to the story. Vance DeGeneres,

currently a jock at WQUE/New Orleans,

was previously Williams's partner in the

"Mr. Bill Radio Show" on New Orleans

radio, a nightclub act, and the original

1977, but DeGeneres is not pleased with

Mr. Bill's new-found economic success.

Last summer he filed suit for 50% of all

proceeds, claiming he was due artistic credit

filed in Manhattan, has asked for recon-

firmation of his copyright, and has also

attorney who can straighten this whole

been put on a somewhat delayed schedule. "The

Top 10," a show which would have featured

many "top tens," including the top ten hits of the

day, will now tentatively air in February instead

er, to court. The label filed suit against Cocker

for allegedly failing to pay back a \$125,000

interest-free loan E/A made to him in 1977.

Brooklyn was delivering some computer run-

outs to Arista Records headquarters in New

York City last week, the carton containing the

computer sheets partially opened and all the

papers quickly filled Madison Avenue. Pedes-

trians waded through the mess and the Sanita-

tion Department moved in to clean it up.

Leonard Sheer, VP of Sales for Arista com-

mented, after seeing the debris, "Those have

got to be the hottest records on the street."

Elektra has taken its own artist, Joe Cock-

When the Alpha Carting Corporation of

of this month, as originally planned.

Maybe Sluggo or Spot knows a good

Another NBC-TV-meets-music project has

charged DeGeneres with defamation.

Meanwhile Williams, in a federal suit

for having co-created Mr. Bill.

Differences arose and the pair split in

"Mr. Bill Movie."

mess out!

#### Page 12

### FCC

#### Continued from Peer 1

ical arrays), financial study, or without having come down forthright for minorities or daytimers. Sie Kapian, NRBA President

(Pres WAYS/Charlotte) The decision is premature. The Commission recently gave over \$200,000 in research money to study the economic feasibility of conversion The results won't be ready for several more months.

Jim Winston, Legal Assistant to Commissioner Bob Lee (delegation chairman for Region 2) One of the things we'll be doing before the Region 2 Conference is coming up with figures on how much the switch would cost, since we think other countries will base their decision partly on how much it will cost them

Lionel Van Deerlin (D-CA), House Communications Subcommittee Chairman 1 support 9 kHz because it would create so many new stations and keep the U.S. in step with the rest of the world, which uses 9 kHz spacing.

Ruth Reel, National Telecommunications and information Agency Legal Counsel: We're faintly optimistic about getting approval of Region 2 The big question is how to make new stations available Could the industry stand all that competition at once, or should stations be added gradually?

Sam Simon, Exec. Director, National Citizens Committee For Broadcasting: Anything that will increase the number of outlets is fine We haven't considered who should get new stations yet, but when it comes up, it might be a good time to study the whole allocations system.

Frank Mankiewicz, Pres., National Public Radio: I totally support the action (Mankiewicz is hoping for additional new NPR outlets)

### Hostage

**Centinued from Page 1** the story that night. The following morning, Miller received calls from "my radio idols," Steve Dahi and Rick Dees, expressing their support of his idea. The upshot. Miller took the plunge and pledged to remain in "captivity" until the hostages were released.

#### "The Strains Of Being Confined"

Miller's routine consists of sleeping at the station, waking up and doing his normal morning show ("I'm getting aggressive on the air now"), and performing his PD duties until noon. At that time he is strapped to the chair in the cubicle for three hours of daily solitary confinement. "I'm experiencing the physical end of what they're going through." Miller told R&R. The strains of being confined three hours of solitary and I'm whipped. It's a bitch for me," he continued. "but it's probably onetenth or less of what they're undergoing." Miller is dependent on listeners for food (with "phenomenal" response), and has voluntarily foregone contacting his family. He has also been hosting a special 10-11pm talk show nightly in which listeners air their views on the crisis and his own action.

'I've encountered a whole new breed of intelligent, concerned listeners," Miller said. "It's been a really beautiful, very impressive thing. I think it's not only something I'm doing, but something radio is doing. Radio allows for that drama and that freedom of speech." In closing, Miller expressed his hopes that the hostages would soon be freed. "I don't know how they make it over there. My concern is getting those people out of there." Meanwhile, he will be sticking it out as long "as it takes."

STREET TALK Congratulations to ¥100/Miami PD Bill Tanner, who has been named National Program Director for Metroplex Communications. Bill will continue to program Y100, as well as handle the morning show, but will now Oh, Noooooooooooooooooooooo

become more involved in the corporate activities of Metroples. First item of business for the new National PD . . . assist Metroplex owners Norman Wain and Bob Weiss in finding stations for future acquisition.

Street Talk hears that Jud Duvall will be officially named the new WHBQ/Memphis PD within a week or two. Jud comes from Pop/ Adult WIBC/Indianapolis, where he was Assistant Program Director, and that should only further fuel the format shift rumors at WHBQ. And speaking of WHBQ . . . is former PD

John Long moving to Atlanta? And if so, why? Look for Long to make an announcement after the first of the year.

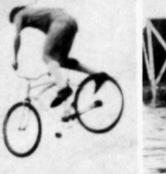
In one of those rare staff moves, Y103/ Jacksonville lost eight straight hours of programming to Q105/Tampa when Dave Mann and Pat McKay segued across the state. Dave did afternoons at Y103 and Pat followed him in early evenings. The pair was previously hired away by Q105's PD Mason Dixon for the exact same shifts in Tampa. In addition, Dave will be Q105's Assistant PD and Pat takes over as Music Director. Our sympathies to Y103 PD Scott Sherwood (who in reality wishes both his former staffers great success!).

Jay McDaniel, who lost his job with Mercury during an economic cutback recently and then was hired by Infinity two days before they were closed, has found a new home. Jay's right back in the Carolinas, doing local promotion for MCA. He says he's learned a lot about the record business in the last 12 months, namely, keep your head down!

Rick Dees, KHJ/Los Angeles morning man and part-time recording star, has inked with a new label. The former RSO artist has now signed an exclusive deal with Mushroom. Rick's new album is entitled "Read Me My Rights" and a new single is already out in Canada, "Chantilly Lace."

Pink Lady has all "green lights" from the NBC television network on developing their own one-hour variety show for possible airing in next fall's schedule. Reportedly Fred Silverman thinks the girls have just what it takes to "click" on American TV.







#### What Goes Up . . .

As station stunts go, this is a pretty good one. KASH/Eugene's Steve O'Neil decided to try for a spot in the Guiness Book Of World Records, so he concocted a jump over Eugene's Day Island Lake on a bike. Not a motorcycle, mind you, but a bicycle.

The promotion began and the crowd was there on jump day. In the sequence of photos we see Steve cranking real hard . . . flying off the ramp into the air . . . and landing in the lake about 17 yards from shore.

While we're not sure if Steve gets into the book for a new world's record, we are sure that he didn't stand much of a chance of making it all the way across the lake on pure pedal power. But then, if it was easy, why try it in the first place?

OPINION LINE **New Warning On Lotteries** 

Dear R&R:

After reading the "Washington Report" and "Lotteries Revisited" by Jason Shrinsky, I thought you might be interested in what happened to KY/99 in Amarillo.

Last Christmas, KY/99 sponsored a Christmas tree giveaway. We had 10 Christmas trees donated by a local tree dealer for the publicity. All trees were given away by random drawing. To register, entrants had to donate a can of food to the Salvation Army. Everyone entering also won a free album.

An innocent promotion, right? Not according to the FCC. It was a lottery KY/99 was admonished and the matter was recorded in our FCC file in Washington.

In no way did KY/99 benefit financially from this promotion. In fact, the promotion required many hours of work by the staff to pull tt off

KY/99 collected about 50 cans of food for the needy. It wasn't much, about \$25 worth, but for our troubles, we now have a nice little notation on our file in Washington. DC

And I thought we were here to serve the public interest '

My advice to any stations planning a promotion with a charity that might be construed as a lottery consult your own FCC at-

torney before airing the promotion. Spike Santee GM. KY/99/Amarillo

# Airing Singles: A New Threat?

#### Dear R&R:

As a responsible member of the radio/records community. I feel I must comment on the horrendous disservice radio is doing to the record industry by programming an entire "A" side of a single. Why will anyone buy singles when they can tape them right off the radio? Just think how many more copies of, say, "My Sharona" could have been sold if the record-buying public were not exposed to it on radio. I hereby call for all radio stations with any compassion for the record industry to immediately halt programming of singles. or for that matter, music of any kind. **Dorian Mackenzie** 

Make your opinions known! Communicate with our industries through the pages of Radio & Records Write to R&R or take advantage of our Opinion Line, (213) 552-3525, to record your ideas on any industry issue or concern





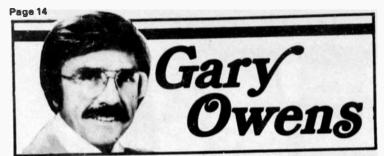
"CRAZY LITTLE THING CALLED LOVE"

The sensational new single on Elektra Records.

Produced by Queen

©1979 Elektre/Asylum Records @ A Warner Commi

The stiller



As we gently flot and throw hot soup on the carollers while they sing their quaint aboriginal yuletide messages, we hope that 1979 has been good to each and every one of you.

As the old year shuffles into oblivion these things are still happening even as we purse our lips to read this column:

THERE IS A NEW COR-PORATE NEWSPAPER that sells for \$18,000 per year! It's a daily news intelligence service which basically is a compilation of business and political news for multinational corporations and banks. So don't ever complain about the price of an R&R subscription. After hearing about ACCESS. the Gary Owens Investigative Team checked into the special interest publication market . . . and found some other journals which might be of passing gullibility for you:

CLUCK

This is a weekly that sells for \$27,000 per year . . . it contains inside news about people who buy and sell chicken beaks.

#### · VOYEUR

For \$57,000 per year . . this daily lists the names of all the people around the world who leave their shades up while undressing.

#### TRADEOUT

\$156,000 per annum. This publication lists all the radio station sales staffs and where they get their freebies. which credit cards for which restaurants are available, and how many relatives they will accept as "Out Of Town Agency Time Buyers.'

#### STA-BREAK

\$50,000 per year, published monthly. This paper lists the actual time that Radio Stations give their station breaks and

ID's. Plus it gives all the lyrics that are actually sung on jingles!

#### BARF

14 cents per year. This tip sheet shows where you can pick up shaved hair from barber shops . . . and lists all of the people in the world who use Preparation H.

#### ENTENDRE

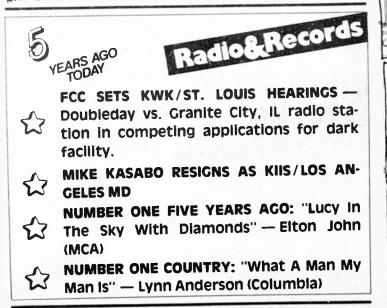
A monthly that costs \$500,000 per year to subscribers, but it does contain song titles and group names that are really "Naughty." Steely Dan is rumored to write for it and 10cc lists a chart of their top ten songs actually sung by ablebodied seamen on board a destrover.

#### PERSIFLAGE

\$22,000 per year. This weekly lists conversational phrases and what to talk about while chatting with a package of Parkay margarine!

\* \* \* \* \*

On cable TV not long ago ... I saw "Hooper" and "Every Which Way But Loose' and subliminally realized that the Palomino was becoming the favorite home for most movie plotlines. Tommy Thomas has owned and operated the Palomino for 27 years and I suspect it is the home for every top country artist in the biz when they are in LA. The other night I was nurgling Hoyt Axton and a haunting redhead named Merryl Jaye. Tommy says Merryl is in the tradition of his two most famous LaFemme discoveries. Linda Ronstadt and Emmylou Harris.





# ABC Vaults To Victory As Close Competition Continues

ABC and CBS continued their seesaw battle for supremacy in the Nielsen ratings, with ABC taking back the lead for the week ending December 16 after CBS won last week. The race was fairly close, with ABC's 19.9 average ratings slightly less than a point ahead of CBS's 19.0. NBC finished a distant third with 16.6 and just three shows in the top 20 (Nos. 16, 17, and 20).

CBS had the top three shows of the week and six of the top eight, paced by the powerful "60 Minutes," which led the runner-up program, "One Day At A Time," by more than three rating points. "Circus Of The Stars," a CBS special, was third, followed by 4) "Three's Company" (ABC) 5) "Archie's Place" (CBS) 6) "Angie" (ABC) 7) "Dallas" (CBS) 8) "M\*A\*S\*H" (CBS) 9) Monday Night Football (ABC) in its second straight strong performance and 10) "Happy Days" (ABC).

A tie for 11th place led off the second ten, with "Dukes Of Hazzard" (CBS) and "Eight Is Enough" (ABC) pulling identical ratings. Next were 13) "Taxi" (ABC) 14) "WKRP In Cincinnati" (CBS) in its last week following "M\*A\*S\*H" 15) "Love Boat" (ABC) 16) "Little House On The Prairie" (NBC) 17) NBC's Bob Hope special 18) "Mork & Mindy" (ABC) 19) CBS's Charlie Brown Christmas special, and 20) "CHiPs" (NBC).

MUSIC ON TV (At A Future Date) - A one-hour TV special built around Fleetwood Mac's "Tusk" LP will be available early next year, with networks and syndicators expected to bid. The show includes recording sessions for the album, including footage of the USC Trojan marching band at Dodger Stadium cutting the title track; plus behind-the-scenes Butch Stone Enterprises is preparing two hour-long specials based on KMET/Los and actual concert coverage Angeles air personality Jim Ladd's syndicated "Innerview" series, with interview and concert segments featured. They're hoping to get John Lennon for their first show early in 1980 .... And former WNEW-FM/New York air personality Allson Steele, ex-KLOS/Los Angeles personality J.J. Jackson, and recording artist Jud Strunk have combined to host a "music magazine" TV pilot, with on-location features on various pop, jazz (handled by Steele), country (Strunk's responsibility), and rock artists (Jackson). One network has reportedly expressed strong interest in picking the show up 1/2 for late-night programming.

# NDECSCOPE:

125-CHANNEL CABLE NETWORK PROPOSED FOR BIG APPLE: Warner Cable Corp. has recently proposed to establish a 125-channel cable network to serve New York City. The channels will be divided into four different tiers (or price-product levels) and will service 1.6 million homes within the boroughs of Manhattan, Queens and Brooklyn. The first tier will consist of 24 channels, the second adds 12 more, the third an additional 12 for a total of 48, and the fourth adds an extra 80 plus Warner's "QUBE" interactive feature . . . PHILCO INTROS NEW VCR UNIT: Philco, a GTE subsidiary, has introduced a seven-day, four-event programmable VHS video recorder. The "V-1500" features a built-in tuner/ timer and six-hour recording capability as well ... WCI ENTERS HOME VIDEOCASSETTE ARENA WITH 20 FILMS FROM VAULTS: WCI's newly-formed Home Video Division has announced its intention to begin nationally marketing videocassettes in 1980, with 20 films from the Warner Bros.' library (plus a Chinese cooking show) to be the first product available. Distribution of the videocassettes will be handled through the WEA Corp. and the complete line of Warners cassettes, which the firm hopes to increase to 55 titles by the end of next year, will be available at record, electronic, TV and appliance, department, and specialty home video stores. Among the films included under the initial agreement are "All The President's Men," "Deliverance," "Superman," both "Woodstock" films and "Rebel Without A Cause" . . . .

### ERR WAVES

### **BY BOBBY OCEAN**





96KX 27-26 WPEZ add **KRBE** on WZUU on **KRLA** add WBLI on **JB105** on 140 16-14 WKEE on WFMF 30-27 KXX106 27-21 Y103 add WAPE 23-21 95SGF on WLAC on WSKZ on WGH on **KIOA** add **KLEO deb 28** WMEE on **KMJC 30-27** Y94 add



**KLUC** deb 30 WTSN on K104 on 14WK deb 40 V100 add WAAY add WHHY 28-20 WERC deb 22 KX104 22-19 WSEZ 38-32 WANS-FM 34-28 СК101 39-34 FM99 deb 32 WKXY deb 26 **KQWB-FM 33-25 KFYR** on **KQDI** add **KBOZ** add **KOOK** add **KRLC** add

# *"I Don't Want To Talk About It"* **ROD STEWART**

Produced by Tom Dowd



#### **End Of The Shortest Days**

Messer TV thing, y'know?

### **The Parting Shot**

This is my final column for 1979. There are a few people 1 somehow never got around to mentioning all year, some tidbits that didn't get ink, and now's my last opportunity for back pats and teeth kicks.

To the National Broadcasting Company's News Department, a kick in the corporate teeth for the decision to accept all restricting conditions to get its "exclusive" inside-the-Embassy interviews with a hostage and an Iranian student spokeswomen . . . after CBS and ABC flatly turned down the "opportunity.

To the KQFM newspeople in Portland, OR, a back pat for continuing respectable journalistic practices. In April I teeth-kicked 'em for "blithely faking a call-in" to the news department to get a "listener's question" on tape. One of your competitors thinks so much of you he wrote to defend you as a real "people's news operation."

To the truly funny and creative former air partner Brent Seltzer in Los Angeles, a back at for remaining my close friend despite never getting your name in here; and to former WLUP PD Jesse Bullett, now a bigwig at KOGO-KPRI/San Diego, a back pat for trusting me to not reveal his statement made very soon after arriving at the Loop job, "I can tell already I'm not gonna stay here very long!

To Charlie Van Dyke a back pat for being absolutely the best jock I've ever worked across from, even before his voice changed.

### A Few More Kicks Etc.

A real boot-buster in the chops to the folks at the Caption Center. WGBH/Boston, for captioning the ABC Nightly News that's shown on a DB basis on Public Television channels across the nation: why do the captions frequently differ from the ABC text and give wrong impressions about what is actually being reported? If you think 1'm wrong, sue me!

A pat on the back to all the newspeople across the country doing their very best to tell the unvarnished unslanted truth about the people and events around them, even if the people at the station across the street have more mass appeal by being less restricted by hard facts and using more show business. Your time will come!

A kick in the teeth to the radio wire at United Press for printing so many different versions of how to pronounce difficult proper nouns . . . kinda like the weather: if you don't like it, stick around and it'll change.

Finally a round-robin pat on the back to the people who create and generate this ne paper every week . . . my fellow underlings in the purview of publisher Bob Wilson. I've never hooked up with a more consistently high-class bunch of men and women, from switchboard to computer room to paste-up area. Merry Christmas to you all, and to all an All Right! (Uh. this means I didn't get around to sending Christmas cards or Hannukah stuff. Gee, I really meant to .....

# Rip 'N' Read.

#### Quick, Boil Some Water!

MONDAY, DEC. 24: If Christmas Eve seems busy at your house. ponder how much activity there might have been among the families of these people, all of whom were born the day before Christmas: Kit Carson the frontiersman in 1809. Howard Hughes the bashful billionaire in 1905, actress and onetime "world's most beautiful woman" Ava Gardner and blues legend Leadbelly both in 1922.

How things change with time! The Ku Klux Klan was formed 114 years ago at Pulaski, TN, with the avowed purpose "to protect the weak, the innocent and the defenseless from the indignities. wrongs and outrages of the lawless, the violent and the brutal" (1865).

#### **Ghosts Of Christmases Past**

CHRISTMAS, DEC. 25: Of course the most famous person ever born on this date was Jesus Christ. The Gospel according to St. Luke said of His mother Mary. "She brought forth her firstborn son, and wrapped him in swaddling clothes. and laid him in a manger; because there was no room for them in the inn."

There could be made a case for pronouncing this Christ-mas rather than Crissmus.

Robyn Robbins of Bob Seger's band is 28 today, Jimmy Buffett is 33, the boss of Egypt, Anwar Sadat, is 61, singer Barbara Mandrell is 31. Vincent Furnier, who grew up to ome Alice Cooper, was born 34 years ago in Detroit.

Famous dead people born on Christmas Days include Humphrey Bogart ("the only thing you owe the public is a good performance") and W.C. Fields ("if at first you don't succeed, try again. Then quit. No use being a damn fool about it!") Writer and entertainer Rod Serling would have been 55.

On Christmases past these events have occurred: Pope Gregory VII was kidnapped while saying mass in 1075; the Pilgrims began building their meeting house at Plymouth. Massachusetts in 1620; the very first steam-powered rail passenger service began in the U.S. in 1830; the antitoxin for diphtheria was first used on a human in 1891.

#### Late But Pretty Dazzling

WEDNESDAY, DEC. 26: The day after Christmas in 1912 the first electricallyilluminated Christmas tree was lit on the Boston Common.

Nine years later to the day Steve Allen was born but 1 think there is no connection. Mr. Allen is 58 today.

On this date in 1776 General George Washington and his troops crossed the Delaware River to attack in bitter cold. capturing more than 900 enemy troopers in the Battle of Trenton.

The moon is straight out from ("directly above") the equator tonight.

Phil Spector is 40 today.

THURSDAY, DEC. 27: The past ten days have been the shortest of the year, each having 9 hours, 4 minutes of daylight. Today the days begin to get longer . . . another minute today and tomorrow, an additional minute on Saturday and so on until the longest days in mid-June, which have 15 hours, 18 minutes of daylight. This is because of a simple change in Earth's angle to the sun, which you can illustrate with a flashlight, an orange held three feet from it, and several books on astronomy. It's really not the best experiment for radio, more of a

The first "Howdy Doody" show was telecast 32 years ago in 1947. Radio City Music Hall opened on this date in 1932, in New York City. In case you didn't notice it at the time, the robin was made the U.S. national bird on this date in 1960, it says in Linda Millgate's Almanac Of Dates. 1 wouldn't bet my headphones on that, because 1 believe it to be the American Eagle no matter what, and you don't see any turdus migratoriuses on U.S. coins. Even that Latin name sounds suspicious to me, especially the first part, eh?

Elven years ago Apollo-8 returned to Earth after spending Christmas at the moon.

#### The Birth Of Chewing Gum

FRIDAY, DEC. 28: Chewing gum was patented 110 years ago today by a Mr. Juicy Fruit. No, it was really some guy named W.F. Semple.

TV actor Martin Milner is 42. Edgar Winter is 32.

The U.S. Congress officially sanctioned the Pledge of Allegiance on this date in 1945.

During the time we're doing the segue into the 1980's the staffers and writers at R&R have some time off wherein we don't staff or write, but in the spirit of possible helpfulness I have covered the period for you nevertheless:

#### Final Day Of The 1970's

MONDAY, DEC. 31: If you are going to make any quick financial moves to alter your 1979 tax situation they gotta be made today. so hurry around and grab a couple of tax shelters while the getting is good. Then next year at tax time you can be like the Big Guys and be able to show on paper how it was a terrible, devastating year for you financially despite all that redhot highspeed cash flow you had.

On the lower end of the scale, borrow five bucks and promise to "pay you back next year. haha.

Sixteen years ago today the first instant replay happened on TV during the 1963 Army-Navy football game (that year it cost 5¢ to mail a letter and "Hey Paula" and "Sugar Shack" were hot songs). 4.1

Donna Summer is 31 today. John Denver hits 36.

The sale of gold became legal within the United States five years ago today, after being illegal for 41 yea

Carl And The Passions officially became the Beach Boys and played their first concert under the new name on this date in 1961.

New Year's Eve.

#### New Year's Day 1980

TUESDAY, JAN. 1: For the next few days people are likely to use erasers or correction fluid to zap out the erroneous year after semi-automatically typing 1-9-7 UH OH. On this day tradition has it that between 30 and 40 percent of last night's New Year's Resolutions melt from the mind, the remaining ones to be hazily remembered for, say, a week or two

Famous dead people born on New Year's Day include patriot/silversmith Paul Revere in 1735, seamstress Betsy Ross in 1752, J. Edgar Hoover of the FBI in 1895.

Birthday people: Senator Barry Goldwater 70, author J.D. Salinger 60. Country Joe McDonald 37

On New Year's Days past, the British Broadcasting Corporation was founded by Royal Charter in 1927; U.S. Parcel Post began in 1913; China became a republic in 1912; Australia became a Commonwealth in 1909; the five boroughs became Greater New York City in 1898; President Abraham Lincoln issued his Emancipation Proclamation in 1863; the United States Continental Army was established, and the first American flag "The Great Union" displayed in

Normally I wouldn't include all this stuff but I have a soft place in my heart for people working at radio stations on this day. when hardly anything is going on and there's so little to talk about and desperation sets in and anything is better than nothing.

#### Full "Wolf Moon" Tonight

WEDNESDAY, JAN. 2: It doesn't happen often. There are two full moons this month. Not at the same time . . . I don't think that hardly ever happens here. Anyway the Full Wolf Moon is tonight, called that because the ancient Saxons could see 'em roaming the heaths in the bright light of the moon . . . the second one is the Snow Moon on the 31st.

Twenty years ago today Fidel Castro and Che Guevara triumphantly capped their Cuban Revolution. moving troops into Havana as Cadillacs and parking meters and others symbols of "U.S. decadence" were smashed. The telephone lines to Florida were severed and gambling casinos formerly patronized richly by Americans were looted and closed. Roger Miller is 43.

#### **It Feel Warmer To You?**

THURSDAY, JAN. 3: Last July during the hot weather our planet was about three million miles farther from the sun than it is today. This is perihelion day when Earth is closest to the sun, due to our slightly oblong orbital track. The mystery of why we're having winter now is something understood only by scientists and fourth-graders.

Alaska became the 49th state two decades ago (1959). Twenty-five years ago today U.S. tobacco companies undertook their first study of "a possible link" between smoking and cancer (1954).

Comedian-musician Victor Borge is 70, Stephen Stills is 34, Led Zeppelin's John Paul Jones arrives at 33.

The first "acid test" was held at San Francisco's Fillmore Auditorium on this date in 1966. when LSD was still legal. The same day the first San Francisco head shop opened in the Haight-Ashbury district.

#### No Static At All!

FRIDAY, JAN. 4: FM radio was first demonstrated on this date in 1940.

Utah became the 45th state in 1896 (the same year Edison demonstrated his VitaScope Movie projector, and gold was discovered in the Klondike territory of Alaskal. Actress Dyan Cannon is 50, boxer Floyd Patterson 44.

Patricia Hearst was kidnapped by the Symbionese Liberation Army five years ago today. The man who invented the alphabet for the blind. Louis Braille, was born 170 years ago (1809) Continued on Page 26

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Brad



# **Finding Your Competitive Edge**

ast week I pointed out that the competition faced by a radio station may be quite generic in character, with not only other radio stations competing for your audience, but also a broad range of other activites which provide entertainment, stimulation, or excitement. While it is important to recognize this broader range of competition, particularly in long-run planning and programming decisions, it is also true that your most immediate source of competition is made up of the other local radio stations in your area.

Unique Is What You Seek

n assessing your relative competitive strengths and weaknesses vis-a-vis other stations, your attention should be focused on finding those dimensions along which your station offers some unique advantage to the listeners. For instance, do you provide the most accurate weather forecasts, or do you have the most interesting air personalities, etc.? The key to this competitive assessment is that the benefits you offer cannot be analyzed directly by station management, but must be determined by measuring listener perceptions of your station, as well as competing ones. Armed with this knowledge, you can set about trying to modify or promote your "product" in such a way as to capitalize on your unique package of benefits.

How would a competitive assessment be

aving narrowed your focus to current listeners, you can begin to answer the competing station question by analyzing station switching patterns revealed in the Arbitron diaries. By ascertaining on what other stations your listeners concentrate their listening in addition to your own, you have probably narrowed the number of competitors substantially. If all goes well, you will be able to capture the bulk of your listeners with a reasonably small number (i.e., no more than 8-10) of competing stations. Obviously, most individual listeners will not listen very heavily to that many stations, but across your entire audience, a larger number of stations will crop up, owing to differences in individual preferences.

aving defined your target listeners and competitors, the next step is to generate a list of benefits which your listeners are seeking from radio. This can be done by conducting some focus groups or by simply tälking to listeners about what they want from radio, what they like about it, dislike about it, etc. Your final list of benefits should be limited to those that are mentioned fairly often and certainly by more than one or two people, as you don't want the list of benefits to grow too long. Probably 10 or 12 benefits should be the maximum allowed, depending upon the number of competing stations

"In this era of 'me-too' products, perhaps the single greatest cause of product failure in the marketplace is the lack of a distinct advantage for the product over the competition. Understanding what benefits you offer, how listeners perceive those benefits, and the importance they attach to them, is one method to avoid falling into that trap."

accomplished? There are two basic decisions to be made first:

1. Which listener groups do you wish to compete for?

2. Which local stations are your closest competitors?

In many cases, the answers to these two questions are interrelated. For instance, if you define your target listener group as "all people who listen exclusively to rock music stations," then your most important competitors are almost certainly limited to other rock stations, whether Top 40, AOR, AM or FM. If, on the other hand, your target market was defined as "males and females, ages 18-49," then you would probably be competing against a mix of format types.

Probably the most profitable way of segmenting your market for the purposes of competitive assessment is to focus on current listeners to your station. Current listeners will generally have more well-formed perceptions of your station than non-listeners, an important consideration given the measurement approach to be used. You may want to further segregate your current listeners into heavy listeners (say, daily) versus light listeners and either compare the two subgroups of focus solely on the heavy listener segment, as it is presumably the group most satisfied with your station. to be measured (the more stations, the fewer benefits, and vice versa).

**Competition Measurement Matrix** 

	Perceptions Of Stations						
Benefits	WAAA	WBBB	wccc	WDDD	Benefit		
Hearing good music	7	9	6	4			
Keeping up-to-date	1	5	7	9	4		
Getting weather info			8		2		
Being entertained		7	8	4	7		
Not hearing lots of ads	1			7	6		
Not hearing lots of talk			s	5	5		
Putting me in good mood	9	6	5	4	7		

The Competition Measurement Matrix depicted here shows an example of how your station can be compared quantitatively against its competition. On the left are examples of benefits which listeners may be seeking. The center section shows measures of listeners' perceptions of each station on each benefit dimension. These ratings can be obtained by asking survey respondents to rate each station on a 1 (poor) to 10 (excellent) scale. For example:

"For hearing good music, how would you rate WAAA on a 10-point scale where 1 is poor and 10 is excellent?... Using the same scale, how would you rate WBBB for hearing good music?... etc."

On the far right is a measure of benefit importance, which can also be quantified through the use of a 10-point scale, as follows:

"On a scale of 1 to 10, where 1 is very unimportant to you and 10 is very important to you, how important is it to you to hear good music when you listen to the radio?" Notice that both the benefit perceptions and importances could be measured as specifically or generally as you deem necessary. The examples above are general; but you could also measure both sets of factors for different dayparts — the importance ratings in particular may be expected to shift around, depending upon the time of day.

Using the numbers in the matrix as the hypothetical results of a market survey, we could ascertain that WAAA currently has an advantage over its competitors with respect to entertainment and creating a good mood, both of which are fairly important benefits. WBBB has advantages in good music and amount of talk, while WDDD is dominant in keeping up-todate and amount of ads. WCCC currently holds an advantage on none of the dimensions.

s manager of WAAA, you would want to modify your programming to include better music, more news, and less talk and ads (if possible). Upgrading your music would be most critical, due to its importance to the listeners. As manager of WBBB, you may want to further solidify your position as the "no-talk" station. WCCC's management may be wise to seriously consider a complete format change, as it shows little or no strength against its current competitors. WDDD's manager should focus efforts on improving music quality, entertainment value and mood. Thus, the Competition Measurement Matrix can not only give you a picture of your current strengths, but also serve as a diagnostic device to assist you in modifications of your programming mix.

By using those listeners who are most familiar with your station to measure your station's perceptions in the market, you can then make the necessary adjustments before attempting to reach a broader listener segment. In marketing your station to other listener segments (e.g., current non-listeners), it is essential that you fully understand the importances they attach to the various benefits. If they rate the benefit dimensions differently than your current heavy listeners, then you may be off target in trying to attract them to your station.

t is also helpful, but not as critical, to know your station's initial perceptions, among current non-listeners before trying to attract them to your station. There may be some glaring misperceptions which you should know about, but most often non-listeners will have no opinion or only very weakly held opinions about your station. The key thing is to let them know what benefits your station can deliver to them, and thus eliminate any misperceptions.

In this era of "me-too" products, perhaps the single greatest cause of product failure in the marketplace is the lack of a distinct advantage for the product over the competition. Understanding what benefits you offer, how listeners perceive those benefits, and the importance they attach to them, is one method to avoid falling into that trap. Discover your unique advantages, strengthen them, communicate to the market about them, and you will be a successful competitor!

Have a great holiday season!

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



# HITS YOU CAN COUNT ON SANTANA "You Know That I Love You"

# **NEW & ACTIVE**

SANTANA "You Know That I Love You" (Columbia) 71/13 Moves: Up 38, Same 20, Down 0, Adds 13, Including KEARTH, KFI, KFRC, KIMN, WFMF, WBBQ, KRUX, WXIL, KDZA, WIFI 29-22, WPEZ 28-25, KWK 7-6, KSLQ 21-19.

# NEIL DIAMOND "September Morn"

WXLO on	WB
WFIL on	PRO
CKLW deb 29	WH
KEARTH on	WK
KIMN on	¥10
WTRY add	FM

WBLI on PRO-FM add WHYN add WKEE add Y103 add 39 FM100 add WRJZ add WKIX add WAYS deb 31 WVIC add KWEN deb 28 KRAV deb 30

KLEO add WMEE add KMJC add 30 KTAC on WHEB deb 40 14WK add WAAY add WERC add KX104 add CK101 add 39 FM99 add KQWB-FM add

KKXL add KFYR on KYSN add KDZA on

# AEROSMITH "Remember(Walking In The Sand)"

WRKO on KUPD on WHYN add WVIC 39-37

KZ93 on WNAP on KJRB on

KCPX add KRKE-FM add WIGY 26-17 WFBG add KQWB-FM add WRBR add

# BARBRA STREISAND "Kiss Me In The Rain"

KIMN on WHEB add K104 add KYSN add Congratulations to Rupert Holmes and to all the wonderful people who gave Rupert his first number one hit.

Dean Alexenburg Jane Arm Pamela Arment Mike Atkinson Tony Autuore Marlene Barrett Gloria Berardo Bert Bogash Michael Brannen Tom Cheney Murray Cooper Peter Corriston Susan Dwyer Ronnie Edmonston Susan Eisner Susan Erlichman Cassia Farkas Gregg Feldman Holly Ferguson Larry Ferris Jaye P. Fleischman Ricki Gale

Andrea Ganis Peter Gidion Bethany Gorfine **Randy Greenstein** Barry Haughin Bette Hisiger Frank Horowitz Beebe Jennings David Mackay Gary Mankoff Mary Beth Medley Annette McCarthy Pat McGowan Wayne McManners Pegye Merket Joel Newman Ed Ochs Robert Osborn Bud O'Shea Alan Ostroff Walter Paas Susan Percia **Ron Phelps** 

Louis Polenta Nick Pro Ronnie Raphael Elyse Reilling Barry Jay Reiss Charles Ross **Roger Sayles** Patricia Scarpetta Mindy Schultz Peter Schwartz Ira Sherman **Robert Sides** John Sirotti **Robin Stewart Rick Swig** Karen Terrana Pat Tomczak Barry Weiss Mark Weiss Ellen White Linda Williams Al Bergamo & his entire staff Norman Kurtz.

Rupert Holmes' "Escape (The Pina Colada Song)." Number one three weeks in a row in R&R. Now number one across the board in Billboard, Record World and Cashbox, and going gold as you read. Thank you to Radio and to everybody involved — Seasons Greetings and Best of Luck for a Wonderful New Year.

Ron Alexenburg

# **Ratings A Research** The Ratings Race — What 1980 May Bring

Last week we stated that 1979 was the year during which the "new wave" of alternative ratings firms began to challenge **Arbitron**. What might 1980 bring radio with regard to the way the major ratings firms conduct their business? **R&R** talked with officials at each of the four major companies about how they foresaw the upcoming year. The comments reflect the different levels of market penetration and research product maturity available to today's radio industry from these various companies.

### Arbitron: Aggressive Marketing Plans

In conversations with Arbitron spokeperson Connie Anthes, it appears that Arbitron sees 1980 as a year of product and revenue expansion. Steps which Arbitron is going to take to increase the frequency of measurement and the revenues from the affected markets include ....

1. The introduction of Extended Measurement into the top three markets, plus San Diego, effective beginning in late February.

2. Expansion of Extended Measurement into other markets which have a metro in-tab goal of 1200 diaries effective early next September (for the Fall '80 sweep).

3. Offering 18 markets which are currently measured only once annually the chance to have a regular four-week Fall sweep, effective next October. (See Week In Review last week for details.)

4. Offer to the top three markets the opportunity to subscribe to the Qualidata service, a new product dealing in qualitative and product usage data tabbed by station. The pilot study of this new product will be available to broadcasters in the top markets probably next June.

5. The use of the Expanded Sample Frame technique to sample homes with unlisted phone numbers will grow to cover more markets.

#### **Survey Improvement Items**

Two major areas of concern are at the top of Arbitron's list for 1980, as the company looks for ways to improve its radio survey methodology. Arbitron hopes that tests on the Augmented Diary Procedures will be completed in such a fashion that the firm can replace the current ethnic retrieval procedures with the augmented procedure. Telephone Retrieval and Personal Placement and Retrieval may become things of the past. The augmented procedure would mean that everyone would get a diary mailed to them, but ethnic and other "difficult" households would get a larger premium and more frequent "reminder calls" during the survey week. Besides the possible implementation of the Augmented Diary Procedure, Arbitron is looking to streamline its edit procedures. Arbitron has promised the RAB GOALS Committee that a revised edit procedure manual will be ready in March. The time that the revised procedures might be implemented is still unresolved, according to Ms. Anthes.

#### Burke Broadcast Research: Growth And Product Refinement

The most recent entry into the ratings race is Burke Broadcast Research, a firm which had its difficulties in 1979. Burke Broadcast President Lew Alpert told R&R, though, that the Burke service has a hopeful outlook on the upcoming year and is planning to achieve two goals — expansion into five more markets, and continued re-

finement of Burke's survey technique.

According to Alpert, Burke is looking at the following methodological areas ....

1. Examine the results of tests done recently on the possibility of using "24-hour recall" phone interviews as opposed to asking for listening from the previous day. The "24-hour" procedure might capture information which is more recent and fresher in the mind of the respondent. If the test data is favorable, Alpert indicated some interview changes might be made in time to affect the January-March Burke sweeps.

2. Burke may test some different ways to capture cume data for its surveys. Alpert mentioned using a "TRAC 2" type of technique, one which might provide more reliable cume data than now obtained by Burke.

3. Burke is also considering adding averagequarter-hour figures to the qualitative and product usage information printed in the books. Currently only cume figures are given for this type of data.

#### **Five To Ten More Markets**

On the sales front, Burke hopes to be able to expand its service into at least five and it's hoped, ten more markets during 1980. Currently, Burke is surveying 20 markets. Depending on the local sales support, Alpert speculated that markets such as Tampa-St. Petersburg, Seattle, New Orleans, and Hartford are the type of markets Burke is hoping to bring on-line next year. In order to present an image of enhanced credibility, Burke is hoping to obtain accreditation this next year from the Broadcast Rating Council. Finally, Burke is now allowing clients to visit Cincinnati, tour the operations and review survey material. Stations interested in visiting the Cincinnati location in 1980 should contact Merle Brown at the Cincinnati headquarters to set up the details.

#### Mediastat: Fiscal Stability, Expansion In Stages

Jim Seiler, President of Media Statistics, Inc., told R&R that his firm's bywords for 1980 would be fiscal stability. Seiler told R&R that the financial health of his company is most important and that growth, should it come, will be in planned stages.

Seiler mentioned that Mediastat will carefully review what the industry wants and is willing to support financially, then Mediastat may move to fill those needs. Specifically, here are some of Seiler's thoughts on growth next year ....

1. Mediastat plans to add five markets to its roster of areas that currently receive monthly reports. Although he declined to name for the record the markets he had in mind, Seiler did say that they are all major markets and are dispersed across the nation.

2. If there is enough industry support, Mediastat may begin to produce quarterly reports. If these are well received, Seiler stated, his firm might then add data on weekend listening. This, he noted, would then put Mediastat in a mode very similar to the Burke reports.

3. Should there be significant demand, Mediastat might also begin to include lifestyle data in its reports for the major markets.

#### **RAM: Looking Inward**

Recent reorganization moves at RAM are likely to have effects that continue into 1980, according to VP/GM Jobn Patton. Patton, who recently assumed responsibility for day-to-day operation of RAM, noted that with the departure of Susan Chandler and the desire to upgrade the quality of the RAM service, there is likely to be additional personnel moves. RAM has been looking for a quality researcher to supervise testing of new procedures, and to this end RAM was until recently

# Week In Review

### **Burke Solicits Prospective Partners**

Burke International Research, parent company to Burke Broadcast Research, has asked a broker to begin searching for a financial partner for the radio ratings division. According to Burke International Group VP Roger Schorr (to whom the radio operations report), several weeks ago the unspecified broker was authorized to begin seeking, from various sources, monies which might help Burke International recoup some of the \$3 million spent so far on the radio division. R&R has confirmed that in a letter to prospective partners, Burke is looking for an investment of \$1.5 million plus a sharing of expenses for BBR after January, 1980. Schorr told R&R that he did not expect any qualified partners to step in and aid the company, and he noted that no serious offers have been communicated to Burke International to date.

Lew Alpert, President of Burke Broadcast, had not known of the broker's letter until contacted by R&R. He did say that if no financial aid was forthcoming he could not forsee Burke Broadcast Research breaking even until 1983 or '84, a sentiment echoed by Schorr.

#### Susan Chandler Leaves RAM

Susan Chandler, Vice President of RAM Research, resigned effective December 13. Ms. Chandler, who had earlier in her two-year career with RAM served as General Manager, did not immediately announce any future plans. According to John Patton, VP/GM of RAM, the void created by the departure of Ms. Chandler will be filled, possibly by bringing in new personnel to the company.

#### Major Market Radio Appoints New Research Director

The Major Market Radio rep firm has named Jeff Wakefield to be the company's Research Director. Wakefield was formerly with Torbet Radio, and is succeeding Rob Fisher, who is now Research Director for the RKO network.

courting **Bill McClenaghan**, formerly of Arbitron and now head of research for **ABC Radio**. **RAM** will be devoting monies to adding high caliber people to its staff in 1980, according to Patton. One of the first projects RAM hopes to look at next year is a new way of drawing sample — possibly a technique which retains RAM's current thrust of sampling on a geographically proportionate basis, but adds a way to also include unlisted phone numbers in the sample frame. RAM does not currently sample unlisted households.

### **Improved Services For Clients**

On the marketing side, RAM is going to be offering some improved services next year. Beginning in January, microprocessing units will be available to stations as an added option to the current RAM services. Depending on the availability of equipment, clients will be able to access ratings data in more of a sales-oriented form, replacing the books which often don't get effectively used to generate revenue. In terms of client service, RAM will be adding a toll-free number which will allow stations to call San Diego more easily should they have a question or problem.

- Jhan Hiber

RBR/Friday, December 21, 1979

tadlo Palacords

# Album Airplay/40

				December 21, 1979	162 REPORTERS	Album cuts are listed in order of airplay preference
1 1/30	12/7	12/14	12/21	EAGLES	The Long Run (Asvium)	Title "Heartsche" "King" "Disco"
	1	1	1	TON DETTY & MEARTBREAKERS	. Damn The (Backstreet/MCA)	"Don't" "Refugee" "Girl" 'Tell"
	3	2	2 3	FLEETWOOD MAC	Tusk (WB)	"Sara" "Moon" "Angel" "Think"
2	2	4			. Freedom At Point Zero (RCA/Grunt)	"Jane" Title "Rock" "Eyes"
6	4	3	4	DINK ELOYD	. The Wall (Columbia).	"Numb" "Hey" "Mother" "Lust"
	-	15	5	PAN FOCEI PERG	Phoenix (Full Moon/Epic)	
16	9	8	6	DAN FOGELBENG	. Comerstone (A&M)	"Never" "Why" "Lights" "Time"
9	5	5	7	3174	. Deguello (WB)	"Sunglasses" "Thank" "Bad"
8	7	6	8		. In Through The Out (Swan Song)	"Fool" "Evening" "All" "Crawl"
5	6	7	9		Night In The Ruts (Columbia)	"Remember" "Surprise" "Smile"
13	10	9		ALKOSMITH	Live Rust (WB/Reprise)	"Cinnamon" "Mountain" "Humcan
31	15	14	11	NO MUKES	. Various Artists (Asylum)	"Devil" "Stay" "Streets" "Cry"
-	-	27		INTER CEAT	. Down On The Farm (WB)	Title "Heart" "Now" "Dreaming"
27	18	11	13	TOTO	. Hydra (Columbia)	"Boys" "Sister" "99" "St George
11	11	12	14		Head Games (Atlantic).	The "Women" "Even" "Boy"
7	8	10	15	FOREIGNER	"Jackrabbit Slim" (Nemperor)	"Time" "Love" "Oil" "Goodbye"
18	17	16		SIEVE FURBERT	Reggatta de Blanc (A&M)	"Borde" "Moon" "Bed's" "Alrigh
9	12	13	17		. First Offence (Polydor)	
25	23	19		INMATES	. I'm The Man (A&M)	
12	14	17	19	JOE JACKSUN	. Flirtin' With Disaster (Epic)	
14	13	18	20	MOLLY HATCHET	. Dream Police (Epic)	
10	16	21	21	CHEAP THICK	. In The Heat Of The (Chrysalis)	"Heartbreaker" "Need" "X" Title
22	24	23	22	PAT BENATAH	· Fine Art Of Surfacing (Columbia)	
24	26	24	23	SANTANA	Member (Columbia)	"Wanted "Hard" "Love" "Lightnir
19	22	22		SANTANA	Harder Faster (Capitol)	"Hello" "To Rock" "Ladies Man"
26	28	30	25	FOGHAT.	Receip Motel (Resmulle WR)	"Lucky" Title "Bed" "Alley"
17	20	20	26	FUGHAT	The Other One (Capitol)	10.1 I'' Coment' "Midney uni"
29	27	28	27	BOB WELCH	Kase The Fire (Columbia)	Title "This" "Age" "Night"
20	21	26	28	KENNY LOGGINS	In The Sup Of The Storm (Arista)	"Blueswater" "Miracle" "Home"
23	25	29	29	OUTLAWS	. In The Eye Of The Storm (Arista)	"Dreaming" "Union" "Shayla"
15	19	25	30	BLONDIE	. Eat To The Beat (Chrysalls)	"Shape" "Stone" "Kans" 'Take"
28	30	31	31	HEADBOYS	Headboys (RSO)	"Watt" "Heeven" "Bebop"
37	31	35	32	HALL & OATES	. X Static (RCA)	
35	34	33	33	38-SPECIAL	Rockin' Into The Night (A&M)	. Title "Heartland" "Epic"
-	-	40	34	PAT METHENY GROUP	American Garage (ECM)	"Specialty" "Lonelier" "Morning"
34	37	38	35	HEAD EAST	A Different Kind (ABM)	and the second se
21	29	32	36	BONNIE RAITT	. The Glow (WB)	"Need" "Paradise"
32	32	34	37	JOHN COUGAR	John Cougar (Riva)	"Send" "Flower" "Orchid" No
-	40	-	38	STEVIE WONDER	The Secret Life Of Plants (Tamla)	"Bionic" "Money" "Vampire" Ent
-	-		39	FABULOUS POODLES	. Think Pink (Epic)	
36	39	39	40	KARLA BONOFF	Restless Nights (Columbia)	"Trouble" "Baby" "Room"

MOST					
	-				0
1	1221	I KRIME I	117	11.00	11.33
1 IAN MILAGAN	INT		-	-	
Troublemen or Difercury!	-				1.11
T				1.00	
I NO MUNES		110707		80	
Variana Artists (Asylum)	1441	-			
Theat	-	200			
I ROY SUNDHOLM	31.34	12.9	10	17	37
The Chinese (Polydori		MJ I	Mi	101	
Nuchbarhood"	H.0	10	10	нә	and .
BETTE MIDLER	26.25		. 84	-	
The Rose (Atlantic)			1.1		
"Aduraght in Mamphas"	11-0				
B GARRISON & VAN DYKE	20/70	11.9	1217	60	
German & Van Dyke (Alcol	-	88.1	MO		
"Rir R Boast"	101	-	-	60	-
8 FINGERPRINTZ	3873	25.79	-		
The Very Deb (Virgini	M 14	E.	5.		
"Clean Circuit"	10.72	NE	29/17	ZUN	18.75
7 CLIFF RICHARD We Don'L (EMI America)	34.17			40.0	144.1
This	110	5.	5.	ma .	Sea.
PAT METHENY GROUP	7171	674	\$27	42.0	44.74
American Garage (ECM)	14.00.41			10 11 4	tias and
7780	14.18	10 12	1.14	14 13	PH 12
1 IB-BPECIAL	60.0	597	58.5	948	88.74
- Rockin' Into The. (A&M)	M-43	14.47	15.41	M 35	MB
The The	14.0	14 10	10	10 12	14.0
S TANTRUM	25.4	19/7	17/7	164	12.4
- Rether Be Rockin (Overland		30.0	M.7	M.8	86.7
The This	16.3	113	113	112	1
PEARL HARBOR & THE		1 44			
Peel Harbor &_ (WB)		1			1
"Derivin"	110		1 11.71	-	
10 PINK PLOYD	146/	Ma	20.0		
The Wall (Columbia)	14.34	14.16	5		
18 BOB WELCH	100		82/75	77.25	18.7
The Other One (Capitol)		14.50	ALC: Y	-	14.1
Rebei Rouser	11 16	14.18	En	14 13	101.1

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

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	ME		1.0			
					-	
	1	1301	10114	127	11.00	
1	INMATER	100 72	86.71	<b>PLP</b> 4	78.64	73488
	First Offence (Pelyder)		**	43	A.8	A 14
-	Darty Water	-	126-07	H UI	16 E) 300.00	
3	UTTLE PEAT	126-64	12000	4.22		
	Down On The Form (WB) 7880	n 2 m 44	<b>L</b> .			
	TOTO	10.60		171 70	11643	17171
	Hedra (Columbia)	A.1			4.4	A 22
The	Al Us Bays	-0			-	-
3	STEVE FORBERT	105.53	100-07	\$754	86.67	1047
-	"Jackrabbit" (Nemperori			A.2		A 11
The	"Remon's Tune"	m 42	-	HB I	16 30	-
3	BOB WELCH	12160	12.44	12.60	72.34	71.7
	The Other One Capital	A.7	44	4.16	A 25	A 72
	Robol Response	H 16	10.55	H 17 #1.52	H 13	11748
4	SANTANA	4154	10.04	A 1		A 2
	Marsthon (Columbia)	A 1 10.37	H 12	Cine 1		
	BOOMTOWN RATS	7762	1261	10.00	75.55	7702
	Fine Art Of Surfacing (Call		4.7	41	A 14	
	"Dan't Like Mondays"	14.20	H-22	10.26		H 19
	APRIL WINE	75-40	-	72:46	62.50	78452
-	Harder Fester (Capitol		LA.J	81	4.8	
	"Sey Hello"	H 38	14 Z2	HB.	85.79	14.20
7	JOE JACKBON	15.40	\$7150	192.57		120.55
	I'm The Man (AB'M		4.4	81	A 3	A.0
	"Different For Girls"	84-67	14-47	67-61	57167	78-54
	HEADBOYS	144	62-40 A 1	14	4.2	4.5
	Headboys RSO Shape Of Things	A 3		N.M.		14 18
	DAN FOGELBERG	11144	and the second se	and the second second		1
	Phoenia (Full Moon/Epic)		A3	14.14	A 84	
The	The	14 152	14 74	14.63	H 17	16.0
	NEL YOUNG & C. HORSE	713.44	106.47	105.27	867	80
	Live Rust (WB Reprise)		A.10	4.46	A 84	
170	"Christian Girf"	14.00	14.40	14.36	105 1	
	OUTLAWS		7151	78.53	81-62	1941
	Eye Of The Storm (Arists)		AT	41	A.1	A 8 H 23
100	BANSTING BET	10.20	H 21 114/34	1119-12	-	
10	AEROSMITH Night In The Ruts (Call	121.4	A J	111	AB	A 12
Th		G.	H-77	5.	Gen .	#1
	FOGNAT	340				and the second second
	Boogie (Beersville/WB)			AL	AZ	
Ta	"Jod Time Lucky"	-	-		+ 25	14.44
10		-	5947	55.47	\$6 75	
-	Rockin Into The LABMI		42	AS	44	A 18
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This bit is the set of the set of

1	THE H	-				
1						
						11/20
		1201	12/94	12/7	11/30	
1	LAGLES	763747				10///14
	The Long Run (Asylumi					
	These	10.0		140/127		
	TOM PETTY_					6.4
	Dame BackstreetMCAJ	A-0 M-7	4.0	Gin I	4.71	4.27
	"Don't Do Mo Lite Thef" PLEETWOOD MAC			100/137		
1			1			
	Tush MFE	A-0 M-20	L 17	G 12	L 12	G. 13
	Ser"		142/128		28/100	
4	Freedom AL. IRCA/Grunt		A 1	8.4		
		84.17	La se	L. 14		MI 11
	JAN PRINK FLOYD		14010	110	00	00
5	The Wall (Columbia)	A7	A 178	A 31		1
	"Comfortebly Numb"	14.24	14.3	140		
	STYX	125/100		123/110	126/118	138/150
	Cornerstone (A&M					4.0
	Never Say Never	M-17	22	M IS	MI	14.9
,	LED ZEPPELIN	11797	121/100		128/114	138/126
1	In Through (Swen Song)			40		A.0
	"Fool In The Ren"		M H	M 18	M 14	12
	DAN FOGELBERG	141.52	127/74	127.53	118/17	50.0
	Phoenie (Full Moon/Epic)	44	A.J	A 10	P. 84	A 50
	Title	14.44	-	an an	No 17	M 0
	Z TOP	131.91	13847	127.00	118/71	119.50
	Deguallo (WB)		A 2	4.1		A-00
	Sunctastas "		86.41	84.41	M 41	M 23
-	AEROSMITH	121/78	114/77	115.62	10751	<b>34/</b> 7
10	Night In The Ruts ICal		A.S		A 20	A 12
	Remember	1440	M 34	M-12	ME 21	M 1
11	NEIL YOUNG & C. HORSE	11348	106.47		86/1	00
	Live Rust (WB Reprise)	A1	A-10	4.44	8.94	-
Tie	"Cinnemon Girl"	88.44	M-80	15 00	M 1	
11	FOREIGNER	14.68	106.87	118.96	112/04	
	Head Games (Atlantic)		40	40		10
	These	14.35	M 25	MZ	MA-16	34 18
12	NO NUILES	126/58	1162	00	0.0	00
-	Various Artists (Asylum)	A 27	A 187			
The	Devel	16-41	84.1			
12	POLICE	16.57	\$7/81	105 64		1
	Reggatta de Blanc (ABM)	AO	40	A.C	6A	<b>N</b> 3
	"Message In A Bottle"	-	M-35	M-41	M-42	84 54
13	LITTLE FEAT	120.54			1	00
-	Down On The Farm (WB)	A2	A 12	A 28	A 10	
	Title	Ine as	M 43	M-43		1

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

For the last R&R of 1979 our reporting stations made

very few changes or addi-

tions, generally sticking with artists already firmly

established on our Album

Airplay/40 listing. EAGLES

held rock steady at number one, leading all com-

petition both in total re-

ports and hots. PETTY main-

tained second place with

strong hots, while MAC

regained the number three

position this week, per-

haps bouncing back as a result of their current tour.

STARSHIP was scant re-

ports away from third

place and may provide battle for that position next

time, FLOYD bounced into

top five as adds turned into heavier simplay rotations.

FOGELBERG continued his

climb, as did YOUNG.

NUKES took an impressive

leap upwards while FOR-BERT maintained and IN-

MATES Inched up. TRICK

held their own, BENATAR

and RATS inched up, and

WINE resurged, growing in all rotations this week.

WELCH inched up as OUT-

LAWS and HEADBOYS

held steady. H&O resurged

with new growth in total

reports and hots, 38 maintained while METHENY

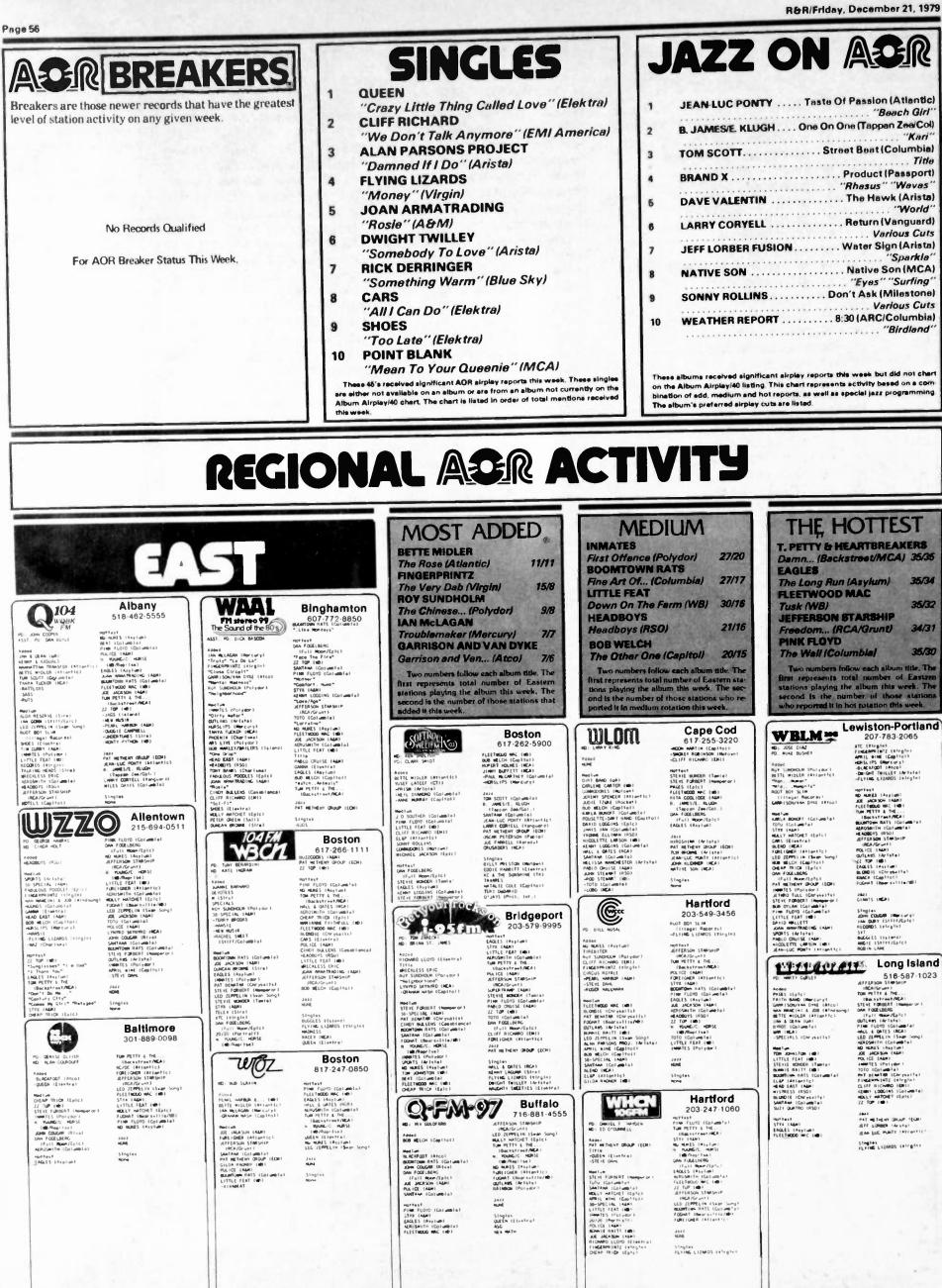
continued his climb, EAST

resurged with increased mediums as WONDER

bounced back. POODLES were the week's sole de-

but with strong mediums. PABLO CRUISE came close

to charting this week.



and the second states





#### Into The Eighties

As the industry winds down with year-end celebrations, Radio & Records will take a two-week hiatus to prepare for our eighties assault!

Though you won't see a copy of R&R for a few weeks, our offices will be open and busy, as the AOR department gears up for the coming year. We'll be in, so if something's happening at your radio station that's newsworthy, remember to give us a call.

#### A New Look

One of the things we'll be working on over the holidays is a new look for the AOR section, some of which is already evident. I've chained the production department to their drawing boards and desks to help me come up with an appearance for the section that will reflect the continuing evolution of the AOR form. The preliminary plans look very exciting, and you'll see the results in our first issue of the new year, cover-dated January 11.

#### **New Reporters**

In that issue we'll spotlight the AOR news of the holiday season, and we'll also print an updated list of our AOR reporting stations. And coming up, more of the in-depth market summaries and personality profiles you have come to expect from the Industry's Newspaper.

#### . New Reporting Days

An important change for 1980 is in the AOR reporting schedule. Effective with the first issue of 1980, we will be taking AOR reports Thursdays from 7am (West Coast time) to 4pm, and Fridays from 7am to 2pm. This new schedule will allow our East Coast reporters to call much earlier in their day and avoid the midday crush of phone calls both they and we receive. It will also provide Radio & Records with absolutely the most up-to-date AOR coverage being offered anywhere within the industry. Please be certain to change your schedules accordingly.

We will be taking reports for the January 11 issue on Thursday, January 3 and Friday, January 4.

#### See You Next Year

As you saw in last week's 1979 In Review, this has been a year of tremendous change and subsequent growth for AOR radio. The wheels are already in motion for another year of exciting growth for AOR radio, and Radio & Records will be there chronicling the changes as they happen.

Associate AOR Editors Christina Anthony and Sylvia Salazar join me in wishing you a most pleasant holiday season. We'll see you next year.

### There's Something Fishy Going On At KMET

KMET/Los Angeles is an undisputed champion of AOR radio. It's grabbed Los Angeles by the collective short hairs and won't let go, much to the frustration of the other fifty-plus stations in town that would like to be in its enviable position.

AOR programmers from all across the country spend weekends in Los Angeles hotels listening to KMET, writing down the title of every song played, every word spoken. They also spend a lot of time on the phone with me, asking how, in a radio market as fiercely competitive as Los Angeles, KMET has hit the top and stayed there.

This article turns the spotlight on just two of the station's more recent programming ideas that have caught on like wildfire with its listeners. They provide insight into the collective programming mind of one of AOR's top radio stations, and perhaps a clue to its ratings success secrets.

#### **The Fish Report**

Come again? Actually, the KMET Fish Report is the brainchild of station newsperson Patrick "Paraquat" Kelley (his listeners will call him Paraquat because of his heavy coverage of the paraquat scandals). As Kelley tells the fish story, "It was a spinoff of an idea I had when President Carter was having hemorrhoid problems. I thought it would be a hot tip to have a hemorrhoid operation with a beat on the air. You get some background music and start listing some of the imaginary tools they might use for the operation. So we did that and that led to a lobotomy with a beat. Then someone around here suggested we do a fish report in the same way. The newspapers here actually run fish reports of what was caught and in what quantity."

So now, every Friday night at the tail end of the 6pm newscast, Kelley introduces the KMET version of the fish report, which is read over a polka-style music bed. In a line-by-line trade-off with air personality Mary Turner, the conversation goes something like this:

PK: It's our pleasure to present to you KMET's Fish Report With A Beat. Whoo-aa! Santa Monica: 18 mackerel, 7 hallbut, 1 Irish Spring ling cod

MT: Belmont Pier: 3 menage-a-trout, 87 Ike & Tina tuna fish, a KY-jellyfish

PK: Oceanside: 13 rock cod, 12 roll cod, also a nice run on rays: you got your sting ray, your James Earl Ray, an Elizabeth Ray, and an X-ray MT: Crisco's Landing: 1 Fender bass, three cable carp, a case of crabs,

MT: Crisco's Landing: I Fender bass, three cable carp, a case of crabs, and one neon spinx fish (usually caught swimming backwards without its lights on)



Paraquat Kelley and fishy friend

Well, you get the general idea. Kelley explained, "It's something they can relate to, especially on a Friday night when they're on their way home from work. Friday's a good day to whip it on them."

Now, the big question. Without a doubt it's funny and great listening, but is it news? Kelley replied, "It's a feature. We do hard news and we do features." PD Sam Bellamy added, "It's included in the newscast because that's the only time we do features. But that's okay, because we do over an hour more news a week than is required by the FCC."

#### And Then There's Whoo-aa

Or Whoo-Ya (accent on the Whoo). You'd have to live in Los Angeles to fully comprehend how popular this nonsense phrase has become since KMET air personalities introduced it in their shows over a year ago. Once again, Paraquat Kelley was the guiding spirit behind this catch phrase, as Bellamy explained. "Paraquat noticed that the term whoo-aa is in a million rock 'n' roll songs; it seems to be a kind of rock 'n' roll yell. It's just one of those yells that makes you feel good. Jocks use it as drop-ins over songs, or to accentuate a statement they've made."

Whoo-aa (or its first cousin "whoo-ya") may be a generic rock 'n' roll term, but it is undoubtedly KMET which has popularized it to the Los Angeles audience. Popularized to the extent that you'll hear it at concerts, on the beach, or see it on bumper stickers on the miles of L.A. freeways everyday. About those bumper stickers: "We have a lawsuit going against the people who have bootlegged whoo-aa bumper stickers and other items," explained Bellamy. "They're making a fortune off it, and the kids might perceive it as KMET trying to make money off them."

Meantime there seems to be no stopping the whoo-aa attack on young America; it stands to become the most important catch phrase since "Nanu Nanu." In fact.,Bellamy recalled, "A couple of weeks ago I was in Las Vegas. I had the TV on as I was getting ready for bed and in the middle of a commercial the guy said whoo-aa. I couldn't believe it. It's becoming the counterculture buzz word of the eighties."

What's the point? Just this: That there's much more to successful radio (of any format) than playing the songs your audience wants to hear. The Fish Report and the Whoo-aa campaign are just two examples of the myriad ways in which a radio station can not only extend its reach into the community it serves, but actually affect the way that community lives. Now that's the way ratings points accumulate!

#### Evolution

WMAS-FM/Springfield, MA is switching from Dancemusic to AOR with Mike Adams as PD and Jay Scott as MD. Welcome aboard .... WIBA-FM/Madison has named a PD from within: he's Dave Ervin, who has been on the WIBA-FM airstaff since 1974 .... Denys Bergeron has resigned as CHOM-FM/Montreal GM and is leaving radio. Rob Braide has been upped to the station's PD post from MD .... WECM-FM and WTSV-AM/ Claremont, NH have just switched to live AOR from automation, with . Robin Sherwin has been Mike Hayes as PD and Brian Gordon as MD . upped to Asst. PD and Dale Edwards to MD at WOUR/Utica ..., WMMR/ Philadelphia has announced a series of in-house promotions: Jane Norris has been named MD (from promotions), airstaffer Mark Gordon as Asst. MD, and Marcia Hrichison to head promotions, public relations and energy concerns. More WMMR news to come ... Chris Van Dyke has mornings at KMOD/Tulsa . . . Carey Bruce Sinton has exited nights at KAZY/Denver for 10pm-2am at WLUP/Chicago ... Randy Lancaster is the new MD at WSMU-FM/Starkville following Rodney Walker's departure Steve Tipton has joined WBIR/Knoxville for airwork . . . Mike Bell is

Acting MD at KMGN/Bakersfield following Luke Johnston's departure Dana Foxx has exited 7-12midnight at KEZO/Omaha. Page 54

#### deMarne Named PD At M105

Phil deMarne has been appointed PD at M105/Cleveland following the switchover of Eric Stevens to sister AM station WBBG. DeMarne was most recently PD at ABC's WRQX/Washington, DC while it was still AOR-formatted (before turning Top 40).

Commenting on his past experiences, deMarne told R&R "ABC was good for the discipline it gave me. But they were getting so tight that they were not being responsive to the AOR audience any longer. I just wanted to rethink radio. I wanted a situation when I got back into it where I wouldn't have some of the management structure the way it was at ABC. It's going to be a real tough, competitive battle," he continued, turning to M105's perennial campaign to unseat WMMS as Cleveland's AOR leader. "I'm new going in here. I have nothing against WMMS. I'd rather build a new station than be concerned with someone else's problems."

#### WNEW-FM Begins Holiday Season With Dual Concerts

WNEW-FM/New York, which has made holiday rock concerts for charity a tradition for the past eight years, added a new twist this year by holding a second show for neighboring New Jersey audiences.

New Jersey fans paid \$8.50 and a toy contribution to see Outlaws and 38-Special in a concert with profits earmarked for various New Jersey charities. In New York, Hall & Oates and Ellen Foley headlined an \$8.50 plus toy concert for United Cerebral Palsy. All four bands donated their services free of charge for the sold-out shows.

WNEW-FM GM Mel Karmazin said he hopes to clear \$30,000 from the concerts for the charities. He commented, "Everyone wins with these concerts: certainly the charities; the groups get off on it; and the value to the station is obvious."

#### Color

LIVE FROM PHOENIX . . . : KDKB/Phoenix asked listeners to write, in 25 words or less, why they'd like to win an expenses-paid trip to see a taping of "Saturday Night Live." Aside from that grand prize, other prizes awarded in the promotion included a color TV and dinner and a concert on New Year's Eve.

TWELVE DAYS OF CHRISTMAS: WXKE/Ft. Wayne listeners registered at sponsor locations for Christmas gift packages the station will award. The packages increase daily according to the twelve days of Christmas, such that on the twelfth day twelve packages will be awarded. The gift packages include stereo systems, albums, snow blowers, mopeds, and other gift items.

DERRINGER DINNER: WI.VQ/Columbus is awarding phone-in contest winners Rick Derringer albums, and from those prizewinners, one name will be picked at random for a dinner with Derringer and the station's morning team on the night of Derringer's concert appearance in Columbus. The winners will also see the show and visit backstage afterwards.

POLICE PATROL: WDHA/North Jersey, in conjunction with A&M Records, offered listeners the chance to win Police albums and a grand prize police scanner in a recent write-in promotion.



RULE DEDICATES NEW WRIF OFFICES — To commemorate the move of the entire WRIF/Detroit operation into a brand new building, ABC President Elton Rule presided over a rib' on cutting ceremony. Pictured (I-r) are ABC FM President Martin Greenberg, ABC I in President Ben Hoberman, WRIF VP and GM Jay Hoker and Rule.

#### Update

KBPI/Denver raised over \$10,000 in a celebrity auction for Greenpeace LOVE-94/Mlami was host station for an MCA promotion which flew in winning listeners from station promotions across the country for a cruise with Rupert KRST/Albuquerque collected 350 toys for tots as admissions to a spe-Holmes . NBC's KTIM/San Rafael is up for sale cial screening of "The Jerk" Source network scored an exclusive interview with Paul McCartney for its news-Joint Communications researcher John Parikhal is interviewed in the casts new issue of Oul for his comments on the effects of disco and rock music on lis-Bill Walton guest-hosted the morning show for three days on teners' libidos . ... WMMR/Philadelphia and WMMS/Cleveland have been named KPRI/San Diego as two official Winter Olympics affiliates for interviews and coverage . . . WBCN/ Boston newsperson Danny Schechter has won an area Emmy for his work on a TV KSAN/San Francisco took a TV special about the danshow documentary . gers of angel dust, tightened it for radio, and simulcast it with a local TV outlet. Following the show, KSAN devoted two hours to a talk show with some of the people from the TV documentary. The SF phone company reported over 5000 calls attempted during the talk show .... WAQX/Syracuse sponsored a food drive with local high schools and colleges. The winning team, which collected over 2000 cans, won a party with the station's jocks . . . WPLR/New Haven will carry an exclusive Allman Bros. concert live on New Year's Eve, and turn the event into a party with its audience. The station will pass out noisemakers, tuxedo T-WLOM/Cape Cod shirts, and related party paraphernalia to concertgoers . has dropped its overnight full album airplays in support of the industry, and will instead carry a Mutual network talk show by Larry King; which may be a bit confusing, because the station's Music Director is also named Larry King WQUT/Johnson City, in conjunction with sister AM station WJCW, raised over \$41,000 for St. Jude's Children's Hospital in a 48-hour radiothon . WLUP/Chicago sold out nine theaters for its live screening of the Chicago Who concert performance, which was sold out. MD Sky Daniels reported the shows were a great success and that they'll do more when ticket supply can't match demand for up-WRIF/Detroit turned its exclusive Who interview into an coming concerts . hourlong special on the group .... WLVQ/Columbus aired an editorial against the policy of general admission concerts following the Who debacle, and will no longer co-sponsor such shows .... WVUD/Dayton has added a weekly jazz show with Jim Kapcar as host .... WRNO/New Orleans has moved and has a new phone number as well. Contact them at 4539 N. I-10 Service Rd., Metairie, LA 70001, or at (504) 889-2424 . . . Stations wishing to contact Steve Dahl for more information about his upcoming satellite network morning program may call (312) 878-4477.

#### Concerts & Conversations

PRESENTATIONS: WLIR/Long Island presented 20/20 for free ... KPAS/ El Paso presented Arlo Guthrie for \$1.00 ... CITI/Winnipeg presented Harlequin for \$.92 ... DC-101/Washington, DC presented 38-Special and The Blend for \$1.01 ... WOUR/Utica presented Cindy Bullens for \$.96 ... KQRS/Minneapolis presented Pat Benatar for \$1.92 ... WRXL/Richmond presented Pat Metheny Group for \$3.50.

GUEST DJ'S: Horslips on WDHA/North Jersey . . . Kenny Loggins on KZEW/ Dallas . . . Molly Hatchet on WHCN/Hartford.

CONVERSATIONS: Rainbow on WDHA/North Jersey .... Hall & Oates on WLIR/Long Island . . . Rupert Holmes on LOVE-94/Miami . . . Rick Derringer John Entwistle, Pete Townshend, Kenny Jones, Ed Asner, on Y-95/Rockford . . James Doohan on WMMS/Cleveland . . . Sinceros, FM on WJKL/Elgin Doobie Bros. on KBCO/Boulder . . . Bob Welch on KSJO/San Jose . . . Molly Hatchet on DC-101/Washington, DC . . . . Kansas on KRST/Albuquerque . . . Point Blank on WROQ/Charlotte ... Frank Zappa, Bob Welch, Rick Derringer on ... Pat Benatar on WWWW/Detroit . Ronnie Montrose, WXRT/Chicago Rainbow on WAQX/Syracuse ... Cindy Bullens on WOUR/Utica . George Duke, Bob James on WRVR/New York . . . Jefferson Starship on KFMH/Muscatine . . . Hall & Oates, John Entwistle on WBCN/Boston . . . Mistress on KZEW/ Martin Mull on WDIZ/Orlando .... Foreigner, Journey, 38-Special Dallas on WBIR/Knoxville ... Foreigner on WJAX/Jacksonville ... Hall & Oates, Sinceros on M-105/Cleveland ... Utopia, Rainbow, the Beat on WQBK/Albany . Pat Benatar on WZXR/Memphis . . . Delbert McClinton on KTCL/Fort Collins ... Tom Petty on KFMH/Muscatine ... Molly Hatchet, Outlaws on WMJQ/ Rochester ... George Duke on WRVR/New York ... Kenny Loggins, Tom John-ston on KMOD/Tulsa ... Steve Forbert, Karla Bonoff on KBPI/Denver ... Journey on WXRT/Chicago . . . Kenny Loggins, Point Blank on KLPQ/Little . Pat Benatar on KQRS/Minneapolis . . . Outlaws on WQBK/Albany Rock . . . Jefferson Starship on WYDD/Pittsburgh . . . Tom Petty on WZXR/Mem-Rainbow, Sports, The Now on WLIR/Long Island . . . Jefferson Starship on WMAD/Madison . . . Point Blank on WKQQ/Lexington . . . Point Blank on WILS/Lansing . . . Bob Welch on WMMS/Cleveland . . . City Boy on CITI/ Winnipeg . . . Jefferson Starship on WLVQ/Columbus . . . XTC, Fabulous Poodles, Marc Jordan on CHEZ-FM/Ottawa .... Robert Palmer, Shawn Phillips, Commander Cody on K-104/Phoenix . . . Eagles on KLOS/Los Angeles.

# FTER YOUR COUNTDOWN



KXX106 deb 30 XLO add DWB 22-21 Y103 add 38 WSKZ deb 30 SLQ 28-25 BEQ add **KWEN** on Y94 add HYN on NOW 36-29 KJRB on

KCPX add KGW add KRKE-FM deb 25 KX104 on WIGY add WFBG add

14WK add WHHY deb 28 CK101 add 40 KQWB-FM 37-34 KRLC on

KKXL 30-26 WRKR add **WSPT 16-9 KSLY** on

# JOURNEY **'Too Late'**

VIFI on	
97 add 30	KZ93 on
WK 3-3	WFBG on
UPD 3-3	KILE on
NOW add	KQWB-FM 27-

# EARTH, WIND & FIRE 'Star"

22

FM100 add WHBQ on WLAC on KJRB 21-18 WFBG on FM99 add KSLY 27-23

# **REX SMITH** "Forever"

14Q on WZZP on WHHY deb 29



**ON COLUMBIA RECORDS** 



Page 22

# **TOP-40**

# John Leader

#### **Station Break**

Just a note to all R&R Top 40 reporting stations reminding you that we will need to receive your first music lists of the new year on Monday, January 7, or Tuesday, January 8. During the holidays, as in years past, R&R will not publish, since the majority of our reporting stations do not change their music lists Christmas and New Year's weeks. But, if you need us, we'll be here. The Radio & Records offices will be open during usual business hours, excluding the actual holidays.

All of us in the Top 40 section wish you happy holidays and we'll be expecting to hear from you again with new lists on January 7 & 8 for the first issue of 1980, dated January 11.

#### A CONVERSATION WITH JERRY CLIFTON

#### Goodbye To The Seventies

Sitting down to write my last column of the decade, I began to feel increasingly like the guy on death row trying to figure out what to order for my last meal. On one hand there is the self-imposed pressure to say something really meaningful, but on the other hand, is it really that important? I mean, sure, the seventies are coming to an end, but making a really big deal out of it only furthers the American tradition of worshipping the calendar.

Top 40 radio withstood the seventies pretty well, considering that AOR really blossomed (often at the expense of Top 40) from "free-form-freak radio" to true audience acceptance during the decade. So, are the eighties going to bring massive changes and eternal salvation for Top 40 radio? Probably not, although a lot of people are looking for just that to happen, and there are some that want to be the person bring about that one saving change

In the search for a new kind of Top 40 radio there are those who, through their experience, feel a lot of today's programmers are forgetting something very important the basics. One such person is Jerry Clifton.

Jerry Clifton started in radio in the late sixties in Eastern Washington. He had his first PD's job in 1966 at KRKT/Albany, OR. Then a scries of moves took him to KAFY/Bakersfield, KDES/Palm Springs, KBYR/Anchorage, KSEA/San Diego, WDRQ/Detroit, 99X/New York and then the National Programmer's job for Bartell (now Charter Communications). From there Jerry moved to Miami to program 96X, then a brief stop in Louisville at WLRS (his first AOR station) and finally WEFM/Chicago. For the past year Jerry has been operating his own company, New World Communications, a radio consulting firm. His company has twelve client stations and Jerry is both busy and happy

Since it's been quite a while since we've heard from him, I thought the last R&R of the seventies would be a good time to tap into Jerry's creative and highly opinionated brain. Our starting point was the changing definition of Top 40

'You know what I think? Basically, nothing has changed, but everybody wants it to. Everybody wants to come up with the ultimate new way to do radio. Everybody wants to be a hero."

**R&R**: I think a lot of people want to design a new format and have it sweep the country

JC: Yes, exactly, and I don't think that there is basically such a thing. You can do alternative format radio that can take over a certain segment of the country. You could do a Disco format and that would get those people, or you could do AOR, and that gets the album 18-24 people, or you can do this or that, and you know, new wave is another thing someone is going to come up with - a real killer concept form probably and have another alternative format. But when you're talking about Top 40, the way that it started, in my opinion, is the way that it is - you play the hits, and that's all you play just the hits

"I don't know if a lot of programmers in the country are really getting close enough to people."

R&R: I think people are having trouble defining hits anymore. I think maybe they've narrowed their spectrum on what a hit is.

JC: Yes. I've been in radio for 16 years or something like that, and since I've started, the difference between what we were doing then and what we are doing now is that we've become more scientific; we've got more input on what the hits are or aren't. I think, in a lot of cases, that's what has confused a lot of people.

R&R: So more research may not necessarily be all that good? JC: It is if you know how to deal with it, but you know, it's unfortunate that most of the people in radio who are doing research with their radio stations have never taken a

"Most of the people who are selling radio, or running the sales departments of radio, or whatever, don't really believe in their product."

research course - have never even read a book on basic research. All they're really one of their buddies in another market called up and said, "Hey, we're doing is doing this kind of research," and they try to pick his brain for the information, and then they start doing it on their station.

R&R: Well, they might get the how to's, but not the why's.

JC: Yes. So what it comes down to is a lot of confusion. But, I think that research is basically good if you know how to deal with it, but you have to understand the original concept of what we're doing; we're just trying to play the music that the largest amount of people in any market would enjoy listening to

R&R: What about markets where there's pretty widespread fragmentation - where there are a lot of specialized formats where there are stations tailoring themselves for a very small section of demographics saying, "Well, if I can be No. 1, 25-49 women, that's fine, and I'll play nothing but those kind of records." And then you've got another guy who plays nothing but the hard rock records for the men 18-24, and so on. Do you think a mass appeal radio station can still compete in that arena?

JC: Yes, I think that that's the most positive of markets to have a mass appeal type radio station.

R&R: Why?

JC: Because you cume off of every station. If you can make yourself the center

and everything that happens within that market is, in everybody's mind, a spinoff of you, then you control all the listening. Otherwise, if everybody's car radio has five buttons on it - if every car radio in town has your station and four other stations - but all the radios have your station on it, you win the ratings book.

R&R: Well, you have the potential to win.

JC: You definitely will win. You know, people just don't sit there and listen to the radio, so if you're the station that everybody keeps coming back to whenever they hear a song on say, KLOS, that they don't like, they come back and check you as the first station they check before they go around to the rest of the dial, then you, basically, win the ratings book. And that's what Top 40 radio was basically designed to do. It wasn't designed for somebody to sit there and listen to for four hours straight. It was designed for the kind of listener who turns on the radio for a few minutes and wants to hear a few of his favorite songs, which is the basic listener in every market in the country.

R&R: Yes, I don't think that people have changed that habit at all.

JC: No, they haven't. If you just watch people, which I spend a lot of time doing and I don't know if a lot of programmers in the country are really getting close enough ... if you just watch how they listen ... first of all, most people don't know to people which stations they listen to. They don't care. It's like taking yourself and thinking about. say, shampoo; you use it but you really don't know anything about it. You don't really

"It's unfortunate that most of the people in radio who are doing research with their radio stations have never taken a research course — have never even read a book on basic research.'

care. Somebody turns you on to a shampoo that you think might be okay, so you use it for awhile until somebody turns you on to something else that you might like a little better. You like one because it smells better than the other, or something like that. The only time you think about it is once a month when you have to go to the store and buy a new bottle of shampoo. And that's kind of the way radio is. People use it, but they don't really think about it. People in radio think it's the most important thing in the world, and the people who listen to it don't consider it to be important at all. So, when you look at it from that standpoint, most of the people in radio are programming radio stations for an audience that doesn't exist.

R&R: Can you amplify on that a little bit?

JC: If you're sitting around as a Program Director, say, and you're thinking that people listen to the radio for long periods of time, and really get into it and think about it, and have a favorite radio station, and know the names of the disc jockeys and on and on if that's the way you perceive your audience, then you will naturally try to program, or invent a sound that will appeal to those people. There are a few of those people, but not very many

R&R: So, what you're saying is, if you're programming for those people, you're definitely going after a minority.

JC: Right. So, on the other hand, if you are honest with yourself, you say the average person listens to the radio a couple of times a week for a half hour, which is what they do. If you were to call them on the phone and ask them what station they were listening to right now if they had the radio on, they would have to go over to their radio and look at the dial to tell you what station it was. Then they would come back and say, "It's somewhere around 94 and it's on FM." So, that's about all they know; they don't even remember the call letters. You ask them what their favorite songs are and they can tell you maybe one or two. You ask them a couple of artists and they'll tell you the biggest, Donna Summer and Fleetwood Mac, but they certainly are not going to tell you anything deep because they don't know anything deep. So if you conceive of radio in that frame of mind, then you're dealing with the audience that's really out there.

R&R: Well, how do you go after those people?

JC: Basically, the way I do it is to find the music that they all will accept; I can't say that it's music that they all love; I can only say that it's music that they will accept.



New World Communications

Co., Inc.

# Start the new year hot...

RAB	
SELL-RADIO-WITH-RADIO CAMPAIGN CLEARED FOR AIR PLAY UNTIL OCTOBER 20, 1980	
CLEARED FOR AIR FEA. 1. TWELVE DOLLAR SHOE STORE :60 1. AMAZINGLY FLEXIBLE RADIO :60 2. AMAZINGLY FLEXIBLE RADIO :60 3. THE PRISONER OF MADISON AVENUE :30 4. THE PRISONER OF MADISON AVENUE :30 5. NEWSPAPER NO GROWTH :30 6. RADIO: PRIMARY WITH CUSTOMERS :30 6. RADIO: PRIMARY WITH CUSTOMERS :30 7. INTRO/TAG: DONUT FOR LOCAL USE :30 7. NTRO/TAG: DONUT FOR LOCAL USE :30	
6. RADIO: TAG: DONUTTO 7. INTRO/TAG: DONUTTO PRODUCED BY FOR RADIO ADVERTISING BUREAU, 486 Lexington Ave., N.Y. N.Y. 10017	

# Run IO red-hot messages every day in January.

Thanks to the stations and networks already running Dick and Bert's great new RAB campaign "Radio—It's Red Hot" which uses Radio to sell Radio as a primary advertising medium. Now, let's increase the momentum in January ... run 10 announcements every day until we reach and influence every advertiser and agency in America. Or run as many as you can.

The announcements are cleared until October 20. Schedule them as frequently as possible in coming months to make 1980 a red-hot year for Radio. Stations report these commercials are drawing direct leads and business as well as generating positive advertiser-agency comment. They sell Radio as a must-buy primary medium for every advertiser.

### TAPE AVAILABLE FREE IF YOU DON'T HAVE IT

JANUARY

16

23

30

17

24

18

25

8

15

22

6

10

28

20

1980

12

19

26

If you're an RAB member, you got the tape in October; non-members are receiving their tape now. RAB has sent this sell-Radio announcement to every station so that "Radio-It's Red Hot" is truly an industry-wide campaign that demonstrates to advertisers the power and unity of Radio.

In case you've misplaced your Dick and Bert tape, fill in below and return to RAB...we'll send you a replacement tape by return mail.

NAME	STATIO	DN
ADDRESS	Con Notice Superior	
CITY	STATE	ZIP
Return to RADIO ADVER	TISING BUREAU, 485 Lexington	Ave., N.Y. N.Y. 1001

### A CONVERSATION WITH JERRY CLIFTON

Continued from Page 22

R&R: Let's stop right there. There are some very basic techniques for determining that. What are we looking at? Are we looking at sales, requests, call-out research, combination of all the above?

JC: All of those. You know, if you were to sit down and make three lists of songs, if you were to take songs that teenagers like, and if you were to take songs that are hip, maybe 18-24 type songs, and then you were to take adult songs, you know 25+ songs then make three separate lists of songs so that you will get some of the same songs on each of the lists. You make those three lists, and then you look back down the three lists and you put a check mark beside any song that appears on all three lists. When you play all of those songs, you're definitely playing mass appeal music. You then can daypart songs that appear on only one of those lists according to if you're going after that particular audience in that particular daypart.

"The disc jockey is the most important person in the radio station at any one given time."

R&R: So you find the music that the people will accept, and the key word is "accept" as opposed to "love," because we've already established that people don't really love a whole lot of music.

JC: When you go after the music lover, then you're doing an alternative format. So, you find songs people will accept and you play them on the radio, realizing that people don't listen that often, so you don't have to be too concerned about records that are burned. You wouldn't overplay something that's a novelty, or something like that, though. You're not as concerned with burn as you are with familiarity, and so, what happens is basically the people tuning around the dial, listening like normal listeners, are hitting on this station and then that one, and then the next one, and so on. They're looking for a station that's playing a song that they like. If they hit you and you're always playing a song that they like, they listen to you for a song or two, or three. Then maybe they check the dial again, or usually, in most cases, they turn the radio off, and the next time they turn the radio on, they do the same thing. If they turn it on and you're playing something they like, they'll leave it there, but in a lot of cases, they will even tune the dial then just to make sure there isn't something better. If it's an in-home reciever . . . at the moment they turn it on they check the dial to see who's playing their favorite song at that particular point in time. If you're playing it, then they will go about doing their chores, or reading their book, or cooking dinner, or taking a shower, or whatever they had turned their radio on to accompany them to. Because people don't turn the radio on just to listen, they're always doing something along with the radio.

R&R: Yes, radio is not used like TV.

JC: Right. So, they will turn it on in the home and leave it on your station because at the moment they turned it on, you were playing their favorite song of all the songs available on the radio at that particular time.

On the other hand, in the car radio, it works both ways, you see, because in the car radio, now, you've got your button pusher. Every time a disc jockey opens his mouth, every time a commercial comes on, every time anything but music comes on, anytime that a record changes, whatever, the average person punches, so if at more times than not, you're playing the most positive of records on the radio, you'll end up controlling their listening in the car too.

R&R: Okay, now you brought up a good point about jocks. There is very little stations can do about commercials other than limit them to a feasible amount of air time, and that really depends on the marketplace. Some stations can get away with 14, some can only get away with 12, others 10, others as low as 8.

JC: My philosophy is that you play fewer commercials and charge more for them. One of my pet peeves in radio at this point in time, and has been for some time, is that most of the people who are selling radio, or running the sales departments of radio, or whatever, don't really belleve in their product, or at least don't seem to, because they don't price it high enough. You at R&R know that your product is worth a certain amount, so you charge that amount. You don't care what anyone else is charging. You think your product is worth a certain amount, you believe in your product, you think you've got the hottest thing going, so you charge that for it. Most radio stations don't do that. They look around and they say, "Oh, let's see here, KMPC is only charging so much, and KFI is 50,000 watts, and they can charge this amount, and we've got to charge somewhere within that vicinity.

R&R: And you don't agree with that philosophy?

JC: I don't agree with that. No. I think that first of all, a person who is in business has to say to himself okay, I'm in business because I can provide a service that's better than anybody else. I'm a class act. I believe in myself.

"So, if a program director spends more than three hours a day in the radio station he isn't sane as far as I'm concerned."

R&R: That's the whole reason for going into business in the first place. JC: Right. So you say that to yourself. You believe it and you go for it. So, you charge the amount that you feel would work out best for you. You have to be somewhat competitive. But say you're a new station, and say the station that's in the lead in that format charges \$100 for a 30-second commercial. Start out even with them. And you have all kinds of other advantages to offer. People will say "why should I pay that for you when you don't have any ratings?" Well, first of all, if you're a good salesman, you can show them that everybody is listening to you already. Secondly, you're playing less of these units, so their message stands out from the others. As you look around the country, the few really leading-type radio stations in the country are leaders because they believe in their product. They charge enough for it so that they can continue to be a leader and continue to sock enough money back into it to make it fun and interesting and listenable, and have good talent, good promotions, and latest new equipment, and all those important things.

R&R: Let's get back to talent. You briefly touched on the way that most people listen to radio, especially in cars. When the jock comes on, when a spot comes on, they start looking around. Do you think the jock can really save or hurt a station by what he does?

JC: It's funny, people say these things about disc jockeys, like they're pieces of meat, or when one burns out, I can just throw another one on there. And in some ways, I suppose you can say that some of that is true, but it isn't totally true. The disc jockey is the most important person in the radio station at any one given time. And his job isn't just to talk, and I think that's where a lot of jocks go wrong. His job is to mix the music; his job is to find ways to make people's curiosity come forth so that they won't tune out. And he has to be in touch with how people really listen to the radio. He's got to be really quick when he comes out of a music sweep if he wants to keep his listener through two commercials. He's really got to be on his toes because he's got to know that the minute he opens his mouth, people are going for the button. So If he can somehow find a way to keep them from going for that button, or to stop them in mid-air, or to make them think, okay, he's only going to play commercials for a minute and 30 seconds here, and subconsciously the person comes back after that minute and 30 seconds, then he's fooled them. I think that programmers around the country get all hung up on programming so that they don't give jocks enough credit for what their job really is. They are the talent and anybody who can make a person sit through two commercials to find out what he was talking about, or what is next, or anybody who can tease curiosity to that point is really a genius and deserves all the praise that the industry has to give him.

R&R: Do you think that it's kind of a dying art?

JC: I think it's only a dying art because of the way the jocks are being perceived by the people programming radio. My whole career as a programmer has always been the same. You've got several elements that go into making up a radio station, from disc jockeys to music to news to public affairs - whatever it is - contests, etc. There is only one way to look at all of those things, and that is each one of them has to be the best that it can possibly be. So, you've got a disc jockey. He's got to be the best he can possibly be. News Department, the same thing. Everybody, everything has to be exactly the best it could possibly be. Even the talk show that runs Sunday morning from 4:30am until 6:00am that nobody hears - you've still got to be the best you can possibly be. If it is, how could you lose?

R&R: It's an easy thing to say, but I think some programmers have really lost sight of what is good and what isn't good in trying to come up with this all-encompassing new format that is going to sweep the country

JC: I found out, as you go through the Program Director syndrome, or whatever you want to call it, you can take a look at yourself and you can see what worked and what didn't work, and I think I have a handle on why I got to be a national Program Director, and why I got to program a station in New York, and so on and so forth. I think I can look at it very objectively at this point, and there is only one reason, and it is because I pulled great numbers. That's all. Period, I remember a case when I was working in Bakersfield and Buzz Bennett was at KGB. KGB was a Drake station, but Buzzy was doing

"If you start doing something good on the radio these days — really good — it's an instant overnight success, because the people are starving for something that sounds good."

a weird thing with it, and all of my jocks went down to San Diego one weekend to listen to KGB to hear this great new thing in radio and they all thought it was terrible. They all came back saying, "Hey baby, why would anybody want to do that?" That's really light. All the jocks do is give stuff away, and that kind of stuff. Two months later, the ratings came out and KGB went through the sky. Those same guys were coming to me and saying, "God, it's the greatest thing in the world; we ought to be doing it." So, my point is that in trying to impress your fellow radio person with the sound of your radio station . nobody is going to like it anyway; nobody is going to like it because it isn't theirs

So, the point is, in this industry, if you want to get to the top, what you do is hold vour numbers, period.

R&R: And the secret is, there is no secret.

JC: The secret is, there is no secret. Right. It's exactly like any other business. You go in, you look at the situation, you weigh it, you see what's around you, you find out where the customers are, and then you figure out how to get them to shop in your store. It's simple. It's basic business.

R&R: Then you open the doors, and in they come.

JC: In they come. If you've got the best store in town, they're going to come in your store. They'll be there. It doesn't take any time, even. And the funny thing that we've been finding out since we started consulting a lot of stations at the same time, is that if you put something on the radio these days that sounds good, the speed with which you're able to take a station from nowhere to the top of the charts has been accelerated tenfold. As an example, the K-104 (KIOY/Fresno) situation, where we went there from a 2.6 to a 12.6 in one book, and hung on to it. And the key was very simple - people are starved for something good on the radio. So when you do it, it's like Magic-102 in Houston; it's a different approach to the same thing. Jim Maddox found another mass of people that seems to be nearly as large as the visible mass. So, he went after it, and in one book, he got them. He went from nowhere to an 8.1, I think it was, in his first book. Unbelievable but true, and he held on to it too. The point is, if you start doing something good on the radio these days - really good - it's an instant overnight success, because the people are starving for something that sounds good.

R&R: Where do you think everybody went wrong? Can you pin that down to any specific point, or do you think that everybody just kind of forgot about the basics? JC: Ego. I think that everybody has wanted to be the next Bill Drake. Everybody

has wanted to be a Pied Piper. To be a great radio person, here's what it takes. It takes a desire, first of all; then it takes education. Since there is no available education for radio per se- you know, there is no programming school or a college you can go to to really get really good education in radio - the education only comes from experience, and from asking questions of as many people as you can find to ask questions of, who seem to know something about what they're doing, and then weighing it all in your own head, and even tually, if you stay at it long enough, you come up with the answer. And everyday, you get a little better at it as long as you keep looking for a little more education.

Continued on Page 26

# Two's Company, Please The Crowd





# RUFUS & CHAKA "Do You Love What You Feel"

WABC add 14 WXLO add WIFI add WCAO 21-18 Z93 on Y100 deb 26 WGCL 30-23 KEARTH add KRLA on WBLI add

мсл



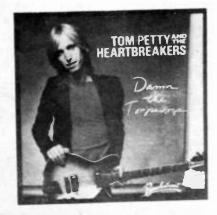
PRO-FM deb 25 **JB105 on** WHYN add WKEE on WTIX deb 39 **WNOE 23-19** BJ105 29-26 WSGA 33-29 **WBBQ** on WKIX deb 24 WRVQ deb 21 WVIC add WSEZ on **FM99 9-8** WKXY add **KSLY** on

Produced by Quincy Jones for Quincy Jones Productions, Inc. on MCA RECORDS

# TOM PETTY AND THE HEART-BREAKERS "Don't Do Me Like That"

NATIONAL AIRPLAY/30

23 22 14 TOM PETTY/Don't Do Me Like That (Backstreet/MCA)



Produced by Jimmy Iovine and Tom Petty on **Backstreet** Records

#### A CONVERSATION WITH JERRY CLIFTON

Continued from Page 24

R&R: And obviously, the people you want to talk to and evaluate what they're saying are the people who are successful.

JC: Oh, that, and more. Education in radio . . . I suppose it comes in steps, and eventually when you come to a fairly high level of success, then you're dealing with trying to find out the new concepts, or trying to educate yourself even more by dealing with your audience more than you're dealing with other radio people, particularly at this time. Sure, anybody that's in the business has got to keep his eyes on what everybody else is doing, here, there and everywhere - this guy's going to come up with something good, and that guy's going to come up with something good, so if you can keep a handle on all of that, then you keep growing along with everybody else. But in reality, your real growth has to come from being out there, immersed in your audience.

R&R: I've written about this a couple of times and I believe it to be one of the major problems for anybody programming a radio station — that they spend so much of their time in the radio station doing the day-to-day things like format clocks and one-liner cards

JC: Yes, that comes from the basic makeup of your average person that gets into radio, who, in reality, is a shy, withdrawn person, and is looking for a way to express himself, so that he doesn't have to expose himself to ridicule. So he does it in a room behind a closed door where the people can hear him, but he doesn't have to hear them back. I mean that's really the basic trait of all of us who are in the industry. So, if a program director spends more than three hours a day in the radio station he isn't sane as far as I'm concerned; he's wasting his time . . . he's got to be in the station for certain periods of time, but the rest of the time, he should be out within the community. He should be living with his audience. He should be at every concert; when discos were hot, he should have been hanging out at the discos regularly. He should be wherever the people are, because they're the ones who can tell him what to do with his radio station.

R&R: And they will tell you if you ask them.

JC: You don't even have to ask them. Just sitting around eavesdropping on conversations is a good a form of research as any. It's like a new form of research on the market, which is a very good form of research, and we use it. It's focus group research. What you do is you get a bunch of people together and you lead them in conversation.

R&R: You steer it in your direction .

JC: Yes, or in any direction you happen to feel you want it to go in. And you don't necessarily make it all about music, or radio, or anything. If fact, if you do it correctly, you don't let people know ever what it is you're really trying to get from them. That form

of research, in reality, is going on at Denny's Restaurants and McDonald's, and at bars and hangouts citywide every evening, at least six nights a week. If you go and stand at a bar in a basic where-average-people-go kind of club, and just eavesdrop on people's conversations, you are experiencing focus group research. The only thing you don't have is the ability to say, well, now let's talk about music. But that's not the most important thing. If you know everything else, you can figure out what the music is. If you know the attitude of your market and what motivates them, and all that other kind of stuff, the rest comes pretty easily. You do your own kinds of research, whatever they may be: out, record store, you know, the whole thing - and you put together your playlist from that. But everything else that's important is based on where people heads are at, and what the radio station might want to get behind or what kind of promotion you might want to do, or what kind of jock you should have, or what the attitude of the community is, All of those things are so important. That's the way your disc jockey finds out how to keep the people listening to him instead of somebody else, and as the Program Director, you're the only guy who can lead your disc jockeys in the correct direction. You're like the coach of the football team, and there may be 25,000 different ways to run a football team, but since you're the coach, you've got to run it your way, and it's got to be be consistent; the plays have to be the ones that you know how to operate, and that's the only way it works. It's like, when you get six jocks and a PD sitting in a room at a jock meeting, they'll all have a different idea, but they've all got to understand that only one of those ideas can be used. Only one concept will work, and if the radio station is all motivated in the same direction, it's got a chance of winning. But the basics are still the same. They haven't changed and they don't need changing. They still work.

Agree or disagree with him, but Jerry Clifton isn't pulling any punches. Together with his partner, Eric Rhoads, he formed New World Communications as a radio consultation firm. After more than a year operating outside the static walls of a single radio station, Jerry's perspective may be a bit different, but then the more you sample the views of others the clearer your own views can become.

Thanks to Jerry for his candid thoughts. And now, we can all proceed into 1980 secure in the knowledge that the future starts every day.

Thanks.

# **Brad Messer**

#### Continued from Page 16

#### **First Presidential Election**

MONDAY, JAN. 7: The United States held its first Presidential election 190 years

CONTINUES IN JAIN. 6: The United States held its first Presidential election 190 years ago (1789). The fine print about that is, the Presidential electors didn't actually vote unit? 424-89 and their ballots weren't officially counted unit 4-6-89, when it was announced the Prez would by George Washington. He was inaugurated April 30th 1789, with John Adama VP. Sevents-five years ago today the majorerist conflagration that did *nu* become famous like the Chicago Fire destroyed 2000 buildings and did an estimated \$125 million damage in the business section of Baltimore. MD 19041, After that, there was no longer a business section in Baltimore because it had been entirely destroyed. Nenny Loggins become 31.

#### The King Is Dead: Long Live The King!

TUESDAY, JAN. 8: People don't think of the 1815 Battle of New Orleans or other historical stuff on this. day. It is the hirthdate of Elvis Aron Presley, born in Tupelo, MS at 12/20pm 44 years ago in 1935. "Eve outsold the Beatles and the Stones ..., all of empirit together?"

David Bowie is 32, actress Yvette Mimfeaux 38, promoter Bill Graham hits 48. Jerot John "Jerry" Garcia of the Grateful Dead Is 30, comedian Soupy Sales turns 53.

#### The Almost-King

The Almost-King WEDNESDAY, JAN. 9: Former 37th U.S. President Richard Nixon is 60 today and I'm not going say one negative thing about him because there comes the time to put away grudges and vituperation and just let bygones be bygones even for power-mad lying shifty-eyed croeps. Perhaps I should point out that the opinions and occasional eccession in this column do not necessarily reflect the opinions of the publisher of this newspaper, who just lets me say wild stuff in the name of freedom of the press or something. The first balloon flight in the U.S. got off on this date in 1930. If you've heard about "McCarthyiam" but don't know exactly what it means, here's an example of this inner-the-truth streamroller tactice. On this date in 1930, making a speech in West Virginia, the Senator dramatically announced "Thas bere's on the state heard about "McCarthy admitted he bad been waving around an old laundry, bit and had made up the whole accusation, which you can imagine gave some hard moments in the State Department right after that speech!

right after that speech. On January 9, 1805, the state of Ohin passed the so-called "Black Laves," prohibiling many actions including court testimony by blacks.

The Moon As A Reflector

THURSDAY, JAN. 10: The year was 1940. The Second World War was just ended. Tastest airplane in the world could go coast-to-coast averaging 504mpb, innutes cloted on atraz Island....and exactly 33 years ago Earth technology advanced a step as the first ar beam was aimed at the moon and successfully bounced back. Oil was discovered in Texas in 1901, but they're apparently beginning to run out. One te official confirms Texas oil production has declined for the past seven years. Rod Stewart in 34. Jim Croce would have been 30.

#### **Cigs-Cause-Cancer Report**

FRIDAY, JAN, 11: Fifteen years ago today the U.S. Surgeon General caused an epidemic of headaches at the tobacco companies by officially reporting eigarette emoking a "definite health hazard." As you know, the U.S. still spends tax money to subsidize tobacco

Note: My thanks to John Alan Weitz of K-102/El Pago for sending a calendar of birth-days of country musicians. However, it does not include the year of birth, and I'm still search-ing for a reliable source of hirthdays including the people's ages. Anyone, anywhere?

American Broadcasting Company **Columbia Broadcasting System** National Broadcasting Company Metromedia Corporation **RKO General** Blair Radio Century Broadcasting Corporation And all our other friends across the country.

Best wishes for increased ratings and sales during the coming year. Stay tuned for a major announcement about our accelerated expansion into the top 15 markets in 1980.

#### WALLACE & WASHBURN INC. 118 Newbury Street, Boston, MA 02116 617-262-5978

# Bring In The Eighties With Two Great Ladies:



# BONNIE RAITT "You're Gonna Get What's Coming"

WIFI on 94Q on KRBE on KBEQ 30-30 KUPD on WTIC-FM 12-11 WICC on WPST deb 31 PRO-FM on 14Q 18-17 WKEE on KEEL deb 34 KXX106 on WBBQ 30-28 WSKZ on WRJZ 33-30 WNOX 26-23 WVIC deb 38 KLEO 29-27 KZ93 on WMEE on KCPX on KRKE-FM add WIGY 2-1 WFBG 40-37 WANS-FM 29-26 WRKR deb 39 WSPT 24-22 KENI 35-21 KFXD on KRLC 16-13

**Produced by Peter Asher** 



# NICOLETTE LARSON

# "Let Me Go, Love"

KIMN KOPA KNOW Y103 WRJZ WAYS KRUX WEEO 14WK WHHY FM99



ON WARNER BROS RECORDS

Produced by Ted Templeman

#### Page 28

### EAST

#### Most Added . Hottest Queen

Dan Fogelberg Anne Murray

EAST

PARALLEL ONE

96KX/Pittsburgh, PA Jay Stone

CKGM/Montreal, CAN. Joyce Pillarella

JUYCE Pillervila QUEEN ELO TERI DESARIO HOTLOES: B6D 2-1 JEFF. STARSHIP 11 6 600MTOWN RATS 12-7 KOOL 6 TWE GANG 13-0 MICHAEL JACKSON 18-12

WABC/New York, NY

Nonja John RUPUS 6 CHAKA ISAAC HAYES DIONKE WARWICK Nottest: STYN 1 66D 2-2 MICHAREL JACKSON 4-3 RUPERT HOLMES 5-4 CAPT. 6 TENNILLE 14-10

WCAO/Baltimore, MD

Hottest: MICHAEL JACKSON 2-1 PRINCE 11-6 JEFF. STARSHIP 12-8 KENNY LOGGINS 20-16 DIONNE WARWICK 27-23

WEIL/Philadelphia, PA Gerry DeFrancisco

SPINNENS Hottest STYX 1-1 KENNY ROGERS 0-5 CLIFF RICHARD 10-0 MICHAEL JACKSON 19-10 CAPT. 6 TENNILLE 17-11

WIF1/Philadelphia, PA Jeff Robins

DIONNE WARWICK RUPUS 6 CHAKA MOLLY HATCHET CINDY BULLENS HOTLEST COMMODORES 1-1 RAINBOW 12-9 FLEETWOOD MAC 24-17 TON PETTY 25-18 SANTANA 29-22

WPEZ/Pitt-hurgh, PA

MONKEES ROD STEWART BETTE HIDLER SPINNERS DR. HOOK HOTLER: RUPERT HOLMES 1 1 CLIFF RICHARD 10-7 FOREIGNER 13-11 FLEETMOOD MAC 24-19 QUEEN D-23

WPGC/Washington, DL

SISTER SCL SUGAR HILL GANG 1-1 MICHAEL JACKSON 2 2 KOOL 6 THE GANG 3-3 STYK 4-4 SUPERTRAMP 5-5

WRKO/Boston, MA

STYX J'JAYS DIRT BAND ISAAC HAYES Hottest: KOOL & THE GANG 1-1 DONNA SUMMER 3-2 RUPERT HOLMES 5-3 MICHAEL JACKSON 10-8 CAPT. 6 TENNILLE 12-

F105/Boston, MA Tom Connelly

STEVE FORBERT

QUEEN KENNY LOGGINS SUGAR HILL GANG KENNY ROGERS HALL & OATES PRINCE ISAAC HAYES PLYING LIZARDS DIONNE WARWICK

DIONE WARWICK HOLLBE: RUPERT HOLMES 9-1 KOOL & THE GANG 6-3 LRB 11-5 DR. HOOK 15-9 CLIFF RICHARD 25-19

WXLO/New York, NY Don Kelly

RUPUS 6 CHARA TOTO SHALAMAR Hottest: STWX 3 1 SMOREY ROBINSON 10-6 CLIFF RICHARD 14-8 CAFT. 6 TENNILLE 17-9 O'JAYS 18-11

Harry Velson

ANNE MURRAY

Jim Elliott

STEVE FORBERT SISTER SLEDGE

Mark Fritzges

Jim Snowden

DANN ROGERS DAN FOGELBERG ALAN PARSONS

QUEEN BARRY MANILOW

Jim Buchanan

QUEEN OIRT BAND DAN FOGELBERG ELO BONNIE POINTER

WTRY/Troy, NY Don Perry

Hottest: RUPERT HOLMES 1-1 MICHAEL JACKSON 8-3 KENNY ROGERS 14-7 CLIPF RICHARD 23-15 FLEETWOOD MAC 26-16

WAEB/Allentown, PA Jeff Frank

JUTT FRAME BOB WELCH BARRY MANILOW RITA COOLIDGE HOOLBALT JEFF. SICHARD 3-1 JEFF. SIARSHIP 12-6 DR. HOOK 16 9 JOHN COUGAR 17-10 TOM PETTY 22-14

QUEEN NEIL DIAMOND LED ZEPPELIN

Sonja Jones

Ron Hiley

ISAAC HAYES DAN POGELBERG SPINNERS ABBA STEVE FORBERT HOTTERS

QUEEN PLEETWOOD MAC

Jay Stone MICHAEL JACKSON ANNE HURPAY WINGS OUEEN HOLLOSE: RAINNOW 1-1 EAGLES 4-3 IRB 8-5 STYX 11-7 FOREIGNER 13-8

Michael Jackson **Rupert Holmes** 

Captain & Tennille

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

JIN TELEATER DIRT BAND JIEVE FOREET QUEEN ANNE MURRAY HOLESELI RUPERT HOLMES 1-1 STEVIE WORDER 12-8 DIONNE WARWICK 18-11 JOHN STEWART 28-71

WXIL/Parkersburg, WV Hob Garrett PEACHES & HERB SANTANA CALIFORNIA OUEEN

TOM JOHNSTON Hottemt: Kool & The Gang I-1 Shalamar 8-3 Dann Rogers 10-6 Dollar 11-7 Michael Jackson 16-10

WYRE/Annapolis, MD

Mottest: MICHAEL JACKSON 2 1 FOREIGNER 7-4 CAPT. 6 TENNILLE 9-5 EAGLES 15-7 DIONNE WARWICK 21-18

QUEEN SISTER SLEDGE

Steve Kingston

WIGY/Bath, ME Rogers, McKay

LED 25FFEET BONNIE RAITT 2-1 CLIFF RICHARD 5-2 TOM PETTY 6-3 KENNY LOGGINS 11-7 FLEETWOOD MAC 16-8

V100/Charleston, WV Gary Mitchell

Ginry Milchell ROD STEWART CHEAP TRICK QUEEN PAT BENATAR DAN FOGELBERG HOTERST. RUPERT HOLMES 1-1 JEFF. STARSHIP 6-2 KENNY ROGENS 15-9 SMOREY ROBINSON 17-10 KOOL & THE GANG 10 12

QUEEN ANNE MURRAY TOTO LED ZEPPELIN

DS&HO

SOUTH

Q105/Tamps, FL Mason Dixon

SPINNERS DIRT BAND

PABALLEL ONE

NUTERI DENDE RUPERT HOLMES 1-1 BUGGES 0 1 ROGER HALLMARK D-10 TERI DESARIO 25-12 PRINCE 30-14

Y 100/Miani, FL Robert Muzzy

TOM PETTY FLEETWOOD MAC ISAAC HAYES Hottost:

Z93/Atlanta, GA Dale O'Brien

TTYX Hottest: EAGLES 1-1 KOOL 4 THE GANG 8-6 JEFF. STARSHIP 10-7 TOM PETTY 15 9 FLEETWOOD MAC 18-13

Z97/Fort Worth, TA Gary Mack

KENNY ROGERS FLEETWOOD HAC JOURNEY HOLTBUT: EAGLES 1-1 BLONDIE G-4 REO SPEEDMAGON 17-9 ALAN PARSONS 21-14 J.D. SOUTHER 20-17

PARALLEL TWO

Nick Hazkw. DIRT BAND Anne HURRAY SPINHERE HALL & OATES (dp) PAT BENATAR (dp) MOLLY NATCHET (dp) HOTEST: RUPERT HOLMES 1-1 RUPERT HOLMES 1-1 KOOL & THE CANC 3-2 CAPT. & TENNILLE 11-KENNY LOGCINS 23-12 CHEAP TRICK 19-14

BJ105/Orlando, FL Tom West

PAT BENATAR CHEAP TRICK PLEASURE CHER MIKE PINERA FLEETWOOD MAC

POCHAT DIONNE WARWICK ELO

ELO Hottest: RUPERT HOLMES 6-1 SUGAR HILL GANG 13-2 LRB 10-7 BARRY MANILOW 12-9 KENNY ROGERS 20-13

KEEL/Shreveport, LA Marty Johnson

DIONNE WAHWILE Hottest: KENNY ROGERS 5-1 ISAAC HAYES 3 2 MICHAEL JACKSON 14-6 PRINCE 24-9 TOM PETTY 17-12

SPINNERS ANNE MURRAY STYX CHEAP TRICK DIONNE WARWICK

KLIF/Dallas, TX Harry Nelson

LOBO JENNIFER WARNES QUEEN GEORGE BURNS

GEORGE BURNS Hottest: RUPERT HOLMES 2-1 CAPT. 6 TENNILLE 8-4 KC 6 BAND 10-6 MICHAEL JACKSON 12-7 CLIPF RICHARD 16-9

KNOW/Austin, TX Lenny White

JOURNEY SUZI QUATRO MOLLY MATCHET JOAN ARMATRADING CINDY BULLENS QUEEN JOE JACKSON HOSTESE:

Hottest: JEFF, STARSHIP J-1 STEVE FORBERT 7 4 TOM PETTY 11-7 EAGLES 15-8 FOGHAT 12-9

THE SCHL SPINERS TOM PETTY DIRT BAND PETER BROWN JOHN STEVART STEVE FORBERT HOCLGEL ROCER HALLMARK 1-1 LTD 6-5 KENNY ROCERS 8-6 SWITCH 10-9 M 16-10

KXX106/Birmingha Steve Davis

STEVE PORBERT STYK CHEAP TRICK DAN POCELBERG HOLEGEL CAPT. & TENNILLE 3-1 KENNY ROCERS 11-7 JEFF. STARSHIP 13-9 EAGLES 21-17 ROD STEWART 27-21

KTSA/Son Anto Mike Scott

DANN ROGERS

92Q/Nashville, TN Nick Bazoo.

HALL & OATES

WAPE/Jacksonville, FL Paul Sebastian

GUEEN Hottest. RUPERT HOLMES 2-1 KC & BAND 7-2 MICHAEL JACKBON 14-10 TERI DEGARIO 15-12 ALAN PARSONS 19-15

WAXY/Ft. Lauderdale, Fl Michael Word

MICTURE W UTU SMOKEY ROBINSON MIKE PINERA WINGS Hottert Kenny Logging 2-1 Michael Jackson 3-2 Stevie Wonder 5-3 Supertramp 10-8 M. Manchebter 19-15

WAYS/Charlotte, NC Roy Rosen

Hoy Homen CHEAP TRICK NICOLETTE LARBON JIMMY BUFFET NOTENEL KENNY ROCERS 3 1 MICHAEL JACKSON 7-3 KOOL & THE GANG 10-7 JEFF. STARSHIP 20-17 TERI DESARIO 25-21

WBBQ/Augusta, GA Bruce Stevens

SANIANA Hottest: SMOKEY ROBINSON 1-1 KENNY ROGENS 12-2 KENNY LOGGINS 14-8 DIRT BAND 17-12 EAGLES 21-16

WFMF/Baton Rouge, LA

Nottest. RUPERT HOLMES 1-1 LRB 3 2 CAPT. & TENNILLE 10-6 KENNY LOGGINS 12-7 KOOL & THE GANG 15-9

Bob Caneda Anne MURRAY DIAT BANY LED ZEPPELIN (dp) Hottest: RUPERT HOLMES 2-1 MICHAEL JACKSON 3-2 SUGAR HILL GANG 12-5 LRB 14 10 DONNA SUMMER 17-13

WHBQ/Memphis, TN Dave Nichols

DIRT DANG Hottest: B&D 1-1 CAPT. & TENNILLE 7-3 RUPERT HOLMES 12-5 ISAAC HAYES 13-7 PRINCE 23 15

WKIX/Raleigh, NC

Ron McKay FLEETWOOD MAC NEIL DIAMOND STEVE FORBERT QUEEN ROBERT JOHN MOTEGAL: RUPERT HOLMES 1-1 SMOKEY ROBINSON 11-7 PRINCE 14-10 EAGLES 23-17 RUFUS & CHAKA D-24

WLAC/Nashville, TN Rick Harris

GEORGE BURNS (dp) Hottest: KENNY ROGERS 1-1 RUPERT HOLMES 6-3 LRB 13-9 DIONNE WARWICK 23-20 KENNY LOGGINS 29-23

WNOE/New Orleans, LA Wayne Harris

Wayn: Harria Dan Fogelberg Anne Rumray Pat Benatar Robert Palmer Jimmy Buffett Lobo Shalamar Cher Hotteat: Rupert Holmes 1-1 Cliff Richard 10-5 Caff. 6 tennile 12-6 Smokey Robinson 11-6

WRJZ/Knoxville, TN Bob Kaghan

Hit RAGMAN QUEEN NEIL DIAMOND ANNE HURAAY CHEAP TRICK HOttesti HICHAEL JACKSON 3-1 FLEETWOOD MAC 8-5 JEFF. STARSHIP 15-7 TOM PETTY 21-15 SMOKEY ROBINSON 23-16

WSGA/Savannah, GA Brady McGraw

ELO Hottest. SUGAR HILL GANG 1-1 KENNY ROGERS 5 3 CLIFF RICHARD 10-7 JEFF. STARSHIP 13 10 PRINCE 19-11

DIRT BAND

Ron McKay

STEVE FORBERT TERI DESARIO ANNE MURRAY DIRT BAND

WGH/Nurfolk, VA

Bob Canada

ANNE MURRAY Shalamar Santana

Randy Rice

ELO SANTANA

STYX JIMMY BUPPETT

R&R/Friday, December 21, 1979

Michael Jackson

**Rupert Holmes** Jefferson Starship

SOUTH

Most Added. Hottest

WERC/Birmingham, AL Mark Thompson

NEIL DIAMOND GUEEN BUZI QUATRO TERI DESARIO ANNE MURRAY DAN POGELBERG HOCTARI MICHARL JACKSON 1-1 CAPT. 6 TENNILLE 4-2 BLACKFOOT 12-8 POGHAT 17-10 PRINCE 24-14

KX104/Nashville, TN Steve Denton

Sieve Denion LED ZEPPELIN BARRY MANILOM O'JAYS MEIL DIAMOND JENNIPER WARNES ELO MOLLY HATCHET DIAT JAND HOLEGAEL MICHAEL JACKSON 3-1 CAPT. 4 TENNILLE 13-5 EAGLES 23-8 DONNA SUMMER 16-12 PRINCE 26-13

WFOX/Gainesville, GA

UFR JAMEA ANNE MURRAY QUEEN STYX SU21 QUATRO HOLEGBE: KENNY ROGERS 2-1 CLIFF RICHARD 12-9 LRB 16-13 DR, HOOK 20-16 EAGLES 22-18

FM99/Tallahasser, FL Jay Marks

Jay Marka QUEEN ELO NEIL DIAMOND EWAF DAN POCELBERG HOTCBEL KENNY ROGERS 3-1 JEFF. STARSHIP 6-4 CAPT. & TENNILLE 7-5 PRINCE 18-9 KENNY LOGGINS 14-10

WKXY/Sarasota, FL Charlie Fernandez

QUEEN LEO ZEPPELIN POLICE POGMAT RUFUS & CHAKA HALL & OATES PRINCE SARRY MANILOW HOTLOST: RUPERT HOLMES 1 1 MICHAEL JACKSON 9-4 KENNY ROGERS 12-9 EAGEES 21-13 FOREIGNER 20-14

KPUR/Amarillo, TX Mark Shannon

TOM PETTY QUEEN Hottest: KOOL & THE GANG 2-1 MICHAEL JACKSON 3-2 SMOKEY ROBINSON 11-6 JTEVE PORBET 33-18 PRINCE 32-19

WANS-FM/Anderson, St Jim Evans

DIRT BAND TOM PETTY

 BOWNIE PUINIEN
 Jim Evans

 NICOLETE LARSON
 QUEN

 ROBERT JOHN
 QUEN

 BOB JARES
 MICRAREL NESMITH

 Hoteat:
 SPINNERS

 EAGLES 5-1
 MIKE PINERA

 DIONNE WARWICK 12-5
 ROBERT PALMER

 PRINCE 15-8
 HOLEGST:

 TOM JOHNSTON 21-14
 JEFE STARSHIP 1-1

 STEVE FORBERT 27-17
 SUGAR HILL GANG 7-4

 WTMA/(harlenton, SC
 GAPT. A TENNILLE 19-14

 Rick Tracy
 KENNY ROGERS 20-15

Greg James

STYN NEIL DIAMOND

Que

CK101/Coroa Beach, FL

TOTO PAT BENATAR (dp) HOTEGET: MICHAEL JACKBON 2-1 KENNY ROGERG 5 2 EAGLES 17-7 HALL 6 OATEB 15-13 TERI DESARIO 27-18

IBAAC HAYES SAMTANA CHEAP TRICK STYX Hotteot. B&D 4-1 JEFF. STARSHIP 5-2 KOOL & THE GANG 11-9 TERI DESARIO 25-22 DIONNE WARWICK 28-23

KAAY/Little Rock, AR Jack Randall

Jack Kandall PLEETWOOD MAC ANNE AURAAY HOLLEBL RUPERT HOLMES 1-1 STEVIE WOMDER 13-5 CLIFF RICHARD 12-6 KENNY ROCERS 15-7 DIONNE WARWICK 17-0

KILE/Galveston, TX Terry Davis

Hottest: MICHAEL JACKSON 2-1 JEFF. STARSHIP 10-4 CLIFF RICHARD 11-5 SMOKEY ROBINSON 14-8 FLEETWOOD MAC 20-10

KSEL/Lubbock, TX

J-ff King DIONNE WARWICK DAN FOGELBERG STEVE PORGERT QUEEN STYX Hottem: JEPF. STARSMIP 4-1 KOOL & THE GANG 6-3 KENNY ROCERS 15-4 MICHAEL JACKSON 12-6 EAGLES 20-13

WAAY/Huntsville, AL Jim Kendricks

ROD STEWART Hottest: MICHAEL JACKSON 3-1 JEFF. STARSHIP 8-2 EAGLES 12-6 PRINCE 13 8 SANTANA 19 15

Rich Thomas ANNE MURRAY QUEEN CHEAP TRICK BONNIE POINTER NICOLETTE LARSON ROBERT JOHN BOB JARES HOTLESL: EAGLES 5-1 DIONNE WARWICK 12-5 PRINCE 15-8 TOM JOHNSTON 21-14 STEVE FORBERT 27-17 WTMACH-Larson

QUEEN BARRY MANILOW ANNE MURRAY HALL & OATES SPINNERS HORTEST: RUPERT HOLMES 3-1 BLACKFOOT 4-2 STEVIE WORDER 12-0 JEFF. STARSHIP 13-9 FOREIGNER 16-10

WSEZ/Winston-Salem, NC

DANN NOGENS Hottest: KOOL & THE GANG 6-1 KENNY ROCERS 10-4 EAGLES 14-8 JEFF. STARSHIP 19-9 STEVE FORBERT 33-17

Pete Berry QUEEN DAN FOGELBERG ROBERT PALMER DANN ROGERS

ELO DIRT BAND

QUEEN ANNE MURRAY NEIL DIAMOND ROD STEWART

WHHY/Montgot Rich Thomas

Jeff King

SUGAR HILL GANG DIONNE WARWICK CHEAP TRICK BLACKFOOT

G100/Mabile, M. Scott O'Brica

Steve Ocean

LED ZEPPELIN FLYING LIZARDS QUEEN NEIL DIAMOND TOTO PAT BENATAR (di

WSGN/Birmingham, Al. PARALLEL THREE

Jny Wicharls Daw FogElbERG Spinners Hottest: Michael Jackson 3-1 ISAC HAVES 10 5 CAPT. & TENHILE 11-6 Kenvy LoggINS 10-10 ExGLES 22-11

WTIX/New Orleans, LA

A LIN SECTION QUEEN ANNE HURRAY PAT BENATAR ROBERT PALMER JOHN STEWART ROBERT JOHN DOLLAR HAR-KAYS HOLEREL. RUPERT HOLMES 1-1 KC & BAND 4 2 MICHAEL JACKSON 10-4 SMOKEY ROBINSON 12-5 CAFT. & TENNILLE 14 7

Y 103/Jacksonville, FL Majs Piff

Maja Piff Tom Johnston Toto Nell Diamond Halls Gates Anne Rugray Kools The Gang Gamma Dirt Band Nicolstte Larson Rod Stewart Z.Z. ToP Hotkest: Rupert Holmes 6-1 Foreigner 9-6 Capt. 4 Tennille 12--Jepf. Stamship 14-6 Isaac Hayes 19-12 WRY(/Richmond VA

WRVQ/Richmond, VA Bill Thomas

LED ZEPPELIN DAN FOGELBERG SPINNERS Hottest: KENNY ROGERS 5-1 BLACKFOOT 10-6 FOGMAT 12-6 JEFF. STARSHIP 19-13 CHEAP TRICK 24-17

KAUM/Houston, TX Leslie Raboy

2 2 TOP CHEAP TRICK HOTLERE: RUPERT HOLMES 2-1 CLIFF RICHARD 5-6 MICHAEL JACKSON 15-9 POGHAT 14 10 EAGLES 16-12

KELP/El Paso, TX Stan Main

PRINCE FLEETWOOO MAC A88A Hottest: Kool & The Gang 2-1 MiCMAEL JACKSON 7-2 SMOKEY ROBINSON 16-8 KENNY LOGINS 23-1 TERI DESARIO 33-17

FM100/Memphis, TN Mark Williams

Mark Williams DIONNE WARWICK EWSP SPINNERS DAN FÖGELBERG NEIL DIAMOND HOLTEST: MICHARL JACKSON 3-1 RUPERT HOLMES 4 2 JEPF. STARSHIP 10-7 FOREIGNER 14-10 PRINCE 18-14

WNOX/Knossille, TN

Scull Major SPINNERS MOLLY HATCHET STYN KENNY LOGGINS Hotteat: RUPERT HOLMES 1-1 EAGLES 0 5 PRINCE 15-10 ROBERT JOHN 20 14 TOM PETTY 21-17

David Carroll LED ZEPPELIN OUEEN PRINCE ROBERT JOHN GANMA Hottest: JEFF, STARSHIP 3-1 MICHAEL JACKSON 10-6 EAGLES 16-9 AICHIE FURAY 19-14 DAN FOGELBERG 26-16

958GF/Savannah, GA C.B. Gaffacy

DAN FOGELBERG QUEEN Hottest: RUPERT HOLMES I-1 SUGAR HILL GANG 3-2 CAPT.6 TENNILLE 12-6 MICHAEL JACKSON 13-9 KENNY ROGERS 18-10

Huitern Barton Tom Petty Pochat Dionne Warwick Donna Summer Isaac Hayes Notest: Kool & The Gang & 1 Rupert Noimes 7-4 Michael Jackson 11-7 Caft. & Tennille 14-10 Terl Oegario 21-12

KINT/El Paso, TX Ruben Barron

STYX DAN FOGELBERG

WSKZ/Chatta David Carroll

Scott Majors

Kim Stephen

Anne Murray

Spinners

WHIN/Springfield. MA Ken Capurao RUFUS & CMARA LED EEPPELIN NELL DIAMOND ANNE HURAY DIRT BAND ALEONEMITH AEMOSMITH BUGAR MILL GGANG 20-19 RUFUS 37-24 PRINCE 37-24 WXIL/Parkersbur WXIL/Parkersbur PARALLEL TWO 14Q/Worcester, MA NEVY YORK DAN POCELBERG QUEEN TERI DESARIO ANNE MURRAY JOHN STEWART Noteset: STYM 1-1 BUGGLES 13-7 MICHAEL JACKSON 14-9 FLEETWOOD MAC 15-10 J.D. SOUTHER 19-11 ve York WBLI/Long Island, NY W HLL/Long Island. NY Hill Frery Dan Podelberg Queen RUFUS & CHAKA Hottest: STYK 1-1 RUFPRT HOLMES 3 2 CAPT. & TENNILLE 11-6 EMB 12-8 SMOREY ROBINSON 20-14 JH105/Providence, R1 Todd Chase Todd Chan-STEVE FORBERT SPINNERS DIRT GAND INMATES BLACKFOOT SUZI QUARO HOLTEST: RUPRET HOLMES 2 1 MICHAEL JACKSON 5-3 RENNY ROGERS 10 6 CAPT. 6 TENNILLE 13-TOM PETTY 17-13

WTIC-FM/Hartford, CT Rick Donahue 13-10 DAN POGELBERG SPINNERS DIRT BAND PRO-FM/Providence, RI

PRO-FM/Providence, H ()Brien/Giovanni KENNY ROGERS STYX ANNE MURRAY O'JAYS SPINNERS NEIL DIAMOND D MOLLY HATCHET (dp) MATCHATR ( DIAT BAND Hottesti CLIPP RICHARD 2-1 SUGAR HILL GANG 4-2 JEPP. STARBHIP 5-3 MICHAEL JACKSON 9-6 KENNY ROGERS 13-8 Q106/York, PA Steve Gallagher

Neve tailagter Oueen Dan Pogelberg Pat Benatar Hottest: Rupert Holmes 1-1 Kool 5 the Gang 3-2 Kenny Rogers 11-4 Hichael Jackson 13-9 Eagles 18-10 WBBF/Rochester, NY

## PARALLEL THREE 14WK/Wheeling, WV Jim Roberts DAN FOGELBERG QUEEN TOTO NEIL DIAMOND ANNE MURRAY

Jin Bnowden DIONE WARNICK STEVE FORBERT TOM PETTY HALL & OATES Hotteat: RUPERT HOLMES 1~1 LERB 4-2 CLIFF RICHARD 10-6 JEFF. STARSHIP 14-9 CAPT. & TENNILLE 16-14 WICE/Bridgeport, CT Bob Mitchell ANNE MURRAY Hottosti Rupert HolmES 1-1 CLIFF RICHARD 11-5 KENNY ROGERS 18-6 KENNY LOGGINS 15-11 EAGLES 26-12 K104/Erie, PA

Bill Shannon

Hottest: CLIFF RICHARD 3 1 CAPT. 6 TENNILLS 10 5 KENNY ROGERS 13-7 EAGLES 14-9 FLEETWOOD MAC 17-13 Bill SORANDON BARBRA STREISAND Hottest: TRIUMPH 6-1 ABBA 12-6 FOREIGNER 13-8 SMOKEY ROBINSON 15-10 MICHAEL JACKSON 17-11

WKBO/Harrisburg, PA

# WEEO/Waynesboro, PA Terry Keller

OUEEN DAN FOGELBERG (dp) LED ZEPPELIN Nottest: KENNY ROGERS 2 1 CAPT. 6 TENNILLE 8-5 EAGLES 11-9 MICHAEL JACKSON 13-10 TOM PETTY 22-14

BONNIE POINTER Hottest: RUPERT HOLMES 1 1 KENNY ROGERS 6 3 JEFF. STARSHIP 11-6 SMOKEY ROBINSON 15-10 POREIGNER 18-12

WKEE/Huntington, W Gary Miller

WFBG/Altoona, PA Tony Booth

TOTO QUEEN ANNE MURRAY AEROSMITH SUZI QUATRO ISAAC HAYES HOTERST: RUPERT HOLMES 3-1 JEFF. STARSHIP 8-4 KENNY LOGGINS 10 5 CAPT. 4 TENNILLE 14-6 MICHAEL JACKSON 21-7 VILLE JACKSON 21-7

Gary Miller 0'JAYS DAN FOGELBERG QUEEN NEIL DIAMOND DOLLAR INMATES MOLTORE MICHAEL JACKSON 3-1 CAPT. 6 TENNILLE 6-2 FOREIGNER 10-7 SMOREY ROBINSON 11-8 KENNY ROGERS 14-9

WPST/Trenton, NJ Tom Taylor

Lom Laylor OUEEN TERI DESARIO LED ZEPPELIN PAT DENATAR HORLSAL JEFF. STARSHIP 3-1 FOREINER 11-8 CLIFF RICHARD 12-9 CAPT. 6 TENNILLE 16-12 EAGLES 22-17

BARBRA STREISAND QUEEN ANNE MURRAY BOB JAMES HOLLGHEI CAPT. 4 TENNILLE 3 1 FLEETWOOD MAC 10-7 KENNY ROGERS 12-8 SMOKEY ROBINSON 20-12 TERI DESARIO 22-13

WHEB/Portsmouth, NH Rick Bean

WJBQ/Portland, ME Chip Kelley DAN FOGELBERG TOM JOHNSTON STEVE FORBERT ELO Nottest: LRB 3-1 J.D. SOUTHER 6-3 KENNY ROGERS 20-14 MICHAEL JACKSON 22-15 ALAN PARSONS 23-17

WLBZ/Bangor, ME Michael O'Hara

MICHAEL O'HATE BOONTOWN RATS ANNE HURAY HOUNDS (dp) BEAT (dp) FLVING LITARDS (dp) HOTUSS (dp) HOTUSS (dp) ROTUSS (dp) FLVING LITARDS (dp) FLVING (dp)

# The world-wide A8BA classic, "CHIQUITITA," is turning into a classic in the U.S.



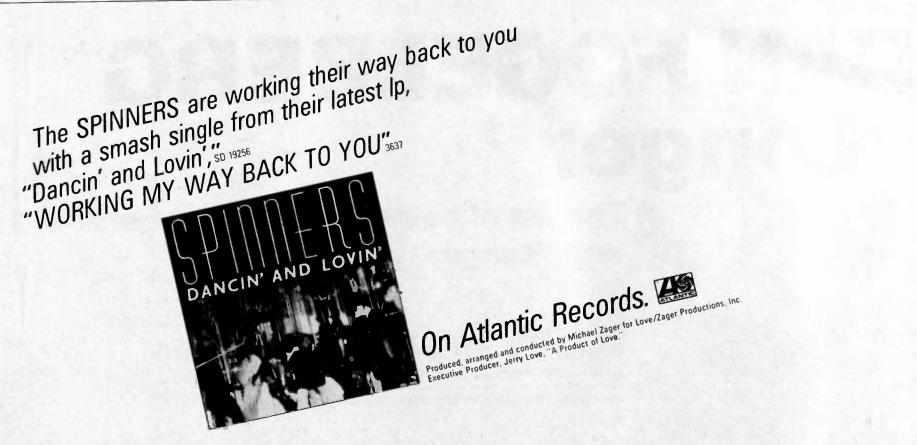


Produced by Benny Andersson & Björn Ulvaeus.

ding Corp C A Worner

"Chiquitita" is available on both lp's.

WLOF WICC **KIOA** on WBT WFIL on **KIMN** on **KWEN 34-32 KELP add 36** WTSN on 96X WCAO add **KOPA** on WKBO deb 30 WHEB 18-16 **KINT** on WZZP on WIKS WRKO on K104 1-2 WOHO 23-18 **FM97** WKBW on **JB105** WJDX **WFBG 23** WTIX 40-33 KQDI 27-24 WHYN 32-29 KSTT **CKLW 13 WNOE 27-25** WXIL 24-22 KSTP WGCL 23-21 14Q deb 25 13FEA WZUU add **WKEE 33-29 KEEL 32** KCPX on **KRUX 40-34** 14WK **BJ105** on **KILT** on WFBR WSEZ 27-25 WBBQ 29-26 KORL WBEN-FM **KRLA 15-14 WFLB** WVIC 31-21 **KFI** add WBJW WOLF



# It's working on:

WXLO deb 27KRLA addKLIF addWFIL addKFI addKTSA add96KX 26-22KOPA addWTIX deb 38WPEZ addWBLI deb 30WNOE onWCAO addWTIC-FM add 31KEEL add	95SGF on WBBQ on FM100 add WHBQ deb 26 92Q add WNOX add WKIX on WAYS on	WRVQ add WVIC add KWEN add KRAV add KCPX deb 30 KRUX add 39 K104 deb 38 WFBG 36-34	14WK 39-33 WXIL 30-23 WCIR WAAY deb 28 WHHY on WERC on KX104 deb 29 WFOX deb 29	WSGA 32-30 WTMA add WANS-FM add WCGQ WFLB
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# "Voices" Get Louder. . . "Longer" Gets Stronger. . .



If you've heard the "Voices" in your ear, you know why its a ...



Voices (Epic) 67% of our reporters on it. Moves: Up 62, Same 24, Down 1, Adds 19, including KWK, KAUM, KEEL, KXX106, BJ105, WRJZ, WAYS, KWEN, KLEO, WHOT, KFXM, KJRB, KENO, G100, KBOZ, KOOK.



# DAN FOGELBERG "Longer"



The list of believers gets "Longer" and "Longer" and "Longer"



DAN FOGELBERG "Longer" (Full Moon/Epic) 87/46 Moves: Up 29, Same 12, Down 0, Adds 46, including WCAO, Q102, B100, KIMN, WICC, WKBO, WNOE, 95SGF, KOFM, KERN, KGW.



**On Full Moon/Epic Records** 

R&R/Friday, December 21, 1979

### MIDWEST

Most Added. Hottest

Kenny Rogers

Michael Jackson

**Rupert Holmes** 

HALL & GATES

Dick Thompson

CHEAP TRICK

John Curry

QUEEN NEIL DIAMOND

HOLLY HATCHET

Freddie Fever PRINCE GAMMA STYX

STIA LED ZEPPELIN ROBERT PALMER BOB WELCH Hottest: RUPERT HOLMES 1-1

LRB 2-2 CLIFF RICHARD 5 3 STEVIE WONDER 7 4 TOM PETTY 16-10

WNCI/Columbus, OH

Hottest: RUPERT HOLMES 1-1 MICHAEL JACKSON 4-2 KOOL & THE GANG 8-4 SMOKEY ROBINSON 10-5 TOM PETTY D-18

WOHO/Toledo, OH

Beau Elliott

Jim St. John

TOM JOHNSTON

NEIL DIAMOND

TERI DESARIO STEVE PORBERT STYX HOLTEST: RUPERT HOLMES 1-1 KENNY ROCERS 5-2 LRB 6-4 CLIFF RICHARD 13-6 ABBA 23-18

WVIC/East Lansing, MI

NEIL DIAMOND STYX RUFUS & CHAKA LED ZEPPELIN OUEEM DIAT GAND MOLLY HATCHET SPINNERS JOHN STEWART ANNE MURRAY AICK DERNIGER MISTRESS Notteme: CLIFF RICHARD 1-1 640 6-2

BLO 6-2 HICHAEE JACKSON 26-10 EAGLES 25-13 SMOKEY ROBINSON D-17

WISM/Madison, WI

Jonathon Little

Jeff Alan

Steve Edwards

DAN POGELBERG

Hott

Styx Queen

**Dan Fogelberg** 

MIDWEST

PARALLEL ONE CKLW/Detroit, MI Rosalie Trombley

ANNE MURRAY DIRT BAND TERI OESARIO TENI DESANIO HOLLESI RUPERT HOLMES 1-1 CAPT. & TENNILLE 7-2 MICHAEL JACKSON 12-6 RENNY LOGGINS 17-11 LRB 24-19

# KBEQ/Kannan City, MO Kathy Roths

TOTO TOTO NALL & GATES HERB ALPERT PAT BENATAR Notlest: RUPERT HOLMES 1-1 SMOREY ROBINSON 10-4 GAPT. & TENNILLE 13-9 TOM PETTY 17-12 KEWNY ROGERS 22-16

KDWB/Minneapolis, MN Dave Thomson

STEVE FORBERT DAN FOGELBERG 2.2. TOP Hottest:

STYX 1-1 TOM PETTY 7-5 POREIGNER 19-12 LRB 18 13 KENNY LOGGINS 27-18

KSLQ/St. Louin, MO Phil Irons Hottest: RENNY ROGERS 3-1 EAGLES 4 2 MICHAEL JACKSON 12-6 CAPT. & TENNILLE 15-9 FLEETWOOD MAC 18-13

Q102/Cincinnati, OH Pat O'Brien

STYX DAW POGELBERG MOLEARL: RUPERT HOLMES 3-1 RUBNY LOGGINS 6-4 JEFF. STARSHIP 12-9 CAPT. 6 TENNILLE 15-10 EAGLES 20-13

WGCL/Cleveland, OH Bob Travis PLEETWOOD MAC

STIX LED ZEPPELIN HAMSIE JIMMY BUFFETT NOTERT RUPERT HOLMES 1-1 COMMODDRES 2-2 EAGLES 17-12 DIONNE WARICK 20-14 KENWY ROGERS 26-19

WOKY/Milwaukee, WI Jim Brown STEVE FORBERT

STEVE FORBERT OUTERN ROBERT JOHN Hottest: RUPERT HOLMES 3-1 JEFF, STARSHIP 5-2 FOOL 6 THE GANG 10-4 SUPERTRARP 13 9 CLIPF RICHARD 18-12

KWK/St. Louis, MO Bob Hattrick

APRIL WINE APRIL WINE 38 SPECIAL CHEAP TRICK (RA) Hottest. BLISS BAND 8-1 TRIUMPN 11-7 FLEETWOOD MAC 18-8 BREATHLESS 14-10 PAT BENATAR 19-14

### PARALLEL TWO

92X/Columbus, OH Mike Perkins TERI DESARIO

DAN POCELBERG (dp) MARTINE TOPELEER TOPE MICHAEL JACKSON 3-1 SMOREY ROBINSON 7-4 FOREIGNER 11-6 REMNY ROGERS 12-8 REMNY LOGGINE 21-14

KIOA/Des Moines, IA A.W. Pantoja

NOD STEWART HOLLOSLI RUPERT HOLMES 5 1 SUPERTRAMP 6 4 DOMMA SUMMER 8-5 HENNY ROCERS 13-6 LAB 10-7

PLEETWOOD MAC DIOWNE WARWICK STYX Hottest; RUPERT HOLMES 5-1 COMMODORES 3 2 COMMODORES J & LRB 0 4 JEFF STARSHIP 16-13 MICHAEL JACKSON 20 15 KOFM/Oklahoma City, OK Chuck Morgan STEVE FORBERT

DIAT BAND DAN FOGELBENG QUEEN Nottont:

KEWNY HOGERS 1-1 FOREIGNER 11-5 BUGGLES 18-8 MICHAEL JACKSON 19-9 EAGLES 28-19

WZZP/Cleveland, OH KRAV/Tulsa, OK **Cleveland Reynolds Gary Reynolds** QUEEN SPINNERS DIAT 6AND Hottest: Rool 6 The Gang 1-1 Cliff Richard 8-6 Eagles 19-11 DR. Wook 22-14 TERI DESARIO 27-16 STEVE FORBERT RICHIE FURAY RICHIE FURAY Hotest. RUPERT HOLMES 2-1 ALAN PARSONS 3 2 LRB 10-5 CAPT. 6 TENNILLE 11-6 CLIFF RICHARD 14-7 KWEN/Tulsa. OK KZ93/Peoria, IL Dave Michaela Keith Edwards PRINCE SPINNERS SUZI QUATRO QUEEN O'JAYS CHEAP TRICK (dp) Autest: CLIPF RICHARD 1-1 RENNY ROGERS 4-2 EAGLES 12-5 TOM PETTY 11-6 DAN POGELBERG 20-10

CHEAP TRICK (GP) HOLLESS: RENNY ROGERS 1-1 CAPT. 6 TENNILLE 8-2 ROOL 6 THE GANG 14-4 MICHAEL JACKSON 16-7 EAGLES 20-5 WHOT/Youngstown, OH KLEO/Wichita, KS CHEAP THICK ISAAC HAYES COMMODORES Hottest: Hickael JACKSON 5 1 KENNY ROGERS 6-3 FOREIGHER 14-10 TERI DESAIO 21-11 SMOKEY ROBINSON 20-12 Kirk Russell

NEIL DIAMOND CHEAP TRICK CHEAP TRICK Hottest: CAPT. 6 TENNILLE 1-1 RENNY ROGERS 8-3 TERI DESARIO 11-7 TOM PETTY 13-9 TOM JOHNSTON 16-12 WMEE/Fort Wayne, IN

> PARALLEL THREE KFYB/Binmarch, ND

#### NOLLY HATCHET Hottest. Eagles 7-1 Michaei Jackson 4-2 Jeff Starship 9-6 Tom Petty 8-7 Fleetwood Mac 25-18 Dan Brannan DIRT BAND STYX Hottest: M 1-1 STYX 2-2 J.D. SOUTHER 4-3 JEPP STARSHIP 10-7 KENNY ROGERS 11-10 WNAP/Indianapolis, IN KKLS/Rapid City, SD Kjar/Sherwyn

STEVE PORBERT DIRT BAND NotLess: LRB 1-1 CLIPP RICHARD 3-2 KENNY LOGGINS 11-6 CAPT. 5 TENNILE 13-8 POCHAT 15-10

KKRC/Sioux Falls, SD Brian Phoenix ELO

ICHAEL JACKSON KOOL & THE GANG DIONNE WARWICK HALL & OATES STEVE FORBERT

STYX Hottest: MICHAEL JOHNSON 1-1 KENNY ROGERS 12-5 FLEETWOOD MAC 17-10 TERI DESARIO 18-12 PRINCE 19-15

STYX JOHN STEWART NEIL DIAMOND

Rick Roberts DAN POGELBERG LAR FOCESERS LRB 4 1 CHRIS THOMPSON 8-5 CLIPF RICHARD 12-8 CAPT. 6 TENNILLE 14-10 REMNY ROGERS 18-15

Gene Michaels STEVE FORBERT DIONNE WARWICK

WNAM/Neenah. WI Jay Tyler

Mark Rivers DAN FOGELBERG TOTO ROBERT JOHN PRINCE HERB ALPERT HERB ALPENT Hottest: JOHN COUGAR 2-1 STEVIE WONDER 11-7 ROOL 6 THE GANG 12-8 KENNY LOGGINS 20-15 ALAN PARSONS 22-17 WSPT/Stevens Point, WI Pat Martin QUEEN SMOKEY ROBINSON Hottest: KENNY ROGERS 1-1 Tom PETTY 11-6 Toto 16-9 PAT BENATAR 18-13 CHEAP TRICK 20-15 WRBR/South Bend, IN

WRKR/Bacine, W1

the song was dropped from the playlist then re-added.

Joe Lightner JOE LIGHTRE AEROSHITE SUGAR HILL GANG DAN FOCELBERG STYX (dp) QUEEN (dp) LED ZEPPELIN (dp) PAT BENATAR (dp) Hottest AUPERT HOLMES 1-1 JEFF. STARSHIP 4-2 KENNY ROCERS 19-8 MICHAEL JACKSON 27-17 EAGLES 0-18

KDVV/Topeka, KS Paul Blair QUEEN DIONNE WARWICK DAN POGELBERG STYX Hottest: JEPF. STARSHIP 1-1 CLIPF RICHARD 4-2 KOOL & THE GANG II-7 MICHAEL JACKSON 13-9 FLEETWOOD MAC 15-10 KQWB-FM/Fargo, ND Bill Richards QUEEN AEROSMITH NEIL DIAMOND CARS

CARS LED ZEPPELIN DAN FOGELBERG Hottest: JEFF. STARSHIP 1-1 BLACKFOOT 10-7 CLIFF RICHARD 17-11 FLEETWOOT MAC 21-16 BOOMTOWN RATS 39-29

KKXL/Grand Forks, ND Jack Lundy

HEIL DIAHOND Hottest. KENNY ROGERS 1-1 TOM PETTY 4-2 JEFF. STARGHIP 7-4 EAGLES 10-12 JUDY TZUKE 20-22

WEAQ/Eau Claire, WI

WGBF/Evanaville. IN

DIGNNE WARWICK STYX Hottest: Rupert Holmes 1-1 Jeff. Starship 3-2 Kenny Rogers 8-3 Eagles 11-4 Rool 6 The Gang 17-13

PRINCE DIRT BAND ANNE MURRAY HOCLOSE RUPERT HOLMES 1-1 CLIFF RICHARD 4-2 JEFF, STARBHIP:10-5 CHEAP TRICK 16 10 RICHAEL JACKSON 25 19 JAS BYNCT STYX TERI DESARIO PAT BEMATAR Notlest Cliff Richard 2-1 Lrb 5-2 Caft. 6 Temnille 8-5 Richael Jackson 15-10 Remmy Logging 19-13 **KEYN-FM/Wichita**, KS

WEST PARALLEL ONE B100/San Diego, CA Glen McCartney

DDS&HO

Music Key: (DP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates

STYX DAN POGELBERG PRINCE ELO ELO Hottest: RUPERT HOLMES 1-1 ROOL & THE GANG 3-2 SMOKEY ROBINSON 13-7 TOM PETTY 15-10 CAPT. & TENNILLE 19-12 KEABTH/Los Angeles, CA **Hob Hamilton** Heb Tramition LED ZEPPELIN RUFUS & CNAXA SPINNERS ANNE HURRAY SANTANA DIRT BAND HOTLESSI RUPERT HOLMES 1-1 MICHAEL JACKSON 4 3 O'JAYS 11-9 ELO 16-14 ISAAC MAYES 19-15

KF1/Los Angeles, CA Boger Collins

SPINNERS KENNY LOGGINS DIRT BANO

DIRT BANO PRINCE SANTANA ABBA ELO Hottest: Kools The Gang 3-1 Mickare Jackson 13-6 Tom Petty 20-14 Jeff. Starshtp 24-17 Fleetwood Mac 29-22 KFRC/San Francisco, CA Garland/Sholin

DIRT BAND

SANTANA Hottest: STYX 1-1 Tom PETTY 5 3 Michael Jackson 8-4 Eagles 15-10 CAPT. 6 TENNILLE 19-11 KIMN/Denver, CO Doug Erikson

QUEEN DAN FOGELBERG NICOLETTE LARSON SANTANA SANTANA PAT BENATAR CINDY BULLENS Hotlest: JEFF. STARSHIP 2-1 EAGLES 12-8 FOREIGNER 13-9 KLENNY ROGERS 19-10 FLEETWOOD MAC 24-11

KOPA/Phoenix, AZ John Volpe HALL & OATES NICOLETTE LARSON SPINNERS Hottest: MICHAEL JACKSON 10-1

PETTY DR. HOOK 9-6 FOGHAT 14-10 LRB 25-20 KUPD/Phoenix. AZ John Sebastian

GAMMA GAMMA Hottemt. JEFF. STARSHIP 4-1 PAT BENATAR 5-2 MOLLY HATCHET 6-5 AC/DC 9-8 TOM PETTY 16-14

KRLA/Los Angeles, CA Hick Mancatu DIANA ROSS PEACHES & HERB ROBERT JOHN ANNE MURRAY SPINNERS DIRT BAND ROD STEWART TELEX Hottest;

TELEX Hottost; RUPERT HOLMES 1-1 SMOKEY ROBINSON 3-2 CLIFF RICHARD 14-9 EAGLES 20-16 ISAAC HAYES 23-19

PARALLEL TWO KCPX/Salt Lake City, UT

Gary Waldron OUE EN ANNE MURRAY AEROSMITH TOTO JOURNEY OANN ROGERS BONNIE POINTER BONNIE POINTER Hottemt: EAGLES 4-1 CAPT. 6 TENNILLE 10-4 KENNY ROGERS 13-9 MICHAEL JACKSON 20-10 PRINCE 23-18

KENO/Las Vegus, NV **Bill Alexander** 

DANN ROGERS DIONNE WARWICK COMMODORES CHEAP TRICK STYX STYN Hottest: Rupert Holmes 1-1 Capt. 6 Tennille 3-2 Eagles 19-13 Kenny Loggins 21-16 ELO 24-18

KERN/Bakersfield. CA Kris Mitchell

STYX QUEEN DAN FOGELBERG PRINCE Hottest: RUPERT HOLMES 1 1 KOOL & THE GANG 3-2 JEFF STARGHIP 16-10 SUGAR HILL GANG 21-15 MICHAEL JACKSON 20-16

KFNM/San Bernadino, CA Craig Powers

DOWNA SUMMER STEVE PORBERT CHEAP TRICK STYX HOTLEGSL. RUPERT HOLMES 1 1 FLEETWOOD MAC 8-5 EAGLES 15-6 STEVIE WONDER 10-8 MICHAEL JACKSON 18-9 KGW /Portland OR

Richard Harker

TOTO DAN POGELBERG STEVE FORBERT SNOKEY ROBINSON FOGHAT TERI DESARIO Hotters TENT DESATO HOLLES: RUPERT HOLMES 1-1 MICHAEL JACKSON 13 6 KENNY LOGGINS 16-11 EAGLES 20-13 CAPT. 6 TENNILLE 21-14

> KJRB/Spokane, WA Brian Gregory

ISAAC HAYES ISAAC MAYES OUVEEN STYX DIONNE WARWICK FORLIGHER CHEAP THICK PRINCE ANNE MURRAY DAN FOGELBERG SUZI QUATRO SUZI QUATRO SUZI QUATRO STYX 1-1 KENNY ROGERS 5-3 TOM PZTTY 10-5 LTR 12-9 ALAN PARSONS 16-10

KMJC/San Diego, CA A.J. Roberts

DONNA SUMMER Steve Forbert Neil Diamond Tom Jonnston TOM JOHNSTON Hottest: FLEETWOOD MAC 2-1 EAGLES 7-2 KENNY LOGGINS 10-5 JEFF. STARSHIP 15-8 KOOL & THE GANG 16-12

KROY/Sacramento, CA Chuck Hale

OUFEN PRINCE STYX NOTEOBE: MICHARL JACKEON 4-1 JEFF. STARBHIP 8-3 KOOL 6 THE GANG 14-5 TOM PETTY 13-9 CRYSTAL GAYLE 21-11

KRQ/Tueson, AZ Dan McCoy

TOM JOHNBTON QUEEN PAT BENATAR SUII QUATRO Hottest: LRB 1-1 FLETWOOD MAC 3-2 EAGLES 4-3 FURFIGHTS 8-5

POREIGHER 8-5 CLIFF RICHARD 12-6

KRSP/Salt Lake City. UT Lorraine Winnegar

DAN POGELBERG ELO QUEEN Hottest. PORTIGNER 2-1 JEFF. STARSHIP 4-2 CAFT. & TENNILLE 9-3 REMMY ROGENE 12-3 REMMY ROGENE 14-6

**Bobby Rivern** QUEEN SPINNERS LED ZEPPELIN DAN POGELBERG SANTAMA NICOLETTE LARSON

Queen

Santana

Dan Fogelberg

Page 31

Eagles

Michael Jackson

**Jefferson Starship** 

WEST

Most Added . Hottest

KEAD/Buise, 1D

LEIF GARRETT HOLLES KENNY ROGERS 1-1 EAGLES 4-4 FLEETWOOD MAC 6 5 MICHAEL JACKSON 16-9 CAPT. 6 TENNILLE 17-11

KOOK/Billings, MT

Michael May DAN FOGELBERG ROD STEWART SUZI QUATRO APPIL WIME CHEAP TRICK HOCTESE. RUPERT HOLMES 1-1 KENNY ROCERS 10-4 JEFF. STARSHIP 12-6 FOREIGNER 14-7 KOOL 6 THE GANG 0-19

KQDI/Great Falls, MT

DATY CARGHT DAN FOGELBERG SANTANA (dp) STEVE FORBERT QUEEN (dp) ROD STEWART NOLEWART KC & BAND 3-1 KENNY ROGERS 13-7 JEFP, STARSHIP 12 0 MOOM MARTIN 15-10 EAGLES 22-17

KRLC/Lewiston, ID

QUEEN ROD STEWART ANNE MURRAY MOLLY HATCHET SUZI QUATRO GYDSY KOOL & THE GANG HOTLERE: KENNY ROCERS 12-1 CLIFF RICHARD 3-6 FOGHAT 13-9 PAT BEWATAR 18-10 BLACKFOOT 21-15 KSI Y/San Luis Obia

Brad Ranger

Mark Muray

BARBRA STREISANO NEIL DIAMOND SANTANA PAT BENATAR QUEEN LED ZEPPELIN

RITA COOLIDGE ROBERT JOHN

Rich West

Hottest: CLIFF RICHARD 3-1 CAPT. 5 TENNILLE 6-3 KENNY LOGGINS 7-4 MICHAEL JACKSON 10-7 KENNY ROGERS 16-12

KENI/Anchorage. AK

Rich Went CARS STYX CARS (dp) EAGLES (dp) FOGHAT (dp) FOGHAT (dp) PINK FLOYD (dp) HOTLORE EAGLES 7-1 TOM PETTY (12-7 CAPT. & TENNILLE 16-8 JOHN COUGAR 18-10 FLEETWOOD MAC 20-11

DAN FOGELBERG

JOYCE COBB GAMMA PARAGHER BROS. Hotteal: KC & BAND D-1 EAGLES 13-5 TOM PETTY 10-7 KENNY ROGERS 19-15 ELO 23-18

KYSN/Colorado Springs, CO

KSLY/San Luis Obispo. CA

Steven Alan MacKelvie

Barry Cooper

LEIF GARRETT

Michael May

NICOLETTE LANSON Hottest: CLIPP RICHARD 4-1 KOGL & THE CANG 12-9 POREIGNER 15-10 TOM PETTY 22-15 MICHAEL JACKSON 24-16

KRUX/Phoenix. AZ

KTAC/Tacoma. WA Sean Carter

Name Larier DIONNE WARWICK STYX Hottemat: Rupert Holmes 1-1 Michael Jackson 10-2 Kenny Rogers 15 9 Capt. 6 Tennille 14-10 Tom Petty 20-16 Y94/Fresno, CA Ray Appleton

TOTO ROD STEWART ROBERT JOHN Hottest. JEFF. STARSHIP 1 1 FOREIGARE 7-4 KENNY LOGGINS 12-5 MICHAEL JACKSON 14-8 TOM PETTY 17-11

KRKE-FM/Albuquerque, NM Debbie Hughes

KHJ/Los Angeles, CA Chuck Martin

PRINCE TERI DESARIO OUEEN Hottest. RUPERT HOLMES 1-1 CAPT. 6 TENNILLE 7-4 KENNY LOGGINS 9-7 ISAAC HAYES 13-9 CLIFF RICHARD 16-10

KLUC/Las Vegas, NV

Dave Anthony

DAN FOGELBERG RICHIE FURAY

Hottesti STYX I-I RAINBOW 6 4 FOREIGNER 12-9 FOCHAT 16-13 HEAD BOYS 23-19

PARALLEL THREE

DAN FOGELBERG Hottest. RUPERT HOLMES 5 1 CLIPF RICHARD 6-2 MICHAEL JACKSON 10-6 KENNY ŁOGGINS 18-12 FOREIGNER 20-13

DAN FOGELBERG Hottest: STYX 1-1 CLIFF RICHARD 6-2 PRANK MILLS 14-8 KENNY ROCERS 18-10 JEFF. STARSHIP 21-13

KCBN/Reno, NV Palmer Stewart

DAN POGELBERG PLEASURE PRINCE QUEEN LED JEPPELIN

CLIPF RICHARD 2-1 JEFF. BTARSHIP 6-4 NENNY ROGERS 12-5 NICHAEL JACKSON 19-9 EAGLEB 27-14

KDZA/Pueblo, (X) Rip Avina TOM JOHNSTON

SANTANA DAN POGELBERG BARRY MANILOM QUEEN ROBERT JOHN DANN ROGERS

Hottest/ CLIPF RICHARD \$-1 LRB 7-3

END 7-3 EMONEY ROMINSON 16 7 RENNY LOGGINS 19-8 ROOL & THE GANG 18 9

KBOZ/Bozeman, MT Dennis Nichola

QUEEN CHEAP TRICK ROD STEWART DAN FOGELBERG

KBIM/Rossell, M Mark Winkhes

ISAAC HAYES

BLACKFOOT SANTANA JIMMY BUFFETT DAN FOGELBERG

GAMMA

DIRT BAND APRIL WINE AEROSMITH 2.2. TOP BONNIE RAITT QUEEN GAMMA GAMMA Hottest. LED ZEPPELIN 2-1 JEFF. STARSHIP 6 2 TRIUMPH 12-6 CLIPF RICHARO 14-10 JOHN COUGAR 19-15



## BOWIE COVERS BOWIE! "JOHN I'M ONLY DANCING (AGAIN)"

#### The New Singles:

**12 Inch Single.** "John I'm Only Dancing (Again)" (6:59). A previously unreleased version from the 1975 "Young Americans" sessions b/w "Golden Years." Produced by David Bowle and Tony Visconti PD-11886

7 Inch New Wave Version. "John I'm Only Dancing 1972" (2:43). A remix from the "Ziggy Stardust" sessions b/w "Joe The Lion." Produced by David Bowle PB-11887

### Attention P.D.'s! Now Available "1980 ALL CLEAR"

An AOR sampler album with ten tracks of Bowie brilliance. Limited Edition – Not Commercially Available.







# "Daydream Believer"

The New Smash Hit Single By

# ANNE MURRAY Immediate Action:

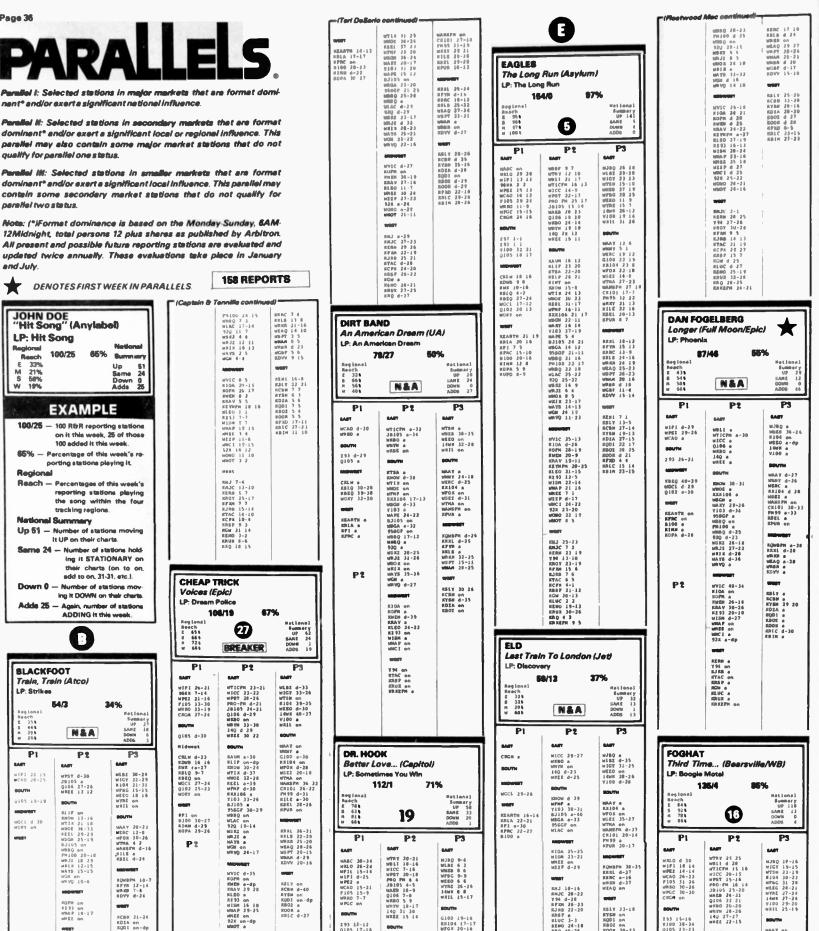
#### 96KX add 29 WRKO add CKLW add KEARTH add KRLA add KFI on PRO-FM add WHYN add 14Q add KLIF on KNOW on WTIX add

WNOE add KEEL add 37 Y103 add BJ105 on WBBQ add WHBQ add 92Q add WRJZ add WRJZ add WGH add WVIC add WISM add KJRB add KCPX add WLBZ add WIGY add WTSN add WHEB add 32 WFBG add 14WK add WAAY add WHHY add WERC add WFOX add WSEZ deb 37 WTMA add WANS-FM on KAAY add 23 KFXD 30-25 KRLC add WFLB add WTAC add KYYX add KING add KEIN add WROR-FM add KREM add WLAC add WGLF add WORD add WORD add KOBO add KJOY add WHB add



"Daydream Believer" from the album I'LL ALWAYS LOVE YOU.





MABC 38-34 WKLO 26-32 WF2L 15-14 WF2L 15-14 WF2C 0-25 WF2 0 WCAO 15-21 F105 15-9 WRKO 7-7 WFGC 00

293 12-12 Q105 17-16

CRLW 26 21 R8EQ 23-27 Q102 23 19 WORY 8-6

HEARTH 23-2 KRLA 12-12 RFT on RIMH 14-12 KOPA 5-6

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 BOLTH

 IA.UW 15-16

 RLIP 6-10

 RELP 6-10

 RELP 17-13

 RIWT 15-17

 WTIA 20-23

 WTIA 20-23

 WTIF 15-17

 RERUP 10-10

 Datos 7-5

 PRIGO 23-20

 WHED 4-6

 WHED 23-20

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HICH WHY HY/IC 9 24 HY/IC 9 24 HY/IC 9 23-20 H/IC 23-20 H/IC 13-26 H/IC 13-26 H/IC 13-26 H/IC 22-14 H/IC 13-26 H/IC 23-21 H/IC 14-15 H/IC 13-19 927 14-15 H/IC 13-19 927 14-15 H/IC 13-19 H/IC 13

KRJ 22-19 RAJC 12-11 RERM 17-17 RFIM 12-12 RTAC on RCPH 6 16 RCW 11-10 REMO 7-6 KENO 7-6

G100 19-16 RX104 17-17 W70X 20-16 W5E2 12-11 W7WA 10-7 WAAMSPW 4 11 KAAY 8 4 R1LE 23 19 RPUR 17-15

EQUIDING 32-3 KERL 97 KEPTR 911 KERC 86 KEL5 12-12 WERD 06 WERD 06 WERT 17-15 WERD 06

MRBR on MBF RSLY 12-12 KCBH 23-23 KYBH 0 11 RDZA 17-17 RQD1 14-12 RDOL 0 8 KRLC 3-5 KBIM 9 8

MEDUNET WULC d-35 EOFM on KNED a-dp KRAV 29 28 RE50 a RE50 a RE50 a NIAP 29-25 WHEE on 92X on-dp WHOT a

MNOT a WHOT a IRJC 29-25 Y94 29-26 RFRR a-29 KJRB a FFAC 28-26 RCPX 30-28 RCPX 30-28 RCPX 40-28 RCPX 40-

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3

P2

LART WBBF d-23 WTTCY d-22 WBL1 en WTTCY 22-18 WTCC 28-24 WFST a PRO-FM d-23 J0105 33-29 MAEB d-30 Q106 d-28 WEDD 26-28 WHYM 38-33 14Q e WTCZ 28 18

KLIF d-28 HTSA d-16 HELP 33-17 HINT 21-12

TERI DESARIO

LP: M

Reach E 89% S 88% A 67% W 80%

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PI

WRL0 27-22 WFIL d-25 WIFT 30-24 WFZ2 an WCAO d-28 WRAO d-27 WFGC 24-24 CRGM e

293 27-24 ¥100 10-6 Q105 25 12

CELW e RBLQ 24-22 RBEQ 33-28 WGCL on WORY 14-10

Yes, I'm Reedy (Casi

iht Ma

129/11

KQWBPH 10-1 KPYR 12-14 WRKR 7-4 KDVV d-24

KCBH 21-24 KCBH 21-24 KD2A on RODI on-dp ROOK 17-16 KFPLD 8-6 KHIC 21-15 KB,M a

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 SCLTN

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 CILOI 11 6 16

 MIEY 16 16 16

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REAL 10-8

Incel

KOPH on 8293 on MMAP 18-17 WHEE on

KCPX on KAUX d-38

CAPTAIN & TENNILLE Do That To... (Casablend LP: Make Your Move

Make Your Move

140/0

PI

14 17

MABC H HALO J APTL 1 WCAO L F105 7 HRED 1 HRED 1 HPSC 6 CEGR 0

CRL# FSLQ ##EQ #GCL AD4A AT6%

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READTH RHIA 6 RFI 16 RFRC 1 BIDO 1 BIHM 4 ROPA 1

253 16 14 7100 33 26 4105 27-26

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P2

EAST WEBF (6 16 16 WTHY 9 6 WELL 11-6 WTICTW 16-1 AICC 10 5 WFST 16-12 FNO FW 5 0 10105 13 10 ALEB 5 0 10105 13 10 ALEB 5 0 1006 21 20 WEBO 17-16 4 162 8 WEE 6 2 000775

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KSLY on RCBH d-40 RYSH on RQDI on-dp RBD2 a RDOR a RDOR a RRDC d-27

cal

Wational Summery UP 105 BAME 13 DOWM D ADDS 11

PJ

WJBQ d 23 WIE2 26 21 WIE4 d-35 WIE4 d-35 WIE4 22-13 WFBG 24-24 WE50 28-25 14WK 30-27 V100 d-30 WHIE 20-11

WAIL 20-11 BCJTH MAAY 21-19 WHAY 29 23 MERC 8 G100 25-22 MERC 8 MFOA 14-12 WF0A 14-12 WF0A 14-12 WF0A 4-25

82%



WXLO d 30 w1F1 10 14 wCAO 26-22 F105 31 26 wHEC 30-26 wHEC 30-30 CHGH on

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0102 53-53 522 16-16 523 16-16

RSLQ 20-18 K8EQ d 26 WGCL 28-25 Q102 26-21 WORY 19-18

KEARTH 28-2 KFI 23-19 KFRC d 26 RIMH 22-20 KOPA 14 10

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RGWRFN 38-RRRL d-27 RRRC a-16 WRRR d-37 WEAQ on

RBTC 52-55 RDOM 90-53 RDOM 90-53 RDOJ 00 RDOJ 00 RADJ 00 RAJD 00 RAJD

Matlonal Summary UP 134 SAME 6 DOWN 0 ADDS 9

PS

MJBQ d 22 MLBE 35-23 MIGY 16-8 MT3H 6 4 MT3H 6 4 MTBG 33-26 MTBG 23-23 MTBG 25-23 14MF 29-25 V100 26-16

ROWBPH 21-1 REEL 20-18 RPYN 20-L5

W22V G-29 W00T KHJ 10-16 KMJC 28-23 Y94 G-28 KJNB 28-23 KJNB 28-23 KJNB 28-20 KRSP a KLUC 3-3 KLUC 3-3 KLUC 3-3 KLUC 3-26

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LAST WBSF 25 21 WTR Y 26-16 WT 12 28-23 WT 12 78-27 WT 12 78-27 WT 12 78-27 WASC 27-21 PRO-PM 0 20 JB 105 27-26 WASC 27-26 WASC 29 25 WRYM 35 25 WRYM 35 25-10 WREE 27-16

RAUM 23-26 H117 25 28 H157 26 28 H157 46 30 H257 46 H167 46

94%

FLEETWOOD MAC

149/9

Sara (WB) LP: Tuek

Reach £ 095 8 901 N 1005 W 855

P1

INABC d 40 WRL0 d 20 WP11 a W191 24-17 98RK 20-16 WP22 24-19 WCAO 17-14 UR30 27-22 WPGC 28-28

297 a-27 293 16 13 9100 a-37 0105 26 25

CKLW 37 25 KDMB 15-14 KWE 18-0 KBEQ 38-36 WGCL a-27 Q102 30-24 WORY d 32

KEARTH RP1 29 RPRC 2 B100 2 RINH 2 ROPA 1 RUPD 2

18

26-21 24-10 24-11 11-6

WJBQ 10-16 WIGY 19-15 WTSW 21-19 KJG4 10-22 WPbG 21 20 WFbG 21 20 WFbG 21 20 WFbG 24-21 WYRZ 27-24 V100 29-20 WFIL 25-19

WRIL 25-19 BOUTH WHAY 0n WHAY 17-13 WERC 17-10 C100 23-20 WERZ 43-20 WERZ 43-20 WERZ 43-20 WERZ 43-20 WERZ 43-20 WERZ 9 HILE 25-21 EJEL 26-23 WFDW 15-16 MENDEN

RQWBFM 25-3 RRH 23-15 RFYR on KRIS 15-1C WEAG 26-25 WEAG 26-25 WMAR 26-23 WGBF d 19 RDVV 22-17

REHI 25 13 REHI 25 13 REAN 29-25 RCBN 22-16 RD24 29-24 RQD1 on RENCI 20-26 RO0I 29 26 RFMD on RRLC 13 9 RRLM 24 20

ESUTIA FALSE 11 - 24 - 25 RELF 24 - 25 RELF 24 - 25 RELF 24 - 21 RE

WYIC 23-20 ROFM d 25 RUFM d 25 RUFM d 25 RUFM 33-31 RRAY 25-24 RIEO 20-16 RIEG 20-16 RIEG 20-12 HIR 27-23 HIR 27-23 HIR 27-23 HIR 21-17 HIR 25-22 P32 24-31 HIR 25-23 HIR 25-23 HIR 25-21

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 KEWO 427

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 KRREPM 20 16

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R&R/Friday, December 21, 1979

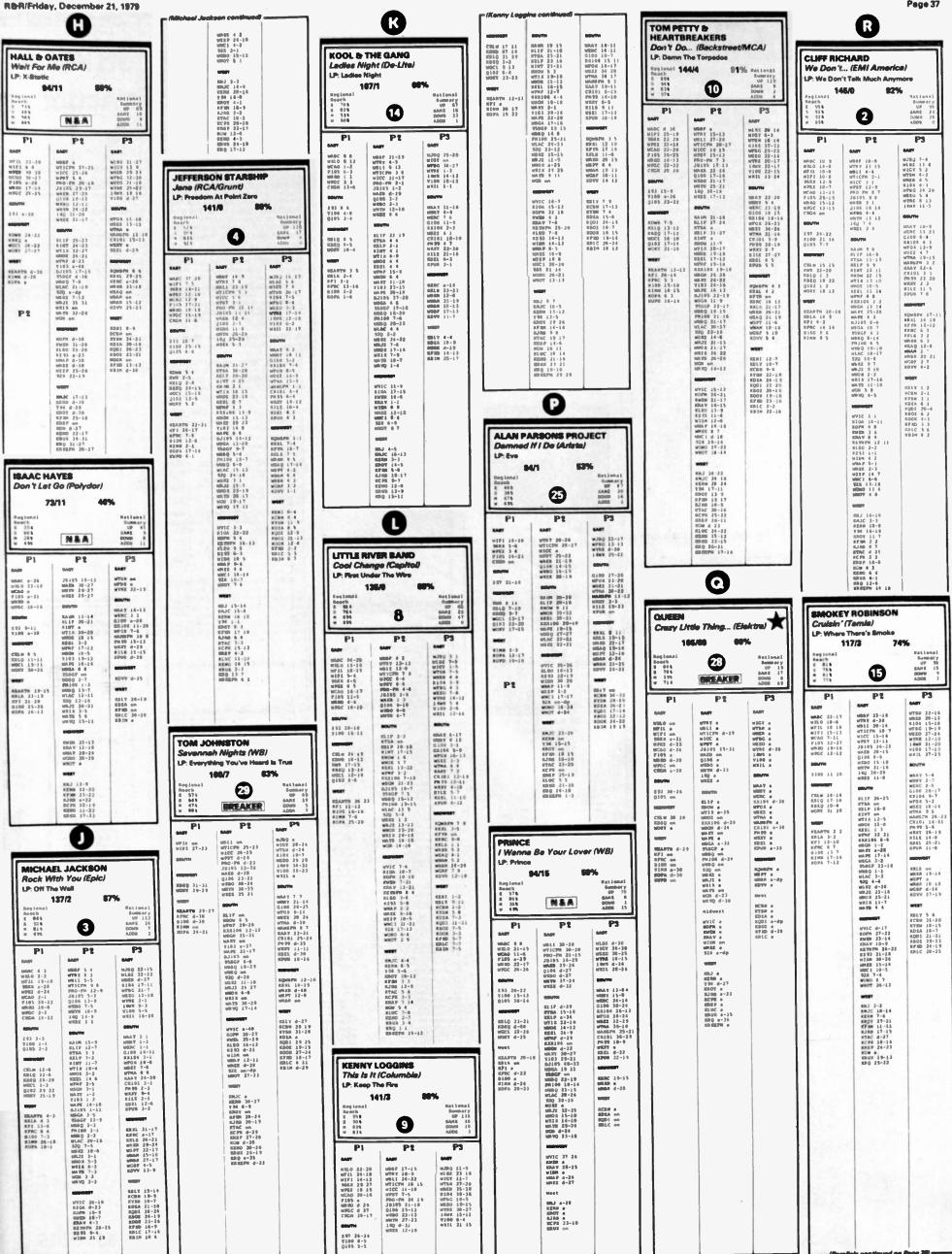
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STEVE FORBERT

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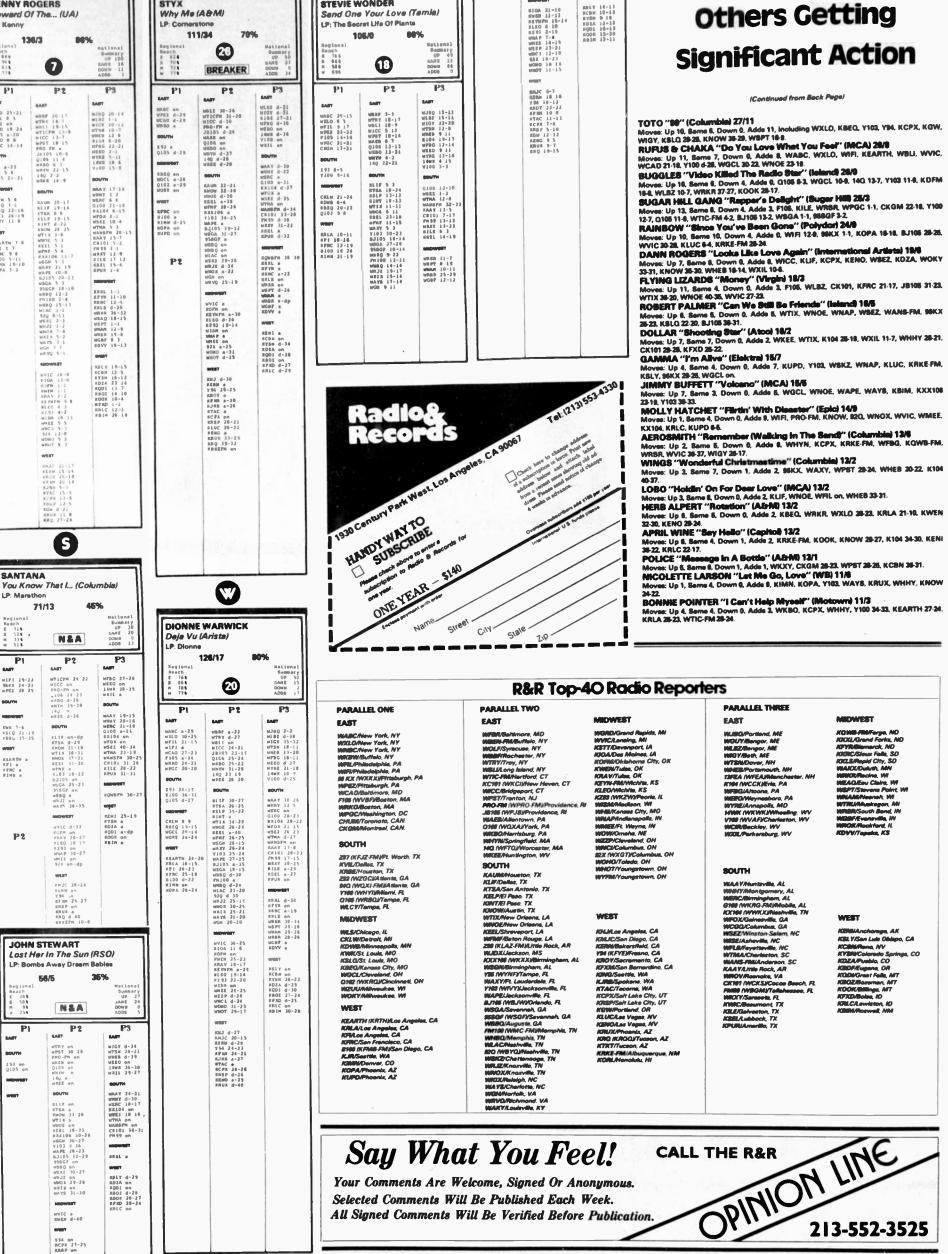
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## **Others Cetting Significant Action**

RBLY 14-13 ECDM 10-13 EYDM 0 10 EDDA 13-13 HOOL 16-13 HOOR 15-20 EDIM 13-33



Page 38 KENNY ROGERS

LP: Kenny

PI

HELO 25-21 HF11 0 5 HF12 05 HF12 05 HF05 a-20 HF05 a-20 HF05 a-14

197 a-23 293 5 6 0105 21-21

CHLM 5 6 P310 3-1 F880 22-16 WGC1 26-19 WORY 11 8

WHET II C REARTH 7 6 RFI 5 7 RFNC 9 0 B100 5-11 B1MH 19-10 ROPA 3-2

LP: Marath

egional

Pl

WIP1 29-23 964% 24-23 WP22 20 25

KWK 7-6 HSLQ 21-19 FBBG 35-35

KEARTH a KF1 a FFRC a FINN a

P2

ach 38% 58% 8% 25%

P

253 on Q105 on

Cowerd Of The ... (UA)

136/3

STYX Why Me (A&M)

111/34

70%

23

LP: Co

STEVIE WONDER

LP: The Secret Life Of Pla

105/0

Send One Your Love (Tamia)

88%

## WE RELEASED IT... AND YOU GOT IT!



## **"YOU GOT IT** (Release It)"

## PEARL HARBOR & HE EXPLOSIONS

Produced by David Kahne **On Warner Bros. Records** 



Page 40



#### **INNER LIFE** I'm Caught Up (Prelude)

68% of our reporters on it, 3 new adds WRAP, WDMT, KLAV. Key moves: 36-30 WMAS, 23-21 WCAU, hot rotation WWOM, WMAK, WDON, medium airplay WKYS, WKTU, KSET, KXTC, KSFX, debut 22 WXKS, debut 19 KKCS, on KJLA, KITT-FM, WOKF, KTLK, WDAI. Charts at number 23 on Airplay/30.

#### SPINNERS

#### Working My Way Back To You (Atlantic)

55% of our reporters on it, 9 new adds WDON, KJLA, KTLK, WOKF, KITT-FM, KSET, WDMT, WBOS, WXAP. Key moves: 18-15 WXKS, 39-38 WMAS, medium airplay KSFX, WKTU, on WDAI, WCAU, KXTC. Charts at number 28 on Airplay/30.

#### **TERI DeSARIO**

#### Yes, I'm Ready (Casablanca)

52% of our reporters on it, 2 new adds WDMT, WXAP. Key moves: 21-16 WMAS, 33-24 KJLA, 39-25 KHYT, 28-24 KTLK, 42-36 KHYS, 31-29 WKTK, hot rotation WOKF, medium airplay WOKV, WKTU, debut 29 WXKS, on WCAU, KSET, WRMZ. Charts at number 29 on Airplay/30.

#### **DAN HARTMAN Relight My Fire (Blue Sky)**

52% of our reporters on it, 2 new adds KKCS, KRLY. Key moves: 30-26 WRMZ, 26-16 WSOQ, 20-17 WBOS, hot rotation WWOM, WKTU, medium airplay WDAI, KXTC, KSET, KSFX, debut 37 WMAS, debut 29 WPEG, debut 19 WXKS, on WCAU, KITT-FM. Charts at number 30 on Airplay/30.



and recent releases getting substantial airplay. These are listed in order by All other n their activity levels at our reporting stations.

RUPERT HOLMES "Escape" (MCA) 48% reporting action. Key moves: 1-1 KTLK, 39-24 WSOQ, 25-15 KHYS, 8-5 WMAS, 16-10 KRLY, 4-3 KIIS-FM, 4-3 KHYT, hot rotation WOKF, KSFX, medium airplay WOKV, debut 24 WXKS, on KITT-FM.

PATRICE RUSHEN "Haven't You Heard" (Elektra) 48% of our reporters on it, 4 new adds KIIS-FM, WOKF, WKTU, KSFX. Key moves: 38-26 WSOQ, 27-22 WCAU, hot rotation KSET, WDAI, WRAP, WKYS, medium airplay WDON, WMAK, debut 39 KJLA, debut 27 WPEG, on KXTC.

O'JAYS "Forever Mine" (Philadelphia International) 48% reporting airplay, added at WDMT, WSOQ. Key moves: 38-22 KHYS, 26-24 WCAU, 23-12 WMAS, 39-27 KJLA. 13-12 KIIS-FM, medium airplay WDON, WKYS, WMAK, WKTU, debut 35 KTLK, on WPEG, WXKS

VILLAGE PEOPLE "Ready For The 80's" (Casablanca) 39% of our reporters on it. Key moves: 32-30 WKTK, 29-27 KTLK, hot rotation KSET, KXTC, medlum airplay WDMT, debut 27 KRLY, on KKCS, WOKF, WDON, WXAP.

SLAVE "Just A Touch Of Love" (Cotillion) 39% reporting action, added at KHYS. Key moves: hot rotation WRAP, WKYS, medium airplay WDMT, WKTU, on KKCS, WDON, WOKF, WCAU, WPEG, WDAI, KXTC.

YVONNE ELLIMAN "Love Pains" (RSO) 35% of our reporters on it, added at KSFX. Key moves: 35-24 KITT-FM, 23-18 KJLA, 40-36 WSOQ, 28-22 KLAV, hot rotation WWOM, medium airplay WOKF, on WOKV, WKTK, WXAP.

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		-	-	Airpiay/ Ju
3	2	1	1	MICHAEL JACKSON/Rock With You (Epic)
4	4	3	0	PRINCE/I Wanna Be Your Lover (WB)
	19	11	ð	RUFUS & CHAKA/Do You Love What You (MCA
2	3	4	4	KOOL & THE GANG/Ladies' Night (De-Lite)
19	8	8	6	SHALAMAR/Second Time Around (Solar/RCA)
9	9	5	6	DONNA SUMMER/On The Radio (Casablanca)
10	7	7	7	ISAAC HAYES/Don't Let Go (Polydor)
1	1	2	8	STREISAND/SUMMER/No More Tears (Col/Cas
8	6	6	9	SMOKEY ROBINSON/Cruisin' (Tamla)
7	5	9	10	STEVIE WONDER/Send One Your Love (Tamla)
22	15	13	Ø	PHYLLIS HYMAN/You Know How To Love (Arista
		19	Ð	DON ARMANDO/Deputy Of Love (ZE)
	12	12	13	PEACHES & HERB/Roller Skatin' Mate (Polydor)
_	_	25	0	SERGIO MENDES/I'll Tell You (Elektra)
5	14	14	15	SUGAR HILL GANG/Rapper's Delight (Sugar Hill)
27	17	16	16	PABLO CRUISE/I Want You Tonight (A&M)
_	27	21	Ð	CLIFF RICHARD/We Don't Talk (EMI America)
13		15	18	STARGARD/Wear It Out (WB)
6	10	10	19	COMMODORES/Still (Motown)
30	21	20	20	PLEASURE/Glide (Fantasy)
_	_	29	2	BAR-KAYS/Move Your Boogie Body (Mercury)
_	29	27	0	DIANA ROSS/It's My House (Motown)
_	-		-03	INNER LIFE/I'm Caught Up (Prelude)
28	24	24	24	SYLVESTER/I Can't Stop Dancing (Fantasy)
		22	25	JANICE McCLAIN/Smack Dab In The (RFC/WB)
_		26	26	HERB ALPERT/Rotation (A&M)
	_	28	27	BONNIE POINTER/I Can't Help Myself (Motown)
-	-			SPINNERS/Working My Way Back To You (Atlantic)
-	-		0	TERI DeSARIO/Yes, I'm Ready (Casablanca)
-	-		0	DAN HARTMAN/Relight My Fire (Blue Sky)
	This	chart is	based so	Inless otherwise stated, all above records are available in 12" olely nr. airplay statistics compiled weekly from our reporting stations. Black circled ficant upward movement. Arrow indicates new entry.

RICK JAMES "Love Gun" (Gordy) 35% reporting airplay, added at WXAP, KITT-FM. Key moves: 36-32 KJLA, 37-31 WMAS, 23-20 KHYS, 18-16 WPEG, medium airplay WDMT, WMAK, KSET, on KXTC, WRAP.

FLYING LIZARDS "Money" (Virgin) 35% of our reporters on it, added at WOKV, WOKF. Key moves: 28-21 WXKS, medium airplay KSFX, WDAI, debut 30 KRLY, on WXAP, KLAV WBOS KXTC WPEG

ASHFORD & SIMPSON "Nobody Knows" (WB) 32% reporting action. Key moves: 29-26 KJLA, 15-13 KHYS, 20-19 WSOQ, 16-15 WKTK, hot rotation WDMT, WDON, WKYS, Medium airplay WDAI, debut 30 WRMZ, on WPEG.

MICHAEL JACKSON "Working Day And Night" (Epic) 32% reporting airplay, added at WXAP. Key moves: 46-34 WMAS, 9-8 WSOQ, hot rotation WOKF, KXTC, medlum airplay KSFX, KSET, WKYS, on WDAI.

NATALIE COLE/PEABO BRYSON "Gimme Some Time" (Capitol) 32% of our reporting stations, 3 new adds KKCS, WSOQ, KHYT. Key moves: 36-33 KTLK, 24-19 WCAU, 14-11 KHYS, hot rotation WMAK, on WDMT, WXKS, WKTU.

LENNY WHITE "Peanut Butter" (Elektra) 29% reporting action, added at WPEG. WRAP. Key moves: hot rotation WMAK, 17-16 KRLY, on KXTC, WDMT, WDAI. KENNY LOGGINS "This Is It" (Columbia) 29% of our reporters on it, added at WKTK. Key moves: 20-10 WMAS, 15-13 KTLK, 32-31 KITT-FM, 12-11 KJLA, hot rotation

WOKV, debut 19 KIIS-FM, on KKCS, WKYS.

NORMA JEAN "High Society" (Bearsville) 29% reporting airplay, added at KIIS-FM, WPEG, KXTC, WOKF. Key moves: 19-15 WCAU, hot rotation WMAK, medium airplay WKYS, on KLAV, WDON.

LA FLAVOUR "Mandolay" (Sweet City) 29% reporting action, 4 new adds KXTC, WOKF, WDON, KSET. Key moves: 25-20 WBMZ, hot rotation WDMT, debut 26 WMAS, on WXAP

## THE BEAT

#### **Record Industry Belt-Tightening: What's In It For Dancemusic**

The inflated economy is one of the key concerns of 1979 as well as 1980. Many businesses have taken a ride on the economical roller coaster, including, of course, the record industry. Having experienced personnel and budget cutbacks, record companies are going through re-evaluations that affect all forms of music, dancemusic included. The second half of our station survey deals with this situation and its possible ramifications

Michael Jones, KRLY/Houston believes, "With the record company cutbacks, it will make a difference in the amount of product available. I feel the clubs will become more rock and roll because of this" ... Jim Smith, PD, KSFX/San Francisco, feels the product has not been available in quality, quantity, or depth for some time. To compensate for this, Jim plays oldies to keep the sound up until the records are on hand .... Roshon, PD/MD

WOKF/Tampa, also agrees that it is some what of a problem. He tends to think that "people are becoming more selective because of the price of LP's," and, he hopes, Doug Enlow, it will only be temporary . WXAP/Columbia, SC believes, "The 12" records were too expensive. There is a definite need for more disco product for the 80's"

On the other hand, Gary DeMaroney at KFMX/Minneapolis welcomes the "trend of trimming and tightening." He feels that Dancemusic stations are now doing the same thing - radio and records are becoming more "choosy" about the product ... Linn Van Poole of WPEG/Charlotte states he does not see the need for a separate disco division within record companies. "If the material is good, it could be promoted by any able promotion team" Rich Brother Robbin, KHYT/Tucson, has not experienced a decline in service or releases, and feels the industry Is on top of it. "As long as they continue to make dancemusic, we'll be playing it."

Our reporters definitely encourage the record companies to continue to give them the support through new and established product in 1980. As long as listeners want to dance. the need will be there.

Pam Bellamy & Gail Mitchell

We would like to take this opportunity to thank all Dancemusic stations for their cooperation and helpful advice in 1979. It has been a pleasure to talk with you each week. and we wish you a Happy Holiday and continued success in 1980. TOOT, TOOT! BEEP, BEEP!

#### R&R/Friday, December 21, 1979





Let Him Tell You About The 'Magic Lady'...





DANCEMUSIC AIRPLAY/30 - 25 O SERGIO MENDES/I'll Tell You (Elektra)

Because everyone is talking about the magic of Mendes.

Produced and Arranged by Sergio Mendes on Elektra Records



c 1979 Elektra Asylum Records C A Warner Communications Co Printed in U.S.A.

NCEMUSIC طالعته والمعالية (2) B **S & HO** 0 ٨ A D 1 R VEST MIDWEST SOUTH EAST Hottest Most Added . Hottest Most Added. Most Added . Hottest Most Added ® Hottest Michael Jackson Shalamar Several artists tied Bonnie Pointer Michael Jackson Michael Jackson **Bonnie Pointer** Spinners "Working' Prince Spinners "Working" Spinners "Working" Prince Rufus & Chaka Prince Prince Rufus & Chaka E ANA NDA. SM WXKS / BOSTON, MA ADDED: Tavare: Three Degrees Cliff Richard M "Thai?" Munhatian Transfer WEST WDON WRAP EAST DISCO 94 WRAP/Rorfolk, VA ADDED: Teddy Pendergress "Shout" Lenny White Quiet Fire Five Special "Do" Inner Life Beverly Johnson "Feel" DC DN / Washingto ADDE D: Brenda Russell "Way" Sister Sledge Spinners "Working" Parliament "Black" Gap Band La Flavour 7 21 uston, TX innati, OH WHIL FM 92 KRLY/HOUSEN, ADDED: Kool & The Gang "Too" Cliff Richard Commodores "Wonderland" EW&F "Star" KRLY/H ADDED: Tavares La Flavour Norma Jean Debbie Jacobs Theo Vaness "Thank" ADDED KIIS-FM/LOS Prince Flying Lizards Stave Forbert ADDED: ELO "Train" WTU/New York, NY ADDED Edgar Winter Invisible Man HOTTEST: Norma Jean EW&F "Star" HOTTEST: Kenny Loggins Smokey Robinso Cliff Richard Peaches & Herb Suzi Lane Michael Jackson "Star" Dan Hartman LRB HOTTEST Vaughn Mason Patrice Rushen Stys "Babe" Rick James "When" HOTEST: Isac Hayas Streisand/Summer Prince Michael Jackson "Working/Rock Don't Don Armando Donna Summer "Radio" Shalamar Stargad Kool & The Gang Village People HOTTEST Streland/Summer Isaac Hayes Spinners "Working" Janice McClain Flying Lizards — Vinnie Peruzzi "Star" Patrice Rushen Switch HOTTEST: HOTTEST HOTTEST: Sugar Hill Gang Smokey Robinson Stevie Wonder Bar-Kays Rupert Holmes Switch Dionne Warwick Fluetwood Mac "Sara" J. D. Souther — Michael Jones HOTTEST: Donna Summer "Radio" Sugar Hill Gang Kool & The Gang Stavie Wonder Auhford & Simpson Bar-Kays Taddy Pendergrass "Shout" Inner Life Prince Pulue & Chake HOTTEST: Prince, Fat Larry's Band Sylvester Busta Jones Patrice Rushan Kool & The Gang Loose Change Narada Michaël Walden Bar-Kays Slave — Immo Milliand HOTTEST: Michael Jackson Styx Shalamar Prince Rufus & Chake - BOD ALOU HOTTEST: Rufus & Chaka Rufus & Chiska Prince Dan Hartman Shalamar Michael Jackson Herb Alpert Trussell Kool & The Gang "Hangin'/Too" — Michael Eliis - Wagner / Coh WKYS Rufus & Chaka Seguence WKYS/Washington, DC - Jimmy Williams - Rick Nuhn 2 ADDED: Kool & The Gang "Too" Trussell Sister Sledge Cheryl Lynn 7/100 Barry Richard TIH-NC WRMZ/Columbus, OH ADDED: Sergio Mendes Bonnie Pointer Herb Alpert WPEC-DISCO IOT MUNICISIE HOTTEST SINGSKTK-HOTTEST: Shalamar Kool & The Gang Rufus & Chaka Prince Ashford & Simpso Michael Jackson Bar-Kays Pleasure Stargard Sargio Mendes Phyllis Hymin Slave Phyllis Hymin Slave Patrice Rushen Sugar Hill Gang KHYT/TUCSON, AZ KKCS/ Colorado Springs, CO ADDED Dionne Warwick Cole/Bryson FTN 98 Colorado springs, CO ADDED: Tom Petty Cole/Bryson Bonnie Pointer Nurada Michael Walden Dan Hartman HOTTEST: Isaac Hayes Michael Jackson KC & Sunshine Band WWOM/Albany, NY % FEVE WKTK/Baltimor ADDED: Shalamar Kenny Loggins ADDED: Bonnie Pointer nore, MD Cole/Bryson Cheryl Lynn Watter Murphy Carol Lloyd Kool & The Gang "Too" Willie Aames Dan Hartman "Free" ADDED ADDED: Sabu "Rock" Positive Force Uncle Louie Kurtis Blow Edgar Winter Al Hudson Paradise Express Scott Allan Bonnie Pointe Lenny White Tyrone Davis TTF Sahu WOKF/Tampa, FL ADDED: Prince Phyllis Hyman Rufus & Chaka HOTTEST: Michael Jackson Stevie Wonder Isaac Hayes Ashford & Simps Prince TTF Sabu Norma Jean Busta Jones Instant Funk "Slap" TJM (ra) Liquid Gold Loose Change Workin HOTTEST: Smokey Robinson Shalamar Bar-Kays Rufus & Chaka Phyllis Hyman Janice McClain "Working" Flying Lizards Scott Allan Norma Jean Herb Alpert Patrice Rushen Gino Soccio Bonnie Pointer La Flavour Yellow Magic Orch. - Ken Pugh HOTTEST. Sugar Hill Gang Nature's Divine Isaac Hayes Isaac Hayes/ Millie Jackson Scott Allan HOTTEST: Kool & The Gang "Ladies'/Too" Proce "Lover/Sexy" Phylis Hyman Rufus & Chaka "Do/Any" Michael Jackson Shalama "Second/Right" Janice McClish Don Armando Ann Margret Don Armando Ann Margret Makio" - Walt Adams Prince Capt. & Tennille -Donnie Simp - Lou Krieger - Jed Blakovich HOTTEST Streisand/Summer Michael Jackson Prince Sylvester Telex — Unn Van Poole Cake Diana Ross HOTTEST SOUTH HOTTEST: Kool & The Gang Michael Jackson "Working/Rock" Prince Donna Summer "Radio" (WDAI 94.7 FM) - Rich Brother Robble 10jin WDAI/Chicago, IL (KSFX 104) ADDED: Bob James "Star" Theo Vaness "Thank" Bar-Kays Ray, Goodman & Brow Cliff Richard John Klemmer INCAUTATEM98 AK "Radio" Isaac Hayes Rupert Holmes Teri DeSario Sergio Mendes Telex LCTO5 1 TUNE IN DISCO 123 THE BAY ARLAS O KSFX/San Fra WCAU/PhHa KSFX/San Franci ADDED: Scott Allan Kurtis Blow EW&F "Star" ELD Yvonne Elliman Rinder & Lewis Patrice Rushen Sylvester "Fantasy" USA-European ( Theo Vaness "Dance" WCAU/Prinadephila, Pa ADDED: Billy Ocean Tavares Archie Bell & The Dreits Direct Current Joyce Cobb Rita Coolidge Harold Melvin Deniece Williams WXAP WMAK/Nashville, TN ADDED Gap Band "Believes/Steppin Teddy Pendergrass "Shout" - Roshon KITT-FM/San Diego, CA ITT-FM/San Dieg ADDED: Bonnie Pointer Addris: Brother Joyce Cobb Elton Johnny" Spyro Gyra Tom Johnston Rick James Freddie James Spinners "Working" WXAP/CO WLAP/Columbia ADDED: Rick James Michael Jackson "Working" Janis Ian Bonnie Pointer Spinners "Working" Teri DeSario whos HDTTEST: Streisand/S "Shout" Ray, Goodman & Brown Capt. & Tennille Phyllis Hyman Sergio Mendes Lakeside Cameo Isaac Hayes Michael Jackson MBOS/Boston, MA ADDED: Michael Jackson Prinde Kool & The Gang Sugar Hill Gang Don Armando Rufus & Chaka Donna Summer Spinners "Working" Bonnie Polnter HOTTEST: Rufus & Chaka Sergio Mendes George Duke Janice McClain Bonnie Pointer Cole/Bryson Lakeside Cameo Linda Clifford Sylvester Cole/Bryson "What" Isaac Hayes "Kisses" HOTTEST: Bar-Kays Cole/Bryson Stevie Wonder Narda Michael Walden Lenny White Michael Jackson Rufus & Chake Norma Jean Pleasure Prince Inner Life Isalamar Bonnie Pointe "Can't/Come Busta Jones MIDWEST HOTTEST HOTTEST: Sugar Hill Gang Drana Ross Prince Janice McClain Dan Hartman Rufus & Chaka — Jane Duncklee HOTTEST: Sugar Hill Gang Michael Jackson Prince Smokky Robinson Rufus & Chake Pablo Cruise Phyllis Hyman — Doug Enion "Radio" Patrice Rushen HOTTEST HDTTEST: Isaac Hayes Michael Jackson Rupert Holmes Cliff Richard Stargard Don Armando Prince Jeanne Shy Phyllis Hyman Shalamar Rufus & Chake HOTTEST: Isaac Mayes Pablo Cruise Donna Summer "Radio Michael Jackson Liquid Gold Melisa Manchester Yvonne Elilman Mary Klug - ROY POTTY THE W WDMT / Cleveland, OH ADDED: Kurtis Blow Gap Band Teri DeSario O'Jays "Forever" DISCO 95 WMAS FM KILA - Erit Garcia USET/EI PERO, TX LAS/Spi TITTE ADDED: Jackie Moore EW&F "Star" Lou Rawls Bill Summers "Forever" Spinners "Working" Inner Life Bonnie Pointer KILA/Kansas City, MO ADDED: Brenda Russell "Way" EW&F KTLK/Denver, CO DISCO) - Sonja Thrasher WSOO/Syracuse, NY HOTTEST: Stevie Wonder Isaac Hayes Donna Summer "Radio" Michael Jackson Kool & The Gang Streisand/Summer Naturo's Divine Prince ADDED: O'Jays "Forever" Cole/Bryson "Gimme/What" Herb Alpert Jeanne Shy Kurtis Blow Raindolls ADDED: Deborah Washingt Spinners "Working" M "Moonlight" La Flavour KHYS98 "Star" "Star" ELO "Train" Gao Band Teddy Pendergrass "Shout" Spinners "Working" ADDED Frisky Paradise Express ADDED: Gamma Teddy Pendergr. "Shout" Toto Spinners "Working" Phyllis Hyman Fleetwood Mac "Sara" Jeanne Shy DISCO STEREO FM C KHYS/ Beaumont, TX KLAV/Las Vegas, NV HOTTEST ADED: Commodores "Wondertand" Inner Lite Alan Parsons Debbie Jacobs "High" Public Cruise Scott Allan Kenny Loggins Don Armando O'Jays "Forever" Teri DeSario Peaches Herb Capt. & Tennille Pince Billy More LTD ADDED: Bonnie Pointer HOTTEST: Kool & The Gang Streisand/Summer Diva Grey & Oyster Michael Jackson Donna Summer Bonnie Pointer Styx Sylvester Emotions Slave Narada Michael Walden Nature's Divine Prince La Flavour Cameo Smokay Robinson Rufus & Chaka Ashford & Simpson HOTTEST: Smokey Robinso Princo Shalamar Bar-Kays Rufus & Chaka Yvonne Elliman Pleasure HOTTEST Switch Diana Ross Rufus & Chaka Dan Hartman Capt, & Tennille Narada Michael HOTTEST: Smokey Robinsi Michael Jackson Rupert Holmes Cliff Richard O'Jays "Forever" "Radio" Village People Patrice Rushen HOTTEST HOTTEST: Rupert Holmes Smokey Robins Michael Jackson Streisand/Summe Stevie Wonder Yvonne Elliman Hall & Dates Janice McClain Wymn Ros Janis Ian Isaac Hayes Prince Tom Johnsto Hall & Oates - Chuck Kelh - Doris

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#### &R/Friday, December 21, 1979



#### **Governor Brown Meets The Rock Stars**

**Forbert Shows Big Apple Polish** 



While in Los Angeles recently, California Governor (and Presidential candidate) Jerry Brown dropped by the ffices of the Fitzgerald/Hartley Management Company for a rugged question-and-answer session with several f the firm's clients. Seen at the scene are, from left: Rufus member Bobby Watson, Toto's Bobby Kimball, Rufus nember John Robinson, Jimmy Messina, Rufus member Tony Maiden, Brown, Brothers Johnson member Louis lohnson, Toto's David Paich, Chaka Khan, Rufus member David Wolinski, and Brothers Johnson member George johnson.

#### **Outlaws Steal Some Gold**



Arista Records country-rock group the Outlaws were presented with gold records for their live double-album Bring 'Em Back Alive'' after their performance recently at New York's Madison Square Garden. Shown at the presentation are (top row, I-r) group's attorney Eric Kronfeld, Arista VP Rick Dobbis, group's manager Charlie Brusco, Outlaws Harvey Dalton Arnold and Billy Jones, Arista VP Bob Feiden, Arista President Clive Davis, Hustler Music Publishing's Alan Walden, Outlaws David Dix and Hughie Thomasson and wife Judy, and Arista VP Mike Bone; (bottom row, I-r) Outlaw Freddie Salem, Arista's Harold Sulman, Synergy System's Fred Franchi, Outlaw Monte Yoho, and Arista VP Richard Palmese.

Live Wire From New York!



When Nemperor recording artist Steve Forbert recently performed at the Palladium in New York, he was met backstage by label execs. Pictured engaging in some backstage patter are, from left: CBS Associated Labels VP/GM Tony Martell, Coconut Management's Linda Stein, Steve Forbert, Nemperor President Nat Weiss, E/P/A VP AI DeMarino, and Nemperor's Patrick Clifford.

#### **Cameo Rolls Into New York**



Casablanca/Chocolate City recording group Cameo recently celebrated their initial performance at New York's Beacon Theatre as well as receiving their first gold record award for "Secret Omen" with a fete at Cachaca. Photo'd at the fete are (top row, I-r) Casablanca Exec. VP and Chocolate City President Cecil Holmes, Cameo management's Sanford Ross, and Cameo member Gregory Johnson; (bottom row, I-r) Cameo's Nathan Leftenant, Sanford Ross Management's Paula Dorf, group's Tony Jenkins, Millie Rodriquez, Cameo's Larry Blackmon, Casablanca's Ruben Rodriquez, and Chocolate City recording artist Vernon Burch.

#### Mills Fills Atlanta Civic Bill



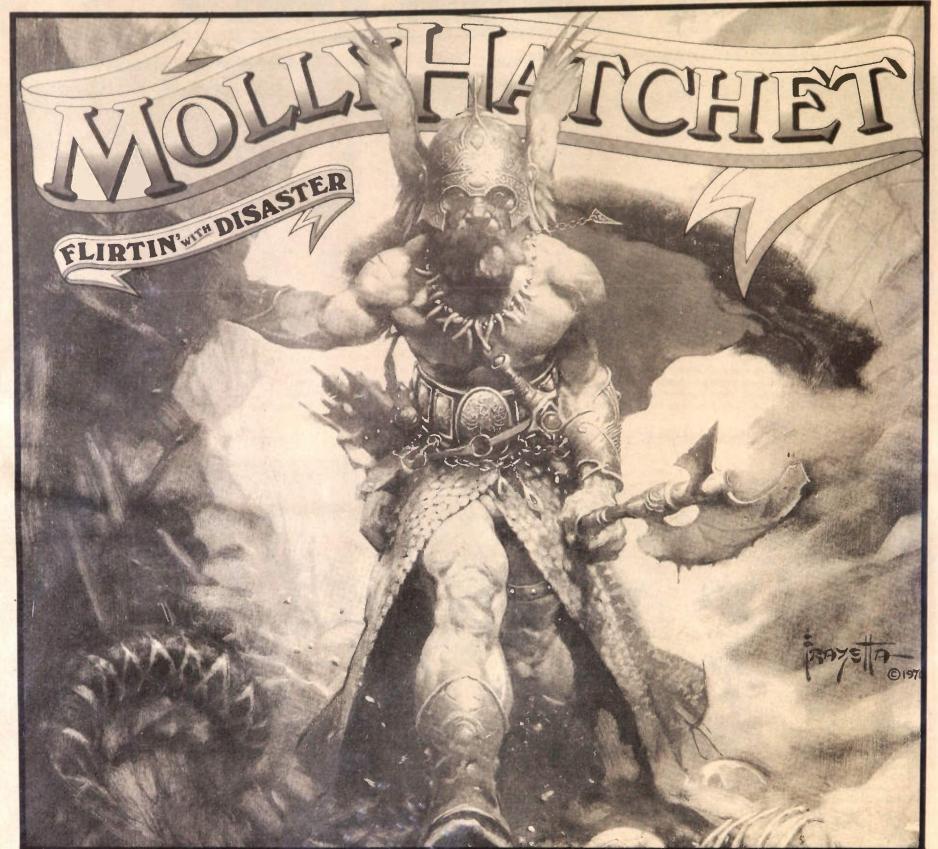
A&M's Live Wire recently performed at the Bottom Line in New York. Pictured backstage are (front row, I-r) A&M VP Michael Leon, A&M's Rick Stone, the band's German Gonzalez and Chris Cutler; (middle row, I-r) A&M's Annette Monaco and Rich Totoian and Live Wire's Jeremy Meek and Michael Edwards; (back row, I-r) A&M's Gail Davis, Richle Gallo and Michael Van Orsdale and group's manager Michael Cole.



20th Century-Fox recording artist Stephanie Mills recently performed at the Atlanta Civic Center. Pictured backstage are, from left: 20th's E. Rodney Jones, 20th VP Bunky Sheppard, Stephanie Mills, Coretta King, and RCA's Harry Clark and George Jackson.

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## Ax-tion for the 80's



## MOLLY HATCHET THE SINGLE FLIRTIN' WITH DISASTER ALREADY ON IN 79:

WIFI add KDWB 17 KUPD 6-5 PRO-FM add KNOW add 92Q add WNOX add WGH on WVIC add KZ93 on WMEE add KCPX on KX104 add KRLC add





#### Planet Pacts Sue Saad & Next

#### Santana Plays The Palladium



Planet Records has pacted Sue Saad and the Next, with their debut album to be released in January. Seen in the studio listening to playbacks are (I-r) group's James Lance, Warner Bros. Music President Ed Silvers, group's Tony Riparetti, Planet VP David Urso, Warner Bros. Music's Bob Stabile, group's Bobby Manzer, Planet President Richard Perry, Sue Saad, and group's Billy Anstatt.

**Fogelberg And Phoenix Friends** 



New York's Palladium Theater was the site of a Santana performance recently. Pictured backstage are (I-r) the band's Alex Ligertwood and Chris Solberg, group's manager Bill Graham, CBS Records President Bruce Lundvall, and Devadip Carlos Santana.

#### **Stand Up For A Tull Benefit**



Following Epic/Full Moon Records' artist Dan Fogelberg's concert at the Ananeim Convention Center recently, the posed with friends and record personnel to toast his performance and the release of his "Phoenix" LP. Shown are (I-r) E/P/A's Frank Rand and Larry Stessel, flutist Tim Weisberg (end partner on Fogelberg's previous LP), Fogelberg, Epic Record's Larry Schnur, E/P/A's Larry Douglas and Michael Alhadeff, E/P/A VP Stan Monteiro, and manager Irving Azoff.

We Are (Another) Family



Chrysalis recording artists Jethro Tull recently performed a benefit concert on behalf of UNICEF's Year Of The Child. The group donated all proceeds of the show to the cause. Shown are (I-r) Wolf & Rissmiller President Jim Rissmiller, UNICEF LA branch chairwoman Joyce Luna, Jethro Tull's Ian Anderson, and manager Clive Walter.

**Emerald City Banks On Redbone** 



Polydor Records' the Faraghers recently performed at the Starwood in Los Angeles and were met by a bevy of radio and record people. Pictured backstage are (top row, I-r) Polydor's Steve Duboff and Jeff Laufer, Polydor VP Marty Goldrod, Jimmy, Danny and Davey Faragher and manager Ivan Hoffman; (middle row, I-r) KLOS/Los Angeles intern Neil Spellman, Pam Faragher, assistant MD KHTZ/Los Angeles Cathy Derouville, Polydor's Dave Greenwald and KHTZ MD Jim Conlee; (bottom row, I-r) KLOS's Mark Felsot, and Tommy and Marty Faragher.



Newly-formed Emerald City Records has announced the signing of Leon Redbone. Shown at the safe and secure signing are (I-r) producer Joel Dorn, Emerald City VP Rocky Antocky, Redbone, and Emerald City Co-owner Charles Greene.

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#### **UA Follows Laws**



Ronnie Laws was recently re-signed to a recording contract by United Artists Records. His fifth album for the label is due around the beginning of 1980. Pictured are (I-r) EMI-America/UA GM Varnell Johnson, EMI-A/UA VP Mark Levinson, attorney John Mason, Laws, EMI-A/UA President Jim Mazza, attorney Gary Gilbert, and Laws's manager Forest Hamilton.

Sports Score At Hurrah's



Virgin Records celebrated the release of XTC's "Drums And Wires" LP with a party in New York City recently. Seen on the scene are, from left: Atlantic Sr. VP/GM Dave Glew, XTC members Colin Moulding and Andy Partridge, Virgin President Ken Berry, and Atlantic's John David Kalodner.

#### **Stevenson Signs With Songbird**



Arista recording group the Sports recently performed at Hurrah's in New York City, following which they were met backstage by sundry label reps. Seen on the seedy scene are (top row, I-r) Arista VP's Rick Dobbis and Richard Palmese, group's manager Michael Gudinski, Home Run Management's Jeff Schock, Arista's Alice Gottlieb, Artie Patsiner and Jane Palmese, group's Andrew Pendlebury and Steve Cummings; (bottom row, I-r) Arista VP Dennis Fine, label's Harold Sulman, group's Jim Hitchins, and Sports producer Pete Solley.

Millennium's Yipes! At NYC's Palladium



MCA/Songbird Records recently signed B.W. Stevenson to a recording contract. Shown at the inking are (I-r) MCA/Songbird's Chris Christian, Stevenson, and MCA/Songbird Executive Director Michael Ehrman.





Following their performance at New York City's Palladium, Millennium recording group Yipes! were greeted backstage by label execs. Pictured are (top row, I-r) Yipes! member Peter Strand, Millennium's Ken Franklin and Beverly Berman, group's Pat McCurdy and Teddy Freese, Millennium VP Don lenner, label's Shelly Petnov-Sherman, RCA's Susan Wax, Jack Hopke and Bob Beranato, and RCA Division VP Mel Ilberman; (bottom row, I-r) group's Andy Bartel, RCA's Larry Palmacci, Yipes! manager Randy Schwoerer, and group's Mike Hoffman.



Jack Lee took a few minutes between rehearsing with his new group to receive a platinum record award for his songwriting contributions to Blondie's "Parallel Lines" album. Photo'd in the foreground are, from left: Chrysalis Music General Manager Ann Munday and Jack Lee, who wrote "Hangin' On The Telephone" and "Will Anything Happen" for the LP.

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Virgin's XTC

# THE BACK PAGE IS FRONT PAGE NEWS!



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

STYX

#### Why Me (A&M)

70% of our reporters on it. Moves: Up 50, Same 27, Down 0, Adds 34, including WRKO, Z93, WGCL, Q102, B100, PRO-FM, KEEL, WAPE, 95SGF, WNOX, WVIC, KEYN-FM, WNAP, 92X, WOHO, KERN, KFXM, KTAC, KENO. See Parallels, charts at number 26.

#### CHEAP TRICK Voices (Epic)

67% of our reporters on it. Moves: Up 62, Same 24, Down 1, Adds 19, including KWK, KAUM, KEEL, KXX106, BJ105, WRJZ, WAYS, KWEN, KLEO, WHOT, KFXM, KJRB, KENO, G100, KBOZ, KOOK.

#### QUEEN

Crazy Little Thing Called Love (Elektra) 66% of our reporters on it. Moves: Up 19, Same 17, Down 0, Adds 69, including WFIL, 96KX, F105, CKGM, WOKY, KIMN, WBLI, WICC, Q106, KLIF, KNOW, WTIX, WSGA, WSKZ, WKIX, KRAV, KHJ, KRSP, KRUX. See Parallels, charts at number 28.

#### TOM JOHNSTON Savannah Nights (WB)

63% of our reporters on it. Moves: Up 69, Same 19, Down 5, Adds 7, Y103, WVIC, KMJC, KRQ, WJBQ, WXIL, KDZA, WIFI 27-23, KEARTH 29-27, KOPA 24-21, WAPE 21-17, KWEN 35-29. See Parallels, charts at number 29.



Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist /title /label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and Indicate how many stations moved the song Up on their charts, heid it the Same (on to on, add to on, 31-31, etc.), moved it Down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

DAN FOGELBERG "Longer" (Full Moon/Epic) 87/46 Moves: Up 29, Same 12, Down 0, Adds 46, including WCAO, Q102, B100, KIMN, WICC, WKBO, WNOE, 95SGF, KOFM, KERN, KGW.

ELECTRIC LIGHT ORCHESTRA "Last Train To London" (Jet) 59/13, Moves: Up 32, Same 13, Down 1, Adds 13, Including CKGM, KFI, B100, WKBO, WFMF, KRSP, WJBQ, KX104, KKRC, WGCL 29-26, KEARTH 16-14, KRLA 22-21.

#### itella hitedarde NATIONAE AIRPLAY/30 THREE TWO December 21, 1979 AGO AGO WEEK 2 1 1 1 **RUPERT HOLMES/Escape (MCA)** CLIFF RICHARD/We Don't Talk Anymore (EMI/America) 4 2 0 6 0 16 10 6 MICHAEL JACKSON/Rock With You (Epic) 0 9 7 JEFFERSON STARSHIP/Jane (RCA/Grunt) 12 24 20 A FAGLES/The Long Bun (Asylum)

24	20	3		EAGLES/The Long Run (Asylum)
14	7	4	6	CAPTAIN & TENNILLE/Do That To Me One (Casablanca)
18	13	8	0	KENNY ROGERS/Coward Of The County (UA)
9	5	5	8	LITTLE RIVER BAND/Cool Change (Capitol)
22	16	11	0	KENNY LOGGINS/This Is It (Columbia)
23	22	14	10	TOM PETTY/Don't Do Me Like That (Backstreet/MCA)
1	2	3	11	STYX/Babe (A&M)
15	14	12	12	FOREIGNER/Head Games (Atlantic)
	27	22	B	FLEETWOOD MAC/Sara (WB)
20	18	16	0	KOOL & THE GANG/Ladies' Night (De-Lite)
26	23	17	15	SMOKEY ROBINSON/Cruisin' (Tamla)
30	26	24	C	FOGHAT/Third Time Lucky (Bearsville/WB)
3	3	10	17	STREISAND & SUMMER/No More Tears (Columbia/Casablanca)
13	12	13	18	STEVIE WONDER/Send One Your Love (Tamla)
21	19	18	19	DR. HOOK/Better Love Next Time (Capitol)
		29	20	DIONNE WARWICK/Deja Vu (Arista)
-		26	3	TERI DeSARIO/Yes I'm Ready (Casablanca)
7	6	15	22	SUPERTRAMP/Take The Long Way Home (ABM)
11	7	21	23	KC & THE SUNSHINE BAND/Please Don't Go (TK)
-	-	30	0	STEVE FORBERT/Romeo's Tune (Nemperor)
	-	27	25	ALAN PARSONS/Damned If I Do (Arista)
_			3	STYX/Why Me (AGM)
-			0	CHEAP TRICK/Voices (Epic)
			0	QUEEN/Crazy Little Thing Called Love (Elektra)
1		-	0	TOM JOHNSTON/Savannah Nights (WB)
8	15	20	30	JOHN DAVID SOUTHER/You're Only Lonely (Columbia)
This ci Black d	hart is	based	l salely irs mai	on airplay statistics compiled weekly from our Top 40 reporting stations cate significantupward inovement from at Last 60% of our operation

#### **MOST ADDED** .

OUEEN "Crazy Thing Called Love" (Elektra) DAN FOGELBERG "Longer" (Full Moon/Epic) STYX "Why Me" (A&M) ANNE MURRAY "Daydream Believer" (Capitol)

DIRT BAND "American Dream" (UA)

#### HOTTEST

MICHAEL JACKSON "Rock With You" (Epic) KENNY ROGERS "Coward Of The County" (UA) RUPERT HOLMES "Excape" (MCA) EAGLES The Long Run" (Asylum) CAPTAIN & TENNILLE "Do That To..." (Caseblanda)

#### **Others Getting Significant Action**

28 and 31

O'JAYS "Forever Mine" (Philadelphia International) 39/5 Moves: Up 22, Same 11, Down 1, Adds 5, WRKO, PRO-FM, WKEE, KWEN, KX104, WXLO 18-11, Z93 29-25, KEARTH 11-9.

MOLLY HATCHET "Flirtin' With Disaster" (Epic) 14/9 Moves: Up 1, Same 4, Down 0, Adds 9, WIFI, PRO-FM, KNOW, 92Q, WNOX, WVIC, WMEE, KX104, KRLC, KUPD 6-5.

## THE FIRST HEADLINES OF 1980 ON EPIC, PORTRAIT, AND CBS ASSOCIATED LABELS

Page 48



## **Bill Speed**

#### Don't Go Down For The Undercount -Radio's Role In The 1980 Census (Part II)

In R&R's December 7 issue, we began a two-part conversation with Edward Spar, President of Market Statistics, Inc.(MSI), advisor to the U.S. Census Bureau and provider of population estimates to Arbitron. We spoke briefly about Arbitron's system of measuring black and other minority areas, and also about the danger of the black popula-tion being "undercounted" in the 1980 census. In Part II, Spar goes into more detail about how the undercount can occur, why it's important that blacks be counted by the cen-sus to get their share of dollars, and what radio stations can do to help the situation. We started by reviewing the timetable for the census data to come out.

R&R: In 1980, is MSI planning to submit to Arbitron current running statistical data? ES: The timetable from the Bureau of the Census is as follows. It will be 1981. The Bureau of the Census will start releasing information on population in late 1980. By April 1, 1981, by federal law for local re-districting purposes, the Bureau of the Census must have a population count public for total white, black and Hispanic. So you know that the data Arbitron will be issuing in 1981 will certainly have all of this information incorporated. Since Market Statistics supplied Arbitron with population information around April, obviously in 1980, we won't have incorporated the data because it will still be collected by the Bureau. So it's really going to be two years.

R&R: High Density Black Area (HDBA) information, which is Arbitron's only methodology of surveying Black population, is going to be far off until .

ES: It will still be off until 1982, because in 1982 the Bureau will have released all of its information on a zip code basis. For the first time in history, the Bureau will be releasing in tape form, which of course we will be purchasing, detailed information characteristics on a zip code basis - it's never been done before. This is a five-digit zip code basis,

"It is critical that the minority broadcasters and media in general play as strong a role as possible in letting their market know why it is significant for them to fill that form out. If we want to reduce the undercount, it is up to us to do it."

and that is on Summary Tape File 3 for any of your more technically-oriented readers, and that information will be available by early 1982. I believe, which is very helpful be-cause everybody more or less jokes with the Bureau and says it will probably have it out just when they go to a nine-digit zip. You'll have your county and track information starting to come out in late 1980 and at that point is when the adjustments will start being made.

R&R: Aren't you afraid of backlash on your estimates?

ES: Put it this way. You're not afraid. You are, to use a biblical phrase, "girding your loins." Because you know there will be (minor inaccuracies) since this is an estimating procedure. The Bureau estimates when they come out with their inter-census year esti-mates for revenue sharing purposes – there are 36,000 units between counties and towns and townships that the Bureau makes for revenue-sharing purposes. You're talking about billions of dollars now being transferred around the country as a function of the esti-mates they are making. What we are doing here is McDonald's hamburgers compared to that. But we know we are going to be wrong in areas by definition, and you can quote me. You think about it; every number that we make is wrong; it's an estimate. What we are hoping is that it is very close to the truth.

R&R: I understand your point. But guys' lives depend on these numbers, and if they are walking in with a loaded dice situation, they are walking into a bad situation and don't really know it.

ES: The problem here is an educational problem. No matter how many times I say this, I know it falls on deaf ears and that is the fact that we are producing estimates we are not producing census numbers. We are trying to give a reasonable reflection of a marketplace - an accurate, reasonable reflection. If we can perform that service properly, we have done our job.

R&R: As you recall, in 1970 the riots were going on in a good portion of the country, which handicapped a lot of data gathering. What's going to happen this year without those political overtones?

ES: I don't think that's going to make that much of a difference. To me, one of the major problems of the black segment is that 50% of the black teenagers are unemployed this is a terrible thing in the U.S. This is an issue that's got to be corrected. But the

point I am trying to make is that a lot of these young people are not going to be counted. They are going to be out on the street. They are not going to be really receptive to anybody's census. This goes back to your question before about the black media. We've got to get these kids counted. We've got to have the information of where they are so there can be federal allocations to help in this area.

R&R: What advice would you give to a group of broadcasters to get the ball rolling on that issue?

ES: My feeling is to start at the basics. There is a census advisory committee, a black census advisory committee I believe. But I would really go right to the top. I'd call Vincent Barabba, Director of the Bureau. A very fine gentleman, very knowledgeable, and very aware of problems. I would contact him and ask him specifically what you can do, and I don't think you'd get any runaround.

R&R: Where is he located?

ES: He is in Washington. The phone number is 301-763-5190. We have to speak about both the black and the Hispanic segments. The official estimate as to Hispanics is around 11 million. But you hear ranges of illegals going up to 6 or 7 million and now you're

basically talking about two equal populations in terms of size. And that being the case you have to speak about both of them. They are over 40 million blacks and Hispanics in the U.S

R&R: What about the blacks who, at the time the last census was taken, were probably living on the borderline of middle class and upper middle class. These people are now in the upper middle class segment. How are they going to be counted?

ES: No problem. Thank goodness we had a decent count. That will be fine. We're not going to lose that part of the segment. In certain parts of the U.S. you've got a situation where the family unit is broken up because you can't collect welfare if you've got a husband-wife family-type situation. What happens is that the husband leaves and the wife takes care of the children and they go on welfare because of the problems of getting a decent job. The husband doesn't get counted in the census because he is afraid if he is counted, there goes the welfare. This is a tragic situation. Until there is welfare reform to stop something like this, there will be the undercount.

R&R: How about lifestyle information?

ES: This is really not the Bureau's job.

R&R: What are some of the questions on the census? ES: There are some cute ones, i.e., if English is not the principal language spoken, what is that language? How well is that other language spoken? Very well, well, not well, not at all well. Now instead of having a household head, you have something called a householder who is essentially the first person listed on the questionnaire.

R&R: How does that work? Whoever answers the phone?

ES: Well, it's mail-out and mail-back. It should be one of the two adults in the household

R&R: We're back to where we started. Arbitron has tried that method and it doesn't work and they've had the telephone retrieval. They are going to institute a dated process.

ES: You get a Bureau questionnaire. That's a different ballgame than Arbitron's sending out a questionnaire. There is a federal law. You can be fined for not responding to the census. It is 100% mail-out and about 90% mail-back. For those who don't mail back there

will be personal follow-ups. R&R: What is that method?

ES: They've got everybody's address in the U.S., and they go out and get them.

R&R: Is there anything you'd like to add to what we have talked about?

ES: I've waxed so eloquent here, I'm afraid to say anything else. I think the most important point here is the degree of involvement that I think it is critical that the minority broadcasters and media in general play as strong a role as possible in letting their con-stituency, their market, their group know what is going to happen and more importantly, why it is significant for them to fill that form out. That to me is the real major key issue here. If we want to reduce the undercount, it is up to us to do it. It is the responsibility of the citizens of the U.S. to fill that form out.

#### People

KOKY/Little Rock airstaffer Buddy King has left the station. Program Director Larry O'Jay is now handling mornings with Jimmy Smith, Music Director, in after-noon drive .... A familiar voice is back on the airwaves in Los Angeles as Levi Booker is now doing mornings at KJLH . . . J. Michael Williams has been officially named PD/MD at WNOO/Chattanooga. He was formerly Assistant Program Director to Brute Bailey at WIGO/Atlanta ... WWIN/Baltimore's "singing DJ" Curtis Anderson

recently made his first public appearance at the Ritz Club there .... Reverend C.L. Franklin has been released from a Detroit hospital where he had been in a coma I would following a burglary attempt in his home like to take this time to thank all the Pop Rhythms re porting stations for their support and cooperation as well as to wish all of you a Merry Christmas and Happy New Year. Looking forward to talking and working with you again in 1980 ... Our first issue back is January 11, so we'll need your reports starting around January 3, 1980.



FOR NATALIE 'N' PEABO - Pic tured at a recent pramiara lis-tening party held in Jackson, MS on behalf of the recently-released Natalie Cole/Peabo Bryson album are, from left Capitol's Dick Dew-kins, WJMI MD Verbia Hardin, and WKXI MD Jerry Mason.

#### Places

PUTTING ON A NEW FACE IN 1980: The Sconnix Broadcasting Group has assumed ownership of WPXI/Charleston. In addition, according to Program Director Tony Jamison, the station is heading toward a new direction in 1980. "It's a whole lot more uptown in

terms of presentation. It is the eighties version of a public service station with great music." ... Also making plans for the new year is KLIP/Fresno, which is planning to institute more jazz in the format as well as more local news. Music Director Mike Anthony says, "We want to keep the people informed." WDAS/Philadelphia is now under the ownership wing of Unity Broadcasting with changes to be announced at a later date . . . The Young Black Programmers Coalition (YBPC) will be holding their upcoming meeting at the New Orleans Hilton. Also in New Orleans, the Black Music Association (BMA) Board of Directors are scheduling their meeting . .

#### Things

'TIS THE SEASON: Jumping right into the holiday spirit is Dorian Paster, Music Director of WJZZ/Detroit. He will be playing the part of Santa Claus at the station's upcoming Christmas party for the benefit of local orphanages . . . Neighboring station WJLB is conducting an "Operation Toy Drive" for underprivileged children. Meanwhile, KDAY/Los Angeles is requesting aluminum cans from area schools which will be recycled to purchase gifts for their annual toy drive. The school collecting the largest number of cans will win a free concert featuring Dynasty and Shalamar . . . IT MAKES GOOD CENSUS: Several stations are making preparations for the census in 1980. KGFJ/Los Angeles, "Your Census Station" presented a census forum on December 19 hosted by former KABC/Los Angeles talk personality Lin Hilburn. Paul Hudson, President of the local NAACP, John Mack, President of the Urban League, and Loritta Brown, from the Census Bureau, were among the featured guests on the three-hour program. Listeners were invited to call in to ask questions and discuss their role in the census. General Manager Greg Howard says the station is "spearheading this effort to make black people more aware of the importance of the census" . . . WTLC/Indianapolis is initiating a suggested plan to the National Black . WTLC/Indianapolis is initiating a suggested plan to the National Black Network Affiliates Advisory Board. They are directing their efforts toward building a unified stand for all black stations in their work with the Census Bureau

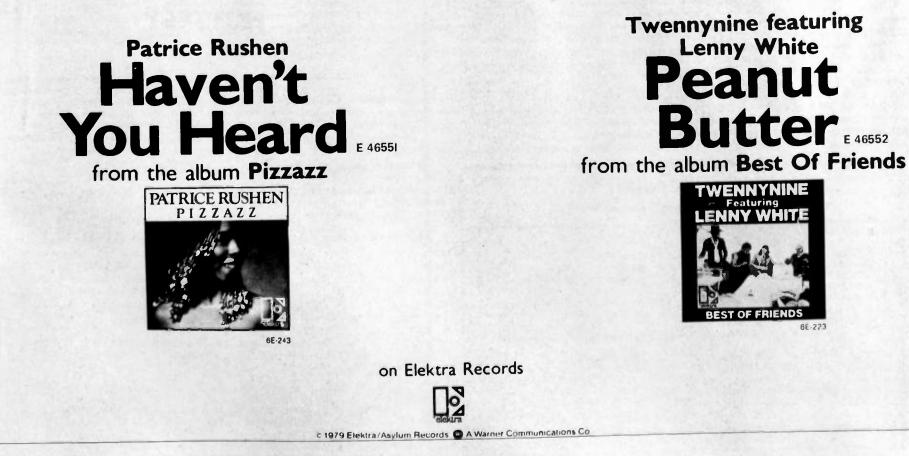
Haven't You Heard how to put some Pizzazz in your life? It's easy . . . just get a taste of Peanut Butter from the Best Of Friends

LENNY

WHITE



Two hit singles . . . and two hit albums. Go for the **Pizzazz** in life, and get acquainted with **Best Of Friends**.



## Pap/Rhythms



Following are listed in order of their airplay activity

**LENNY WHITE** "Peanut Butter" (Elektra) **STEVIE WONDER** "Send One Your Love" (Tamla) **BAR-KAYS** "Move Your Boogie Body" (Mercury) **MICHAEL JACKSON** "Rock With You" (Epic) **RUFUS & CHAKA** "Do You Love What You Feel" (MCA) **PATRICE RUSHEN** "Haven't You Heard" (Elektra) **PHYLLIS HYMAN** "You Know How To Love Me" (Arista) PRINCE "I Wanna Be Your Lover" (WB) CAMEO "Sparkle" (Chocolate City)

**O'JAYS** "Forever Mine" (Philadelphia International) NATALIE COLE/PEABO BRYSON

"Gimme Some Time" (Capitol)

### B Following are listed in order of their airplay ectivity.

NARADA MICHAEL WALDEN "I Shoulda Loved Ya" (Atlantic) 51% reporting activity. In the East it is new at WWRL; medium at WWIN, WXYV and WOL. The South reflects an add at WJJS and WPXI; medium at WKXI, WDIA, KOKY, WJMI, WVEE, WHRK and KAPE while hot at WAOK and KMJQ. Added at KATZ in the Midwest and climbing at WTLC

with a hot at KAEZ. Added at KDIA in the West, medium at KLIP and hot at KYAC. DIANA ROSS "It's My House" (Motown) 49% reporting activity. Medium in the Eest at WXYV. Climbing in the South at WKXI, WEAS, WAOK, WVEE and WHRK; hot at KMJQ, WDIA, WJMI, WOWI, WPXI and WHYZ. Added at WVKO and KATZ in the Midwest; medium at WJMO and WTLC. The West reflects hot rotation at KLIP, KYAC, and KSOL with a medium at KDIA.

SHALAMAR "Second Time Around" (Solar/RCA) 46% reporting airplay. Hot in the East at WXYV, WILD and WOL; medium at WWIN. In the South it is new at KMJQ, climbing at WPXI, and hot at the following stations: WHYZ, WYLD, WHRK, WVEE, WAOK, WJMI, WEAS, WANT, WDIA and WKXI. Hot in the Midwest at WVKO and KPRS. Hot in the West et KLIP

PLEASURE "Glide" (Fantasy) 46% of our reporters are on it. Hot in the East at WWIN and WXYV. Climbing at WEAS in the South; hot at WOWI, KAPE, WHRK, WVEE, WJJS and WDIA. In the Midwest it is new at KPRS, climbing at WCIN, WJMO, and KAEZ, with hot rotation at WJLB, WLOU, KATZ and WVKO. Hot in the West at KYAC and KDKO.

LAKESIDE "Pull My String" (Solar/RCA) 46% reporting action. Added at KSOL and KDIA in the West with a hot at KDKO. New in the Midwest at WJMO; hot at WLOU, WTLC and WVKO. Added at WPXI in the South and medium at WHYZ, WOWI, WNOO, WYLD and WAOK, with hot rotation at KAPE, WGIV, WJMI, WDIA and WKXI. Hot in the East at WOL. GAP BAND "Steppin' (Out)" (Mercury) 44% reporting activity. Medium in the East at WWIN, WXYV, WOL and WWRL. Medium in the South at KAPE, WHRK, WVEE, WGIV, WFAS KOKY and WDIA Added is the Midwest at W/CIN climbing at KAPE, WGIV, with WEAS, KOKY and WDIA. Added in the Midwest at WCIN; climbing at KAEZ and WVON, with a hot at WTLC. Hot in the West at KDAY and KYAC; medium at KLIP.

a hot at WTLC. Hot in the West at KDAY and KYAC; medium at KLIP. **SWITCH** "I Call Your Name" (Gordy) 37% reporting airplay. Hot in the West at KDKO, KLIP, and KDIA. Hot rotation also at WJMO, WTLC, and KATZ in the Midwest. Added in the South at KMJQ: climbing at WVEE, WHRK, and KAPE, with hot rotation at KOKY, WEAS and WDIA. Hot at WWIN in the East with medium airplay at WXYV. **ASHFORD & SIMPSON** "Nobody Knows" (WB) 37% reporting action. Hot in the East at WOL. Hot at WNOO in the South; climbing at WOWI, WDIA and KMJQ. The Midwest

#### Album Airplay

Following are listed in order of their airplay activity.

RUFUS & CHAKA "Mesteriam" (MCA) "Do You Love What You Feel" BAR-KAYS "In Joy" (Mercury) "Move Your Boogie Body"\* MICHAEL JACKSON "Off The Wall" (Epic) "Don't Stop"\* "Rock With You"\* 'Off The Wall'' "Girl Friend"

O'JAYS "Identify Yourself" (Philadelphia International) "Sing A Happy Song" "Forever Mine"<sup>e</sup> "I Want You Here"<sup>e</sup>

PRINCE "Prince" (WB) "I Wanna Be Your Lover"\* "Sexy Dancer"\* STEVIE WONDER "Journey Through The Secret Life Of Plants" (Tamla) "Send

One Your Love" KOOL & THE GANG "Ladies' Night" (De-Lite) "Ladies' Night"" "Too Hot"" ANGELA BOFILL "Angel Of The Night" (Arista/GRP) "What I Wouldn't Do""

RICK JAMES "Fire It Up" (Gordy) "Love Gun"" "Fire It Up" ISAAC HAYES "Don't Let Go" (Polydor) Title\*

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

reflects hot rotation at WLOU, WJMO and KPRS with medium airplay at WVKO and WJLB. Added in the West at KDKO, medium at KSOL, KLIP, and KDIA, with hot rotation at KDAY, SLAVE "Just A Touch Of Love" (Cotillion) 37% of our reporters are on it. Hot in the East at WWIN, medium at WWRL, and new at WXYV. Added at KMJQ, WVEE, and WHRK in the South; hot at WHYZ, WOWI, WYLD, WEAS and WANT. Medium at WJLB in the Midwest. Hot rotation at KSOL in the West; cilmbing at KDKO and KDIA.

COMMODORES "Wonderland" (Motown) 34% reporting airplay. Added in the East at WILD; medium at WXYV with hot airplay at WWRL. New in the South at WJMI, medium at KMJQ, WVEE and WHRK. The Midwest reflects it new at WLOU, WVON and WKWM; climbing at KAEZ. Added at KDAY in the West; medium at KDIA with a hot at KYAC. **RICK JAMES** "Love Gun" (Gordy) 32% reporting action. Medium at KSOL in the West; Medium at KPRS and WLOU in the Midwest, hot at WJMO. In the South it is medium at WPXI, KAPE, WHRK, WVEE and WJJS; hot at WOWI, WNOO, and WGIV. In the South it is

medium at WXYV ANGELA BOFILL "What I Wouldn't Do" (Arista) 29% reporting airplay. Added in the East at WWRL and WILD. New in the South at KMJQ: medium at KOKY and WGIV, with a hot at WAOK. New at KATZ and WJMO in the Midwest and hot at WCIN. Hot in the West at KYAC, KDAY and KLIP

GEORGE DUKE "I Want You For Myself" (Arista) 29% of our reporters are on it. In the East it is medium at WWRL end hot at WOL. New at KMJQ in the South with a hot at WEAS. Hot at WVON end KPRS in the Midwest; climbing at WVKO. Added in the West at KDIA; medium at KSOL, with hots at KDAY, KYAC and KLIP.

LOU RAWLS "Sit Down And Talk To Me" (Philadelphia International) 27% reporting activity. New at WILD in the East. Added at KAPE, WYLD, WEAS and KMJQ in the South. In the Midwest it is new at WJLB, KPRS end WVON; hot at WCIN. Medium at KLIP in

BONNIE POINTER "I Can't Help Myself" (Motown) 25% reporting action. New in the East at WXYV. New et WHYZ, WYLD, WHRK, WVEE, WGIV and KOKY in the South. at WJLB in the Midwest. New at KDIA in the West.

LEON WARE "What's Your Name" (Fabulous/TK) 25% reporting eirplay. Added et WDIA, KAPE and WHYZ in the South; medium at KOKY and WEAS. New at WVON, WVKO and KAEZ in the Midwest; climbing at WCIN. Medium in the West at KDIA.

## **NEW & ACTIV**

WILSON PICKETT "I Want You" (EMI America) 24% reporting activity. In the South it is new at WKXI, medium at WDIA, and hot at WEAS, WYLD and WHYZ. In the Mid-west it is hot at WLOU and WVON; medium at WKWM and KPRS.

SISTER SLEDGE "Got To Love Somebody" (Cotillion) 22% reporting action. New at WWIN and WOL in the East. In the South it is new at WYLD, KOKY, WGIV, WDIA, and KMJQ. New at WVON and WVKO in the Midwest.

RAY, GOODMAN & BROWN "Special Lady" (Polydor) 22% reporting activity. In the East it is hot at WOL and WWRL. In the South it is hot at WAOK and WANT; medium at WDIA, WEAS and WHYZ. New at WTLC in the Midwest and medium at WCIN. KURTIS BLOW "Christmas Rappin" "(Mercury) 20% reporting airplay. Added in the East at WWIN. New at WNOO and KAPE in the South. New at WKWM, KPRS, WLOU and WVON in the Midwest. Added in the West at KDAY.



BOB JAMES/EARL KLUGH	One On One (Tappan Zee/Col)
MANHATTAN TRANSFER	
••••••••••••••••••••••••••••••••••••	
JEAN-LUC PONTY	
SONNY ROLLINS	
*******	
DAVE VALENTIN	
PAT METHENY GROUP	
ANGELA BOFILL	
JAY HOGGARD	
TON SCOT	
TOM SCOTT	Street Beat (Columbia)
	····· Various Cuts

### **NEW & ACTIVE**

No Records Qualified For New & Active Status This Week

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







Natalie and Peabo. They've recorded together for the first time and the merging of these two premier vocalists and songwriters is indeed cause for musical celebration.

> Contains the single "Gimme Some Time" (Produced by Mark Dovi & Marvin Yoncy) 4804

Album produced by Peabo Bryson, Mark Davis, Johnny Pate & Marvin Yancy

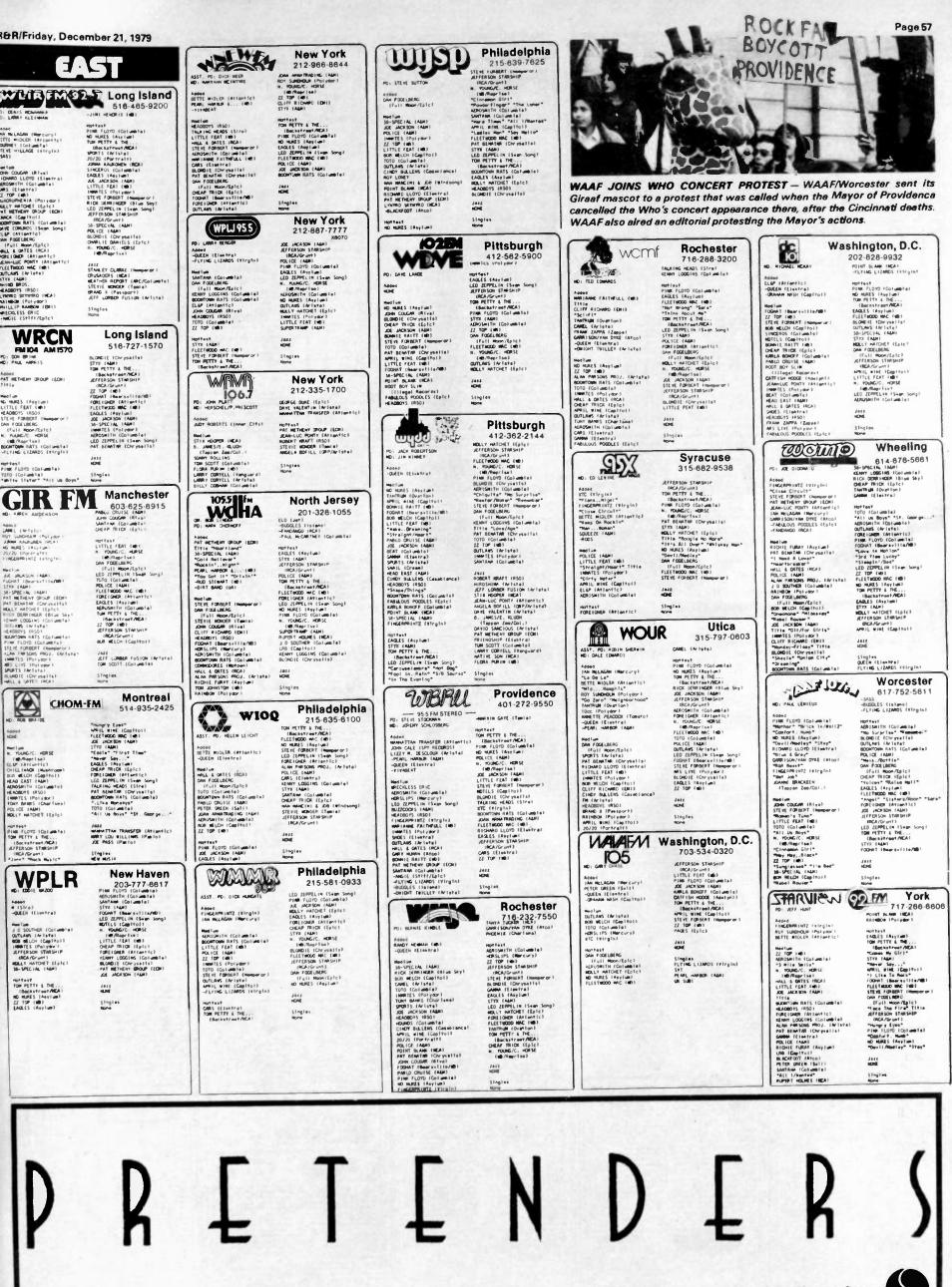


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Management for Ms. Cole: Kevin Hunter. Management for Mr. Bryson! David Franklin.

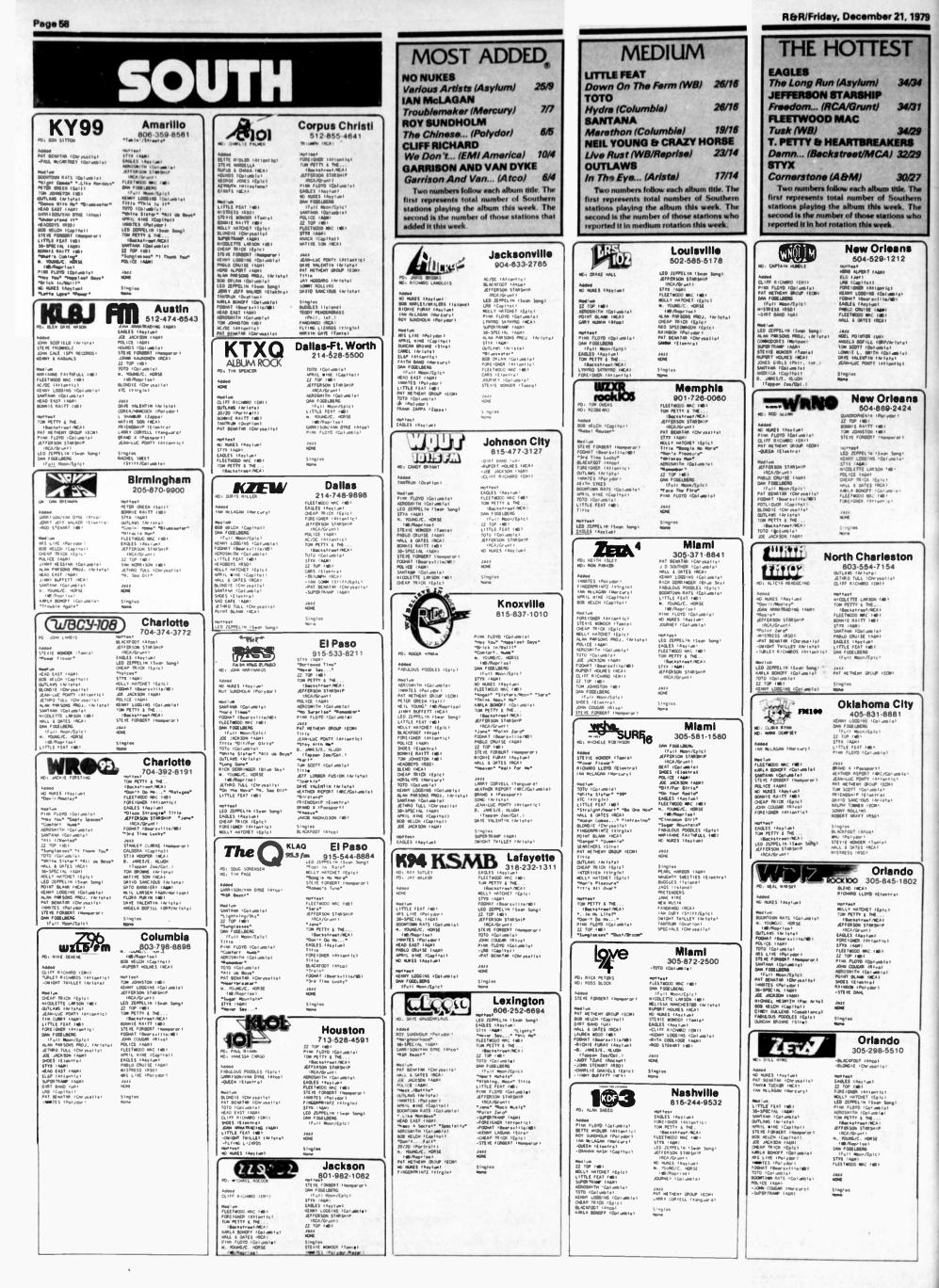
R&R/Friday, December 21, 1979

1	15	EA	ST	SOUTH	MIDWES	r	WEST	
anp Rings	Hattest Hattest	Michael Jackson Bar-Kays Rufus & Chaka Shalamer		Rufus & Chaka Bar-Kays Lenny White Shalamar	Rufus & Chaka Michael Jackson Bar-Kays Lenny White Stevie Wonder		Lenny White Rufus & Chaka Ber-Kays Phyllis Hyman	
De	combe	Regi	analize		6 Hats	Stations are are listed in activity.	e listed by region. Ho order of their airplay	
AST WIN attimore, MD	WILD Baston, MA	WXYV Baltimore, MD	WWRL New York City, NY	WJMO Cleveland, OH	KATZ St. Louis, MO Gary Starr	WVKO Columbus, OH Kirk Bishop	WYLC Indianapolis, IN Jay Johnson	
on Brooks/Sue Woode	Steve Crumbley	Larry Hall	Bob Law/Linda Haynee	Bernie Moody	ADDED	ADDED	ADDED	
DDED Ister Sledge	ADDED Jean Carn	ADDED Slave	ADDED Narada Michael Walden	ADDED Lakeside	Angela Bofili Curtis Mayfield	Sister Sledge Teddy Pandergrass "Sho	Cheryl Lynn herb Alpert	
atbeck Band Dose Change	Commodores "Wonderland" Angela Bofili	Bonnie Pointer Don Armando	Pocketa Angela Bofili	Angela Bofili HOTTEST	Vernon Burch Harold Metvin	Diana Ross Instant Funk	Trussell Gibbons Family	
ool & The Gang "Too" aughn Meson	Lou Rawls Kool & The Gang "Too"	HOTTEST Ploasure	Cheryl Lynn Creme D'Cocoe	Cameo BanKays	Narada Michael Walden Diana Ross	Kinsman Dazz Leon Ware	Manhattan Transfer Ray, Goodman & Brown	
urtis Blow ohn Kerr	Ren Woods Peaches & Herb	Ber-Kays Michael Jackson	East Coast 9th Creation	Stevie Wonder Michael Jackson	Brides Of Funkenstein	HOTTEST	HOTTEST	
ones Girts illy Paul	HOTTEST	Rufus & Chake	Eddie Kendricks	Prince Sugar Hill Gang	HOTTEST	Cameo Lenny White	Gap Band Lakeside	
OTTEST	Rufus & Chaka	Shalamar KC & Sunshine Band	HOTTEST Commodores "Wonderland"	Switch Rufus & Chaka	Rufus & Chaka Prince	Michael Jackson Commodores "Still"	Freedom Switch	
nner Life	Prince Ber-Kays	Lenny White Natalie Cole/Peabo Bryson	EW&F"Star" Phyllis Hyman	Rick James Ashford & Simpson	Stevie Wonder Pleasure	Lakeside Pleasure	Lenny White B-H-Y	
enny White	Commodores "Still" Sergio Mendes	Stevie Wonder	Ray, Goodman & Brown Camao	WCIN	Switch Michael Jackson	O'Jays	Mass Production O'Jeys	
iwitch lave	Michael Jackson Shalamar	WOL Washington, DC	Janice McClain Prince	Cincinnati, OH Bob Long	Bar-Keys Linda Williams	Shalamar Stevia Wonder	KC & Sunshine Band	
equence lufus & Chake	Phyllis Hyman Kool & The Gang	Bob Scott ADDED	O'Jays Patrice Rushan	ADDED	Ponches & Herb Kool & The Gang	Shadow	Johnnis Taylor WKWM	
lool & The Geng lar-Kays	Sugar Hill Gang	Jones Girls The Joneses	Patrice Rushan Michael Jackson	Prince Parliament "Theme"	KAEZ	WLOU Louisville, KY	Grand Rapids, MI Frank Grant	
Aichael Jackson		Barry White Sister Sledge		Gap Band Bross Construction	Oklahoma City, OK	Bill Price	ADDED	
		Sequence		War	Stave Scott	ADDED Funkadelic	Dolores Hell Pockets	
		HOTTEST Ashford & Simpson		Whispers "Pretty" HOTTEST	ADDED Leon Ware	Vernon Burch	Freedom Brende Russell	
		Cameo Shalamar		Lou Rawis Patrice Rushen	Jean Carn ADC Bend	Commodores Tavares	Kool & The Gang "Too"	
		Parilament Curtis Mayfiald		Dexter Wansel Angela Bofill	Rose Royce Stix Hooper	Solomon Burke New York City	Commodores "Wonderland Kurtis Blow	
		Linda Clifford Ray, Goodman & Brown		Prince "Sexy" Lenny White	HOTTEST	Kurtis Blow Brides Of Funkenstein	Tavares HOTTEST	
		George Duke Lakeside		Jean Carn "My" Bob James/Earl Klugh	David Oliver Debbie Jacobs	Loose Change	Rutus & Chaka Prince	
		Patrice Rushen		Teddy Pendergrass "It's"	Stevie Wonder Mass Production	HOTTEST Pleasure	Ber-Kays Cameo	
SOUTH WANT	WKXI	КАРЕ	WJMI	WGIV	Dexter Wansel Chicago	Stevie Wonder Cameo	Lenny White Tyrone Davis	
Richmond, VA Ben Miles	Jackson, MS Tommy Marshall	San Antonio, TX Rudy Greene	Jackson, MS Carl Haynes	Charlotta, NC Chris Turner	Con Funk Shun	Marvin Geye Wilson Pickett	Michael Jackson Smokey Robinson	
	ADDED	ADDED	ADDED	ADDED	Shadow Narada Michael Welden	Ashford & Simpson Lakeside	Dionne Warwick Patrice Rushen	
ADOED None	Wilson Pickett	Kurtis Blow	EWOF	Shedow Bonnie Pointer	Chic	Parliament O'Jeys	KPRS	
HOTTEST	Sweet Thunder	Spinners	Commodores "Wonderland" Ren Woods	Darryi inman Sistar Sladge	WVON Chicago, IL	Rufus & Chaka	Kansas City, MO	
Rufus & Chaka Lenny White	HOTTEST Sugar Hill Gang	Lou Rawis Inner Life	HOTTEST	Funkadelic "Uncle"	Carl Connors		Dell Rice	
Shalamar Whispers	Shalamar Love Unlimited	Harold Melvin Chapter 8	Suger Hill Gang Bobby Bland	Kinsman D <i>azz</i> Parliament "Theme"	ADDED Kurtis Blow	WJLB Detroit, MI	ADDED Pleasure	
Slave Prince	Lakeside Rutus & Chaka	HOTTEST	Bar Kays Diana Ross	HOTTEST	Millie Jackson/Isaac Hayes Herb Alpert	J. Michael McKey	Jean Carn Teddy Pandargrass "Shout	
Phyllis Hyman Ray, Goodman & Brown	Bobby Bland Cameo	Pleasure Lakeside	Johnnis Taylor Cameo	Rufus & Chaka "Heaven" Patrice Rushen	Vernon Burch Leon Ware	ADDED Curtis Mayfield	Lou Rawls Brothers By Choice	
Patrice Rushen	Lenny White L.V. Johnson	Prince Bar-Kays	Shalamar Lakesida	Lakeside Lenny White	Kool & The Gang "Too" Sequence	Billy Preston/Syreeta Lou Rawls	Inner Life Kool & The Gang	
KOKY Little Rock, AR	Aretha Franklin	Rufus & Cheka Marvin Gaye	Love Unlimited Lenny White	Emotions Rick James	Lou Rewis Commodores "Wonderland"	McFadden & Whithead Bonnie Pointer	Kenny Loggins Kurtis Blow	
Jimmy Smith	WJJS Lynchburg, VA	Michael Jackson Petrice Rushen	WAOK	Don Armando Bob James/Earl Klugh	Sister Sledge Tavares	Kinsman Dazz Ball & James	Spinners Curtis Mayfield	
ADOED Sister Sledge	Robert Goine	Cameo Phyllis Hyman	Atlanta, GA Doug Harris	Michael Jackson Millie Jackson/Isaac Hayes	HOTTEST		Silk Z.Z. Hill	
Kool & The Gang Nicolette Larson	ADDED Aratha Franklin	Rick James Switch	ADDED	WVEE	Rufus & Chaka	HOTTEST Rufus & Chaka	Tavares Jones Girls	
Billy Preston/Syreeta	Teddy Pendergrass Narada Michael Walden	WYLD	Harold Melvin	Atlanta, GA Scotty Andrews	Wilson Pickett Bar-Kays	Prince Patrice Rushen	Roy Ayers	
Bonnie Pointer Curtis Mayfield	Frisky	New Orleans, LA	Bell & James Charnissa	ADDED	Michael Jackson Lenny White	Bar-Kays Michael Jackson	Loose Change HOTTEST	
HOTTEST	Ronnie Milsap	Willie Jay Johnson	Sylvester Prince	Slave	Phyllis Hyman Cameo	Phyilis Hyman Lenny White	Bar-Keys Sugar Hill Gang	
Rufus & Chaka Bar-Keys	HOTTEST Sugar Hill Gang	ADDED Jones Girls	Creme D'Cocos	Bonnie Pointer Don Armando	LV, Johnson George Duke	Whispers "Donny" Pleasure	Smokey Robinson Cameo	
Phyllis Hyman Switch	Prince Rufus & Chaka	McFadden & Whitehead Loose Change	HOTTEST Emotions	HOTTEST	Patrice Rushen	Dionne Warwick	Shalamar Ashford & Simpson	
LV. Johnson Stevie Wonder	Bar-Keys Commodores "Still"	Sister Sledge Cheryl Lynn	Rick James "Fire" Narada Michael Walden	Pleasure Bar-Kays			Rufus & Chaka George Duke	
Donna Summer "Radio" O'Jays	Michael Jackson Donna Summer "Dim"	Chicago Mighty Fire	Shalamar Angela Bofill "What"	Michael Jackson Rufus & Chaka			Stevie Wonder Prince	
Natalie Cole/Peabo Bryson Patrice Rushen	Fetback Band Pleasure	Z.Z. Hill Sequence	Michael Jackson "Off" Lenny White	Inner Life Shalamar	WEST	and the second sec		
WDIA	Iseac Hayes	Bonnie Pointer Lou Rewls	Herb Alpert "Street" Jean Carn "Need"	KC & Sunshine Band Lenny White	KSOL	KUP	KYAC	
Memphis, TN Ron King/Johnnie Neely	KMJQ Houston, TX	Kinsman Dezz	David Ruffin "Morning"	Natalie Cole/Peabo Bryson Stevie Wonder	San Mateo, CA J.J. Jeffries	Fresho, CA Mike Anthony	Seattle, WA Robert L. Scott	
ADDED	Jack Patterson	HOTTEST Prince	WEAS Savannah, GA	WNOO	ADDED	ADDED	ADDED	
Captain & Tennille Herb Alpert	ADDED Lou Rawis	Bar-Kays Rufus & Chaka	Floyd Bee	Chattanooga, TN J. Michael Williams	Lakeside	Lou Rewis (LP) Roy Ayers (LP)	Angela Bofill Gap Band	
Hero Alpert Inner Life Kool & The Gang "Too"	Bell & James Nicolette Larson	Michael Jackson Stevie Wonder	ADDED Lou Rawis	ADDED	Linda Clifford O'Jays	Noy Ayers (LP) Weather Report Teddy Pendergrass	Kool & The Gang Eddie Kendricks	
Leon Ware Sister Sledge	Manhattan Transfer War	Shalamar Sugar Hill Gang	Teddy Pendergrass "Shout" Jean Carn	Quiet Fire Bar-Kays "Up"	Instant Funk Herb Alpert	Michael Pedecin Jr.	HOTTEST	
Sister Sledge War	Sleve Shalamar	Phyllis Hyman Slave	Jean Carn Vernon Burch Jones Girls	Bell & James Kurtis Blow	HOTTEST	HOTTEST Shalemar	Bar-Kays Cameo	
HOTTEST Aretha Franklin	Pater Brown Ren Woods	Wilson Pickett	Jones Giris	HOTTEST	Lenny White Cameo	Shalemar Phyllis Hyman Shadow	Commodores Diana Ross	
Diana Rosa	George Duke Sister Sledge	WHYZ	Rufus & Chaka George Duke	Bar-Kays Funkadelic	Diana Ross Phyllis Hyman Sinus	Snadow Georga Duke Loose Change	Dionne Warwick George Duke	
Bar-Keys Lenny White	Michael Pedecin Jr. Angela Bofill	Greenville, SC Mike Williame	Bar-Kays	Rufus & Chaka Curtis Mayfield	Slave Patrice Rushen	Prince Spinners "Working"	Lenny White Narada Michael Walden	
Cameo Lakeside Natella Cole/Rasho Bryson	Kool & The Gang Cheryl Lynn	ADDED	Slava Shalamar Michael Jackson	Dionne Warwick Faze O	Diana Ross Stevie Wonder	Stevie Wonder	Pleasure	
Netalle Cole/Peabo Bryson Switch	HOTTEST	Leon Ware Kurtis Blow	Michael Jackson Phyllis Hyman Natalie Cole/Peabo Bryson	Smokey Robinson Ashford & Simpson	Bar-Kays Rufus & Chaka	Marvin Gaye Love Unlimited	KDAY Los Angeles, CA	
Pleasure Shalamar	Lenny White Rufus & Chaka	Loose Change Chuck Cissel	Switch	Rick James Prince "Sexy"	KDKO	Switch Diana Ross	Stave Woods	
WPXI	Smokey Robinson LTD	EW&F Solomon Burke	Wilson Pickett	WHRK	Denver, CO Ron O'Jay	Angela Bofill	ADDED Stix Hooper	
Charleston, SC Tony Jamison	Narada Michael Walden Diana Ross	Bonnie Pointer Norma Jean	WOWI Norfoliu, VA	Memphis, TN Ron Otson	ADDED	KDIA Oskland, CA	Sux Hooper Millie Jackson/Isaac Hayes Norma Jean	
ADDED	Michael Jeckson Ber-Kays	Osiria Bobby Bland	Chester Benton	ADDED	Patrice Rushen Ashford & Simpson	Jerry Bouiding	Norma Jean Angela Bofill Kurtis Blow	
Lakeside O'Jays "Went"	O'Jaya	Bell & James Latimore	ADDED Tyrone Davis	Slave Bonnie Pointer	HOTTEST	ADDED Narada Michael Walden	Kurtis Blow Commodores	
Cameo Narada Michael Walden	Nature's Divine	HOTTEST	HOTTEST	Bonnie Pointer Don Armando	Kool & The Gang Smokey Robinson	Bonnie Pointer Lakeside	HOTTEST	
HOTTEST		Rufus & Chake Prince	Stevie Wonder Natalie Cole/Peabo Bryson	HOTTEST	Foxy Pleasure	George Duke	Michael Jackson "Rock/Worki O'Jays "Forever"	
Rutus & Chaka		Bar-Kays Slave	Rick James Dionne Warwick	Pleasure Bar-Kays	Switch Rufus & Chaks	HOTTEST Michael Jackson	Lenny White Ashford & Simpson	
Prince Olana Ross Patrice Rushen		Slave Sugar Hill Gang Diana Rosa	Bar-Kays LTD	Michael Jackson Rufus & Chaka	Bar-Kays Lakeside	Ber-Kays Prince	Dionne Warwick Rufus & Chake	
Patrics Rushen Kool & The Gang		Wilson Pickett	Pleasure Parliament	Inner Life Shalamar	Sugar Hill Gang Nature's Divine	Smokey Robinson Sugar Hill Gang	Patrice Rushen Leroy Hutson	
		Shalamar		KC & Sunshine Band		Rufus & Chaka	Phyllis Hyman	
Fatback Band Michael Jeckson Creme D'Cocca		Marvin Gaye Tyrone Davis	Diana Rosa Prince	Lenny White Natalie Cole/Peabo Bryson		Switch	Kenny Loggins	

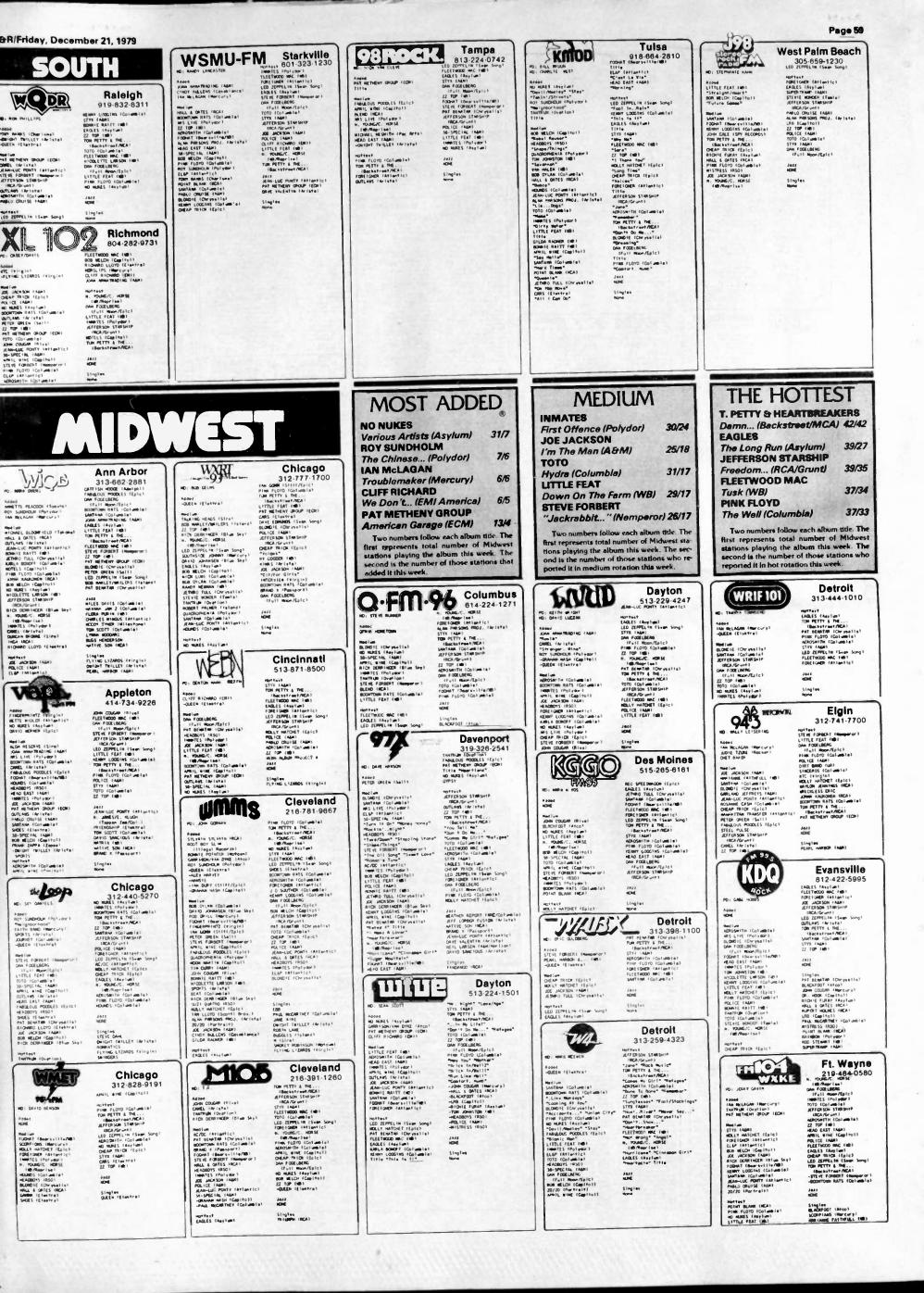


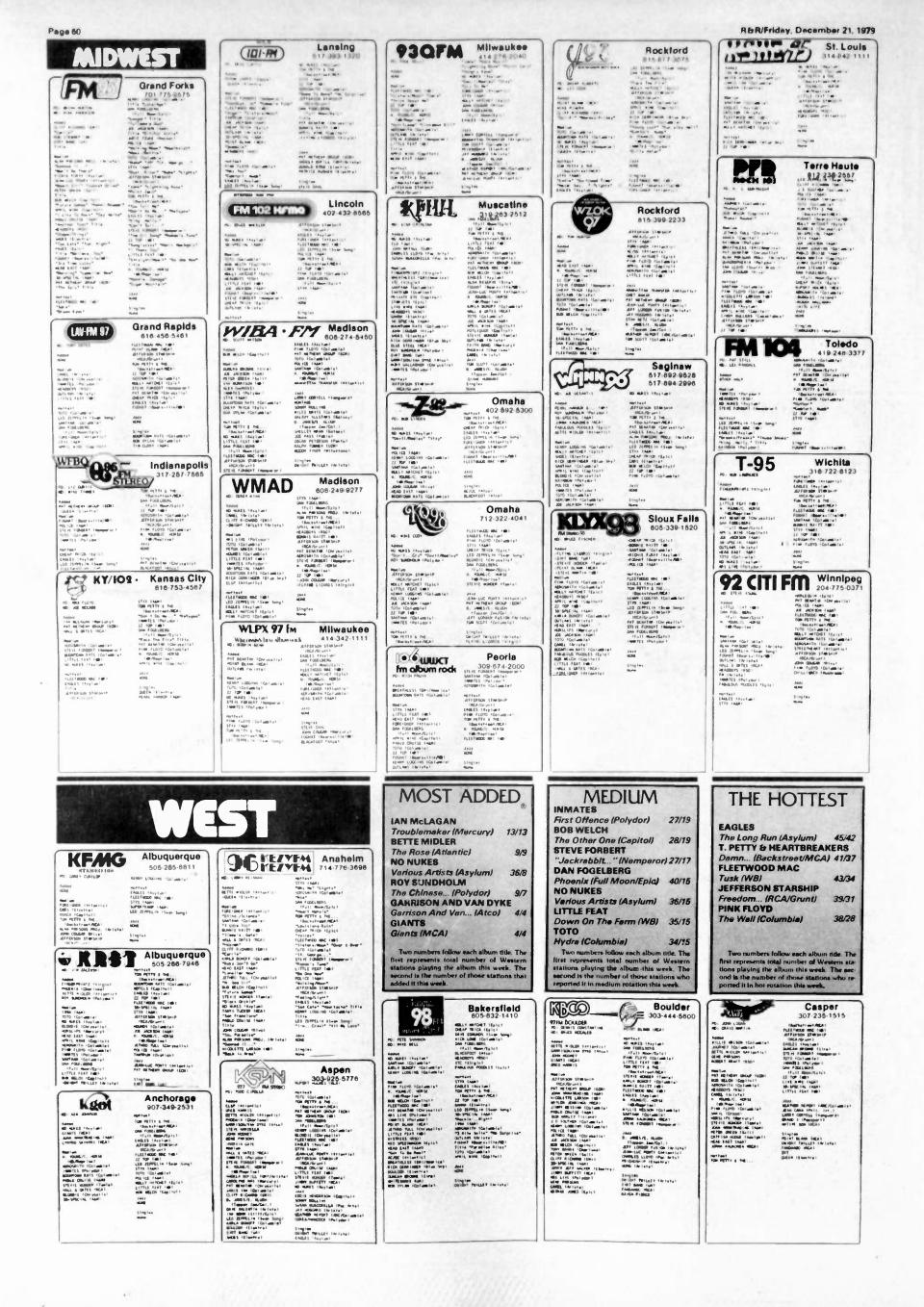
Sire Records Are Promoted And Marketed By Warner Bros.

SIRE



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... No, it's not a typographical error, but



the holidays"

**Jim Duncan** 

items were held over the past two weeks .

**News Notes** 

afternoon drive ... Alan Furst joins WNYN/Canton as OD. Furst had been at

WBAX/Wilkes-Barre, PA as PD ... After many years at KWJJ/Portland, OR, Chris Adams has resigned. According to GM Bernie Thompson, "Everything is

under control now. I will be looking for a Program Director to replace Chris after

Fricke, formerly with WSAI/Cincinnati and most recently a weekender at KBOX/

Dallas, as Operations Manager. Ron Tatar has been promoted to PD and Steve

Gary will continue to handle the music ... Ann Lavoy is the new all-nighter at KNEW/Oakland-San Francisco ... Jesse "James" Freeman has been promoted

WLAS/Jacksonville, NC morning man John Lyles is now PD for the station .... Doug Lane, former PD of WYTL/Oshkosh, WI, is the new PD of WLXR/La

Crosse, WI .... Dan Taylor, from WCBS-FM, is the new all-night air personality

on WHN/New York. PD Ed Salamon also reports WHN has a new News and Pub-lic Affairs Director. He is Dirk Van from WCBS-AM, an all-News station in New

assist new PD Haril Hensley, as reported in Biff Collie's R&R column two weeks

He was PD at KROK, which is KWKH's sister station in the market ... Lorna

Littleway, who has joined KBOX/Dallas, has been replaced as morning anchor of

WKXA/Brunswick, ME by Lisa Ann Krutinsky from WDRO/Augusta, ME ... In January, WMUS-AM-FM/Muskegon, MI will expand by 42 hours a week its separate programming on the AM side. Two former WMUS staffers have rejoin-

ed the station. They are Mike Murphy, from the PD job at WHUT/Anderson, IN, and Dave Rogers, recently PD of WGVM-WDMS/Greenville, MS. Both WMUS-

AM and FM will continue Country formats . . . Don Cleveland joins the afternoon

Congratulations to Terry Black, MD of KJJJ/Phoenix, on his marriage last Fri-

claimed WWVA Recognition Week by the city of Wheeling and the mayor, Cuyler

Ewing. Shown at a party to celebrate the event are (left to right) Mr. and Mrs. J. Ross Felton, VP of Columbia Pictures Radio Inc. and GM of WWVA and WCPI

Radio and ancillary operations; Fred Keshner, Executive VP of Columbia Pic-

air staff of KFEQ/St. Joseph, MO. He is from KWOC/Popular Bluff, MO

day (14) to the former Laurie Nelson .

Diana Kelly has been appointed MD of WSM-AM/Nashville. She will

Ken Shepherd, from KROK-FM, is now with KWKH/Shreveport as MD.

to Assistant PD of WINN/Louisville. He is also on-the-air from nine to noon

Jim Ray, GM of KOKE-AM-FM/Austin has hired Jonathan



#### **Music-Maker Matter**

rather a way to give number one rankings to a couple of records that have earned

Before you read this, take a quick peek at the R&R Country "Airplay/40"

the right (plus with it being Christmas and all, why not?). To further explain, the Kenny Rogers single "Coward Of The County" moved up so fast on most radio station charts it zoomed right past Conway Twitty's "Happy Birthday Darlin" and Charley Pride's "Missin' You." So instead of saying "those are the breaks" and moving on to the next subject, the R&R research department mutually agreed all three records should be given the honor of being "number one" on the R&R Country chart. Since R&R lists a chart of the top 40 airplay records, you will Since last week's issue of R&R was our annual year-end report, some of these notice a number gap between the number two record, Eddie Rahbitt's "Pour Me Another Tequila" and the number five, Willie Nelson's "Help Me Make It Through The Night." Rabbitt was made number two based on his continued . . Ted Bair takes over as GM of KRAM/Las Vegas, with Chuck Manning being named PD. Bair and Manning replace Bob Jackson who left the GM/PD job at KRAM to join crosstown rival movement up the Country Radio charts. Last week Rabbitt was at number three KVEG. Jackson will oversee promotional activities for the station as well as do on the R&R chart. Chartwise and according to the computer numbers, the next

chart, particularly the top five records

song would be number five; thus the positioning of the Nelson single. A couple other interesting developments on this week's Country chart; the John Anderson single, "Your Lying Blue Eyes," made the chart two weeks ago at number 39. Last week, some of the other new product passed it by in airplay. The Anderson record did not have enough points to make the chart last week. As more stations moved it into their top chart position, the song regained enough points to make the chart this week at 32. Another record to make the news in the past couple of weeks was the Larry

Gatlin single of "Midnight Choir" on Columbia Records. Most of our stations seem to be playing the short version, with limited airplay on the longer album version on the serviced flipside. Some report a little negative reaction; especially from stations in the so-called "Bible Belt." The majority report very strong requests to hear the song played. A few tell us they are waiting until the holidays are over to air the record. Since this is a religious time for many people, stations are playing it safe

Speaking of the holidays, there's a great deal of media coverage of late for the Elmo and Patsy Christmas novelty record, "Grandma Got Run Over By A Reindeer." Heavy early airplay and request action reported from our stations in Northern California. The record is on Bay Records out of San Francisco. (Editor's note: I don't care what anyone says, no Christmas novelty record has ever come close to being as weird as the ever-popular Singing Dogs version of "Jingle Bells" released about seven years ago on RCA Records. You talk about strange ...)

#### And Finally ...

The new decade is upon us! So what does the future hold for Country Music and Radio?

If I had the answers I could retire today. Instead, I look forward to another exciting fast-paced year of learning and, I hope, communicating new ideas from the pages of R&R.

I have found the key to any success is to have a constant desire to discover new ideas. Since the beginning of R&R, it has been our goal to not only share the news, but to educate. The day you feel you can't learn anything new is the day you should make a rapid exit from this business. Look around you, it's changing at an unbelievable rate of speed.

In the 80's it will be even more difficult to be a successful communicator. Keep your mind active and aware; it will keep you ahead of the game. At all times be great, or at least try. A philosophical remark I remember reading many years ago kind of says it: "No success is achieved without failure, so use failures as stepping-stones instead of stumbling blocks.'

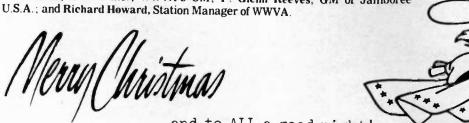
Before I wrap this year, there are a few people I would like to thank for the R&R Country success in 1979. First, Bob Wilson for his constant inspiration; Dick Krizman for helping to pay the bills; Ken Barnes for the good grammar and words; Richard Zumwalt (and the entire R&R Production team) for the layout and design; Lee Wade for her ideas and concern; Nancy Hoff for her superhuman skills; Adrienne Riddle, the R&R operator, for making me laugh when things weren't so funny; and the rest of the R&R Family for their friendship, smiles, and imagination.

Last, and certainly most important, I would like to thank you, our R&R readers. Without your support, whether it be from our advertisers or from the numerous ideas given to us from our friends in the radio and record industries, the R&R dream could not be a reality today. Thank you!

It is our wish for you and yours to have a Happy Holiday season with continued success and good health in the New Year. Here's hoping you get everything you want in the new decade!!

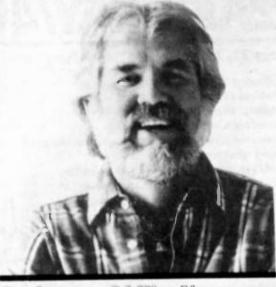
> **Jim Duncan Country Editor**

... and to ALL a good night!



Last week, December 9 to 15, was pro-





Performer Of The Year

#### **Kenny Rogers**

**Runners-Up** Willie Nelson Barbara Mandrell

Male Vocalist Of The Year

#### **Kenny Rogers**

Runners-Up Larry Gatlin Willie Nelson Eddie Rabbitt

Best Singles Of The Year

"The Gambler" Performer: Kenny Rogers Writer: Don Schlitz Producer: Larry Butler Label: United Artists



"The Devil Went Down To Georgia" Performer: Charlie Daniels Band Writers: CDB: Charlie Daniels, Tom Crain, "Taz" Di Gregoria, Fred Edwards, Charlie Howard, and James W. Marshall Producer: John Boylan Label: Epic Runner-Up: "She Believes In Me" – Kenny Rogers (UA) The results of the fourth Annual Radio & Records Country Radio Music Poll have been tabulated, with more than 5400 votes tallied in the eight categories shown. Each year at this time, the R&R Country section invites the reporting stations to vote for the year's favorites. The voters at each station include those directly involved in programming and music: managers, directors, and the on-air staff.

1979 R&R Country Radio Music Poll

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This year's runaway winner was Kenny Rogers, who won in five of the eight categories. For "Best Single of 1979," Rogers's version of "The Gambler" (actually released late last year in 1978) tied with "The Devil Went Down To Georgia" by the Charlie Daniels Band. For the second year in a row, Rogers won in the "Vocal Duo" category with Dottie West. The Oak Ridge Boys won for the second straight year as Country Music Radio's favorite group.

Another repeat winner was John Conlee in the "Best New Artist" category. Last year at the time of the **R&R** poll, newcomer Conlee had only one hit, "Rose Colored Glasses." As he made his Impact in just a little over 18 months, we are sure no one will dispute him being a "new" artist to Country Music.

To give you an idea how some of the other favorites were voted, this year R&R decided to list not only the winners, but the runners-up in each category.

So without any further delay. Radio & Records is again happy to announce the winners of the 1979 R&R Country Radio Music Poll:

#### Best Allbum Of The Year

"The Gambler" Performer: Kenny Rogers Producer: Larry Butler Label:

#### United Artists Runners-Up:

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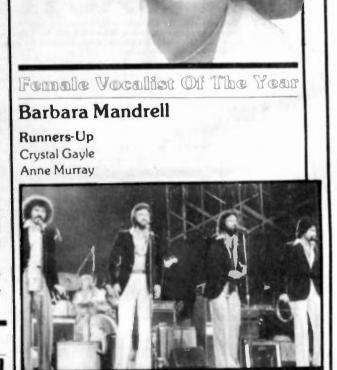
"One For The Road" — Willie Nelson & Leon Russell (Col) "The Legend And The Legacy" — Emest Tubb & Friends (Cachet)



Vocal Duo Of The Year

#### **Rogers & West**

Runners-Up Moe & Joe Brown & Cornelius



Page 63

Group Of The Year

Oak Ridge Boys Runners-Up Statler Brothers Charlie Daniels Band



New Artist Of The Year

John Conlee

Runners-Up

Con Hunley Razzy Bailey Joe Sun

R&R/Friday, December 21, 1979

\* See Jim Duncan's column



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#### **JOHN CONLEE** Baby, You're Something (MCA)

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On 65% of reporting stations. Adds this week include WUBE, WIL, WDAF, WINN, WSUN, WCMS, WYVA, KRZY, KSON, CKLW-FM, WKCQ, WGTO. Charts: 24-18 KCKC, debut 28 KOKE, 35-29 WOQT, 34-28 KXLR, debut 30 KMPS. R&R Chart Debut 30.



The first represents total nu is the number of those stations that edded it this

JERRY REED "Sugarfoot Rag" (RCA) 78/10, KSON, WSAI, WUBE, KMAK, WKDA, WQQT, WSUN, WCMS, WYVA, Charts: 36-26 WCXI, 33-27 KEEN, 33-23 KUZZ, 34-27 WHK, R&R Chart Dabut 34

BARBARA MANDRELL "Years" (MCA) 76/19, KLZ, WIL WINN, WEEP, WCAW, WYII, WKXA, WGTO, KHEY, KLVI, WEAT, WCOS FM, WOKK, WTSO, KWMT, KFEQ, KRAM, KRZY, KKAL Charts: 36-29 WFMS FM, 36-30 WKKN, 34-29 WWOK, 31-26 WQQT, 29-21 WHK, 18-8 KCKC, RGR Chart Debut 35.

CRYSTAL GAYLE "Your Old Cold Shoulder" (UA) 72/11, KSON, KLAC, WDAF, KFTN, WNRS, WWJO, WYTL WNVY, WKDA, WADR, WCAW, Charts: 35-30 KEBC, 37-29 KSO, 30 22 KMPS, 27-22 CKLW-FM, 22-17 WMC, debut 22 KLAK, 33-28 KFEQ, 40-29 KLZ, 9-5 KCKC. RER

JOHNNY RODRIGUEZ "What'll I Tell Virginia" (Epic) 76/14, wsun, wube, wil. KLAK, WYVA, WCMS, WNVY, KNOE, KWMT, WYTL, WHBF, KUGR, KSON, KMAK, Charts: 35-23 KLZ, 14-10 KOKE, 28-23 WEEP, 34-26 KUZZ, 39-29 KCUB, 31-24 CKLW-FM, 34-28 WTHI, 28-23 0 24 WYII. R&R Chart Debut 37.

CHARLIE RICH "You're Gonna Love Yourself In The Morning" (UA) 76/7, WSAI, KCUB, WCUZ, WWJO, KWMT, WKCQ, WCAW, Charts: 26-19 KHEY, 31-25 WEEP, 20-14 KLZ, 29-20 KUZZ, 29-24 WQQT, 23-17 KSOP, 16-13 KFGO, 31-26 WBAM, 36-30 WCOS-FM, RER Chart, Debut 38.

UNDER DABUT 38. JEANNE PRUETT "Back To Back" (IBC) 74/9, KLAC, WDAF, WNRS, WSAI, WTHI, WNVY, WTCR, WCAW, KLAK, Charts: 32:27 KEBC, 33:24 KHEY, 29:24 WCXI, 25:15 KUZZ, 23:17 KMPS, 19:11 KZIP, 30:24 WEAT, 29:23 KFEQ, 37:29 WCOS-FM, 35:25 KFTN, 33:27 KKYX, debut 26 WYII, 37:29 WKDA, 39:30 KLZ, R&R Chart: Debut 39,

MARGO SMITH "The Shuffle Song" (WB) 66/14, KNEW, WHK, WCXI, WINN, WSUN, WYVA, WNVY, WTSO, KWMT, WYTL, WHBF, WTHI, KFTN, KTOM, 40-26 WSAI, debut 28

EDDY ARNOLD "If I Ever Had To Say Goodbye To You" (RCA) 58/5, wTCR, WBAM, KWMT, WHK, WKCQ. Charts: debut 25 WNVY, 27-20 KRAM, 64 KUZZ, 37-26 KRZY, 31-19 WBAM, KWMT, WHK, WKCQ. Ch

KFTN. RAY PRICE "Misty Morning Rain" (Monument) 57/8, KLAC, KRAM, WSLR, WUBE, WICO, WINN, KNEY, KOKE, Charts: 40:30 CKLW-FM, 37:29 WHK, 40:30 KNIX, 34:23 KFTN. TOMMY OVERSTREET "Fadin' Renegade" (Elektra) 55/3, KRZY, KLAK, KKAL. Charts: 34-26 KHEY, 30-22 KUZZ, 17:13 WOKO, debut 29 WKMF. JOE SUN "Out Of Your Mind" (Ovation) 53/14, WINN, WSM, WCXI, KNIX, KRAM,

KIKX, KGFX, KWMT, WYTL, WHBF, CKLW-RM, KLVI, debut 27 WIRK, FM. FREDDY WELLER "GO For The Night" (Columbia) 51/5, KLZ, WKCQ, WYTL, KKYX, WCMS, Charts: 29-25 WDAF, 39-27 KFTN, 34-26 KUGR, 36-29 KUZZ. CRISTY LANE "Come To My Love" (UA) 50/13, KSON, WHK, WINN, WADR, WSM, WCXI, KRAM, KRZY, KMAK, KKAL, KFEQ, WGTO, KVET, 30-25 WQQT, 35-29 CKLW-FM.

#### **Others Getting Significant Action**

DAVID ROGERS "You're Amazing" (Republic) 49/6, KFTN, KNIX, WHBF, WCXI, KHEY, WIXY, Charta: debut 25 WOKK, 20 16 KSO, debut 28 KKAL, 36 27 KSOP. KHEY, WIXY. Charts: debut 25 WOKK, 20 16 KSO, debut 28 KKAL, 36 27 KSOP. JUICE NEWTON "Until Tonight" (Capitol) 49/2, KKAL, WTCR. Charts: 33-25 KRAM,

**KEED. 38-29 KNEW** CAROL CHASE "This Must Be My Ship" (Casablanca West) 44/3, KNIX, KFGO, WNRS, Charts: 18-12 WHK, debut 29 KKAL 25-21 CKLW-FM, debut 29 KTYN.

JOHNNY PAYCHECK "Drinkin' And Drivin' " (Epic) 43/19, KLAC, KNIX, KEED, KUZZ, WCUZ, WXCL, WSLR, WDDD, KSOP, WYDE, KLVI, KEBC, KIKX, KRDR, KEEN, WIXY, WOKQ, WSEN, Charts: debut 28 WIRK-FM, 31-26 WFMS.

ROY CLARK "Chain Gang Of Love" (MCA) 43/4, KHEY, WHBF, WKKN, KEED. J. D. SOUTHER "You're Only Lonely" (Columbia) 41/1, KGFX. This reached No. 8 in the Top 40's "Beck Page" (Nov. 30th), is continuing to chart well on limited number of Country stations. Charts: 27-22 WFMS-FM. 20 10 WPOC, 28-19 WBCS, 29-24 WDGY, 11-5 WHN, 6-3 WMAQ. 22-15 WHK, 20-14 KFEQ, 25-20 WOKK, 12-9 WKXA, 6-3 WSEN, 25-50 KCKC. RAZZY BAILEY "I Can't Get Enough Of You" (RCA) 38/13, WSLR, KEEN, KSON, KRDR, KBET, KTYN, WKKN, WTHI, KFDI, WNYY, KEBC, WGTO, KZIP, 33-24 KCKC.

STEVE WARINER "Forget Me Not" (RCA) 36/2, KLAK, WYTL Charts: 13 10 KRAM, 52 WCXI, 13-8 WBAM, 13-6 WIRK-FM, 12-9 KCKC, 36-26 WSM BUCK OWENS "Let Jesse Rob The Train" (WB) 34/7, KEED, KMPS, WXCL. WUBE, KHEY, WSM, WYII KVET (flip).

ZELLA LEHR "Love Has Taken Its Time" (RCA) 34/5, KSO, KSSS, WHBF, KHEY,

SUSIE ALLANSON "I Must Be Crazy" (Elektra) 33/4, WQQT, KUZZ, KNOE, KKAL,

LARRY GATLIN "Midnight Choir (Mogen David)" (Columbia) 31/17. Most eta tions playing the shorter version during the day, the 6:20 cut at night, time permitting. Adds: KRAM, KRDR, KEEN, KUZZ, KSOP, KKYX, KKAL, KTYN, KGFX, WTSO, WFMS-FM, WTHI, WUBE, KSO, KHEV, WOKQ, WYII, 30 22 KCKC.

AND, KHEF, WORU, WYN, 30 22 KCRC. ANNE MURRAY "Daydream Believer" (Capitol) 31/30. The "Most Added" song this woek. New at KCKC, KEEN, KEED, KMPS, KNEW, KSO, WSAI, WKDA, WSM, WQQT, WBAM, WCOS-FM, WHN, WOKQ, KHEY, KXLR, WIRK-FM, WLAS, KKYX, KFGO, WTHI, WAXX, WKKN, WNRS, KRDR, KUGR, KUZZ, KIKX, KLZ, KFTN.

GENE WATSON "Nothing Sure Looked Good On You" (Capitol) 28/25. Second "Most Added" record this week. New stations: KEEN, KEED, KMPS, KNEW, KCKC, KTOM, KRDR. KIKX, KFGO, WNRS, KSO, WCXI, WSLR, WXCL, WAXX, WSAI, WTHI, WLAS, WKDA, KHEY, WSM, WYDE, WBAM, KKYX, WIRK-FM.

#### طالان المالان المعادلة

#### TIONAL **IRPLAY/40** Three Two Last Weeks Weeks Week Three

**December 21, 1979** 

6	1	0	*KENNY ROGERS/Coward Of The County (UA)
2	4	0	CONWAY TWITTY/Happy Birthday Darlin' (MCA)
3	2	0	*CHARLIE PRIDE/Missin' You (RCA)
4	3	Ð	*EDDIE RABBITT/Pour Me Another Tequila (Elektra)
. 14	8	Ō	•WILLIE NELSON/Help Me Make It Through The Night (Columbia)
10	9	0	BRENDA LEE/Tell Me What It's Like (MCA)
9	7	7	DAVE & SUGAR/My World Begins And Ends With You (RCA)
5	5	8	LORETTA LYNN/I've Got A Picture Of Us On My Mind (MCA)
13	10	0	STATLER BROTHERS/Nothing As Original As You (Mercury)
16	14	O	JIM REEVES w/DEBRA ALLEN/Oh How I Miss You Tonight (RCA)
25	16	Õ	CONWAY TWITTY & LORETTA LYNN/You Know Just What I'd Do (MCA)
21	18	Ð	MOE & JOE/Holding The Bag (Columbia)
15	13	13	JOHNNY RODRIGUEZ & CHARLY McCLAIN/I Hate The Way (Columbia)
1	6	14	HANK WILLIAMS JR./Whiskey Bent And Hell Bound (Elektra)
32	23	0	OAK RIDGE BOYS/Leaving Louisiana In The Broad Daylight (MCA)
28	21	0	KENDALLS/You'd Make An Angel Wanna Cheat (Ovation)
23	19	Ø	DOTTIE WEST/You Pick Me Up (And Put Me Down) (UA)
8	12	18	ANNE MURRAY/Broken Hearted Me (Capitol)
27	20	19	RANDY BARLOW/Lay Back In The Arms Of Someone (Republic)
31	25	0	JOHNNY CASH & WAYLON JENNINGS/I Wish I Was Crazy Again (Columbia)
33	26	3	KENNY DALE/Sharing (Capitol)
35	29	0	CON HUNLEY/I Don't Want To Lose You (WB)
-	36	ø	DON WILLIAMS/Love Me Over Again (MCA)
12	15	24	HOYT AXTON/Rusty Old Halo (Jeremiah)
34	32	•	BILLIE JO SPEARS/Rainy Days And Stormy Nights (UA)
18	22	26	LACY J. DALTON/Crazy Blue Eyes (Columbia)
	38	Ø	T.G. SHEPPARD/I'll Be Coming Back For More (WB/Curb)
11	17	28	MEL TILLIS/Blind In Love (Elektra)
36	35	Ø	GAIL DAVIES/Blue Heartache (WB)
	→	0	JOHN CONLEE/Baby, You're Something (MCA)
	37	0	MICKEY GILLEY/A Little Getting Used To (Epic/Playboy)
39	-	Ð	JOHN ANDERSON/Your Lying Blue Eyes (WB)
	40	•	BILLY "CRASH" CRADDOCK/Till   Stop Shaking (Capitol)
	•	0	JERRY REED/Sugarfoot Rag (RCA)
-	-	0	BARBARA MANDRELL/Years (MCA) New
	-	0	CRYSTAL GAYLE/Your Old Cold Shoulder (UA) Entry
		Ð	JOHNNY RODRIGUEZ/What'll I Tell Virginia (Epic)
-	•	0	CHARLIE RICH/You're Gonna Love Yourself In The Morning (UA)
-	•	39	JEANNE PRUETT/Back To Back (IBC)
	•	40	JIM WEATHERLY/Smooth Sailin' (Elektra)

This chart is based solely on compiled weekly reports from our reporting stations. Black circled numbers indicate continued upward move

RITA COOLIDGE "I'd Rather Leave While I'm In Love" (A&M) 27/7, KCKC, WMAQ, WBAX, WYDE, WCOSFM, WMUS, KSSS, 21 WSEN. JACKY WARD "I'd Do Anything For You" (Mercury) 23/14, KMPS, WYII, WEAT, KSOP, WSM, KZIP, WQQT, KVET, KEBC, WNRS, KFEQ, KBET, KEED, KIKX.

BECKY HOBBS "Just What The Doctor Ordered" (Mercury) 22/5, KMPS, KVET, WGTO, WIRK-FM, WCMS. TOM T. HALL "Jesus On The Radio/The Old Side Of Town" (RCA) 21/21.

"Old" taking early lead in the South, with adds including WBAM, WIRK-FM, KKYX, WKDA, KZIP, WSM, KSOP, WLAS. The East leaning towards "Jesus" with adds at WOKQ, WYII, WSEN. The West and Midwest divided, with some stations playing both: KRDR, KUZZ, KEED, KMPS, KNEW, DEAN DILLON "I'm Into The Bottle (To Get Out Of You)" (RCA) 21/8, KNIX, WINN, KZIP, KSSS, KRAM, KBET, KMAK, KIDN.

WINN, KEP, 1933, RIMM, RELT, RUMA, RIDY. WAYLON JENNINGS "I Ain't Living Long Like This" (RCA) 20/20, KIKX, KCKC, KEED, KMPS, KCUB, KNEW, KLAK, WNRS, WSLR, WKKN, WAXX, WIL WSAI, KHEY, KXLR, WCOS-FM, WBAM, KMAK, KIDN, KRDR.

LEON EVERETTE "I Love That Woman" (Orlando) 18/3, KRAM, KSO, WBAM, 41-

30 KUZZ. RONNIE McDOWELL "I've Never Seen A Mountain So High" (Epic) 18/8, WSM, WFMS-FM, WSLR, CKLW-FM, KSOP, KFTN, KEED, KRDR, 31-17 KCKC.

HANK WILLIAMS JR. w/WAYLON JENNINGS "The Conversation" (Elektra) 17/4, WHN, WGTO, KOKE, KKAL. This heavily requested album cut is gathering high rotation airplay. Charts: 26-20 WCXI, 38-30 KNOE, 32-20 KFEQ.

ROGER HALLMARK "Message To Khomeini" (NSD) 16/1, WINN. Noveity song with short lifespan. Charts: 16.6 WMAQ (heevy requests), 15.10 WYDE, 24.12 WIRK-FM, debut 22

BOBBY BARE "Numbers" (Columbia) 13/13, KEEN, KRDR, KUZZ, KUGR, KCUB, KNEW, KTYN, KKYX, KZIP, WSM, WYDE, WBAM, WSEN.

KNEW, KTYN, KKYX, KZIP, WSM, WYDE, WBAM, WSEN. PORTER WAGONER "Hold On Tight" (RCA) 13/5, KHEY, WKMF, WCXI, KBET, KTOM, On: KNIX, KUZZ, KRDR (flip), KRAK, KSO, WAXX, KRMD, WLAS, WIRK-FM. REBA MCENTIRE "(I Still Long To Hold You) Now And Then" (Mercury) 12/3, WEAT, KSOP, KEBC, Early strength in the South, On: KKYX, WLAS, KZIP, WIRK-FM, WKMF,

WAXX, KFEU. GEORGE BURNS "I Wish I Was Eighteen Again" (Mercury) 9/9, KRDR, KEEN. KLAC CKLW.FM, KFGO, WKMF, WKKN, KFDI, KZIP.

CHARLIE DANIELS BAND "Behind Your Eyes" (Epic) 9/5 KRDR, KLAK, KGFX,

- **Most Requested**
- W KENNY ROGERS (UA) (4th wk) CONWAY TWITTY "Hoppy" (Mi JIM REEVES (RCA) BRENDA LEE (MCA) WILLIE NELSON (Columbie) EDDIE RABBITT (Elektra) CHARLEY PRIDE (RCA) OAK RIDGE BOYS (MCA) T.G. SHEPPARD (WB/Curb) ) DON WILLIAMS (MCA) (MCA

- **Active Re-Currents**

MOE BANDY

- Chasted Me... (Colum LACY J. DALTON nbia)
- Crazy Blue Eyes (Columb JOHNNY DUNCAN
- The Lady In The ... (Colu LARRY GATLIN

- All The Gold... (Colu TOM T. HALL
- TOM T. HALL I Show Me Your Heart... (RCA) EMMYLOU HARRIS Blue Kentucky Girl (WB) WAYLON JENNINGS Come With Me (RCA) ANNE MURRAY Broken Hearted Me (Cepitol)

- Broke
- KENNY ROGERS You Decorated My Life (UA) MEL TILLIS
- Blind I
- GENE WATSON Should I Come... (Cepitol) HANK WILLIAMS JR. Whiskey Bent & Hell Bound (Elektra)



TINSEL, SNOW, & MISTLETOE: When they sneak-previewed Loretta Lynn's "Coal Miner's Daughter" at theatres in Boston and Memphis, the showings got standing ovations from the audiences! It won't be in theatres till spring, they say ... Dorothy (Mrs. Tex) Ritter will be a grandmother in the spring, thanks to John and his wife ... Elroy Kahanek, head of Hoyt Axton's Jeremiah label, says they're shipping his "Wild Bull" record as fast as they can get it. Hoyt's starring role in "Skinflint – A Country Christmas" won't hurt it. Sorry I missed the Axton action Thursday holiday open house. Mamma Mae does put on good parties ... Kenny, Dolly, and Dottie (not necessarily in that order) were named top country stars in the New York Daily News poll that received

**Biff Collie** 

Inside Nashville

100,000 ballots...Speaking of winners, Warner/ Curb recording artists, The Bellamy Brothers (David and Howard) won top honors at the recent CMA of Great Britain awards. Their song, "If I Said You Had A Beautiful Body, Would You Hold It Against Me?" won the 1979 "Single Of The Year" award...T.G. Sheppard helped kick off the WYDE/Birmingham "Toys For Tots" campaign with a live broadcast and autograph



Glen Campbell

signing session ... Around Delight, AR, they're still talking about the Campbell family reunion at Las Vegas's Desert Inn while Glen was doing his thing there. Over 70 Campbells from as far as Honolulu joined him on stage ... WSM's "Dolly" contest winner gets Bally's newest pinball machine called "Dolly," complete with butterflies, guitars and her hit records. As a bonus it even plays "Here You Come Again" ... Christmas season sessioning: Jerry Reed, Sylvia, and Jim Ed Brown and Helen Cornelius at RCA, Conway Twitty, Billy "Crash" Craddock and the Oak Ridge Boys at Woodland, Debby Boone and Gene Watson at Jack Clement, John Conlee at Creative Workshop and Norbert Putnam and his new rock band Nashville at Quadrafonic Studios.

CHRISTMAS AIRLINES: Hoyt Axton, in keeping with his "Scrooge" character on that TV special says the way to make friends remember is to give 'em cheap presents! ... Larry Gatlin says he knew a guy who was so stingy he gave homing pigeons for presents (then got 'em back) ... Billy Bob Bowman says, "Christmas is when the holiday lights come up and the bank balance goes down!" ... Faron Young remembers when he once got a doll for Christmas; he figured Santa Claus, with all the toys to deliver, just goofed and left him the toy that was supposed to go to the little girl next door ... Willie Nelson, finishing his second movie, says he's been acting since he played Scrooge in the high school play in Abbott, TX ... Lulu Roman of "Hee Haw" went to the zoo to pick up some Christmas seals???? .... Vernon Oxford wanted to get something for his wife, but nobody would make him an offer .... Thanks to the Mouseketeers for taking care of me! While in recovery room after surgery last month at St. Thomas Hospital, Darlene Gillespie Gammon (the former Mousketeer) looked after me. Never thought I'd be in the hands of a Mousketeer!

MEMO PAD: Thank Jim Duncan, Bob Wilson and all the people at R&R for another wonderful year with the winner ... Mention that new series of TV specials for Home Box Office they shot at Ronnie Prophet's Carousel Club in Printer's Alley here Comment on the Atlas Artists Cowboy Rhythm Band's new record "Houston is a Honky Tonk Town" having more solo artists (10) on it than any other single record to date ... The Country Music Foundation's 1980 "History of Country Music" calendar, the 24-page calendar which includes 12 pages of rare historical photographs, interesting facts about country stars, birthdays, and a chronology of country music, is now available (\$2 plus 75' postage) from the Country Music Foundation Press, 4 Music Square East, Nashville, TN 37203 .... I was shocked to hear that Tommy Jackson, one of the best-known and most important pioneer studio fiddlers (and an Opry member of many years), died last week after a long illness. Tommy was staff producer for Pappy Daily, for Dot Records, made 11 albums and 18 fiddlin' singles. He was 53 ... The Four Star building on Music Row, built by Joe Johnson, sold for \$1.86 million to a Nashville-based investment group. CBS Records, Con Brio Records, and a number of other Music firms are housed there .... Rex Allen, Jr. and his brother Curt (he's with Jack Clement Studio here) are both expecting their wives Judy and Terrell to deliver their first heirs in May 1980 ... Barbara Mandrell taped a "Lawrence Welk Show" in Hollywood (remember when Lynn Anderson was a regular on that show for over a year?). Barbara, her husband Ken Dudney, and their two kids spending the holidays in the snow in Aspen, their winter home ... Tanya Tucker's free-wheeling on the "Superskates" TV special had nothing to do with skates. She drove a jeep in an off-Gail Davies moved to Music City, road race bought and is remodeling a home here with her husband, writer Richard Allen ... Did you know that Anne Murray lost 50% of her hearing during that mysterious illness she had while carrying her 2nd child, daughter Dawn, and doctors wondered if she'd ever sing again? ... In hopes of getting his first network special aired on St. Patrick's Day in 1980, Eddie Rabbitt sent NBC network executives some cases of Iumera's... Wichay

Jameson's Irish Whiskey. Rabbitt, a first generation American Irishman, recently taped the show, which features Stockard Channing, Emmylou Harris, Jerry Lee Lewis, and Henny Youngman. (At the taping the studio audience was comprised of KCKC/San Bernardino contest-winning listeners.) At last report, no official air date has been set, but it should be late February or



early March. Still pulling for the St. Pat's Day air-ing, Rabbitt said, "My next step is to cater the NBC programming meeting with corned beef and cabbage. If that doesn't work, I know a gang of leprechauns back in my hometown of Brooklyn who could punch their kneecaps out!" ... As of Monday (17), Capitol and United Artist Records have new locations here. The combined operations will be at 29 Music Square East, Nashville, 37203. Capitol's new phone number is (615) 244-7770. The new number for UA is (615) Thanks to my friend Charlie Lamb for 244-9595 helping get our act together while I was hospitalized. Charlie wrote a couple columns here for us, and helped write news material for our syndicated ra-dio show "Inside Nashville." He killed them at the T. Tommy Roast with his doubletalk routine .... Congratulate Big John Trimble on that super Associated Press story on him and his all-night trucker's show on WRVA. You finally got what you deserved, John! Phillip Graham, formerly with CBS Records here, joined Broadcast Music, Inc., working in the performing rights department.

DATELINE: Nashville — Dec. 24, 1979: A Canadian weatherman, scanning the skies at dawn with weather radar, reported sighting, at approximately 15,000 feet heading in a southerly direction, a tiny sleigh and eight reindeer silhouetted against the Northern sky.

Oh yes, and a special holiday wish from our house to yours. See you next year!



ATLAS ARTIST COWBOY RHYTHM BAND — Ernie Ashworth, Ted Barton, Charlie Louvin, Connie Eaton, Ernest Tubb, Charlie Walker, Roy Wiggins, Dick Shuey, and Justin Tubb.



TIS THE SEASON — Picturad at laft is the WVAM/Altoona, PA entry in the recent 1979 Altoona Christmas Parade. Shown on the 1929 International truck are (left to right) Dimension Records' Lenny Gault; WVAM PD Tom Riley; night jock Rick Carraway; and MD Stan Davis. The photo at right is of KHSL/Chico, CA GM Dino Corbin during a playtime break



in his group therapy session. Actually, Dino is surrounded by some of the 1000 toys KHSL Radio collected from listeners in support of Butte County Sheriff Larry Gillick's Christmas Toy Drive.

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		Gere	Tent	R				Most Ad	ded.	Hot	ecember 21, 197
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all Davies DITEST argo Smith angy Gours Smith andy Burlow RAL troys Grande Ca	Bonnis Hubowii Anne Hurray Gene Watson Sitteny Parthets Wazzy Bailey Lerry Sattin Bolly Bare Waylon Jennings Hottin Henny Bogers	Maylan Jensings John Anderson Jom T Hall HOTTEST Lanny Roger Barbara Mandrell Anno Hurray RSDM Ban Diago Ca	Berry wiley Johnny Paythura Naylen Jennings were dalter Helly Hills Hills Weise Lodr Rabitt Kenny Rogers Ubn Willions Judne Prust	werne urns arris trace Freddy Fender Frei Frei Frei Frei Frei Frei Frei Frei Frei Frei Frei	Larry Gattin Bobby Bare Razy Natioy Cates Mar O. Barnes Mott St Romy Rogers Wittie Nelson Wests Mustegen, Mr	John Contee Charlie Atem Crystal Geyte HOTTEST Kanny Rogers Comer Tuitty Dave & Sugar WETHI Terre Houte In			EGIO		
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## **Country Albums**

Album cuts receiving alrplay and some activity. Listed alphabetically. Album cuts in bold indicate heaviest reported airplay.

MOE BANDY - One Of A Kind - (Columbia) "Sweet Kentucky Woman" "Man

MOE BANDY - One Of A Kind - (Columbia) "Sweet Kentucky Woman" "Man Of Means" "In The Middle Of Losing You" JOHN CONLEE - Forever - (MCA) "The In Crowd" "You Never Cross My Mind" DAVE & SUGAR - Stay With Me - (RCA) "Why Did You Have To Be So Good" JOHNNY DUNCAN - Straight From Texas - (Columbia) "Would You Like To Spend The Night" "Runaway Housewife" "What's A Little Love" LARRY GATLIN - Straight Ahead - (Columbia) "Taking Somebody With Me" "Hold Me Closer"

WAYLON JENNINGS – What Goes Around Comes Around – (RCA) "Out Among The Stars" "New Eyes Old Love" "What Goes Around" "The World's Gone Grazy (Cotillion)"

.

GEORGE JONES – My Very Special Guests – (Epic) "Gotta Get Drunk" "Night Life" "I Turned You To Stone" KENDALLS – Heart Of The Matter – (Ovation) "Put It Off Until Tomorrow" MOE & JOE – Just Good Ol' Boys – (Columbia) "Honky Tonk Maii" ANNE MURRAY – I'll Always Love You – (Capitol) "Wintery Feeling" WILLIE NELSON – Sings Kristofferson – (Columbia) "The Pilgrim" "Why Me Lord" "Bobby McGee" "For The Good Times" JOHNNY PAYCHECK – Everybody's Got A Family... – (Epic) "Fifteen Beers" "I Never Met A Girl I Didn't Like" "Roll In My Sweet Baby's Arms" "Low Class Reunion"

Heunion KENNY ROGERS – Kenny – (UA) "She's A Mystery" "Goodbye Marie" MEL TILLIS – Me And Pepper – (Elektra) "Lying Time Again" "Uphill All The

Way" DON WILLIAMS – Portrait – (MCA) "Circle Driveway" "Good Of Boys Like Me" HANK WILLIAMS JR. – Whiskey Bent & Hell Bound – (Elektra) "The Conversa-tion" "OD'd In Denver" "Women I've Never Had" "Outlaw Women"

R&R/Friday, December 21, 1979

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## **Mike Kasabo**

#### More Power To The Rotation System

Several weeks ago in this column, we discussed what appears to be a continual growth away from numbered lists to rotational patterns at Pop/Adult stations. Response from readers has shown an overwhelming agreement with Tom Kennington's views that a numerical chart is restrictive and does not necessarily reflect proper momentum of product; while on the other hand, a rotational system (and there are several different versions)

offers the programmer much more latitude and balance with the record list. While most of the reaction came from major markets, the most significant response was filed by WRFY/Reading, PA Program Director Mike Shannon, who pointed out, "We place less importance on record sales around here. We still cooperate with the stores, and of course I call them every week, but as Tom (Kennington) pointed out, a lot of Pop/Adult stations are jumping on songs early; and that can preclude sales information being of any significant impact. Now, there are a lot of times, of course, a lot of songs that we're on that the Top 40 station is on and we get sales on those. But that, it seems to me, is old-line thinking . . . the fact that stocking stores with product is directly depen-dent on the market's rocker."

Shannon said that his power rotation (for last week) consisted of numbers 1, 2, 3, 5,

6, 7, 10, 11 and 13 – I asked what happened to the songs numbered 4, 9 and 12? "On a numerical list," he stated, "we're gauging the songs' success to a certain point, but we're also gauging the songs' longevity. If a song is moving up slowly on your chart, it's (in all likelihood) going to mid-chart and drop. In other words, if you're hung with listing records numerically, you won't have the latitude to make immediate adjustments, and may come away looking silly with a song that's listed as number 4, but has actually worn out and lost its appeal. My chart gauges a song's longevity on our station - or a song's growth and progress on an overall picture from all our research in various categories. Anyway, I feel it's misleading for Pop/Adults to list a record reflecting a certain position' when it's actually being played stronger or lighter than another relative number.'

As a final comment, Shannon explained his rotational system, in which there are four categories. He started with his A or power list: "The heavy rotational list will expose product every four hours and fifteen minutes; the fifteen minutes extra insures enough of a stretch in time so we don't play the same titles at the same time each daypart. The B list is my new product, four or five songs a week on the average, and they are in at least a five-hour rotation. The other two categories are the balance of the current songs. I think, in closing, that the day of the numerical list for P/A's is numbered.'

#### Update

WHDH/Boston Music Director Donna Halper called excitedly about the article we ran two weeks ago (R&R 12-7) concerning her involvement in helping youngsters in the New England area as part of her work with the Big Sisters organization. As a result of her efforts and others responding to the article, "Over 300 kids," she noted, "will now enjoy Christmas and Hannukah, thanks to the generosity of record companies who have donated a variety of gifts.".... KDWN/Las Vegas personality Don Jaye hooked up with KGO/ San Francisco announcer Al "Jazzbo" Collins during a recent evening as they spoke to the other city's callers. The two broadcasters, aided by 50,000 watt transmitters, are old friends and occasionally monitor each other during the wee hours ... CHRISTMAS WRAP-UP: KSL/Salt Lake City is holding its annual "Quarters for Christmas" campaign. The goal is to collect everyone's pocket change to buy shoes for needy kids, as people either mail or collect the 25¢ pieces in local schools. Station personalities are visiting area schools to help in the collection for the fund ... WGY/Schenectady is running its fourth annual "Christmas Wish" promotion to raise funds for the local Children's Hospital. \$1 donations are being sent by listeners, and there are receptacles in local banks and super-. KMBZ/Kansas City's Mother Marz, along with many local celemarkets for donations . . brities and politicians, will be ringing the Salvation Army Bell hanging outside the station to collect for the station's Christmas Fund ... KHOW/Denver's Christmas party was a huge success, with over 500 record company reps and station clients showing up for the fine festivities and entertainment by the Four Freshmen . .

AFTER MIDNIGHT: KAKE/Wichita overnight personality Mike Matson is helping to celebrate National Mimicry Week by inviting listeners to mimic "whatever their little hearts desire'' on the air – Mikey see, Mikey do ... WDAK/Columbus, GA has changed from a rocker to a Pop/Adult format ... WCHV/Charlottesville helped to raise \$13,000 for the Multiple Sclerosis organization with an auction in which the station participated . . WMAL/Washington Capitol Hill correspondent Joseph McGaffrey was given an exclusive interview with former President Gerald Ford recently on issues ranging from Iran to the Nixon pardon ... WSB/Atlanta's morning team, Jim and John, will serve as Grand Marshals of the Peach Bowl parade December 31 ... KYUU/San Francisco, as part of a tribute to the International Year Of The Child, awarded \$1000 to three Bay Area youngsters in a "Holidays Are For Kids" art contest ... WCBM/Baltimore Sports Director Tom Davis has been chosen Outstanding Sports Reporter of the Year by the Sports Boosters of Maryland ... Misco Broadcasting, new owners of KAKE/Wichita, showed a little class recently as they treated the staff to a lunch at a local restaurant. The get-acquainted feed featured board chairman Bud Beren; we're informed that Beren, some years ago, hosted a classical music hour on another local radio station .... An up note to close on this decade as we receive a twist on an old problem. Ross Hunter, Operations Manager of WJMA/ Orange, VA, who like many smaller market programmers has faced poor to worse record service, writes to acknowledge a promotion man for outstanding service - A&M promo format - the computer will then take our selections from our oldies and current library and rotate the music based upon our classifications and qualifications for each particular record. The design initially is to experiment as to whether we want a com-



M&M - Roger Carroll, host of the live nationwide "National New Year's Eve Party" special is greeted by Mickey and Minnie Mouse in a prelude to the actual broadcast which will be telecast via satellite on New Year's Eve. Carroll will anchor the broadcast from Disney. land, while co-anchor, Eric Norberg will handle the festivities from Walt Disney World in Orlando. Scheduled to be on hand to help celebrate are Harvey Korman, Bobby Goldsboro, Phyllis Diller and Cloris Leachman.

pletely even rotation or one that provides more play with certain other records." WHEN/Syracuse's news department has been awarded four out of seven honors by the New York State Associated Press, involving all major state news agencies with the exception of the City itself. They won Best One-Day News Effort, Best Local Documentary Program, Best Spot News Coverage, and Best Enterprise Reporting – much credit has . WHBC/Canton will give to some been given to 26-year-old News Director Bill Casey . lucky listener a \$500 Christmas tree - the artificial kind that is fully decorated; that's a bunch of decorations when it amounts to 500 bucks .... Other promotions include WORG/ Orangeburg, the station held its annual "Ham It Up For Thanksgiving" contest that allowed listeners who guessed the correct personality popping up from a rotating cart a chance to win a ham or turkey - a wrong guess, however, received another kind of turkey; a turkey album that never sold and had been collecting dust in the station's library .... Cheers and Happy Holidays!

#### Transition

Harry C. Smith has been appointed to the newly-created position of Assistant to the President (William B. Faber) of WFLA/Tampa . . . Lynn McIntosh has exited his Program Directorship of WIS/Columbia to go to Mutual Radio in Washington D.C. as Northeast Regional Manager of Affiliate Relations ... WWWE/Cleveland has a new all-night personality, Lanny Wheeler, who comes to the station from KIRL/St. Louis, and replaces Vicki Sue Winston ... At WCWA/Toledo, Doug Silver has been promoted to the position of Operations Manager to go along with his PD post; Mark Stevens has been named to the Assistant PD slot .... Karen Johnson joins KVI/Seattle as an administrative assistant and secretary to General Manager Jim Johnson . . . Jim Abens has been named Station Manager of WCER/Charlotte, MI... Lon Landis joins the news staff of WELI/New Haven as its Director after a similar position at WTIC/Hartford ... Mike Haggarty is going back to an airshift in addition to his Music Director position ... Two that are new at WCHV/Charlottes-ville are Jill Strauss and Andrea Kessel from WNBC-TV/New York and WVIR-TV, also Charlottesville, respectively ...

#### Color

IT'S A BIRD - A PLANE - NO IT'S SANTA: WSB/Atlanta got area residents into the holiday spirit in a hurry recently, as the station delivered Kris Kringle in the station's helicopter. PD George Fischer was the Master of Ceremonies for his arrival at the big shopping center in town. The event launched the annual drive co-sponsored by the Marine Corps for the Toys for Tots campaign.

HIGH ENERGY: WELI/New Haven just completed its "Energy Saving" promotion. During the promotion, WELI aired more than 100 energy-saving tips on a one-per-hour basis. It was based, in part, on the principle of "cash call," except instead of the callers having to remember the amount in the jackpot, they had to remember that hour's energy savings tip. An added element made it more exciting – if the hour's call-out person did not answer the phone, the station would open their lines for anyone to call and repeat the previously aired tip. Prizes included heater-huggers, a solar music box or cigarette light-ers, and other such items. The big prizes included two one-year supplies of heating oil, valued at \$1500 apiece ... also a fully installed solar hot water system. The grand prize was a vacation to Mexico. This public service-oriented promotion was one of the most successful in the station's history.

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R&R/Friday, December 21, 1979



#### POP/ADULT



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

#### **BARRY MANILOW**

#### When I Wanted You (Arista)

70% of our reporters are on it. Adds Include WHAM, KHOW, WIS, WHBC, WATR, KOLO, KEX, WGY, WSM FM, WVMT, WBZ, WSB, WBT, WNEW, WIBW, KWOS, KGNR, KRNT, KRKK. Key moves: 28-20 KLTE, 30-25 WLOW, 28-25 WRIE, 23-21 WDIF, debut 23 WBEN, debut 23 WPRO, debut 28 WORG, debut 28 WJBO, debut 29 WYMC, debut 30 WMAZ, debut 29 WLNH. Heavy rotation: WHIO, WJON, KFMB. Debuts at No. 24 on P/A chart.

#### **FLEETWOOD MAC**

Sara (WB)

64% of our reporters are on it. Adds include WHIO, WHDH, WSB, WGY, KMBZ, KGGF, KSL, KFMB, WIS, WNEU, KRMG, WFDF (dp), KNBR, WBOW, WHEN, WTMJ, WLVA. Key moves: 20-12 WBEN, 12-8 WSM-FM, 15-10 WVMT, 25-22 KSTP, 26-20 WDIF, 24-20 WMAZ, 35-29 FM97, 27-23 WCHV, debut 27 KWOS, debut 29 WLOW. Jumps 38-26 on P/A chart.



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

SMOKEY ROBINSON "Cruisin" "(Tamla) 44/6 add WHBC, WSIX, WYMC, WHEN, KBLF, WCFR, Kay moves: 18-11 WHIZ, 21-16 WNEU, 10-6 WLOW, 19-14 WRIE, 17-10 WMAZ, 37-30 WSGW, 22-17 WDIF, 28-21 WORG, debut 17 KRMG, dabut 24 WLNH, debut 27 KWOS, debut 28 WBOW, debut 29 KSTP, Increased 27-25 on PIA chart. **MAUREEN MCGOVERN** "Can't Teke My Eyes Off You" (WB/Curb) 43/5 add WFTL, KPPL, WHOK, WBOW, KROD, Key moves: 13-3 WATR, 14-11 WJBO, 28-22 WSGW, 23-18 KRKO, 28-22 WBT, 19-15 KDWN, 21-17 WHAG, 31-25 WHBC, Increased 32-28 on PIA chart. **EAGLES** "The Long Run" (Asylum) 29/5 add KLTE; WGY, WHOK, WBOW, KNBR, Key moves: 17-10 KOLO, 20-14 KRMG, 14-7 WBEN, 16-13 WFYR, 24-19 KWOS, 25-19 WDIF, 25-17 WOWO, debut 20 WBZ, debut 23 WMAZ, debut 24 WVMT, debut 26 WNEU, debut 27 WCSC, debut 30 WORG, Increased 37-31 on PIA chart. **MOON MARTIN** "No Chance" (Capitol) 38/2 add WELI, KGNR, Key moves: 21-19 WJBO, 28-21 KRNO, 25-22 KOLO, debut 29 WORG, Increased 33-32 on PIA chart. **FINNIFER WARNES** "Don't Make Me Over" (Arista) 31/3 add KHOW, KUKI, SMOKEY ROBINSON "Cruisin" " (Tamla) 44/6 add WHBC, WSIX, WYMC, WHEN,

JENNIFER WARNES "Don't Make Mo Over" (Arista) 313 add KHOW, Kuki, WSB. Key moves 205 KOY, 25 22 WLNH, 30 23 WBT, 23 19 WSM FM, 21 18 WMAZ, debut 28 WLOW, at 30 KSTP Increased 40-34 on P/A chart

BOBBY VINTON "Make Believe It's Your First Time" (Tapestry) 32/5 add WFDF, KRKO, WHIO, KOGO, WLNH. Key moves: 25-22 WJBO, debut 18 KDWN, debut 28 WNEU, Heavy rotation: WJON, WCER. Increased 39-35 on P/A chart.

JIMMY BUFFETT "Volcano" (MCA) 26/1 add WBOW. Key moves: 1814 WLOW, 32-27 WCHV, 27-24 WBT, debut 25 WLNH, debut 27 WVMT, Heavy rotation: WJON. Debuts at No. 37

DIRT BAND "American Dream" (UA) 23/8 add WGIR. KOY, KRMG, WPRO, KHOW, WCFR, WVMT, KSTP. Key moves debut 28 WSM-FM, debut 24 WBEN, debut 27 WLOW, debut 30 WJBO, debut 30 WCSC. Heavy rotation: WTMJ. Debuts at No. 39 on P/A chart. JIM WEATHERLY "Smooth Sailin" (Elektra) 24/1 add KGGF. Key moves: 31-25 WHAG, 22-18 KMPC. Debuts at No. 39 on P/A chart. NEIL DIAMOND "September Morn" (Columbia) 43/43. One of the all-time Most Added in any given week for this section of RER - and based on that strength qualifies it as the section of RER - and based on that strength qualifies it as the

Added in any given week for this section of RGR — and based on that strength qualifies it as the No. 40 debut. Some of those adds are WASH, WTAE, KOY, KEX, KNBR, WHIO, WNEW, WSB, WBT, KSTP, WRIE, WPRO, KRMG, KMPC, KMBZ, KSL, WIP, WBEN, WHBC, KHOW, WSGW, WTMJ, KFOR, KWOS, KOLO, WFYR, WDIF.

#### **Others Getting Significant Action**

ROBERT JOHN "Only Time" (EMI America) 31/1 add WQUA. Moves 20.14 KRKO. 26.20 WHBC. Heavy rotation: KRKK. CARLENE CARTER "Do It In A Heartbeat" (WB) 30/1 add KRKO. Moves 136

JOHN STEWART "Lost Her In The Sun" (RSO) 28/6 edd wBOW, WQUA. KPPL, WTMJ, WIS, WPRO, Moves: 23-16 WYMC, 16-11 WLOW, 28-21 WSM-FM, debut 26 WLNH, debut 28

KRKO. DAN FOGELBERG "Longer" (Full Moon/Epic) 25/22 edde include WHO, KSTP, KFOR, WSIX, KHOW, KFMB, KDWN, WASH, KEX, WFYR, WBT, WHBC, KMBZ, WTMJ, KRKK, Moves 20-11 WSM-FM, debut 30 WRIE.

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(The follo	wing allow tracks alabaha	dian the links	1 h	

listed by artist, are getting significant airplay on many of our Pop/Adult stations.)

significant sirpley on meny of our Pop/Adult stations.) ABBA (Atlends) "I Have A Dream" "I' It Wesn't For The Nights" HERE ALPERT (Adom) "I'900" JIMMY BUFFETT IMCA) "Dreams/cle" "Chanson Pour Les Petits Enlents" "Survive" CAPTAIN & TENNILLE (Casedence) "Love On A Shoestring" CHICAGO (Columbia) "It is to What It is "Runaway" "Loser With A Broken Heert" RTA COOLIDGE (Adom) "Sweet Emotion" "Pain Of Love" 808 OYLAN (Cokenbla) "I Believe In You" "Do Right To Me Beby (Do Unto Others)" EADLES (Asylam) "I Can't Tell You Why "Sad Cafe" FLEETWOOD MAC (WB) "Honess "Think About Me" RUPERT HOLMES (MCA) "Answering Mechine" NICOLETTE LARSON (WB) "Dancin' Jones" "Rio de Jeneiro Blue" "Beck In My Arms Agein" KENNY LOGGINS (Columbia) "Rein" "Why Don't We Try A Slow Dence" "Sunday Feiher" TO Don't Want To Waik Without You" "Where Are They Now" "One Voice" JIMMY MOERSTMAL "Caeptoil "You'e Got Me To Hold On To" EODIT KENNY LOGGINS (Cokumbia) "Ruin" "Why Don't We Try A Slow Dence" "Sunday Feiher" TO Don't Want To Waik Without You" "Where Are They Now" "One Voice" JIMMY MOERSTMAL (Caeptoil "You's Got Me To Hold On To" EODIT RABIT (Dektre) "Love ine" "States" A Mystery" CARLY SIMON (Dektre) "Love You" "Coming To Get You" "Just Like You Oo" "Love You By Neer" JO. SOUTHER (Cokumbia) "White Rhythm And Blues"

By Heart" J.O. SOUTHER (Cokumble) "White Rhythm And Blues" BARBRA STREISANO (Cokumble) "Niegore" "Come Rein Or Come Shine" RANDÊ VANWARMER (Beerville) "Losing Out On Love" JENNIFER WARNES (Arista) "Shot Through The Heart" "Teil Me Just One More Time WINGS (Cokumble) "Beby's Request" "Winter" STEVIE WONDER (Ternie) "Power Flower" "Black Orchid" "Come Back As A Flower

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P	0	P	T	AIRP	PLAY	/40
Three						

#### **December 21, 1979** Weeks Weeks Week 0 2 1 CAPTAIN & TENNILLE/Do That To Me One More Time (Cesablanca) 10 7 Ð **DIONNE WARWICK/Deja Vu (Arista)** 3 19 15 5 Ð **KENNY ROGERS/Coward Of The County (UA)** STYX/Babe (A&M) 6 5 4 0 6 STEVIE WONDER/Send One Your Love (Temle) 15 13 8 2 RUPERT HOLMES/Escape (The Pina Colada Song) (MCA) 3 CLIFF RICHARD/We Don't Talk Anymore (EMI America) 16 14 7 7 13 11 8 LITTLE RIVER BAND/Cool Change (Capitol) 0 20 17 12 RITA COOLIDGE/I'd Rather Leave While I'm In Love (A&M) 9 9 10 10 DR. HOOK/Better Love Next Time (Capitol) 11 **BARRY MANILOW/Ships (Arista)** 1 1 9 16 Ð DANN ROGERS/Looks Like Love Again (International Artists) 24 20 25 19 15 13 KENNY LOGGINS/This is it (Columbia) 13 4 10 14 J.D. SOUTHER/You're Only Lonely (Columbia) 33 24 0 TERI DeSARIO w/KC/Yes, I'm Ready (Caseblance) **O** 17 27 23 20 ABBA/Chiquitita (Atlentic) 11 2 4 COMMODORES/Still (Motown) Φ 29 LOBO/Holdin' On For Dear Love (MCA/Curb) 38 22 Õ 32 27 21 HERB ALPERT/Rotation (A&M) 20 14 16 19 FRANK MILLS/Peter Piper (Polydor) 18 21 BARBRA STREISAND/DONNA SUMMER/No More Tears (Enough ... ) (Col/Cas) 3 6 32 26 0 MICHAEL JACKSON/Rock With You (Epic) 12 12 14 23 CRYSTAL GAYLE/Half The Wey (Columbia) 0 BARRY MANILOW/When I Wanted You (Arista) 27 34 31 25 SMOKEY ROBINSON/Cruisin' (Tamla) 1.1 0 FLEETWOOD MAC/Sara (WB) 36 17 27 5 8 ANNE MURRAY/Broken Hearted Me (Capitol) MAUREEN McGOVERN/Can't Take My Eyes Off You (WB/Curb) 35 32 0 33 30 29 29 HALL & OATES/Wait For Me (RCA) 28 28 28 30 SUPERTRAMP/Take The Long Way Home (A&M) 37 31 EAGLES/The Long Run (Asylum) 40 36 35 32 MOON MARTIN/No Chance (Capitol) 30 21 21 33 KC & THE SUNSHINE BAND/Please Don't Go (TK) 40 34 JENNIFER WARNES/Don't Make Me Over (Arista) 39 35 BOBBY VINTON/Make Believe It's Your First Time (Tapestry) 18 22 25 36 ENGLAND DAN & J.F. COLEY/What Can I Do With This Broken ... (Big Tree) 37 JIMMY BUFFETT/Volcano (MCA) DIRT BAND/American Dream (UA) 38 39 JIM WEATHERLY/Smooth Sailin' (Elektra)

NEIL DIAMOND/September Morn (Columbia) 40 This chart is based solely on statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporte

DANA VALERY "I Don't Want To Be Lonely" (Scotti Bros.) 25/2 edd WBT, WSIX. Moves 31:27 WTAR, 29:26 WJBD, debut 29 WNEU.

WSIX. Moves 31:27 WTAR, 29:26 WJBD, debut 29 WNEU, ROGER WHITTAKER "YOU Are My Miracle" (RCA) 23/2 edd KRNT, KBLF. Moves 29:25 WSGW, 23:19 WHAG, debut 17 KDWN. Heavy rotation: WFTL, KLYD, KMRJ. 29 25 WSGW, 23 19 WHAG, debut 17 KDWN, Heavy rotation: WFTL, KLYD, KMRJ. RICHIE FURAY "I Still Have Dreams" (Asylum) 19/3 add WLNH, WYMC, WORG. Moves 29 23 WHIZ, debut 30 WPRO, debut 36 FM97. STEVE FORBERT "Romeo's Tune" (Nemperor) 18/4 add WREC, KSTP, WGIR, WHIO, 21 18 WCSC, 24 20 FM97, 27-22 WRIE, 39 29 WCHV, debut 28 WPRO, debut 28 WHBC, debut 29 WSM-FM.

BARBRA STREISAND "Kiss Me In The Rein" (Columbia) 16/16 adds include WBT, WBAL, WHIO, WGIR, WIP, WSGW, WIBW, WQUA, KEX, KWOS, WSM-FM, KMBZ. WBT, WBAL, WHIO, WGIR, WIP, WSGW, WIBW, WQUA, KEX, KWOS, WSM-FM, KMBZ, B.J. THOMAS "God Bless The Children" (MCA/Songbird) 16/7 edd WHIZ, KOY, KMBZ, WSM-FM, WHOK, WCER, KRNT.

TOM JOHNSTON "Savannah Nights" (WB) 16/0. Moves 27-16 KUKI, 25-22 WPRO, debut 15 WLNH, debut 30 WNEU.

JACK JONES "Theme From Love Boat" (MGM) 15/12 add WJON, KRMG, WHAG, KRKO, WSGW, KMBZ, KRNT, WCER, WSB, WRIE, KMRJ, KFOR, Debuta 25 WBEN, debut 30

ANNE MURRAY "Daydream Believer" (Capitol) 14/13 add wip, KFOR, WVMT, WJON, WHAG, WHBC, FM97, KSTP, WNEW, WBAL KMPC, KOY, KEX.

ANNE MURKAY "Daydream Believer" (Capitol) 14/13 edd WIP, KFOR, WVMT, WJON, WHAG, WHAG, FM97, KSTP, WNEW, WBAL KMPC, KOY, KEX. SPINNERS "Working My Way Back To You" (Atlantic) 14/15 edd WORG, WPR0, WHBC, WMA2, Oebutz 26 WNEU, debut 25 WSM-FM, debut 40 FM97, ELO "Last Train To London" (Jet) 14/4 edd KOLO (re), WHAG, WYMC, WOWO, Moves 21-17 KRK0, 29 24 WLOW, debut 22 WBEN, debut 25 WSM-FM, debut 27 WLNH. ROBERT JOHN "Lonely Eyes" (EMI America) 14/2 edd WEL, WCHV, Moves 13-10 KRMG, 27-24 WDIF, 33 29 WTAR, debut 28 WSC, debut 28 WHAG, debut 29 WPR0. JONES GIRLS "We're A Melody" (Philadelphia International) 14/2 edd WREC.

WLNH. Moves 30.24 WYMC. JUDIE TZUKE "Stay With Me Till Dawn" (Rocket/MCA) 14/2 edd KBLF, KPPL Moves 30.17 KUKI, 23.21 WBEN, debut 26 WYMC. ROD STEWART "I Don't Want To Talk About it" (WB) 13/5 edd wSB, WLOW, WCHV, WYMC, WHOH, Moves 22.20 WSM:FM, 28.26 WDIF. THE DEPENDENCE OF STREET (1997) A STREET (1997) 13/2

FM, WHOK, WHIO, WUIF, MOVES 31-28 WB I. FOGHAT "Third Time Lucky" (Bearsville/WB) 11/3 add WNEU, WCHV, WDIF. Moves 10-5 WYMC, 11 4 KUKI, 22-15 WLOW, debut 28 KWOS. NICOLETTE LARSON "Let Me Go, Love" (WB) 10/5 add WHIO, KRKO, KUKI, WOIF KDWN, Moves 1814 WSM-FM

WOIF, KDWN, Moves to te visionizm. KODL & THE GANG "Ladies' Night" (De-Lite) 10/1 edd WOIF, Moves 19-13 WNEU, 18-15 WRIE, 28-23 KWOS, 20 17 WBZ.

COMMODORES "Wonderland" (Motown) 9/1 add KNBR. Moves 32-26 WHBC, debut 27 WJBO, debut 30 WLNH,

#### Most Added:

New Entry

• 3

63

NEIL DIAMOND September Marn (Columbia) Added at 50% of our reporting stat BARRY MANILOW When I Wented You (Ariste) Added at 29% of our reporting stat FLEETWOOD MAC Sere (WB) Added at 25% of our reporting a **DAN FOGELBERG** Longer (Full Moon/Epic) Added at 25% of our reporting a BARBRA STREIBAND BARBRA STREISAND Kiss Me in The Rein (Columbie) Added at 18% of our reporting stations. ANNE MURRAY Deydreem Believer (Cepitol) Added at 15% of our reporting stations.

#### **Hottest:**

CAPTAIN & TENNILLE o That To Me One More Time (Casableni Reported hot at 65% of our stations. KENNY ROGERS Coward Of The County (UA) Reported hot at 56% of our stations. RUPERT HOLMES Escepe (The Pine Colade Song) (MCA) Reported hot at 43% of our stations. DIONNE WARWICK Deje Vu (Ariste) Reported hot at 33% of summit Deje Vu (Anista) Reported hot at 39% of our stations. STEVIE WONDER Send One Your Love (Temle) Reported hot at 27% of our stations.

18-15 WRIE, 28 23 KWOS, 20 17 Wbz. DONNA SUMMER "On The Radio" (Casablanca) 10/1 add KOLO. Moves 22-17 WYMC, 38-28 WCHV, 22-17 WNEU, 25 19 WATR, dobut 29 WRIE.

WCHV, WYMC, WHDM, MOVIES 22-20 WSM-PM, 28 26 WDIP. BILLY PRESTON & SYREETA "With You I'm Born Again" (Motown) 13/2 add WBT, WGIR, Movies 20 16 WDWN, 32-20 KUKI. add WBT, WGIR, Moves 20.16 WDWN, 32.20 KUKI. ISAAC HAYES "Don't Let Go" (Polydor) 12/2 add WNEU, WFDF (dp), Moves 16.9 KOLO, 83 WYMC, 23.17 WMA2, 25.19 WLOW, 30.23 WCSC. PAUL McCARTNEY "Wonderful Christmas Time" (Columbia) 11/4 add wSM-FM, WHOK, WHIO, WDF, Moves 31.25 WBT. R&R/Friday, December 21, 1979

### ADDS & HOTS

R/Friday, December 21, 1975 BEACH BOYS I's A Beeuthul. (Ceribou) KARLA BONOFF When You Walk., (Columbie)	ADDS & HOTS
PAGES SINGLES • New services • Locade distribution destrongents	EAST WBALEBatimory         WVMT/Builington Gay Whence         WHAQ/Magentown Rick Summer         WGIR/Manchester Kare Anderen         WIP/Phildstphil Bo Russo         WPR/Phildstphil Bo Russo         WPR/P
JIMMY BUFFET     COMMODORES       Volcano (MCA)     Wonderland (Columbia)       See Omere     Beilind Your Eyes (Epic)       Juint     See Omere       Juint     Juint	B. Manilow     R. Molmes     Spinners     R. Holmes     H. Jackson     R. Holmes     Capt. & Tennifle     D. Hook       T. DeSarlo/KC     R. Rogers     England Qan     LRB     FM97/Prisburgh     H. Jackson     Dr. Hook     R. Coolidge       Y. Elinan     Duravick     Capt. & Tennifle     FELINAW     FM97/Prisburgh     H. Jackson     Dr. Hook     R. Coolidge       HOTTEST     S. Monder     K. Desarlo/KC     R. Rogers     HELINAW     Hermen     Mathing     R. Coolidge       V. Elinan     J. Monder     R. Rogers     MELINAW     Hermen     FM97/Prisburgh     H. Jackson     Dr. Hook     R. Coolidge       Hottest     F. Rogers     MELINAW     Hermen     Dark Mathingenster     H. Jackson     Lobo     Lobo       Styz     WRIEFne     S. Monder     T. DeSarlo/KC     R. Moray     Hall A Dates     S. Monidenster     K. Loggins     WBAYen       LRB     Styz     Styze     MelliHarnburg     R. John     Davidrean     M. Machester     F. Rog     J. Desver & Huppets       R. Holmes     N. Dierond     WCMRIHarnburg     R. Opers     MUTEST     Lobo     J. Dosvirber     J. Ficke       MIDDrive     N. Dierond     WCMRIHarnburg     K. Rogers     HOTTEST     R. Rogers     Styze     <
EAGLES The Long Run (Asylum) The Long Run (Asylum)	Dr. Nook     HDTEST     D. Marwick     D. Rogers     WTA EPrituation     Rogers     Dob Duckson       Capt. & Tennille     C. Richard     WTEKWNew York     WTA EPrituation     Capt. & Tennille     Doe Berns       J.D. Souther     Capt. & Tennille     Capt. & Tennille     WTA EPrituation     Capt. & Tennille     Deven       WIE WALWING     S. Robinson     Capt. & Tennille     WLHH/Laconu     J. Devers & Muports     Abba     K. Rogers     J. Diamond       N. Diamond     N. Diamond     N. Diamond     Holines     S. Monder     N. Diamond     HOTEST       N. Diamond     B. Vinico     (Vanted)     K. Rogers     J. J. Souther     N. Jackson       N. Jackson     R. Furay     A. Murray     C. Richard     B. Manilow     S. Monder       N. Jackson     N. Diamond     HOTEST     R. Colidge     Market     J. Jackson       N. Jackson     N. Diamond     NOTEST     R. Colidge     Market     J. Jackson       N. Jackson     N. Diamond     Noters     Noders     K. Rogers     Konder       K. Rogers     Jones Girls     K. Rogers     F. Loggins     K. Loggins       K. Rogers     Jones Girls     K. Rogers     F. Mac     Konder       F. Mac     Meret Girls     K. Rogers     F. Mac
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ROBERT JOHN     TOM JOHNSTON     FRANCE JOLI     JACK JONES       Lonely Eves (EMI America)     Sevenneh Nights (WB)     Gome To Me (Prelude)     Home From Love (MGM)       12 31     12 31     12 31     12 31	Cooperative     K. Loggins     Clank Relieve     WLVX/Lynchorg     Price     D.     Fogeberg     WLXX/Lynchorg     WLXX/Lynchorg     Price     D.     Fogeberg     WLXX/Lynchorg     R. Holmes       8.     Manilow     O'Jays     B. Kanilow     MLVX/Lynchorg     File     No     Mon Mook     File     Mon Mook     File     Mol State     File     Mon Mook     File     Mon Mook     File     File     Mon Mook     File
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12.23     10.19     International State     Better Miclosoft     Big Noise From (Atlantic)       12.10     11.16     11.16     11.2     11.2     11.2	None         D. Fogelberg         J. Jones         B. Pointer         (Output         (Output         (Distance         (Distance           HOTEST         Lobo         B. Streisand         H. Jackson         F. Bac         J. Stewart         N. Distance         N. Distance           B. Annilow         NOTEST         B. Manilow         Extreisand         H. Jackson         D. Fogelberg         T. Stewart         N. Distance         N. Stewart         N. Distance           A. Murray         R. Holmes         (Manted)         Toto         CTC         CTC         HOTEST         B. Manilow         N. Stewart         N. Distance           M. Murray         R. Holmes         (Manted)         Peaches 6 Kerb         C. Fogelberg         HOTEST         B. Holmes           ONJ B.A. Gibb         K. Rogers         K. Loggins         N. Distance         N. Distance         N. Distance           J. Dosuther         K. Rogers         K. Loggins         N. Destrick         N. Molmes         Dr. Holmes         Dr. Holmes           WHBC/Canter         Capt. & Tennille         Stys         K. Rogers         N. Rogers         Dr. Hoolmes           B. Manilow         But Milly         K. Rogers         K. Rogers         K. Rogers         Dr. Hoolmes         Dr. Hool
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DAN PEEK Ready For Love (MCA)	J. Joness     D. Gogelberg     T. Petty     D. Monelberg     T. Petty     Ministran Transfer     Logalna       B. J. Thomass     N. Larson     T. Destric/KC     S. Wonder     Dr. Mones
JEREMY BPENCER BAND Trevelln' (Ariantic) Working My Way(Ariantic) Unit (Ariantic) Unit (Ariantic) Un	WEST     KVPC/Lone Angeles     KSB/Monolulu     KMPC/Lone Angeles     KESK/Portland     Kolucy/Romann     Kolucy/Romannn     Kolucy/Romannn     Kolucy/Romannn     Kolucy/Romannn     Kolucy/Romannn     Kolucy/Romannn     Kolucy/Romannn     Kolucy/Romannn     Kolucy/Romannnn     Kolucy/Romannn     Kolucy/Romannnn     Kolucy/Romannn
DONNA SUMMER On The Radio (Casablance) JUDIE TZUKE Stay With (Rocket/MCA) 1123 Judie TZUKE Judie TZ	<ul> <li>HOTTEST J. JURGE D. Marrick B. Streitand R. Durgers B. Manilow M. Martin K. Rogers N. Diamond (Ships) D. Fogelberg LB Capt. 5 Tennille (District J. Marrick B. Commodored Capt. 5 Tennille (District Cambodies))</li> <li>M. Miller B. Monder M. J. Starte S. Monder M. Jackson M. Jackso</li></ul>
JENNIFER WARNES Don't Make Me Over (Ariste)	D Engelberg J. Jones in A. Hurray . Desidered D. Marwick Capt & Tennille HUTEST

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#### Openings

WBBF/Rochester, NY wants energetic, night time personality. If you can communicate and entertain, and want to do your pert in taking us to the top, send tapes and resumes today. Dave Mason, WBBF, 850 Midtown Tower, Rochaster, NY 14804, EOE (12-21)

Program Director: Modern Country and/or Adult Contemporary experience required. Applicants must have the ability to execute an already successful format, and make a generous promotion budget sound bigger. Send tapes and resume to 8ob Maley, GM, WBAX, One Broadcest Plaza, Wilkes Barre, PA 18703. (12-21)

Friendly, warm personality that knows and likes Country music. Also production skills. Good opportunity in growing Las Vegas market. Send tape of show and production to K-RAM Radio, 923 E. Desert Inn Road, Las Vegas, NV 89109. Attn: Chuck Manning. (12-21)

1270/WTSN/Dover, NH has an immediate opening 12/0/WTSN/Dover, NH has an Immediate opening for an eir talent to work part time 39 hours a week. WTSN is an adult Top 40 station. 5 kw fulltime. Shift: Sunday thru Thursday 6pm-12:15am, Fridays 6-9pm. Female applicants are encouraged to apply. Send tape and current resume to Jim Sebastian, Radio Station WTSN, Box 400, Dover, NH 03820. No calls please. EOE (12-21)

KYAK-AM/Anchorage, 50,000 watt Modern Coun-try, has immediate opening for a mature, experienced moming drive personality with production skills. Pos-sible other positions soon. Contact: Bill Bink or Nency Johnson, KYAK, 2800 East Dowling Road, Anchorage, AK 99507. (907) 344-2522. (12-21)

KFYR-Y/93/Bismarck, ND is now eccepting applica-tions for news anchor/reporter. Salary negotiable, ex-cellent finge benefits. Send tape and resume to Mark Swartzell, ND, KFYR, Box 1738, Bismarck, ND 58501. No calls please. EOE (12-21)

KZ93 is looking for a morning personality that can literally play in Peona. We monopolize ARB ratings in this top 100 Midwast market. Skills and trivia, inter-viewing and a good grasp of music knowledge are necessary. Heavy humor, voices and hype are not. Above average salary. Send tapes and resumes to Cha-lie Quinn, WKZW-FM, 3131 N. University, Peoria, IL 61604. No calls please. EOE M/F (12-21)

We have openings for air personalities and news people. Stoner Broadcasting Co, 3900 N.E. Broadway, Des Moines, IA 50317. Looking for those who have something to say, humerous or serious. Please send tapes, resumes and photographs to President Glen Bell. EOE (12-21) tapes, resun EOE (12-21)

K-96/Richmond, IN is looking for top flight announ-cer. Expenence a must to land this opening at our 50,000 watt AOR FM. Good pay for good show and good pro-duction. Tapes and resumes to Dave Stycker, Box 1647, Richmond, IN 47374. (317) 966-3932. (12-21)

Northern California AM-FM needs production pro. No board shift involved. Call Bob Orchard (916) 742-5555. EOE M/F (12-21)

#### Openings

KWY/Cheyene, WY needs News Diractor. Must be a hustler. We offer good salary, car, gas allowance, pield life, health, dental and profit sharing. Experience and desire to work a must. Contact John Ramsey, (307) 632-0551. Tapes and resumes to Box 926, Cheyenne, WY 82001. EOE M/F (12-21)

WNAP/Indianapolis looking for full and part time jocks. No beginners. Tapes and resumes to Chris Conner, 2835 N. Illinois, Indianapolis, IN 46208. No calls please. EOE M/F (12-21)

KYAK-AM and KGOT-FM/Anchorege needs Chief Engineer who loves routine maintenance. AM is 50 kw 2-tower DA on 650 kHz, FM is 26 kw automated. Contact Bill Bink or Nancy Johnson, 2800 East Dowl-ing Rd., Anchorege, AK 99507 or call (907) 344-2522. (12-21)

WANTED! Applicants for future openings. Sei tapes and resumes to KIZM, Box 99, La Crosse, 1 54801, Atn: Kevin St. John. EOE M/F (12-21) WI

Morning person at Ohio Pop/Adult. Must be able handle production and communicate with small mark handle production and communicate with small market atmosphere. Good intro market, strong AM/FM combo. Send tapes and resumes to John Coe, Box 492, Celina, OH 45822. EOE (12-21)

Come to the Springel Experienced News Director wanted for KCM.//Palm Springs. Local news and com-munity affairs onented. AA or BA degree preferred. Salary commensurate with experience. Tapes and re-sumes to Steve Clark, KCMJ, Box 1626, Palm Springs, CA 92283. No calls please (12-21) CA 92263. No calls please. (12-21)

Honey Radio, Detroit's only all Oldies Station, going live in January, needs bright sounding Jocks. If you're a pro, this is your opportunity to move to the nation's 5th largest market. Tapes and resumes to Phil Berry, WHND, 1 Radio Plaza, Detroit, MI 48220. EOE M/F (12-21)

Currently selling, but looking for more opportunity and growth? Call us! One of Arkansas's leading radio stations, KARN is looking for the right person to add to the team. Phone (501) 661-7510 or write Sales Manager, Box 4189, Little Rock, AR 72214. EOE (12-21)

Big volca with personality needed. PM drive opening at WDIF/Marion, OH. We are a 1st class operation with good bucks and even better people. You must be a self-starter, stable and have a good production background. Send your presentation to Jim Roberts, PD, WDIF, Box 524, Manon, OH 43302. EOE M/F (12-21)

P/T Instructors, Unique Broadcasting Co., com-mercial radio experience required. Must operate control board. Daily shifts 10-4 and 4-10. \$4.00 per hour. New York City residents only Call (212) 279-2360. (12-21)

Combo morning drive and Production Director wented. A real pro is needed for this sophisticated market. Salary negotiable. Tapes and resumes to Steve Clark, PD, KCMJ, Box 1628, Palm Springs, CA 92263. No cells please. (12-21)

Openings

HELPI Good Pop/Adult redio station with a big sig-nal in a small town 10,000 watt KGGF needs a night time DJ who can assume the Music Director's duties and carry a good share of production. Tapes and re-sumes to: Bill Miller, KGGF, Coffeyville, KS 67337. EOE M/F (12-21)

News Director and news reporter needed. FM rock-er, 18-34, good wages, good company. Raply Rob, WKEE, Box 2288, Huntington, WV 25701. (304) 525 7788. Closing date 12-24-79. EOE M/F (12-21)

KTSA-KTFM/San Antonio, TX looking for good, cree tive news people. Energetic delivery, strong interest in local reporting, overall news know-how. No. 1 station in South Texas. Tapes and resumes to Anne Schiller, News Director, Box 18128, San Antonio, TX 78218. EOE M/F (12-21)

KPAM AMBFM/Portland, OR looking for Chief En-gineer. Must be sound oriented, extensive experience required. Contact Bill Mayne at (503) 228-7676. EOE 12-211

Modern Country DJ needed for important shift on class B stereo FM in small community, New York ADI. If you know modern Country music and can project your personality on the air, and in commercials, send resumea, tapes and salary histories to General Manager, Box 40, Newton, NJ 07860. EOE (12-21)

68RKO/Boston has immediate opening for highly qualified announcer. Only those with personally and professionally mature attitudes need apply. Tapes and resumes to Harry Nelson, Program Director, WRKO, Government Center, Boston, MA 02114. (12-21)

WGH13/Norfolk is looking for an on-air personality with outstanding production capabilities. Send tapes resumes and pictures to WGH, 2302 W. Mercury Blvd. Hamton, VA 23666. EOE M/F (12-21)

News reporter to be groomed for News Director and talk show host. We have both AM and FM, carry lots of news, and are in a small community in New York ADI. If you are a good reporter, and have the imme-diate potential to be more, send resume, tape and salary history to General Manager, Box 40, Newton, NJ 07860 EOE (12-21)

KPAM AM&FM/Portland, OR looking for AM drive entertainer. Must be experienced, a solid pro, and very talented. Tapes and resumes to Bill Mayne, 4700 SW Council Crest Dr., Portland, OR 97201. EOE M/F (12-21)

WKBW Radio, e Capital City station is seeking a ma-ture professional 7-12mid air personality. Solid exper-lence with a personality format is a must. Tapes and resumes to Sandy Beach, PD, WKBW, 695 Delaware Ave., Buffalo, NY 14209. No calls please. EOE M/F (12-21)

Telk host-Tempe Bey Market No. 17. Must be strong on issues and entertainment. Salary high teens. News/ Talk format. Cassette and bio to Don Wetson, WPLP, Box 570, Pinellas Park, FL 33565. EOE M/F (12-21)

Openings

KFMZ/Columbia, MO needs strong announcer for Midweat three college town. Tapes and resumes to Mark Shevitz, Box 1345, Columbia, MO 65201. EOE M/F (12-21)

News anchors and reporters needed for Southeast Texas most aggressive news department. Tapes and resumes to KPAC, Ted Stecker, 7700 Gulfway, Port Arthur, TX 77640. EOE (12-21)

Opening for afternoon anchor/news reporter. Im-mediate opening. Tapes and resumes to Rob Sumner, WDDD/WDDW, Rt 37 North, Manon, IL 62959. EOE M/F (12-21)

O95-FM/Ft. Pierce, FL, 100 kw Contemporary music station looking for experienced morning personality. Must relate to adulta and their litentyles. New facility, good selaries. Send topea and reaumes and latest ARB ratings to Gary Beck, Operations Mgr., WOVV, 708 N. 7th St., Ft. Pierce, FL 33450. EOE M/F (12-21)

My News Director was offered a great opportunity at a top station in the top 50 market. If you are Inter-ested in his job, send tape, resume and writing sample to Ed Owena, WCHV, Box 5387, Charlottesville, VA 22905 or call (804) 977-5568, EOE M/F (12-21)

WBET/Brockton, MA looking for dynamic, creetive people to fill key shifts full and part time. Applicants must have firm production capabilities. Contact Jeff Falewicz (617) 588-0210 or 60 Maine St., Brockton, MA 02403. Calls accepted before 2pm. Positiona open after Jan 1. Also need person to produce host and market Big Band program that will air nightly. EOE M/F (12-21)

Opening for morning man at WKXX/Birmingham. Salary negotiable. Tapes and resumes to Frank Lewis, Box 10904, Birmingham, AL 35202. EOE (12-21)

Bright, energetic jocks needed for Southeest Texes most exciting radio station. Tapes and resumes to Ted Stecker, KHYX, 7700 Gulfway, Port Arthur, TX 77640. EOE (12-21)

WROK is seerching for a mature entertaining per-sonality to handle afternoon drive. If you'd enjoy work-ing for an incredible company and becoming part of a winning team, send tapes and resumes to Reid Reker, Operations Mgr., WROK, 1100 Tamarack Ln., Rockford, IL 61125, EOE M/F (12-21)

#### PLEASE NOTE:

You may place your ad in the Opportunities section by mall or phone. All Openings, Positions Sought and Changes are free of charge. Simply call us at (213) 553-4330 with your information, or mall it to Radio & Records, 1930 Century Park West, L.A., CA 90067. Please be sure to let us know when you have found a position or filled your opening.

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#### Radio

GARY LEVINE, formerly with KEXO/Grand Junction, CO, joins KQIQ/Hanford, CA

NANCY SAVAGE, from WAUR-WMRO/Chicago, goes to KBBC/Phoenix, AZ as GARY LEE, from WAUR-WMRO/Chicago, joins KTAR/Phoenix, AZ news radio in

LISA ANN KRUTINSKY, formerly with WRDO/Augusta, ME, joins WKXA/Bruswich, ME as morning news person. KEN SHEPHERD named MD at KWKH/Shreveport, LA, from KROK-FM.

JOHN LYLES promoted to PD, as well as mornings, at WLAS/Jacksonville, NC. HERBERT A. GLEIBERMAN, one of Chicago's best known and successful attornies, joins the Nancy Turner Show on WMAQ/Chicago, IL. TOM HARDS has been named Director of Co-op for WCXI/Detroit, MI.

NEIL R. YOUNG to weekends at Magic 91-KMJC/San Diego, CA, from KXFM/San

BOBBY MALIK appointed MD at KROY-AM/Sacramento, CA

CHRIS O'CONNOR, from WALT/Meridian, returns to Q-101/Meridian as PM Drive air personality.

JERRY MARTIN GUTLON, formerly Operations Director of WHAB-FM/Acton, MA, joins WIPS/Ticonderoga, NY as MD and afternoon man. RON FREDERICK, formerly with WKBX/Savannah, GA, joins WWSA/Savannah as

well as WCHY/Savannah, GA as MD.

NEIL LINTON, formerly with WSGA/Savannah, GA, joins WWSA/Savannah for AM

TRUMAN CONLEY, formerly with WHOO/Orlando, FL, joins WWSA-WCHY/Savannah, GA as Vice President and General Manager.

#### **Industry Changes**

WALT WEISKOPF joins SCOTT/Sunstorm Recording Studios

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STEPHEN DESSAU appointed Director, Product Managment, East Coast Epic/Por-DONNA SHEETS promoted to Chappell and Intersong International Manager

CAROL CRUICKSHANK promoted to National R&B Promotion Coordinating Direc-

ORNETTA BARBER, a former Warner Communications management trainee as signed to Elektra/Asylum Records, has joined the company as a full-fledged staffer. ALLAN GREENBERG has been added to the Legal and Business Affairs Depart-

THOMAS "TOM" JODKA appointed Promotion person for Elektra/Asylum Records

RANDY PATRICK appointed Denver Sales Manager for Warner/Elektra/Atlantic

BOB OSBORN has been named Associate National Album Promotion Director for

JACK SNYDER appointed Columbia Local Promotion Manager, Cleveland/Pittsburgh Market, CBS Records. DONALD H. WILLIAMS appointed Vice President, International Distribution and

Warehousing Operations for CBS Records International. JOSEPH OLIVIERI named Manager, Accounts Payable for CBS Records.

#### Station Line-Ups

WWSA/Savannah, GA LINE-UP: 5:30am-9am Neil Linton, 9am-1pm Randy Cookman, 1pm-4pm Lee Walker, 4pm-7pm Mark Daniels (PD), 7pm-12mid Ron Fredrick (MD). News: Director: Tony Hyati. WLOM/Cape Cod, MA LINE-UP: 5:30am-9am Phil Redo, 9am-1pm Larry King (PD), 1pm-6pm Albert Calvert, 6pm-10pm Nanci, 10pm-12mid Maureen, 12mid-6am Larry King Talk Show. KMNS/Sioux City, IA LINE-UP: 5am-9am Lee Michaels, 9am-12noon Pete Early, 12noon-3pm Sum-merfield Horner, 3pm-7pm Dick Austin, 7pm 12mid Julia Beaudoin.

WIPS/Ticondergoa, NY LINE-UP: 6am 12:30pm Basic Glenn D. Britton (PD), 12:30pm Sign off

KITT-105FM/San Diego, CA LINE-UP: 12mid-6am Larry Darnell, 6am-10am Frank Caes

m 8pm Erik Garcia, 8pm 12mid Chris Manning, Weekends: Bob Pearl, Gerry

Kneebone, News: Connie Delahoussaye WOKU/Cincinnati, OH LINE-UP: 6am-10am Steve Hayes (PD), 10am 1pm Bob Alou (MD), 1pm-4pm Kim Flick, 4pm-8pm Rick Marino, 8pm-12mid Ron Holmes, 12mid-6am J.C. Young, Weekends: Duff

Lindsey. 14WK/Wheeling, WV LINE-UP: 6am 10am Jim Roberts, 10am 2pm Dan McGrath, 2pm-6pm Ned Ferns, 6pm-12mid Rich Collins, 12mid 6am Bart Allen, Weekends: Dan McGrath, Ned Ferris, Rich Collins,

WDEK/DEKAIb, IL LINE-UP: 6am-10am John Beil (PD), 10am-2pm Anita Black, 2pm-5pm Mark Holmes (MD), 5pm-9pm Jeff Giesson, 9pm 1am Ed Knych, Part Time and Weekends, Dave Bavido, Russ Whittrup, Tom Johnson, Brian Leonard

I&R/Friday, December 21, 1979





#### Openings

V100/Charleston, WV as immediate jock opening. Only qualified professionals need apply. Send tapes and resumes to Dan O'Toole, Box 4318, Charleston, WV 25304. EOE M/F (12-21)

WOKU/Cincinneti accepting tapes for upcoming showcase shift and weekend shift. Send tapes and resumes to Steve Hayes, WOKU, 1st Nat'l Bank Bidg., Suite 804, Hamilton, OH 45011. EOE M/F (12-21)

Need newsman with authority, both in voice and guts. Rush tapes and resumes to John Scott, KHYT, 2307 E. Broadway, Tucson, AZ 85719. EOE M/F (12-21)

WMID/Atientic City, NJ seeking top flight moming ennouncer. Salery negotiable with experience. Tapes and resumes to Pat Parish, WMID, Box 1137, Atlentic, NJ 08404. EOE (12-21)

Best small market station in the Midwest looking for two potential top Pop/Adult personalities. One with some music experience. If you are willing to learn and work in a beautiful resort area, send tapes and resumes only to Mike Murphy, WMIR, Lake Geneva, WI 53147. EOE (12-21)

WMJC/Detroit's No.1 rated FM Contemporary is looking for a dynamic, adult afternoon drive air personality. Excellent salary and long term opportunity with a stable, secure professional operation. Send tape and resume to Ken Scott, WMJC, 1 Radio Plaza, Detroit, MI 48220. EOE M/F (12-21)

Operations Director: Full charge of internal operations. Cut fantastic production, supervise precise engineering, successful e-rkomated contemporary class C station in Beaumont, TX (98th market). Call (713) 755-6155 8am-10am. EOE M/F (12-21)

Still looking for two creative personality up-tempo boss jocks to join us in beautiful Southeastern Arizona. Rush tape to Rich Robbin, KHYT, 2307 E. Broadway, Tucson, AZ 85719. EOE M/F (12-21)

KMOD/Tusia has rare opening for morning announcer for this top flight AOR. Send tapes and resumes to Bill Bruun, KMOD, 5350 East 31 st St., Tulsa, OK 74135. (12-21)

KXX106/Birminghem, AL looking for super talented moming personality. Salary is open. Must be experienced. 100,000 wett FM, top rated station. Tapes and resumes to Frank Lewis, PD, Box 10904, Birminghsm, AL 35202 or call (205) 252-2100. EOE M/F (12-14)

Top 30 Midwest AOR seeking on-air personaity with lots of enthusiasm. Prefer at least 2 yrs experience, a desire to make e winning station even better, and good ratings in your current job. Send tapes and resumes to Radio & Records, 1930 Century Park West, No. 170, Los Angeles, CA 90067. EOE M/F (12-14)

1

KLAV/Les Vegas would like to hear from "human communicators" who would be interested in openings for a mass appeal approach. Slick production and exceptionally believable on-air sound a must. Include brief report on your personal programming philosophies along with tspe and resume for special consideration. Send to Dave Wilmont, PD, KLAV, Box 15290, Les Vegas, NV 89109. EOE M/F (12-14)

WLCS/Beton Rouge, LA has immediate opening for 12noon-4pm jock. Tapes and resumes to Bob Elliot, One American Place, Suite 2420, Baton Rouge, LA 70825. EOE M/F (12-14)

WLYC/Williamsport, PA needs personality production person. Great area in competitive market. Only experienced personalities need apply. Tapes and resumes to "Jungle" WLYC, Box 1176, Williamsport, PA 17701. EOE (12-14)

WKCQ/Seginew, MI, 50,000 wetts Country in need of attemoon drive personality. Tapes and resumes to Tom Samoray, Box 1776, Saginew, MI 48605, or call (517) 752-8161. EOE (12-14)

Production pro who wants to work for one of the best group owned operations in the Northwest. Top equipment, TM producer and master plan, metro market. Send semple of your best work to Bill Cole, KGAR, Box 4038, Vancouver, WA 98664 or call (208) 256-9043. EOE M/F (12-14)

Big WAYS needs a weekend, part-time announcer. Applicants must have commercial radio expenence. Send tapes and rasumes to Scott Slade, 400 Radio Rd., Charlotte, NC 28216. EOE (12-14)

Air taiant needed for several stations located in Minnesota and all owned by the same group. We have openings in Country, Pop/Adult and Beautiful Music. Send tapes and resumas to Bob Brynteson, KEEZ-FM, Box 3345, Mankato, MN 66001. No calls please. EOE M/F (12-14)

Rorida's Sun Coast AM Country FM/Beautiful Music needs experienced announcer, strong in production. Tapes and production samples to Bob Barnes, WBRD/ KDUV, Box 240, Bradenton, FL 33506, EOE M/F (12-14)

Morning drive/Music Director. Minimum 2 yrs experience. Tapes and resumes to Harry Gindhart, WGMB-FM. Drawer W, Georgetown, SC 29440. EOE M/F (12-14)

Los Angeles area idea person with recording/production skills to share responsibilities and profits in creative bold new automation and syndication program ming. Cell Bill Taylor at (213) 791-4836. (12-14)

#### Goods & Services

#### Comedy Material

Original DJ humor from top Hollywood comedy writer For freebie write HYPE, INC., Box 69581, Los Angeles CA 90069. You'll Be Funnier!

Hundreds of deejsys renewed again this yearl Guaranteed funnier, Free sample, CONTEMPORARY COMEDY 5408-D Twineing, Dallas, Texas 75227. Phone (214) 381-4779.

#### World's Largest WHY IS FRUITBOWL the world's largest weekly humor and information service?

and information service? Topical jokes, humerous vignettes, artlst bios, record tie-ins, "JOCK TIPS,©" exclusive small-market record charts, and far morel Four week trial, \$10, refundable with yearly subscription. FRUITBOWL, Box 9787, Fresno, CA 93794.

#### Goods & Services

Goods & Services Making your classified come alive, or getting your goods and services singled out is simple. Only 35 cents a word, \$10.00 minimum per week for Goods & Services. Blind Box ads, 50 cents a word, \$20.00 minimum per week. All headlines are free. Contact R&R Classified Department, Mon-Fri at (213) 553-4330, or write us at 1930 Century Park West, L.A., CA 90067

#### **Broadcaster's Action Line**

Job Referral Service – 925.00 for 12 months. Fee changes to \$40.00 Jan. 1, 1980. Send to: R2 Box 25 A Lexington, IN 47138. (812) 889-2907. Free to employers.

#### "Phantastic Phunnies"

The Industry's internationally acclaimed .... most respected audience builder! One month's introductory 400 one-liners, inphormation and gipht ... just \$2.0011 PHANTASTIC PHUNNIES, 1343-A Stratford Drive, Kent, OH 44240.

#### Openings

WLIP/Kenosha, WI looking for experienced morning personality for top rated Pop/Adult format. Stable and successful operation offering excellent pay and fringes. Located midway between Chicago and Milwaukee. Aircheck and resume to Doug Navel, PD, WLIP, Box 859, Kenosha, WI 53141. EOE (12-14)

Quelity medium market AM/FM in Canton, Ohio Metro searching for Program Director. Leadership and administrative abilities, solid background in Pop/Adult or contemporary formate. Tapes and resumes today to Nick Elliott, PD, WFAH, Box 718, Alliance, OH 44601. FOF (12-14)

Progressive AOR in university town seeks tapes and resumes for full & part time opening. Send to Earl Jive, WTAO, RR5, Box 286, Murpheysboro, IL 62966. (12-14)

Looking for hard working pro with strong news background to assume duties of News Director. Send tapes and resumes to KKXL, Box 997, Grand Forks, ND 58201. EOE M/F (12-14)

Morning talent with progremming experience for medium market Adult Contemporary station. Creative, humorous and personable qualities are what we want. Send tape, resume and salary renge to Dick Springfield, The Research Group, 1422 Monterey Plaza, San Luis Obispo, CA 93401. EOE M/F (12-14)

KBFM/McAllen-Brownsville, TX, 88th market, No. 1 Top FM personality end promotion stetion, currently seeking PD. Contact Jon Crossland at (512) 383-4981. EOE M/F (12-14)

KHAK/Cedar Rapids needs a hot morning person with experience. Salary negotiable. Call Jeff Taylor at (319) 365-9431 as soon as possible. EOE (12-14)

KROQ-FM/Pasadena, CA looking for 1at class Engineer. Contact Scott Mason or Pat Welsh at (213) 578-0830. (12-14)

We are looking for an eir personality to join e stable and growing operation. Tapes and resumes to Carl Mann, KCRB, Box 816, Cedar Rapids, IA 52401. EOE M/F (12-14)

Looking for community oriented moming drive personality. Must like the outdoors, friendly co-workers, and beating the major markets in playing the new music first, Vary good pay. Calls only please to Sem Lawson, KRLC, Lewiston, ID (208) 743-1551. EOE M/F (12-14)

KFMZ/Columbia, MO looking for an announcer with atrong voice. Midwest 3 college town. Tapes and resumes to Mark Shevitz, Box 1345, Columbia, MO 65201. EOE (12-14)

Challenging position as News/Public Affairs Director to expand and direct AM and FM staff with heavy news/information commitment. Up to 3 yrs experience required. Excellent facilities and benefits. 914,000-915,000 to start. A growing company dedicated to winning. Tapes and resumes to Personnel Director, WKEE/ WHTN, 823 4th Ave., Huntington, VA 27524. EOE M/F (12-14)

WBAX/Wilkes-Barre now accepting tapes and resumes for future openings find to WBAX, 1 Broadcast Plaza, Wilkes-Barre, PA 18703, (12-14)

Beautiful Music announcers: ready for major market Send tepes now for future openings. WSSH, 470 Stat ler Office Bidg., Boston, MA 02116. (12 14)

#### **Positions Sought**

ATTENTIONI All Stations in the Houston area. I am relocating to Houston and want to stay in radio. Experienced in AOR and Top 40. Production wizard. Created first inte-time numbers for my last station in 49th ADI. Write: JIM COOPER, 10522 Beechnut, Apt. 2402, Houston, TX 77072, or cell (713) 495-4597. (12-21)

Talk Radio is a nighttime grabber! I offer "high energy" talk and I've got the numbers to prove it works. 15 yr veteran with 5 yrs in top 10 Southeast market. Want to return north and settle. If you anticipate a need for a unique telephone-talk personality write: Talk Host, c/o 323 Franklin, No. 804/T-83, Chicago, IL 60606. (12-21)

Meet your FCC requirement, hire a mature announcer of color, Top 40, mellow rock, Dancemuelc or jazz. Easy to direct and willing to relocate anywhere. Cell QUINCY McDONALD, (305) 735-1462, evenings. (12-21)

3 yr pro desires a stable MD, production Directorship or midday position. AOR or Top 40 format. Formerly KYNO-FM, KTFM and WXOR. Community involvement, killer production and promotions are my specialities. No "sell-line" here. Performance speaks for itself. West Coast medium and major market programming teams who are offering a positive and professional experience, who desire a new team member need only call JEFF (209) 439-8841. (12-21)

If your station seeks dynamic PR consider this. BRUCE ALDRICH, 2 yr mobile jock with own complete sound system, light show and library seeks programming AOR or other market. 3 yrs college, 3rd class FCC, part time KPGY and KLFM. Good voice and delivery. On air on the road for you immediately, relocation no problem. For tape and resume call (712) 889-2268. (12-21)

Dynamite award winning copy writer/production director is station's most mourned loss due to budgetary cutbacks. Now fooking for medium market station with pride in a good sound and boundless creativity. A good team man in search of a good team. Prefer warm climate. Excellent references. Cell STEVE A. GLASER (208) 734-8550. (12-21)

Professional dedicated programmer looking to move east. Will accept PD, MD, jock position in NY, NJ, CT, MA or challenging PD job anywhere else. Call MIKE RAUB (515) 423-4228 or (614) 382-3118. (12-21)

Top 5 market production person with 7 yrs experience looking for similar job in top 5 market AOR stations. Willing to relocate for right gig. Cell (617) 842-5474. (12-21)

DJ looking for full time or part time leading to full time position. Will relocate, Disco, R&B, contemporary, soul. Can be reached at (202) 232-7053 or (301) 881-5064. Ask for LEN THOMAS. (12-21)

TODD MARTIN is evaluable to help you now as a jock, MD or PD. 10 yrs experience including programming WALT, WZYQ. Also worked WNOX and WGUY. Call anytime (601) 482-0774 or leave message at (813) 625-1657. (12-21)

TOM GALLAGHER now doing morning drive at WHBQ/Memphis is looking for medium or major market station that wants a creative morning man. (901) 767-8979. (12-21)

Texes and surrounding aree, 11 yr pro available now. PD or mornings preferred. Programmed last station to a 25 share. RON HARPER, (817) 282-3510. (12-21)

Top Southern Californie news person, formerly KFRC and KIIS AM-FM. Call RON FOSTER, (714) 623-3095. (12-21)

Experienced News Director oriented in local and community affairs looking for the right market. Experience also as jock, PD, MD, engineering and traffic. 1st class ticket. Prefer college town or Western U.S. For tape and resume call STEVE TETER (714) 327-7148 evenings. (12-21)

Authoritative medium market morning editor/anchor looking for small or medium market News Director elot. Can hendle sports as well... Midwest, reasonable. Call PAT at (317) 453-4419. (12-21)

Air personality/PD, varsatile 5 yr pro experienced in Pop/Adult, Popular/Rhythms, Top 40, seeking jock production or programming position. Medium or major market. Excellent talent. If you want to vastly improve your on air sound, give me a call. ERIC FAISON (319) 235-9669. (12-21)

RICHARD PEREZ, currently MD at WBET-WCAZ/ Brockton, MA looking for another opportunity. Must offer a challenge and be able to pay good money. Also interested in the area of TV promotion and publicity. Discreet calls will be taken at (617) 588-0210 after 1 pm. Open to any and all suggestions. (12-21)

Position wanted, Disc jockey, First time out, Will relocate (401) 739-5625. (12-21)

Talented female with pleasant voice and conversational style, 4 yrs experience in major and heavy middle markets. 1st class license is seeking position in major market AOR or Jazz format. Prefer West Coast but will consider all. Call (714) 561-6547 Mon-Fri 9am 2pm. (12.21)

Station sold, must relocate. Manager AM/FM, seles, programming, news and PD experience. Small and large markets, Desire long-term situation. Call BILL BROWN (305) 464-7186 or write 1323 Bayshore Dr., No. 4, Ft. Pierce, FL 33450. (12-21)

#### **Positions Sought**

Air personality with college background and 4 yrs experience seeks medium to medium-major move. Top 40, Pop/Adult or Modern Country, prefer Western P/A but will consider all. For tapes and resumes call TOM (412) 486-8744. (12-21)

Ex-KUKI/Ukieh night personality seeks full-time work in mejor or medium market. Also posesses 1st ticket and office skills. Cell FRANK BUTERA et (415) 223-1534, (12-21)

I've got it, 10 yrs in tha field in the minors and majors and I'm ready to program an FM in a medium/ major that's looking for a turnaround. Contern/Top 40 only. Be ready to spend something for something. I'm big on promotion, production and management of my people. I can be had but I'm still not easy. MIKE WEINER (301) 593-2597 after 5pm EST. (12-21)

WNEW style Pop/Adult personality. Clever, experienced, and committed. Call MARV at (315) 342-2503 anytime. (12-21)

20 yr vet Adult Contemporary entertainer. Creative, funny, community oriented. Inventive production, some news experience. I also type and make great coffee. Family man looking for good place. Ex-WMAK, WLAC, WAPE now doing morning drive in small market and itching to get back into medium market or above. Call RICK (615) 745-3825. (12-21)

Area Vocational Technical Institute has top talented graduates skilled in all facets of broadcasting. For information contact H. Rokke, AVTI, Highway One East, Thief River Falls, MN 56701. (12-21)

Personality who knows his business. Would prefer programming and/or production, but make the right offer and I won't refuse. Call TODD GRIMSTED (815) 398-6060. (12-14)

RAY ALEXANDER, 3rd endorsed, graduate KIIS Broadcasting Workshop, law enforcement background, offers maturity, enthuslasm and talent. Seeking on-air position. Call (213) 425-0487. (12-14)

BOB WADE formerly WYSP, currently FM99/Philadelphia wants out of major market. Looking for medium market jock job or small market MD or PD gig. Available yesterday. Call (215) 748-0324 anytime. (12-14)

Commercial jock seeking more responsibility in larger market. Highly motivated, creative, young and single. Experienced in production, news and sales. Will relocate. Call TOM at (318) 992-8594. (12-14)

End your PBP seerch. Commercial experience with 4 major sports. Skilled in production, news, sales and air shifts. Looking to move upward and will relocate any-where. Contact MITCH at (318) 992-8594. (12-14)

Sports Director, all phases of radio sports. Knowledgeable, innovative, hard working. 1979 First Place Sports State Award. Exciting play-by-play, daily sportscest and talk. Major market experience. Contact JAY HOWARD at (314) 434-0931 anytime. (12-14)

14 yr veteran of radio broedcesting with advertising agency experience and a 1st class license looking for midday position with modern Country or light Pop music station. Prefer warm climate. Announcer has pleasing voice and conversational style delivery. Ready for immediate move. Looking for company with stability. Send Inquiries to LEROY LOWERY, 1901 Glenwood St., Findlay, OH 45840. (12-14)

KURT ANDREWS is looking. PD at KXRB and KYOU. Looking now for full or part time announcer position in larger market. Cell (303) 356-1450. (12-14)

#### Miscellaneous

WAOR/Niles, MI needs service from most major labels Ask for Bob Parrish, MD at (616) 683-5432. (12-21)

Jingle samples needed for AOR/Pop station. Send demos and price information to Pet Moore, Z93, Box 2208, Kokomo, IN 46901. (12-21)

WWIH/High Point, NC, AOR format, needs service from all major and independent lebels. Send to WWIH, 933 Montlieu Ave., High Point, NC 27262. (12-21)

KQEB-FM/Fargo, ND requests service from all labels for Jazz product. (12-21)

WANS-AM/Anderson, SC needs service from major labels for Pop/Adult format. Send to Scooter Lesley, PD, WANS-AM, Box 211, Anderson, SC 29822. (12-21)

Help. For a research project in marketing I need samples of successful promotions. Unsuccessful ones are welcome too. Send all information to Mark Simon, 13861 Locust, Westminister, CA 92683. (12-21)

KKKQ/Phoenix Pop/Adult station looking to exchange taped artists for interviews. Contact Don Richards at KKKQ, 2021 E. Thomas Rd., Phoenix, AZ 85018 or call (602) 838-3062. (12-21)

TK101 (WTKX)/Pensacola, FL serving Gulf Coast needs AOR music service and is looking for syndicated music features and specials. Contact Chris Van Dyke, PD, WTKX, Box 12764, Pensacola, FL 32575. (12-21)

Radio station KFMU is In dire need of record service from everyone. Contact Jim Dougles, MD, KFMU, Box 86, Oak Creek, CO 80467 or cell (303) 879 0989. (12-14)

FM93, new album station in Visalia, CA needs service from most major companies, Rock, Jazz and Dancemusic. Qontect Andy Tyler, MD, FM93, Visalia, CA 93277 or;call (209) 734-5811. Going on first of the year (12.14)



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

#### STYX

#### Why Me (A&M)

70% of our reporters on it. Moves: Up 50, Same 27, Down 0, Adds 34, including WRKO, Z93, WGCL, Q102, B100, PRO-FM, KEEL, WAPE, 95SGF, WNOX, WVIC, KEYN-FM, WNAP, 92X, WOHO, KERN, KFXM, KTAC, KENO. See Parallels, charts at number 26.

#### **CHEAP TRICK**

Voices (Epic)

67% of our reporters on it. Moves: Up 62, Same 24, Down 1, Adds 19, including KWK, KAUM, KEEL, KXX106, BJ105, WRJZ, WAYS, KWEN, KLEO, WHOT, KFXM, KJRB, KENO, G100, KBOZ, KOOK.

#### QUEEN

### Crazy Little Thing Called Love (Elektra)

66% of our reporters on it. Moves: Up 19, Same 17, Down 0, Adds 69, including WFIL, 96KX, F105, CKGM, WOKY, KIMN, WBLI, WICC, Q106, KLIF, KNOW, WTIX, WSGA, WSKZ, WKIX, KRAV, KHJ, KRSP, KRUX. See Parallels, charts at number 28.

#### **TOM JOHNSTON**

#### Savannah Nights (WB)

63% of our reporters on it. Moves: Up 69, Same 19, Down 5, Adds 7, Y'03, WVIC, KMJC, KRQ, WJBQ, WXIL, KDZA, WIFI 27-23, KEARTH 29-27, KOPA 24-21, WAPE 21-17, KWEN 35-29. See Parallels, charts at number 29.



Recent releases with airplay reported by at least 50 of our reporting stations are listed in order of their activity. The two numbers following the artist/title/label designation (example: 100/25) indicate how many of our reporters are on the record this week (100) and of those 100 how many added it this week (25). "Moves" are broken down for each record and indicate how many stations moved the song Up on their charts, held it the same (on to on, add to on, 31-31, etc.), moved it Down on their charts, or Added it this week. Complete airplay activity on all songs listed in New & Active can be found in the parallels.

#### PRINCE "I Wanna Be Your Lover" (WB) 94/15

Moves: Up 70, Same 8, Down 1, Adds 15, Including F105, KFI, B100, KELP, WSKZ, WNAP, KERN, KJRB, WKXY, WRKR.

DARYL HALL & JOHN OATES "Wait For Me" (RCA) 94/11 Moves: Up 69, Same 10, Down 4, Adds 11, Including F105, Z93, KBEQ, KOPA, WBBF, Y103, KZ93, WKXY, KKRC.

DAN FOGELBERG "Longer" (Full Moon/Epic) 87/46 Moves: Up 29, Same 12, Down 0, Adds 46, Including WCAO, Q102, B100, KIMN, WICC, WKBO, WNOE, 95SGF, KOFM, KERN, KGW.

DIRT BAND "An American Dream" (UA) 79/27 Moves: Up 28, Same 24, Down 0, Adds 27, Including WRKO, Q105, CKLW, KEARTH, KRLA, KFI, KFRC, JB105, WHYN, KTSA, Y103, KOFM, KRKE-FM. ISAAC HAYES "Don't Let Go" (Polydor) 73/11

Moves: Up 45, Same 9, Down 8, Adds 11, including WABC, WCAO, F105, WRKO, Y100, KINT, WHOT, KJRB, WFBG.

SANTANA "You Know That I Love You" (Columbia) 71/13 Moves: Up 38, Same 20, Down 0, Adds 13, including KEARTH, KFI, KFRC, KIMN, WFMF, WBBQ, KRUX, WXIL, KDZA, WIFI 29-22, WPEZ 28-25, KWK

ELECTRIC LIGHT ORCHESTRA "Last Train To London" (Jet) 59/13, Moves: Up 32, Same 13, Down 1, Adds 13, including CKGM, KFI, B100, WKBO, WFMF, KRSP, WJBQ, KX104, KKRC, WGCL 29-26, KEARTH 16-14, KRLA 22-21. JOHN STEWART "Lost Her In The Sun" (RSO) 56/5

Moves: Up 27, Same 24, Down 0, Adds 5, 14Q, KTSA, WTIX, WVIC, KKXL, KEEL 38-33, KXX106 30-26, BJ105 32-29.

BLACKFOOT "Train, Train" (Atco) 54/3 Moves: Up 27, Same 18, Down 6, Adds 3, JB105, KILE, KBIM, WIFI 22-19, WCAO 28-25, WTIX 21-18, WSGN 25-19, WRVQ 10-6, WERC 12-8.

#### **Others Getting Significant Action**

SPINNERS "Workin' My Way Back To You" (Atlantic) 49/25 Moves: Up 15, Same 9, Down 0, Adds 25, Including WFIL, WPEZ, WCAO, 0105, KEARTH, KRLA, KFI, KOPA, PRO-FM, KLIF, 920, KRAV, KRUX, 96KX 26-22, KXX 106 29-25

RITA COOLIDGE "I'd Rather Leave While I'm In Love" (AEM) 49/2, Moves: Up 33, Same 13, Down 1, Adds 2, WAEB, KYSN, KEARTH 30-28, KRLA 28-25, KXX106 16-11, KMJC 19-16, WTMA 26-21,

ROBERT JOHN "Lonely Eyes" (EMI/America) 48/10

Moves: Up 24, Same 14, Down 0, Adds 10, WOKY, KRLA, WTIX, WSKZ, WKIX, Y94, WHHY, WRKR, KYSN, KDZA.

LED ZEPPELIN "Fool In The Rain" (Swan Song) 47/20 Moves: Up 15, Same 9, Down 3, Adds 20, Including WGCL, KEARTH,

ولايدون والاسطار NATIONASA RPLAY/30

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WEEK	TWO	S LAST		December 21, 1979
2	1	1	1	RUPERT HOLMES/Escape (MCA)
6	4	2	8	CLIFF RICHARDANA Dan's Tally Anyment (Thatta
16	10	6	ð	
12	9	7	ŏ	
24	20	9	õ	
14	7	4	6	
18	13	8	Ø	CAPTAIN & TENNILLE/Do That To Me One (Casablanca)
9	5	5	8	KENNY ROGERS/Coward Of The County (UA)
22	16	11	0	LITTLE RIVER BAND/Cool Change (Capitol)
23	22	14	0	KENNY LOGGINS/This is it (Columbia)
1	2	3	11	TOM PETTY/Don't Do Me Like That (Backstreet/MCA) STYX/Babe (A&M)
15	14	12	Ð	
-	27	22	Ē	FOREIGNER/Head Games (Atlantic) FLEETWOOD MAC/Sara (WB)
20	18	16	Õ	KOOL & THE CANON WE AND A
26	23	17	Œ	KOOL & THE GANG/Ladies' Night (De-Lite)
30	26	24	Õ	SMOKEY ROBINSON/Cruisin' (Tamla)
3	3	10	17	FOGHAT/Third Time Lucky (Bearsville/WB)
13	12	13	18	STRESAND & SUMMER/No More Tears (Columbia/Casablanca)
21	19	18	19	STEVIE WONDER/Send One Your Love (Tamla)
-	-	29	20	DR. HOOK/Better Love Next Time (Capitol)
-	-	26	ð	DIONNE WARWICK/Deja Vu (Arista)
7	6	15	22	TERI DeSARIO/Yes I'm Ready (Casablanca)
11	7	21	23	SUPERTRAMP/Take The Long Way Home (A&M)
		30	2	KC & THE SUNSHINE BAND/Please Don't Go (TK)
-	-	27	25	STEVE FORBERT/Romeo's Tune (Nemperor)
-		-	õ	ALAN PARSONS/Damned If I Do (Arista)
-	-	-	0	STYX/Why Me (A&M)
-	-	-	0	CHEAP TRICK/Voices (Epic)
-		-	õ	QUEEN/Crazy Little Thing Called Love (Elektra)
8	15	20	30	TOM JOHNSTON/Savannah Nights (WB)
1-1-1-2				JOHN DAVID SOUTHER/You're Only Longly (Columbia)

**D SOUTHER**/You're Only Lonely (Columbia) 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



HOTTEST MICHAEL JACKSON "Rock With You" (Epic) KENNY ROGERS "Coward Of The County" (UA) RUPERT HOLMES "Escape" (MCA)

EAGLES "The Long Run" (Asylum) CAPTAIN & TENNILLE "Do That To..." (Casablanca)

WPST, WSKZ, WVIC, WNAP. KRUX, WEEO, KX104, KCBN, WRKO d-23, Y100 5-3.

JOHN COUGAR "I Need A Lover" (Riva) 47/0

Moves: Up 20, Same 13, Down 14, Adds 0, B100 27-25, KIMN 8-7, JB105 20-17, WAEB 17-10, KXX106 26-23, Y103 22-17, KMJC 25-21, KRKE-FM 19-15, WRKR 2-1. PAT BENATAR "Heartbreaker" (Chrysalis) 43/15

Moves: Up 13, Same 15, Down 0, Adds 15, including KBEQ, KIMN, WPST, Q106, WNOE, KRQ, KWK 19-14, KUPD 5-2, WSPT 18-13. ANNE MURRAY "Daydream Believer" (Capitol) 41/34

Moves: Up 2, Seme 5, Down 0, Adds 34, including 96KX, WRKO, CKLW, KEARTH, KRLA, PRO-FM, WNOE, WHBQ, WISM, KJRB, WIGY, WHHY. RICHIE FURAY "I Still Have Dreams" (Elektra) 41/2 Moves: Up 24, Same 11, Down 4, Adds 2, WZZP, KLUC, CKLW 28-26, KSLQ 26-24, KBEQ 36-33, Y103 36-32,

ROD STEWART "I Don't Want To Talk About It" (WB) 40/11

Moves: Up 18, Same 11, Down 0, Adds 11, including WPEZ, KRLA, Y103, KIOA, Y94, WAAY, KQDI, WFMF 30-27, KXX106 27-21, WHHY 28-20, KQWB-FM 33-25.

O'JAYS "Forever Mine" (Philadelphia International) 39/5

Moves: Up 22, Same 11, Down 1, Adds 5, WRKO, PRO-FM, WKEE, KWEN, KX104, WXLO 18-11, Z93 29-25, KEARTH

#### ABBA "Chiquitita" (Atlantic) 35/3

Moves: Up 17, Same 12, Down 3, Adds 3, WCAO, KFI, KELP, WGCL 23-21, WHYN 32-29, WKEE 33-29, WTIX 40-33, WOHO 23-18.

NEIL DIAMOND "September Morn" (Columbia) 34/21

NEIL DIAMOND September wom (Commons 34/2) Moves: Up 5, Same 8, Down 0, Adds 21, Including WTRY, WHYN, FM100, WVIC, KLEO, WMJC, WERC, CKLW d-29, KEARTH on, KIMN on. BARRY MANILOW "When I Wanted You" (Arista) 31/6

Moves: Up 13, Same 12, Down 0, Adds 6, WICC, WAEB, KX104, WTMA, WKXY, KDZA, WRKO 29-25, KFI 27-21, SUZI QUATRO "She's in Love With You" (RSO) 29/10

Moves: Up 10, Same 8, Down 1, Adds 10, Including JB105, KNOW, KWEN, KJRB, WFBG, KOOK, KRLC, 293 25-23, Y100 27-22, WBBQ 22-18. DONNA SUMMER "On The Radio" (Casablanca) 29/3

Moves: Up 20, Same 4, Down 2, Adds 3, KINT, KMJC, KFXM, WRKO 3-2, Y100 3-2, KEARTH 5-4, KRLA 7-6, KFRC 17-13, KTSA 25-15, WGH 17-13. INMATES "Dirty Water" (Polydor) 29/2 Moves: Up 10, Same 17, Down 0, Adds 2, JB106, WKEE, 96KX on, KSLQ 29-27, KFI on, KFRC on, KNOW 23-20,

BONNIE RAITT "You're Gonna Get What's Coming" (WB) 29/1

Moves: Up 16, Same 12, Down 0, Adds 1, KRKE-FM, WTIC-FM 12-11, WNOX 26-23, KLEO 29-27, WIGY 2-1, KENI 35-21