

RADIO REPORT

VOL. 1 NO. 40
December 14, 1978

Buttice: 'The single is no longer what it used to be.'

Nine years ago, Ken Buttice did local promotion in Detroit. Two-and-a-half years later he moved to New York City. For two years he worked with Steve West in regional promotion. He next moved into national promotion for Bell Records . . . a year later, 1974, he joined Elektra/Asylum as National Promotion Director and later became the Vice President of Promotion.

Aware that Ken Buttice had some

ARB Tests New Diaries

NEW YORK — This Fall, Arbitron Radio is conducting a test to evaluate alternative diaries designed to increase accuracy, return rates, and to obtain more automobile listening information.

The test diaries will be sent out in equal quantities to the regular diaries, but will not be used in the calculation of any ratings. They will be used to compare response behavior, diary usability, sample characteristics, average and cume audience estimates and entry counts.

Pictured are the four test diaries.

[See Page 40.]



Happy Holidays!!

The Radio Report will publish one more issue this year before taking a two-week vacation. A skeleton crew will be here over the holidays for your important news releases.



interesting things on his mind, Claude Hall asked for thoughts on records, radio and promotion.

KEN BUTTICE: The single is no longer what it used to be. With the strength of Country radio, with the strength of R&B and Disco records, with the strength of the album sale, everything is getting meshed to the point where single sales are diminishing, and it's interesting because radio seems to be in a slight state of flux and the record company really doesn't know because what used to be a million selling single now is somewhere around a half a million or 600,000.

We're selling a lot of albums, and the

reason for it — I mean, take for instance The Cars. We just went platinum on the album. We're a million units on the album, and now we've had two top thirty singles. We can't break through with that monstrous single, we sell 400,000 singles, we sell 600,000 singles, and in Detroit right now we have a number-six record with The Cars, and we have a number-one album. But the single sales around the country are just at a stabilizing point right now where they're not monstrous, but they're steady. And radio has always had that tendency to look for that monster single. They want to add top ten records. If a record doesn't

Continued on page 47

Radio Confidential

By Claude Hall

Big 48-hour documentary on the history of Album Rock radio prepared by **Mike Harrison**, editor and publisher of Goodphone. TM Programming will syndicate the show. Contact **Ron Nickell** at TM in Dallas if you're interested. This is going to be one of the great radio shows.

☆ ☆ ☆

Dick Janssen is now assistant to the president, radio, Scripps-Howard Broadcasting, operating out of Cleveland. Dick was previously head of radio for Nationwide.

☆ ☆ ☆

Barry Grant is the new director of programming for Gateway Broadcasting, which includes **WKPA**, an Adult Contemporary station, and **WYDD**, an Album Rock station, Pittsburgh. **Jack Robertson** has been promoted from music director to program director of **WYDD**.

Grant had been slated to move into a programming position at one of the NBC stations about the end of January, but this new deal stops that.

☆ ☆ ☆

Charlie Tuna was at the **Chuck Thagard** party December 9, Los An-

Continued on page 14



Tanya Tucker

Has A
Two-Sided
HIT

“Not Fade Away”

is on

WKBW and KZOK.

And

“Texas (When I Die)”

is on such stations as

**WPLO, KNEW, WSM, KLAC, WHK, WEEP, KEED, WWOL, KMAK,
KCUB, KJJJ, KRZY, and countless others.**

No. 25 on Radio Report's Leading Country Songs

from her “TNT” LP on

.MCA RECORDS

naturally

\$6,000 Fine For WOOK

WASHINGTON — WOOK-FM, owned by United Broadcasting, may be fined \$6,000 by the Federal Communications Commission for a "Black Book Contest" featured in 1978. The radio station asked listeners on the air to phone in their name and the names of three friends. WOOK-FM called these; if they were listening to the station, they got a prize. The station failed to mention the prizes on the air and claimed winners were told the prizes on the phone.

The FCC claims that announcements

also said that winners in the "Black Book Contest" were qualified to win in other station contests during the year. However, announcements for a "Thousand Dollar Dial Contest" specified that phone calls would be to the Washington area, thus eliminating listeners in suburban Virginia.

The FCC said that United violated Section 73.1216 of the Rules about radio stations having to "disclose material terms of a contest and that no contest description shall be false, misleading, or deceptive."

WEBC To The Rescue!

DULUTH, MN — It's not too often that a radio station will drop its format and restrictions to come to the aid of a family in need, but WEBC didn't hesitate for a moment when they heard the plight of the Kline family.

David Kline was cutting firewood when his chain saw slipped and caught him in the face. While the family was visiting him at the hospital, their supper club and home (which was located above the club) burned down, destroying everything the family owned.

Scott Carpenter, WEBC's afternoon drive jock, heard of the family's plight and organized an on-the-air radiothon

to aid the Kline family. People called in from as far as 100 miles away.

They soon had cartons of food and clothing stacked up at the station. A 13-year-old girl donated the cash from her piggy-bank; people on their way home from work drove out of their way to leave cash donations; a local Holiday Inn donated beds; the Ski-Doo Snowmobile gave snowsuits for the entire family; restaurants gave invitations for dinners, etc.

As program director Ric Morgan shared, "I guess if a radio station can't drop the format and restrictions and lend a hand in time of need — then what's it all about?"

The Music Consultant

By JEFF SALGO
Editor/Director of Research

Rated on a one to five star scale.

**** Da Ya Think I'm Sexy?

By Rod Stewart [Warner Bros.]

An easy number-one record by mid-January. This is the first single from his killer album, "Blondes Have More Fun." There are two versions out, a short (4:16) and a full-length one (5:21).

Stations that had problems with the lyrics to "Tonight's The Night" will probably find the lyrics to this one gentle enough, although there is enough sex in the record to keep it interesting. Add it!

**** Dancin' Shoes

By the Faith Band [Mercury]

This sounds to me like the new supergroup of the eighties has arrived. The Faith Band sounds a lot like the Eagles, but not so much so that you would think they were a rip-off.

They sing their hearts out on "Dancin' Shoes." Don't let the title fool you; it is not a Disco song at all.

December 14, 1978

The single is a tender ballad that looks like a sure shot to be a Top 5 record.

**** This Moment In Time

By Engelbert Humperdinck [Epic]

This is Engelbert's best in many, many years. This is not an AOR or 12-34 oriented Top 40 record, but for a 25+ oriented station, this is a key record. It is already doing very well on many Adult Contemporary stations.

*** Superman

By Herbie Mann [Atlantic]

This song was out as a very "bubblegum" Disco record last year, but it stiffed nationally. In this version, Herbie has eliminated most of the "gum" sound, but it is still in the novelty category.

With the new release of the epic "Superman" motion picture, this single is very timely. Thus it merits *strong* consideration.

Mushroom Thunders Into Action!

"Shake It"

By

*Ian
Matthews*

Just Added

Z93, WFIL, WZUU, 10Q, Q102, KFI, WKY, WOLF, WSGN, WCUE, WJDX, KLEO, WAPE, WKNX

& KFRC!

And Climbing On

KLIF, KYA, KXOK, WGCL, WTIX, 13Q, WRKO, KRTH, 99X, WKBW, 96X, WRDC, WPGC, WCAO, WAKY, WAYS, WKIX, KFJR, WJON, WEBC, KING, KTAC, KJRB, WOW, Z98, WFIC, KRBM, KGW, 92Q, WSM-FM, KLIV, WYRE, WLAC, WAKX, KROY, KOMA, KELI, WHB, KLMS, KAKC, WZZP, WBBQ, WSGA, 98KX, WERC, WKXX, WFLB, WPRO-AM-FM, WHHY, WRFC, JB105, KEZY, 94Q, G-100, WEAQ, KERN, WAPE, WISM, WYSL, WPHD, WBBF, Y103, BJ105, WSPT, WICC, WLOF, WOPD, WTMA, Q94, WMFJ, CK101, WAIR, WIFE, WBSR, and K97.

Leading Starter Songs 34-23

From The Album "Stealin' Home"

On Mushroom Records and Tapes.

"THERE'S MAGIC UNDER OUR UMBRELLA"



Chart Analysis

MASSurvey

Rod Stewart is super hot! Gerry Rafferty is looking real good, along with Melissa Manchester. The Blues Brothers are on their way with the first "novelty" record of 1979! Foreigner is coming back with another one from their latest LP.

Prime Movers:

BARRY MANILOW
CHERYL LYNN
THE EAGLES
CHANSON
J. GEILS
OLIVIA NEWTON-JOHN
IAN MATTHEWS

Most Added:

ROD STEWART
THE EAGLES
IAN MATTHEWS
BARRY MANILOW
FOREIGNER

Adult Contemporary

Barry Manilow is coming on like gangbusters! Dolly Parton is on her way, and also doing nicely are Mary Mac Gregor, Engelbert Humperdinck and Nicolette Larson.

Prime Movers:

CAPTAIN & TENNILLE
OLIVIA NEWTON-JOHN
MELISSA MANCHESTER
DONNY & MARIE

Most Added:

BARRY MANILOW
CAPTAIN & TENNILLE
NICOLETTE LARSON
ERIC CLAPTON
CRYSTAL GAYLE
GERRY RAFFERTY

Country Songs

Eddie Rabbitt looks super-strong! Making big moves were Conway Twitty, Rex Allen Jr., Joe Stampley, Crystal Gayle, Kenny O'Dell and Ray Price.

Prime Movers:

DOLLY PARTON
RONNIE MILSAP
OAK RIDGE BOYS
BROWN & CORNELIUS
MICKEY GILLEY
BIG AL DOWNING

Most Added:

EDDIE RABBITT
RONNIE MILSAP
RAZZY BAILEY
BIG AL DOWNING
WILLIE NELSON
JONES & PAYCHECK

Starter Station

Breaking big are lots of new acts like Dan Hartman, Marshall Hain, and the James Walsh Gypsy Band! Lindisfarne continues to bear watching, along with Earth, Wind & Fire, and the Pointer Sisters.

Prime Movers:

KENNY ROGERS
KENNY LOGGINS
IAN MATTHEWS
ACE FREHLEY
NICOLETTE LARSON

Most Added:

NICOLETTE LARSON
OLIVIA NEWTON-JOHN
QUEEN
LEIF GARRETT

Album Rock

Billy Joel continues to rule with seven tracks on the chart again this week! Styx, Queen, Eric Clapton and Heart are all doing fantastic with four tracks each!

Most Added:

THE EAGLES
ALICE COOPER
DIRE STRAITS
NICOLETTE LARSON
SAD CAFE

ROD STEWART
DOOBIE BROTHERS
BLUES BROTHERS
CAT STEVENS
THE DOORS

JUST RELEASED THE NEW SINGLE BY

VONNE ELLIMAN
MOMENT BY MOMENT THE MAN THEME FROM THE MOTION PICTURE

STARRING

Lily Tomlin John Travolta
Moment by Moment

RS-915



FROM THE SOON TO BE RELEASED
ORIGINAL SOUNDTRACK ALBUM

ALIVE

UNIVERSAL PICTURES PRESENTS A ROBERT STIGWOOD PRODUCTION
SINGLE PRODUCED BY ROBERT APPERE



MASSurvey

Mass Acceptance Songs Survey

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
6	2	2	1	BILLY JOEL/My Life LP: 52nd Street (Columbia) 96X 18-13 KFYM 16-15 KTKT 4-2 WGH 10-10 WNOX 27-21 99X 3-1 KFYE 9-7 KTLK 6-3 WGUY 2-2 WPST 1-1 B100 8-7 KHJ 14-11 KVIL 6-5 WHBQ 7-6 WRKO 2-2 KBEQ 3-3 KINT 7-6 WAAY 20-13 WING 3-1 WROK 10-5 KCPX 2-2 KIOA 6-5 WABC 7-6 WIVY 8-7 WRQK 10-7 KENI 6-1 KJR 3-5 WBBF 7-7 WJON 2-2 WSGA 6-5 KENO 15-11 KRKE 1-1 WBJW 19-9 WKBW 1-1 Y100 30-21 KEZY 5-4 KRTH 10-9 WDRQ 10-5 WLCY 10-5 Z97 1-1 KFI 5-4 KSTT 5-4 WEE0 2-2 WLS 12-5 KFRC 8-6 KTAC 4-3 WFIL 2-2 WNCI 13-6	93	100	100	94	70	90
1	1	1	2	BARBRA & NEIL/You Don't Bring Me Flowers LP: American Popular Song (Columbia) 96X 3-7 KFYE 2-3 KTLK 1-4 WGUY 1-3 WRKO 4-4 99X 1-3 KHJ 1-1 KVIL 1-2 WHBQ 2-2 WROK 1-1 KBEQ 1-2 KINT 1-1 WAAY 2-2 WING 1-2 WRQK 1-2 KCPX 1-1 KIOA 1-1 WABC 3-3 WIVY 2-2 WSGA 3-7 KENI 5-4 KJR 8-11 WBBF 2-1 WJON 1-1 Y100 2-3 KENO 16-13 KRKE 2-3 WBJW 1-4 WLCY 2-2 Z97 9-7 KEZY 17-16 KRTH 1-1 WDRQ 20-15 WLS 2-1 KFI 1-3 KSTT 1-1 WEE0 1-4 WNCI 1-2 KFRC 2-2 KTAC 1-5 WFIL 1-1 WNOX 3-5 KFYM 7-2 KTKT 1-1 WGH 2-4 WPST 3-3	93	100	80	68	87	92
10	6	3	3	BEE GEES/Too Much Heaven LP: Not Released (RSO) 96X 2-2 KFYE 3-2 KTLK 11-1 WGUY 9-7 WPST 9-5 99X 16-10 KHJ 6-2 KVIL 22-8 WHBQ 3-3 WROK 13-6 KBEQ 6-6 KINT 9-8 WAAY 10-5 WING 13-6 WRQK 23-16 KCPX 4-4 KIOA 11-2 WABC 13-10 WIVY 7-6 WSGA 4-3 KENI 10-7 KJR 4-3 WBBF 6-2 WJON 7-3 Y100 4-2 KENO 12-10 KRKE 3-2 WBJW 5-3 WKBW 13-9 KEZY 23-23 KRTH 7-3 WDRQ 29-26 WLCY 8-4 KFI 2-2 KSTT 7-3 WEE0 3-3 WLS 13-6 KFRC 4-4 KTAC 15-12 WFIL 12-9 WNCI 6-3 KFYM 6-6 KTKT 5-4 WGH 9-7 WNOX 5-2	92	98	86	100	90	90
15	11	4	4	CHIC/Le Freak LP: C'est Chic (Atlantic) 96X 1-1 KFYE 1-1 KTKT 10-7 WGH 1-1 WNOX 2-1 99X 7-2 KHJ 12-4 KTLK 15-9 WGUY 6-1 WPST 5-2 KBEQ 10-1 KINT 3-2 KVIL 18-12 WHBQ 1-1 WRKO 1-1 KCPX 5-5 KIOA A-21 WAAY 1-1 WING 15-3 WROK 23-10 KENI 26-14 KJR 10-1 WABC 2-1 WIVY 1-1 WRQK 6-1 KENO 9-1 KRKE 7-4 WBBF 12-5 WKBW 9-5 WSGA 1-1 KFI 4-1 KRTH 3-2 WBJW 21-11 WLCY 1-1 Y100 1-1 KFRC 1-1 KSTT 8-2 WDRQ 1-1 WLS 9-4 KFYM 18-14 KTAC 19-9 WEE0 5-1 WNCI 2-1	76	73	58	70	*	*
8	7	7	5	FIREFALL/The Strange Way LP: Eian (Atlantic) 96X 24-21 KFYM 3-1 KTKT 2-6 WGH 19-14 WNOX 6-4 99X 24-24 KFYE 5-8 KTLK 16-13 WGUY 10-14 WPST 10-9 B100 5-4 KHJ 27-21 KVIL 11-10 WHBQ ON-29 WRKO 15-13 KBEQ 19-14 KINT 19-17 WAAY 12-10 WING 5-7 WROK 11-13 KCPX 6-6 KIOA 20-10 WBBF 4-4 WIVY 5-3 WRQK 8-8 KENI 15-8 KJR 16-12 WBJW 34-36 WJON 8-8 WSGA 12-15 KENO 14-12 KRKE 15-10 WDRQ 17-14 WKBW ON-26 Z97 21-18 KEZY 9-7 KSTT 9-8 WEE0 11-11 WLCY 14-10 KFI 10-12 KTAC 22-19 WFIL ON-21 WNCI 17-14	84	100	*	90	85	83
16	15	10	6	TOTO/Hold The Line LP: Toto (Columbia) 96X 28-22 KFRC 3-5 KSTT 15-12 WEE0 8-5 WNOX 16-10 99X 22-17 KFYM 10-9 KTAC 26-20 WGH 11-12 WPST 17-8 B100 1-2 KFYE 8-5 KTKT 3-3 WGUY 19-15 WRKO 22-14 KBEQ 7-4 KHJ 4-3 KTLK 19-16 WHBQ ON-26 WROK 30-21 KCPX 32-29 KINT 16-12 WAAY 21-15 WING 12-4 WRQK ON-25 KENI 1-2 KIOA 18-12 WABC 24-20 WIVY 4-4 WSGA 18-8 KENO 1-2 KJR 2-6 WBBF 11-8 WKBW 4-3 Y100 ON-23 KEZY 1-1 KRKE 13-7 WBJW 2-1 WLCY 19-14 KFI 16-13 KRTH 4-4 WDRQ 12-8 WNCI 14-7	94	89	*	100	*	*

A SONG

Fire



POINTER SISTERS

AN ALBUM

Energy

Latest Action

KDWB 26, WHB 39, WFIL Added, KJR HB-19, WKBW 26-18 with sales explosion, WYSL 29-25, WRQK 30, KRKE 26, KFI 28-24, WSGA 16-12, KEZY 30, WPST 23, KTKT Added 30, WAAY On, Y100 26-20, WGH 22, WIVY HB-32, WDRQ 34-31, KTLK 33-27, WGUY Added, KCPX 26-23, WLCY 30-21, 96X 31-23, KFXM 29-26, KENI On, KTAC HB-26,

MOVES 23-18 on Radio Report's Leading Starting Songs Chart.

And 27-26 KFRC, 29-25 99X, A-30 KHJ, 24-20 WHBQ

Thunders 34-28 on Radio Report's MASSURVEY

Planet
Records



Produced By
Richard Perry

MASSurvey

Mass Acceptance Songs Survey

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
4	3	5	7		AL STEWART/Time Passages LP: Time Passages (Arista) 99X 18-16 KFYE 12-12 KVIL 8-6 WHBQ 14-12 WPST 4-4 B100 7-5 KHJ 18-17 WAAY 4-6 WING 2-5 WRKO 10-9 KCPX 10-8 KINT 22-21 WABC 18-9 WIVY 13-20 WRQK 9-14 KENI 4-11 KIOA 8-8 WBBF 9-9 WJON 6-6 WRQK 9-5 KENO 8-9 KRKI 6-9 WB JW 16-14 WKBW 11-14 WSGA 11-17 KEZY 3-5 KRTH 15-13 WDRQ 9-7 WLCY 17-18 Z97 17-14 KFI 12-10 KSTT 6-10 WEEQ 6-12 WLS 22-16 KFRC 19-12 TKTK 8-5 WFIL 9-8 WNCI 9-12 KF XM 12-12 KTLK 8-8 WGH 22-21 WNOX 8-8	93	93	84	95	88
5	8	8	8	DR. HOOK/Sharing The Night Together LP: Pleasure And Pain (Capitol) 96X 8-8 KFYE 10-9 KTLK 3-5 WGUY 4-6 WRKO 6-7 99X 19-15 KHJ 7-9 KVIL 5-4 WHBQ 6-9 WRQK 5-3 KBEQ 15-13 KINT 2-3 WAAY 3-3 WING 10-14 WRQK 5-4 KCPX 21-27 KIOA 5-13 WABC 9-4 WIVY 19-27 WSGA 5-6 KENI 2-5 KJR 5-8 WBBF 8-17 WKBW 17-20 Y100 16-10 KENO 19-20 KRKE 5-12 WB JW 9-26 WLCY 13-13 KEZY 14-13 KRTH 8-8 WDRQ 22-19 WLS A-19 KFI 6-8 KSTT 3-5 WEEQ 4-6 WNCI 7-5 KFRC 11-11 KTAC 10-7 WFIL 15-14 WNOX 1-3 KF XM 2-7 TKTK 7-10 WGH 8-11 WPST 2-6	93	92	87	87	75	91
2	3	6	9	GINO VANNELLI/I Just Wanna Stop LP: Brother To Brother (A&M) 96X 7-6 KFYE 17-22 KTKT 14-22 WGUY 7-10 WRKO 13-10 99X 12-11 KHJ 9-12 KTLK 5-7 WHBQ 8-8 WRQK 6-12 KCPX 8-10 KINT 12-14 KVIL 2-1 WING 21-27 WRQK 2-3 KENI 11-12 KIOA 10-16 WABC 6-7 WIVY 11-12 WSGA 10-20 KENO 6-5 KJR 7-9 WBBF 3-13 WKBW 6-7 Y100 5-4 KEZY 12-11 KRKE 4-6 WB JW 23-30 WLCY 9-9 Z97 15-10 KFI 7-11 KRTH 9-11 WEEQ 16-21 WLS 11-11 KFRC 7-8 KSTT 2-6 WFIL 8-7 WNCI 5-11 KF XM 1-4 KTAC 8-6 WGH 4-8 WPST 6-7	91	100	88	88	85	*
25	20	13	10	VILLAGE PEOPLE/YMCA LP: Cruisin' (Casablanca) 96X 5-10 KHJ 8-7 WAAY 8-7 WING 27-23 WRQK 16-9 99X 10-6 KINT 5-5 WABC 4-5 WIVY 10-10 WRQK 29-22 KBEQ 4-9 KIOA 16-4 WBBF 14-10 WJON ADD WSGA 2-2 KCPX 3-3 KJR 1-2 WB JW 10-7 WKBW 3-2 Y100 9-12 KENI 28-17 KRKE 21-14 WEEQ 15-10 WLCY 3-3 KENO ON KRTH 5-5 WFIL 13-10 WLS 17-10 KFI 13-9 KSTT 14-11 WGH 3-3 WNCI A-20 KF XM 24-20 KTAC 16-10 WGUY 12-8 WNOX 28-26 KFYE 4-4 KTKT 11-8 WHBQ 19-15 WRKO 3-3	71	73	75	54	66	75
12	12	11	11	ANDY GIBB/Our Love . . . LP: Shadow Dancing (RSO) KBEQ 18-12 KINT 4-4 KTLK 2-2 WFIL 6-5 WPST 12-10 KENI 7-3 KIOA 14-11 KVIL 7-7 WGUY 3-5 WRKO 11-11 KENO 2-8 KJR ON-24 WAAY 6-4 WHBQ 12-16 WRQK 18-17 KFI 8-6 KRKE 8-5 WABC 31-16 WING 9-8 WRQK 16-12 KFRC 21-21 KRTH 14-12 WBBF 25-25 WJON 5-4 KF XM 15-13 KSTT 10-7 WB JW 6-5 WKBW 29-19 KFYE 18-17 KTAC 11-8 WDRQ 21-17 WNCI 10-9 KHJ 16-15 KTKT 9-12 WEEQ 7-7 WNOX 14-7	92	92	94	84	90	92
20	16	14	12	LINDA RONSTADT/Ooh Baby Baby LP: Living In The USA (Asylum) 96X 22-15 KF XM 19-18 KTKT 17-16 WFIL 20-17 WRKO 29-24 99X 21-18 KFYE 7-6 KTLK 9-6 WGH 20-15 WRQK 27-24 B100 15-11 KHJ 13-10 KVIL 15-14 WGUY 24-20 WRQK 20-17 KBEQ 25-22 KINT 14-9 WAAY 28-21 WHBQ 26-28 WSGA 14-9 KCPX 22-20 KIOA 23-22 WABC 41-25 WING 11-10 KENO 23-19 KJR 18-13 WBBF 31-26 WIVY 33-31 KEZY 6-6 KRKE 12-8 WB JW 27-23 WJON 17-15 KFI 15-14 KRTH 11-7 WDRQ 18-16 WNOX 21-16 KFRC 13-14 KSTT 17-14 WEEQ 21-14 WPST 19-15	83	95	68	90	73	100

Clean Up Your Act

By JIMI FOX

After all is said and done, what really separates a Mary Turner, The Real Don Steele, The Ev, Dan Ingram, Dr. Don Rose, Shotgun Tom Kelly, Dave Conley and Gary Owens, along with others, from the general balance of air-talent is one simple uncomplicated and often over-looked fact: You could take any of the above talents, place them in an AOR format, Country format, Disco format, Pop-Adult format, Classical format, perhaps, who knows, even a Spanish format, and they would still be stunning winners.

These air-talents are as different to each other as night and day, but they have one ingredient common to all that make them "Superstars." What you ask? Well it's simple — they are *themselves*! They don't imitate, they *originate*. It makes no difference whether they're doing Freeform radio (a rarity in this day and age), or tight limited-rap radio. Whatever the case, there is no way to destroy the air-talent's personality.

I've heard Bobby Ocean read a stock one-liner and still sound as warm, human and gentle as he always has the other 150 times he read that same one-liner. I've heard Chuck Browning doing an AOR format, and sound as cosmically effective as he does in a Top 40 situation with continued simplicity and brevity (of which he is a master). Imagine Larry Lujack doing a Beautiful Music format and still sounding just like he always has — *great!*

I recall doing Top 40 and getting calls from the local AOR and Country outlets in the market, and being asked if I'd mind filling in for one of their people who was sick. Understand, that they weren't understaffed, they weren't calling me because I sounded like everyone else, but because I sounded and communicated like *me*. Nobody does *me* better than *me!* Therefore, the first and most important element in being a great air-talent — *be yourself!*

Each and every one of us are uniquely different, and no one can be you better than yourself. So beginning now, if you're really serious about being a success, be yourself!

Do you drop your voice? I always get a kick out of an air-talent that will walk up to me, tilt their head forward, just slightly, push out their chest, and force their perfectly normal voice down fifteen octaves with no natural inflection. I try not to laugh, but it's difficult at times.

I suppose that this style of communication is quite impressive to a few. However, most of us in "Radioland" December 14, 1978



JIMI FOX

have seen fire and have seen rain, and are less than impressed. So please, cut it out, you're only fooling yourself.

I have been told that if it's a fuller voice you're working on, here are two exercises that will supposedly help:

[A] A short breathing exercise using your diaphragm to force short bursts of air out.

[B] Holding a vocal note, then moving down the scale to the next note until you reach the lowest possible note you can produce (without passing out), again using your diaphragm.

Repeat these several times a day, and after a few months you should notice the natural fullness in your voice.

How about the talent who thinks he's Rich "Brother" Robbin, and begins speaking at the rate of something like a mile a second. But because he cannot master what is natural to Rich Bro' or Jackson Armstrong, he ends up running out of breath. As his eyes start rolling around madly in his head, his face turning purple, and by some strange miracle avoids a cardiac arrest, he ends the sentence gasping for breath, and grasping for anything else in sight. Yes, he has been noticed, but believe me, how unimpressive.

Then there is the talent who uses over-inflection with compounded vocal exaggeration to come across on the radio. (I believe the in-house term is "puker.") This is really hysterical. You can't listen for very long without instinctively mimicking this air-talent. Eventually, you tune him or her out or get violently ill!

Then there are those air-talents who improperly use their headsets. Instead of using headsets as a reference of where they are in the program for mixing, they become fascinated with their own voice. This preoccupation with one's voice usually has the effect of the talent badly affecting what is

already naturally perfect. I remember at one point in my career I got caught up in this kind of folly. Luckily it was short-lived when my program manager, Chuck Browning, walked into the studio, unplugged my headsets, and quietly walked out with them. I followed him to his office and inquired why he took my headsets. He smiled, looked at me and said, "If it's your voice you want to listen to, you don't need any headsets!"

Obviously, enough was said. I went back on the air and a couple of days later the "Chucker" returned my headsets. I then mastered their proper use as a broadcast monitoring tool.

Perhaps I've probably dwelled much too long on the voice. It's only in the interest of impressing to those of you who are constantly critical of your voice, stop worrying! It's like anything else in life. The more you use it in its natural form, the better it will get.

Achieving excellent board-work is a big plus for any air-talent who operates his own board. When beginning employment at a new station, always pre-arrange with the program manager to work out on the board for a few nights on the all-night show. The board-work should be second nature to you by the time you debut on the air.

How about reading copy? Here's an area that, at times, you have limited control over. Usually, due to economic reasons there is no copywriter in the station. Therefore, most sales executives write their own copy. They will throw so much into it that in a 60-second spot you will get 90 seconds of copy to read.

Reading this spot too fast has the program manager on your back and the client complaining. And if you omit a couple of lines at all, the sales executive is in a fit, while the client is threatening to go elsewhere. It's a situation of, you're damned if you do and you're damned if you don't. Hopefully, your program manager can solve this problem.

In the meantime, you can help the situation by going over all copy *before* your show. Not just before the stop set it belongs in, but before you actually go on the air. This age-old philosophy that you should be able to read copy cold, anytime, anywhere or you are not a "pro," is total hogwash.

If you are working in a format that limits you to reading one-liners, don't despair. The success of the one-liner delivery is *belief*. It's that simple! Everytime you crack that microphone switch and deliver a one-liner, the

Continued on page 46

MASSurvey

Mass Acceptance Songs Survey

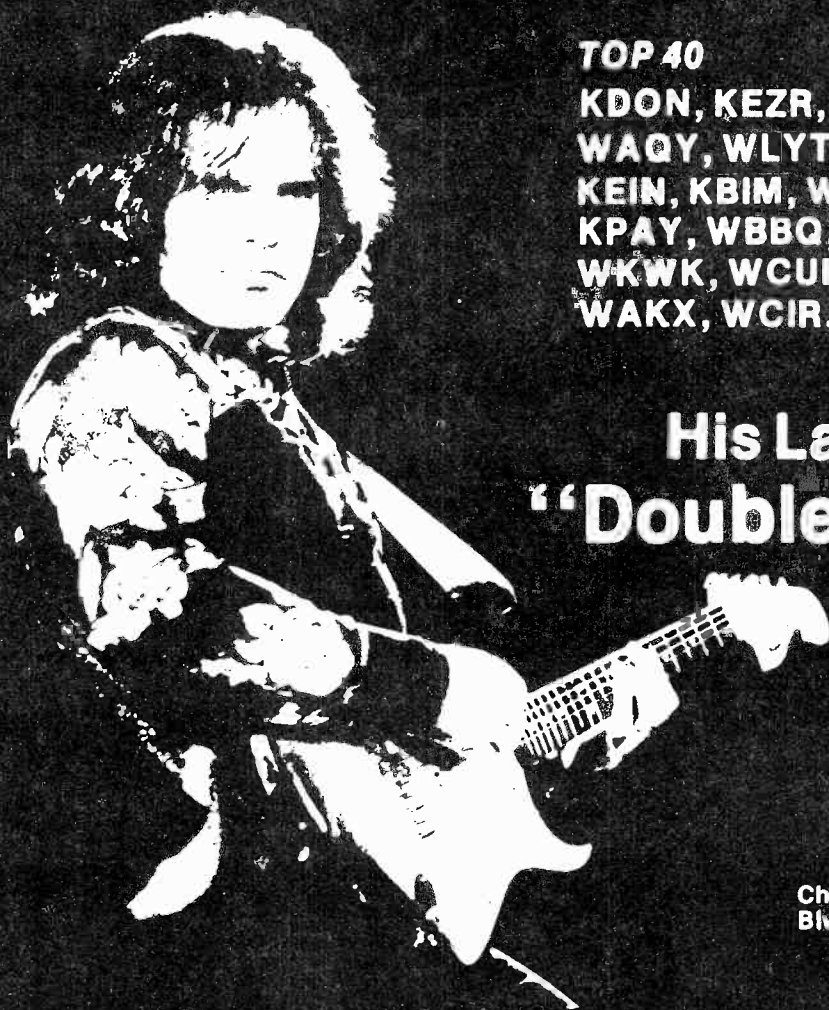
14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
31	25	18	13	EARTH, WIND & FIRE/September LP: Best Of Earth, Wind & Fire, Vol. I (Columbia) 96X 11-5 KFYE 13-10 KTLK 21-15 WGUY 30-25 WRKO 28-23 99X 26-21 KHJ 23-13 KVIL 31-23 WHBQ 9-7 WROK ON- KBEQ 29-25 KINT ON-25 WAAY 30-27 WING 16-12 WRQK 26-24 KCPX 19-9 KJR 6-4 WABC A-36 WJON 17-11 WSGA 7-4 KENI 25-22 KRKE 20-17 WBBF ON-32 WJON 22-20 Y100 14-9 KENO 29-24 KRTH 13-10 WBJW 24-19 WLCY 28-23 KFI 19-15 KSTT 25-24 WDRQ 26-23 WNCI ON-15 KFRC 5-3 KTAC 17-14 WEEQ 22-19 WNOX ON-28 KFXM A-29 KTKT 15-9 WGH 12-6 WPST 18-11	95	95	92	100	100	91
3	4	9	14	AMBROSIA/How Much I Feel LP: Life Beyond L.A. (WB) 96X 6-4 KFYE 12-28 WABC 10-12 WKBW 5-8 WRQK 3-11 99X 14-23 KHJ 2-8 WBJW 31-33 WLCY 12-12 Y100 6-5 B100 9-14 KINT 24-24 WDRQ 2-2 WLS 8-8 Z97 12-12 KENO 7-6 KIOA 13-17 WFIL 10-12 WNCI 8-13 KEZY 2-2 KSTT 13-15 WGH 18-19 WNOX 9-14 KFI 17-23 KTAC 9-17 WHBQ 10-10 WPST 11-13 KFRC 9-7 KTKT 18-25 WING 17-21 WRKO 8-19 KFXM 4-3 WAAY 14-14 WIVY 3-5 WROK 3-7	94	100	100	84	*	100
7	10	12	15	DONNA SUMMER/MacArthur Park LP: Live And More (Casablanca) 99X 2-4 KHJ 3-5 KVIL 14-16 WHBQ 13-13 WPST 7-12 KBEQ 12-16 KINT 19-20 WAAY 7-9 WIVY 6-9 WROK 2-2 KCPX 11-19 KIOA 2-6 WABC 1-2 WJON 12-17 WRQK 11-14 KENI 13-23 KJR 12-21 WBJW 8-18 WKBW 19-25 KFI 3-5 KRKE 11-15 WEEQ 12-13 WLCY 4-6 KFRC 10-9 KSTT 4-9 WFIL 3-3 WLS 3-3 KFXM 11-22 KTAC 13-16 WGH 6-5 WNCI 3-8 KFYE 6-13 KTKT 13-18 WGUY 8-11 WNOX 7-13	86	78	75	83	91	100
23	19	19	16	BOB SEGER/We've Got Tonight LP: Stranger In Town (Capitol) 96X 23-20 KFRC 26-22 KTAC ON-27 WEEQ 24-18 WNOX 17-12 99X ON-29 KFXM 17-17 KTKT 19-13 WFIL ON-22 WPST 21-18 B100 14-12 KHJ 24-20 KTLK 26-20 WGUY 17-13 WRKO 21-18 KCPX 29-26 KINT ADD KVIL A-30 WING 24-15 WROK 33-30 KENI 24-21 KJR 19-15 WAAY ON-30 WIVY ON-35 WRQK 27-23 KENO 21-18 KRKE 16-11 WBBF ON-29 WJON 3-5 WSGA 13-11 KEZY 15-15 KRTH 18-16 WBJW 26-21 WKBW 8-6 KFI 22-17 KSTT 21-17 WDRQ 15-12 WLCY 23-15	96	96	100	100	88	*
13	13	15	17	ALICIA BRIDGES/I Love The Nightlife LP: Alicia Bridges (Polydor) 99X 17-20 KINT 15-16 WABC 8-8 WHBQ 17-18 WRKO 7-8 KBEQ 8-7 KIOA 4-3 WBBF 15-11 WIVY 12-14 WROK 14-11 KCPX 15-15 KRKE 9-19 WBJW 36-37 WKBW 12-10 WRQK 4-9 KENI ADD KRTH 6-6 WDRQ 19-9 WLCY 5-7 Y100 8-6 KFI 11-7 KSTT 12-13 WEEQ 9-8 WLS A-22 KFRC 17-13 KTAC 5-15 WFIL 4-4 WNCI 19-19 KFXM 9-8 KVIL 3-3 WGH 7-13 WNOX 10-15 KHJ 5-6 WAAY 9-12 WGUY ON WPST 16-14	97	73	100	92	*	100
37	30	25	18	OLIVIA NEWTON-JOHN/A Little More Love LP: Totally Hot (MCA) 96X 36-28 KFXM 21-16 KTAC 29-22 WEEQ 27-22 WNCI 20-18 KBEQ 27-23 KFYE 30-14 KTKT 26-20 WFIL ON WNOX 25-23 KCPX 17-13 KINT ADD KTLK 30-23 WGUY 27-23 WPST ON-24 KENI 30-26 KJR 22-18 KVIL A-27 WING ON WRKO ON-29 KENO ON-27 KRKE 25-20 WAAY 26-16 WIVY 31-29 WRQK ON-29 KEZY 35-33 KRTH A-30 WBBF 22-19 WJON 16-13 WSGA 25-23 KFI 24-21 KSTT 29-27 WBJW 40-35 WKBW ON-28	93	95	83	73	81	83
28	24	20	19	ALICE COOPER/How You Gonna See Me Now LP: From The Inside (WB) KBEQ 9-10 KINT ON-28 KTLK 23-18 WFIL 16-15 WPST 22-19 KCPX 18-14 KIOA A-25 KVIL 28-24 WGUY 15-12 WRKO 14-12 KENI ADD KJR 17-16 WAAY 11-8 WHBQ 27-25 WROK 25-20 KENO 22-23 KRKE 17-13 WBBF ADD WING 25-16 WRQK ON KEZY 24-21 KSTT 22-19 WBJW 28-25 WIVY 25-23 KFI ON KTAC 25-25 WDRQ 11-6 WJON 19-18 KFYE 19-19 KTKT ON WEEQ 17-15 WKBW 28-23	73	65	90	100	75	*

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MASSurvey

Mass Acceptance Songs Survey

14 Dec. 1978

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NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
50	32	26	20	NICOLETTE LARSON/Lotta Love LP: Nicolette (WB) 99X ON KHJ 29-24 KTKT 27-21 WGUY 29-26 WPST ON KBEQ A-29 KINT 30-29 KTLK 31-24 WHBQ ON WRKO ADD KCPX 27-24 KIOA A-24 KVIL A-28 WING ON-28 WROK 35-32 KENI 32-28 KJR 21-17 WAAY 27-22 WIVY 32-30 WRQK ON KEZY 26-24 KRKE 24-22 WBJW A-39 WJON ON-21 WSGA 24-18 KFI ON-27 KRTH 26-20 WDRO A-33 WKBW ON-24 KFRC 28-24 KSTT ON-29 WEEQ ON-29 WLCY 27-24 KFXM 28-27 KTAC 28-24 WFIL ON-20 WNOX 29-24	90	100	*	*	*	*
9	9	16	21	CHICAGO/Alive Again LP: Hot Streets (Columbia) 96X 16-16 KFI 9-16 KVIL 13-13 WGUY 13-16 WRQK 12-13 99X 15-13 KFYM 8-11 WBBF 16-27 WING 6-13 Z97 13-9 B100 4-3 KFYE 27-30 WBJW 17-16 WJON 4-7 KCPX 7-11 KRKE 10-21 WDRO 4-10 WLCY 21-22 KENO 13-15 KSTT 11-18 WEEQ 19-30 WLS 21-17 KEZY 4-3 KTKT 12-15 WFIL 11-16 WROK 7-16	93	97	100	86	90	100
41	31	27	22	ERIC CLAPTON/Promises LP: Backless (RSO) 99X ON KFYE 23-16 KTLK 27-21 WHBQ ADD WROK ADD B100 19-15 KHJ A-29 KVIL 27-20 WING 19-17 WRQK 24-20 KCPX ADD KIOA 25-23 WAAY 25-18 WJON 11-9 WSGA 22-19 KENI 23-19 KRKE 22-18 WBBF ADD WKBW 25-22 KENO ADD KRTH 25-22 WBJW 39-34 WLCY 29-27 KEZY 33-31 KSTT 24-23 WEEQ ON-26 WNCI ADD KFI ON-26 KTAC 30-23 WFIL ON WPST 25-21 KFYM 23-19 KTKT ON-27 WGUY 28-24 WRKO 18-15	90	96	100	88	100	100
14	14	17	23	PAUL DAVIS/Sweet Life LP: Singer Of Songs (Bang) 96X 27-26 KHJ 19-19 KVIL 12-11 WING 7-26 WROK 17-22 KCPX 9-17 KINT 26-26 WABC A-48 WIVY 16-22 WRQK 7-6 KENI 12-10 KIOA 19-14 WBBF 24-22 WJON 18-16 Z97 24-24 KENO 20-17 KRTH 17-15 WBJW 28-28 WNCI 4-4 KFI 18-22 KSTT 16-16 WEEQ 10-9 WNOX 4-6 KFRC 22-18 KTAC 14-13 WFIL 7-6 WPST 14-16 KFYM 13-10 KTLK 12-12 WHBQ 23-23 WRKO 30-26	92	84	100	100	*	83
52	36	31	24	IAN MATTHEWS/Shake It LP: Stealin' Home (Mushroom) 96X 33-29 KEZY ON-37 KSTT ON WBJW ON WKBW ON 99X ON-30 KFI ADD KTAC ON-28 WEEQ 30-28 WNOX ADD B100 18-17 KFRC ADD KTKT 30-24 WFIL ADD WPST ADD KBEQ A-28 KFYM 26-25 KTLK 35-29 WGUY 25-21 WRKO ON-30 KCPX 25-22 KFYE ON-25 KVIL A-29 WING 28-24 WROK A-35 KENI 16-15 KRKE 26-23 WAAY ON-29 WIVY ON-34 WSGA 28-26 KENO 28-25 KRTH 27-23 WBBF 32-28 WJON ON	50	87	*	*	*	*
24	21	21	25	ELTON JOHN/Part-time Love LP: A Single Man (MCA) KENI 19-18 KIOA 24-20 KTLK 22-17 WBJW 25-22 WKBW 22-21 KEZY 7-8 KRKE 18-16 KVIL 26-26 WEEQ 18-16 WNOX 15-9 KFYM 5-5 KSTT 20-20 WAAY 23-23 WFIL ON WRQK 22-19 KFYE 20-24 KTAC 18-18 WABC A-37 WING 18-20 WSGA 8-10 KINT 23-22 KTKT 16-17 WBBF 20-15 WJON 13-10	88	80	70	69	88	86
44	37	32	26	HOT CHOCOLATE/Every 1's A Winner LP: Not Released (Infinity) 96X A-36 KFYM A-31 KTKT 29-23 WING 26-18 WRKO ON 99X 30-27 KFYE 26-20 KTLK ON WIVY 22-15 WRQK ADD KBEQ 30-26 KINT 20-18 WAAY ON-25 WLCY ADD WSGA 17-13 KCPX 14-7 KJR 11-7 WBJW 15-12 WNCI ADD KENI ON KSTT 27-26 WEEQ 29-23 WNOX 22-19 KFI ON KTAC 27-21 WGUY 22-18 WPST ON-22	93	90	*	83	100	*
40	33	29	27	ACE FREHLEY/New York Groove LP: Ace Frehley (Casablanca) 96X 21-17 KFRC ON KTLK ON WIVY ON WSGA 27-25 99X 4-5 KFYM 27-24 WAAY ON-28 WKBW 7-4 Y100 28-25 KBEQ 14-18 KFYE 11-11 WBBF 30-23 WLCY ON KENI ON KJR 25-20 WBJW 3-2 WNCI ON KEZY ADD KSTT ON-25 WGUY 5-4 WNOX 19-18 KFI ON-29 KTKT ADD WING ON WROK ADD	*	*	*	*	*	*

Music Confidential

By BARBARA HALL

Leaders in the music industry are looking ahead to 1979; here's what they predict:

Bob Siner, executive vice president, MCA Records: "In the past, we tended to gear our campaigns toward a very young age. However, we all know that the consumer has grown up with the industry. It's not just kids who are buying records. We have widened our demographics to include those persons upwards to 34 and 35. In 1979 many of our marketing, promotion, and publicity campaigns will be tailored toward an even wider demographic."

☆ ☆ ☆

Billy Bass, vice president of promotion and creative services, Chrysalis Records: "The biggest change will be artist negotiations and the industry establishing a royalty rate for video recordings. I believe that with the new inexpensive hardware and the current push for home video sets, there will be a demand for software.

"The stars of video have yet to be discovered. So I bet that one of the biggest changes will be establishing the royalty rate on duplicating video recording. The biggest challenge will be determining the characteristics of what will make stars on video.

"The recording companies will push stronger on the issue of counterfeiting. It is my hope that we do come up with some material that can't be duplicated — that can be used economically to reduce counterfeiting to oblivion.

"I don't think tight money will effect the music industry since the record is the best buy dollar-for-dollar."

☆ ☆ ☆

Don Arden, president, Jet Records: "I think 1979 is going to be crucial in amending the very loose arrangements that are in existence and have been in existence for many years which *supposedly* protect the copyright, the interests of composers, record companies and publishing companies. I feel that the exploitation which borders on abuse by certain distributors and record dealers is tantamount to piracy in many cases. Look for *giant* moves in 1979 to put these matters right!"

☆ ☆ ☆

Jim Fogelson, president ABC, Nashville: "I don't have anything profound to say. I think Nashville product will

expand. I really believe, no matter the economic forecast, the record industry is part of the American culture and will do well. We are no longer considered a luxury item, but now we're considered a necessity. I think, in fact, young people, if it came to a choice of food or records, would choose records."

☆ ☆ ☆

Joe Galante, RCA, Nashville: "The general trend in Country music is the broadening of our base in both production and artist growth. If our base had remained the traditional Country base, Country music would have been more likely to suffer from any possible upcoming recession. But since our music has a wider demographic appeal, we're beginning to sell to the more affluent . . . and they have more income at their disposal. Certain artists may suffer, but overall I don't think we'll have a problem."

☆ ☆ ☆

Juggy Gayles, president of Juggernaut, Inc.: "As sure as there are 365 days in 1979, '79 will be bigger than '78, and '80 will be bigger than '79. There will be a lot more independent projects popping through, in turn to be absorbed or distributed by the big guys. The ones that *have* will have lots more, but the ones that *haven't* — NEXT!"

☆ ☆ ☆

Joshua Blardo, album promotion director, RCA: "RCA is going to break some major new artists. The **Max Demian** band has a real good shot."

☆ ☆ ☆

John Fisher and **Fred Vail** have moved to new offices at 704 18th Ave. South, Nashville, 37203. "We each came from record company backgrounds. John was at Atlantic and Motown," Fred told me, "and I was at Capitol, GRT and manager of the Beach Boys. We are heavily involved in Country, Adult Contemporary, and Pop cross-over oriented records. We've just started into AOR promotion.

"We're working Funkadelic, Burton Cummings, Tracy Nelson and several independent labels." They are also busy with Burl Ives.

☆ ☆ ☆

News from A&M Records: **Jason McCloskey** has been appointed international publicity manager by **David Hubert**, vice president of A&M International.

Martin Kirup, director of artist development, has announced the appointments of **Gail Davis** as associate director of artist development and **Diana Emole** as national coordinator.

☆ ☆ ☆

Everybody can breathe a sigh of relief. The Janus "Charlie Girl" search has finally come to an end successfully in Albuquerque, New Mexico at station KQEO. The winner is **Kathy Denney**, a blue-eyed, 5'4" blonde!

☆ ☆ ☆

"A Gift of Song — The Music for UNICEF Concert" airs on NBC-TV, January 10, at 8 p.m. The 90-minute special will bring together, for the first time in concert, Abba, Bee Gees, Rita Coolidge, John Denver, Earth, Wind & Fire, Andy Gibb, Elton John, Kris Kristofferson, Olivia Newton-John and Rod Stewart. The announcement was made by executive producers **Robert Stigwood** and **David Frost**.

☆ ☆ ☆

Jo Walker, executive director of the CMA, told me she was terribly impressed by another forthcoming television show, "Christmas at The Grand Ole Opry" hosted by **John Ritter**, the late **Tex Ritter**'s son. It's scheduled to air December 13 on ABC.

☆ ☆ ☆

Salsoul Records' charming album "Christmas Jollies" isn't new after all. **Chuck Gregory**, vice president of Salsoul Records pointed out that "It was released a week or two before Christmas three years ago with no time to pre-sell it. It sold strictly by store play. However, the second year we went through a quarter million. The initial orders this year were a quarter million and re-orders started three weeks ago. It's exploding out of Washington, New York and Miami. The album and theme wasn't planned; it just happened by luck. We had decided to do another Salsoul Orchestra album and it was near the holidays."

By the way, **Joe**, **Stan**, and **Ken Cayre** are the owners of Salsoul. They also distribute Latin product. They represent RCA, CBS and Ariola. "**Ken Cayre** put together the label as a Latin offshoot. It would mix Salsa and Soul, Latin and Black."

Chuck Gregory's prediction for '79: "I think there will be more Disco radio stations. There's close to 100 now that play 25% to 100%, and there's more popping every week. Latin Soul is really Disco and Disco is dancing. Dance music is nothing new . . . it goes back to Mozart!"

Claude Hall's International Radio Report

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John Tobin, KSLY music director, San Luis Obispo, CA

Russ Wittberger, president, Charter Broadcasting, San Diego

J. Robert Wood, program director, CHUM, Toronto

Radio

Continued from cover
 geles, among more than 100 others that included **Sammy Jackson** and wife, **Chris Lane** and wife, **Tom and Barbara Rounds**, **Bob Kingsley**, and **Gene Price**. Someone asked how the new ownership and format of KTNQ would affect Charlie. I quickly replied: "He's studying Spanish at Berlitz."

☆ ☆ ☆

Jack Raymond, program director of WEIM, Fitchburg, MA, is an aircheck collector. He has the last day of rock for WINS, New York, and the first day of rock with air personalities of WOR-FM, New York (which is now known as 99X).

☆ ☆ ☆

Gary Berkowitz is looking for a newsperson for WPRO-AM-FM, Providence.

☆ ☆ ☆

I was in Houston last week visiting not only with **Clay Gish**, program director of KRBE, but also with KRBE general manager **Bob Fauser**. And behold, **Norm N. Nite** appeared in the lobby promoting his new book on rock music. He's traveling around the country doing interview-talk shows on both radio and TV.

☆ ☆ ☆

I made a mistake last week on the **Tanya Tucker** ad. Her "Texas (When I Die)" single is bursting wide open in Country radio, but it's "Not Fade Away" that's happening like crazy in the Pop field.

As an old Country music fan from way back, I got carried away by Ms. Tucker and forgot to mention the Pop hit in the ad. In any case, the lady now has a double-sided hit. Take your choice.

☆ ☆ ☆

WKGN in Knoxville, TN has switched from an AOR format to full-time Disco.

☆ ☆ ☆

KEZQ in Little Rock treated their listeners to a two-hour riverboat ride... with entertainment by **Le Roux!**

☆ ☆ ☆

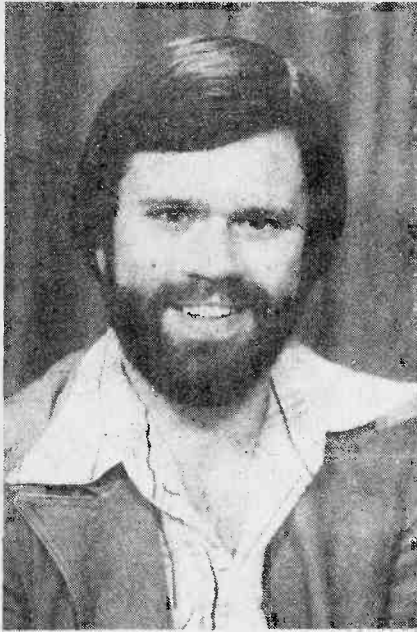
Here are the latest happenings at **WEEP** in Pittsburgh: A record industry appreciation banquet; a 200-ticket giveaway to **WEEP** night at the Penguin/Bruins hockey game, with prizes going to the best **WEEP** banners; jock participation in a demolition derby; guest DJ stints by **Larry Gatlin**, **Jim Ed Brown**, **Helen Cornelius** and the **Oak Ridge Boys**; and listeners

December 14, 1978

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Confidential



DALE PARSON
New WTAR production director

are currently being invited to write their own words to Christmas carols — with WEPP's call-letters included therein!

Chris Bailey, music director of WTRY in Albany, is moving across town to WWOM-FM where he'll take over as program director on January 2. WWOM is currently AOR and Disco. Chris plans on making some big changes, but is keeping his plans confidential for the present.

WFYE in Rockford, IL is the newest Superstars station. Dwayne Daniels is the manager, Armond Chianti is program director and Brad Hoffman is music director.

George Joachim of WBNS in Columbus, OH has a message for you: "Good enough to give you problems? If there is somebody in your market that you would like to get an out-of-town offer they can't refuse, send us a tape or give me a call. We've got bucks for a first-class personality. Collect calls from budget conscious, but anxious program directors accepted."

Contact "Radio George Joachim" at WBNS, 62 E. Broad, Columbus, OH, 43215. 614-460-3745. EOE. M/F.

Congratulations to Bob Botik. He now takes on additional management duties for KNOW-AM as well as KCSW-FM in Austin, TX.

At WXKE in Ft. Wayne, Jason Foxx, program director, takes over additional music director duties. Jeff Anderson has been appointed assistant PD/MD. The station is no longer being consulted by Pat Martin.

Chuck Ingersoll, program director of WCMF in Rochester, needs tapes for a part-time opening. It could involve production as well as an air shift on weekends.

The station is AOR and great. Contact Chuck at 129 Leighton Avenue, Rochester, NY 14609.

Hitbound: Matthew Glenn (new son of Bill Mortimer, program director of KCUB in Tucson).

A new radio dramatic series, featuring westerns, adventure, romance, gothic horror and comedy will be broadcast on the CBS Radio Drama Network starting in early 1979. The cast will be the best with Henry Morgan starring in three comedies.

At Drake-Chenault in Los Angeles, Ann Bloebaum has joined the special features division as an account executive, and Marc McCoy has joined the firm as a national programming consultant.

Dan Brink of WRCN in Riverhead, NY wrote to say, "WRCN is starting a new outside feature called 'The WRCN Street Sheet.' It will be a compilation of upcoming events both on and off the air . . . including our schedule of specials for that month, local and city concert listings, profiles of groups (new and old), jock profiles, listings of albums expected out in that particular month, and other features of topical interest."

Phil Zachary, program director of WGNG, reports, "We have an immediate opening here at Easy Rockin' WGNG for a bright, but soft-spoken morning personality who wants to come back home to New England. We'll make the trip worthwhile for the right person."

Send your tapes to Phil at WGNG, 100 John Street, Cumberland, RI 02864.

Buster Bodean is the new afternoon drive jock for CKGM in Montreal, reports Alain Montpetit, director of promotions.

Steven Waren, program director of WQRK in Virginia Beach, VA, has appointed Katie Van Pelt as music director of the station.

Lynnsey Guerrero is the new writer for Robert W. Morgan's Record Report. Congratulations!

Al Bishop is the new 10-3pm host for 14FBL in Syracuse.

John Bayliss, president of the radio division for Combined Communications Corporation, has announced the promotions of WCZY's vice president and general manager, Fritz Beesemeyer and Don Alcorn.

Beesemeyer is now president and general manager of WCZY and Alcorn is now vice president and general sales manager.

WRKO welcomes Paul Robbins to its morning team. Paul was formerly the UPI international bureau manager.

WTHI in Terre Haute, IN, reports their current lineup: 7-9am Bobby Craig/program director, 9-noon Big Dave Olson/music director, noon-3pm Doug Davisson, 3-7pm Mike Moffett, 7pm-mid Doc Long, mid-4am Diane, 4am-7am Shawn Murphy, and on weekends it's Dan Jensen and David Marlow. David L. Liston is the winner's general manager.

KTKT needs a "top-flight communicator" with a first-class license. Tapes to Ed Alexander, Box 5585, Tucson, AZ 85703. No calls, please.

QUESTION OF THE WEEK

Q: In general, do you want your favorite radio station to give weather forecasts?

A:	YES	NO
18-24F	92%	8%
25-34F	94%	6%
35-44F	100%	0%
18-24M	86%	14%
25-34M	100%	0%
35-44M	100%	0%



NORMAN WAIN

Y-100 is owned by Bob Weis and Norman Wain, two of the nation's most energetic and dynamic radio station owners. Both men are extremely respected radio people — Wain for his flair and public image, and Weis for his financial acumen.

In this exclusive interview, Claude Hall chats with Norman Wain about Y-100.

NORMAN WAIN: Claude, I'm gonna take you back to my first radio job in Norfolk, Virginia in 1949. I'm a green kid from New York and I got a job as a disc jockey doing everything. The show was all done with turntables. There was no tape in those days, no cartridges, no nothing. You want to run a commercial, you got to put it on a record and play it.

So I had five turntables, the microphone, I had to answer the phone, write down the requests, go into the music library, find the record, come back, and play it.

So being a guy with average intelligence, after doing that a few nights, I found something crazy was happening. The same records kept coming up over and over again as requests. In those days it was something wild! I thought instead of driving myself crazy, I would run into the music library and pull the records that I knew the kids were gonna request. I would have them all stacked up instead of giving myself a heart attack running back and forth to

the music library. I call this story "How I Almost Invented Top-Forty."

From that little experience I learned a very, very heavy lesson: A hit is a hit; a hit record is a record that people want to hear again. If people didn't want to hear music again, there would be no reason for the whole thing.

As long as people who listen want to hear music again and again and again, it will always be required of the smart broadcaster to discover what the records are that those people want to hear again and again . . . and to play

“

*You see,
it's more than
just the music!*

”

them at one time or another during the course of their listening experience.

Now, this isn't to say that there's no room for new music and there's no room for variation or specialization or Black music or White music, but there's room for all of that stuff only within that framework.

CLAUDE HALL: Yesterday I listened quite a long time and I didn't consciously hear the same record repeated. But I heard all the current hits, some oldies. It is a personification of a Top 40 station.

WAIN: Bill Tanner, our program director, is very perceptive. I think one of the outstanding features of our station is that once a record gets on our station, it almost never dies. We're still playing "Boogie Shoes" and stuff like that. Other broadcasters burn them out and say they shouldn't be played. Bill knows that if a record was a hit, it still has a sizeable audience out there that still wants to hear it.

HALL: One of the other things I found fascinating about his station is the type of personality.

WAIN: Absolutely. DJs are very carefully planned. Their voices are in specific tonal ranges and they are specific types of people.

Bill's concept is the voice and approach of the DJ has to match 100% the kind of music we're playing and the kind of people that are out there.

HALL: Why do you think music goes through lulls like we're in now — and how do you deal with it at Y-100?

WAIN: I think we're in a lull now, but what people fail to recognize is the reason for it. I really think if the sociologists take a look at it, they're going to come up with the answer that one of the big, big reasons for it is what's going on in the world.

For instance, the Viet Nam War that turned everybody off spawned the protest music and it sent people back to their composing tables to find new answers and new ideas. You know what I'm saying?

It's only when things are peaceful and when the world settles down that music settles down also.

HALL: In effect, the problems were solved by music.

WAIN: Right. Remember the Beatles hit was "Revolution." Well, the point is there was some fiend to battle against and that's what made music intense. Today there seems to be a "let it all hang out" attitude. You know, we're just out for pleasure, sort of a hedonistic society of fun and games.

HALL: The Disco thing is coming on pretty good. I do think there is room for a format using that type of music.

WAIN: I'm sure there is. You notice all the Disco Y-100 is playing? You see, I feel we're the WABC of this marketplace. While we play Disco right now, we're savvy enough to play whatever's hot . . . to stay with the trends . . . because we believe a hit is a hit.

HALL: I'm glad you kept Bill Tanner there.

WAIN: Are you kidding? The guy's a genius! He really works hard at it too. He replicates and duplicates his own

Norman Wain Y-100 Outrageous Owner



research and we spend a lot of money on research.

There are two people in the station in the music department, Colleen Cassidy and Muzzie. They're two people who do nothing but research. Our music department is really a research department.

HALL: You've got to do all of that today.

I think that if WNEW-AM went out on the street with one of the program directors like Bill Tanner, they could come back in that market.

WAIN: I do think though that you have to decide what you want to be.

December 14, 1978

What I'm saying is this: I think it's easy to identify the hits, but then you have to decide which hits you want to play in today's marketplace because there are so many radio stations.

Years ago when I had WIXY, we used to call up 10 record stores and that was our survey. It was the Stone Age of research.

But we could get away with it then because there weren't a lot of radio stations around. As long as we were playing somewhat near the hits, what difference did it make?

Today with 20 or 30 radio stations, I think you must decide which records

are hits . . . then decide which records you want to play. You have to have some point of view or otherwise there's no identity to the radio station.

But, you see it's *more* than just the music. I have a theory I call "the experience somebody has with a radio station".

In other words, you and your wife have a shared experience. That's why you're close to each other. You have to do something with your audience to involve them and to have a shared experience with them.

Continued on page 20

RADIO REPORT 17

Monday December 18

The really bright star next to the moon this evening is the major planet Jupiter. With binoculars and patience you will see not only the disk of the planet, but also several tiny moons strung out in a nearly straight line from it.

The first communications satellite was launched by the U.S. 20 years ago today (the Atlas Score).

People born on December 18 include the violin maker Antonio Stradivari (1644), German statesman Willy Brandt (1913), and Rolling Stone Keith Richard (1943).

The fastest land speed vehicle on Earth went 39 miles an hour to set the world's record 80 years ago (1898).

Six years ago the U.S. launched the heaviest bombing raids of the Viet Nam War — the so-called "Christmas Bombing" of the northern areas which Richard Nixon called "my terrible personal ordeal."

Slavery was abolished in the U.S. in 1865.

Tuesday December 19

Four years ago today the U.S. for the first time had an un-elected President and Vice President as former New York Governor Nelson Rockefeller was confirmed by Congress as Gerald Ford's VP.

Birthdays include Cicely Tyson (1939), the actress; Phil Ochs (1940), Texas journalist student/singer writer; and the man with the fastest guitar fingers in blues, Alvin Lee (1944).

The modern Viet Nam War began in earnest on this day in 1946 when Ho Chi Minh launched an attack against the French colonists in Hanoi.

The last living veteran of the Civil War, Walter Lucas, died at age 117 on this date in 1959.

In 1960, 50 people died as the *USS Constellation* was being built in the Brooklyn Navy Yard. The aircraft carrier partially burned when 500 gallons of gasoline was spilled down a wrong elevator shaft and was ignited by a welding torch.

New York City, your Williamsburg Bridge opened to traffic 75 years ago today (1903).

In 1777, American troops under George Washington began an encampment at Valley Forge, PA.

Colonists who settled Jamestown, VA sailed from England in 1606.

Wednesday December 20

Bo Diddley was born Ellas Mc Daniels 50 years ago today in Mississippi. His first record was a 35-take number called "Uncle John" and re-titled "Bo Diddley" when released in 1955 when he was nearly 27.

Five years ago Bobby Darin died in surgery about 14 years after his major hits "Mack the Knife" and "Dream Lover."

The first electric lights were lit on Broadway in New York City in 1880. Texas declared independence from Mexico in 1835.

In 1835, Cherokee Indians were forced to sign over their land in Georgia because gold had been discovered there. As they were reluctant to migrate, about two years later the entire tribe was escorted, under guard, westward across the Mississippi in a forced march that killed one in every ten people. The march during the winter of 38-39 was "The Trail of Tears."



By Brad Messer

Thursday December 21

The word "yule" comes from the "Feast of Jul," which celebrates the birth of Norse Freyer on this date.

Musician Frank Zappa is 38 (1940); Beach Boy Carl Wilson is 32 (1946); activist/actress Jane Fonda is 41 (1937).

Winter begins tonight (early tomorrow morning) at 12:21AM (EST) ... 9:21PM on the West Coast.

Eleven years ago today the secret acid factory of August Owsley Stanley III was raided at Marinda, California. Lawmen confiscated enough pure LSD for some 700,000 trips (67 grams).

Ten years ago the U.S. launched Apollo 8 to fly around the Moon giving us our first personal view of the backside of the satellite.

Joseph Stalin was born in 1879; General George Sherman's troops forced the surrender of Savannah, GA in 1864; and it's Forefathers Day in New England celebrated by the children of those who landed in Plymouth, MA on this date.

Tennis player Chris Evert is 24 (born Christine Marie Evert). The first known newspaper crossword puzzle was published in the New York World in 1915.

Friday December 22

The widow of former President Lyndon Johnson, Claudia "Lady Bird" Johnson, is 66. She still lives on the LBJ Ranch in the Texas Hills Country, and is active in area civics. During the record floods last August, the LBJ Ranch was partially inundated and the family cemetery was briefly under water.

The Beatles performed their Christmas show in Liverpool 15 years ago today.

Bee Gees Maurice and Robin Gibb were born 29 years ago in Manchester, England (1949). They migrated to Australia with their family in 1958 where they appeared on a local radio talent show a few months later at age nine. By their teens, the Gibb brothers had their own local weekly TV show and in 1963 released their first record. "Three Kisses of Love" made the top twenty. Their first smash was "The New York Mining Disaster of 1941" in 1967.

Goodbye.

Album Rock Stations

KCPX-FM/Salt Lake City, UT

PD: Gary Waldron
MD: Gary Waldron
GM: William Wright

CAT STEVENS/Bad
NICOLETTE LARSON/45
HEART/Dog & B
EAGLES/45
ALICE COOPER/45

KDKB/Phoenix, AZ
PD: Jon Finton
MD: Lynda Clayton
GM: Eric Havenstein

NICOLETTE LARSON/45
SAD CAFE/Run

KEZQ/Little Rock, AK
PD: Dave Hamilton
APD/MD: Stuart McRae
GM: Gary Fries

CAT STEVENS/Bad
" " /Never

KKTX/Kilgore, TX
PD: Jim Hodo
MD: Dal Sanders

GM: Richard Martin
NICOLETTE LARSON/45
BONNIE POINTER/Free
" " /My

BLUES BROS/Soul
CAT STEVENS/Bad

" " /Last
" " /Just

ROD STEWART/Blondes
" " /Sexy
" " /Best

DOOBIE BROS/You Never
" " /Minute
" " /Open

KLOL/Houston, TX
PD: Paul Riann
MD: Nick St. John
GM: Jerry Lee

CAT STEVENS/Daytime
" " /Just

" " /New York
" " /Bad
" " /Father

ROD STEWART/Sexy
" " /Ain't
" " /Is That

PHIL MANZANERA/Gone
" " /Shift

AC/DC/Rocker
" " /Rock & Roll
" " /Riff Raff
" " /Jack

BOBBY DAVID/Cry
DOOBIE BROS/Here

" " /Fool
" " /Minute
" " /Don't

" " /Breakdown
" " /You

TODD RUNDGREN/Real
" " /It
" " /Hello

BOB MARLEY/Stir
BLONDIE/Heart

KLOS/Los Angeles, CA
PD: Frank Cody
MD: Ruth Pinedo

GM: Bill Sommers
ROD STEWART/Various

DOOBIE BROS/Various
EAGLES/45

CAT STEVENS/Various

KMOD/Tulsa, OK
PD: Bill Bruun
GM: Travis Reeves

MD: Charlie West
CAT STEVENS/Artist

" " /Just
" " /Last
" " /Father

ROD STEWART/Blondes
" " /Is That
" " /Best

EAGLES/45
" " /Funky

DOOBIE BROS/Steamer
" " /Don't
" " /You Never

BLUES BROS/Soul
" " /B Movie
" " /Bartender

KOME/San Jose, CA
PD: Mikel Hunter

MD: Dana Jang
GM: Dan Papson

DOOBIE BROS/Various
ROD STEWART/Various

BLUES BROS/Various
DOORS/Various

LINDISFARNE/Various
TERRY REID/Various

SAD CAFE/Various
J J WALKER/Various

KPAS/El Paso, TX
PD: Mark Bielinski

MD: Frank Intrieri
GM: Garrett Haston

ALICE COOPER/45
ELP/For You

" " /All I
BOB SEGER/45

DOORS/Roadhouse
ROBERT JOHNSON/Waiting

RUSH/Trees
MOONPIE BAND/Mesa

KPRI/San Diego, CA
PD: Jessie Bullet

MD: Cecile
GM: Dex Allen

J GEILS/45
G THOROGOOD/Who

BLUES BROS/45

KRST/Albuquerque, NM
PD: Bob Shulman

MD: Bob Shulman
GM: Rick Stoneking

GEORGIO MORDER/Chase

CHEECH & CHONG/Lost
CAT STEVENS/Various

BLUES BROS/Various
BOB MARLEY/Various

PHIL MANZANERA/Various
DOORS/Various

AC/DC/Various
M & BERNHARDT/Various

KSFM/Sacramento, CA
PD: Dennis Newhall

MD: Gary Nixon
GM: Glenn Johnson

CREME & GODLY/Sandwiches

CAT STEVENS/Bad
BLUES BROS/Rubber

DOOBIE BROS/Pools
ROD STEWART/Dirty

KTFM/San Antonio, TX
PD: Tony Dale

MD: David Munoz
GM: Ken Dowd

ROD STEWART/Ain't
" " /Sexy

AL STEWART/Lucy
TOTO/Girl

FIREFALL/Goodbye
ERIC CLAPTON/Tulsa

EAGLES/45

KZEW/Dallas, TX
PD: Mark Christopher

MD: Bob Shannon
GM: Ivan Braiker

G THOROGOOD/Move
BLUES BROS/Various

ROD STEWART/Various
DOOBIE BROS/Various

JAMES WALSH/45
STEVE FORBERT/Big

RORY GALLAGHER/Brute
DOORS/Roadhouse

KZOK/Seattle, WA
PD: Norm Gregory

MD: Mavis Mackoff
GM: John Hays

ROD STEWART/Various
DOOBIE BROS/Various

THE LOOP/Chicago, IL
PD: Jay Blackburn

MD: Bill Evans
GM: Terry Chess

FM/Phasors
SAD CAFE/Restless

DIRE STRAITS/Sultans
HALL & OATES/45

J GEILS/45
NICOLETTE LARSON/45

POINTER SISTERS/45
TANTRUM/Kidnapped

WHO/45

WAAF/Worcester, MA
PD: John Duncan

MD: Paul Lemieux
GM: Steve Marx

ROD STEWART/Blondes
" " /45

" " /Is That
CAT STEVENS/Bad

BLUES BROS/Soul
" " /Rubber

DOOBIE BROS/Minute
" " /Fool

WBCN/Boston, MA
OD: Charlie Kendall

MD: Tony Berardini
GM: Klee Dobra

WEREWOLFS/Various
ALBERT COLLINS/Various

STEELEYE SPAN/Various
DOORS/Various

AL GREEN/Various
PHIL MANZANERA/Various

BLUES BROS/Various
RONNIE LAWS/Various

WCCC/Hartford, CT
PD: Bill Nosal

MD: Bill Nosal
GM: Sy Dresner

POCO/Various
G THOROGOOD/Various

DANE DONAHUE/Various
ROD STEWART/Various

DOOBIE BROS/Various
RICHARD T BEAR/Various

ROOTBOY SLIM/45
FM/Various

BLUES BROS/Various
TODD RUNDGREN/Various

DOORS/Various
EAGLES/45

RICHARD PRYOR/Various
DIRE STRAITS/Various

WCOZ/Boston, MA
PD: Tommy Hedges

MD: Bob Slavin
GM: Richard Bovel

LINDISFARNE/45
CAT STEVENS/Bad

" " /New York
BLUES BROS/45

" " /I Don't
G THOROGOOD/Move

CINDY BULLENS/Survivor
ROD STEWART/Sexy

" " /Ain't
DOOBIE BROS/Various

WDVE/Pittsburgh, PA
PD: John McGhan

MD: John McGhan
GM: Robert W. Dickey

DOORS/Roadhouse
ROD STEWART/Various

DOOBIE BROS/Various
WEBN/Cincinnati, OH

PD: Denton Marr
GM: Frank E. Wood

BOSTON/45
EWF/45

PAUL KORDA/Dancing
" " /More

BLUES BROS/Briefcase
" " /Rubber

" " /45
POCO/Legend

" " /Heart
WFBO/Indianapolis, IN

PD: Dave Parks
MD: Mike Tinnes

GM: John Piccirillo
J GEILS/45

" " /Wild
TRIUMPH/Light

" " /Moon
BLUES BROS/Rubber

" " /Soul
ROD STEWART/Various

DOOBIE BROS/Various
ALICE COOPER/45

LINDA RONSTADT/45
WGRQ/Buffalo, NY

PD: Johnny Veichoff
GM: Steve Lapa

BLUES BROS/Various
CHEAP TRICK/Want

" " /Ain't
EAGLES/45

WIYY/Baltimore, MD
PD: Denise Oliver

MD: Rick Fowler
GM: Al Burk

ROD STEWART/Sexy
" " /Blondes

DOOBIE BROS/Minute
HALL & OATES/45

CAT STEVENS/45

WKDF/Nashville, TN
PD: Alan Sneed

MD: Alan Sneed
GM: Bill Hays

CAT STEVENS/Various
WLPX/Milwaukee, WI

PD: Tom Daniels
MD: Tom Daniels

GM: John Hinkle Jr.
DOOBIE BROS/Minute

CAT STEVENS/Bad
ROD STEWART/Sexy

BLUES BROS/Soul
MOLLY HATCHET/Gator

SAD CAFE/Run
WLVO/Columbus, OH

PD: Tom Teuber
MD: Steve Runner

GM: Terry Frey
ROD STEWART/Various

DOOBIE BROS/Various
DIRE STRAITS/Sultans

ALICE COOPER/45
WNOE/New Orleans, LA

PD: Lee Armstrong
MD: Captain Humble

GM: Eric Anderson
BOB JAMES/Taxi

WNOR-FM/Norfolk, VA
PD: Bruce Garoway

MD: Ron Reger
GM: Fred Gage

BLUES BROS/Soul
ALICE COOPER/Inside

WODR/Raleigh, NC
PD: Chris Miller

MD: Chris Miller
GM: David Berry

CAT STEVENS/Various
DOOBIE BROS/Various

ROD STEWART/Various
BLUES BROS/Various

WRHY/Harrisburg, PA
PD: R.J. Harris

MD: Lisa Richards
GM: John Dame

ROD STEWART/Sexy
" " /Blondes

DOOBIE BROS/Fool
ELP/All I

WROQ/Charlotte, NC
PD: Jim Ballard

MD: Jackie Forsting
GM: Stan Kaplan

CAT STEVENS/Bad
ELTON JOHN/45

HALL & OATES/45
DIRE STRAITS/Sultans

BLUES BROS/45
" " /Bartender

" " /Don't
DOOBIE BROS/Minute

" " /Fools
" " /Fool

" " /Sweet
ROD STEWART/Blondes

" " /Sexy
" " /Summer

" " /Ain't
WVAF/Charleston, W. VA

PD: Maja Piff
MD: Steve Burczyk

GM: George Asaley
EMMYLOU HARRIS/Various

WINGS/Various
DOOBIE BROS/To Love

ROD STEWART/Various
EAGLES/45

WXKE/Ft. Wayne, IN
PD: Jason Foxx

MD: Jason Foxx
GM: Betty Putt

OUTLAWS/You Are
ERIC CLAPTON/I'll

NICOLETTE LARSON/Rumba
10cc/For You

QUEEN/Jealousy
" " /Leaving

ELP/Love Beach
" " /Taste

" " /All
" " /For You

GINO VANNELLI/Love
FM/Phasors

POINTER SISTERS/45
CRAZY HORSE/That Day

" " /Thunder
J C YOUNG/Maui

" " /Slow
" " /Dreams

Continued on page 46

Leading Album Rock Songs

14 Dec. 1978

Norman Wain

Continued from page 17

Now the easiest, quickest, most superficial way is to have a contest and do things where the audience participates to a great extent with the radio station. But the other way is more expensive, but more lasting. It is to get out into the community and do something *with* the audience.

We put on Street Dances. You come to one of our Street Dances and if you've been involved with us, shared an experience and had some fun, then you have to have a special feel for that spot on the dial. It's this *shared* experience that's *so* important.

HALL: Maybe a contest is not necessary or a good shared experience.

WAIN: It depends on the contest. If it's a contest that draws the audience in and has them participate, then it's

RANKING BY AIRPLAY	ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song			
		F 18-24	F 25-34	M 18-24	M 25-34
DEC 14					
1	BILLY JOEL/My Life LP: 52nd Street (Columbia)	97	100	88	89
2	FIREFALL/The Strange Way LP: Elan (Atlantic)	90	100	82	93
3	ERIC CLAPTON/Promises LP: Backless (RSO)	90	100	90	86
4	QUEEN/Fat-Bottomed Girls LP: Jazz (Elektra)	66	*	66	16
5	AL STEWART/Time Passages LP: Time Passages (Arista)	91	95	84	78
6	TOTO/Hold The Line LP: Toto (Columbia)	96	88	96	83
7	BILLY JOEL/Big Shot LP: 52nd Street (Columbia)	92	100	84	69
8	QUEEN/Bicycle Race LP: Jazz (Elektra)	71	*	37	*
9	LINDA RONSTADT/Ooh Baby Baby LP: Living In The USA (Asylum)	86	100	80	85
10	AL STEWART/Song On The Radio LP: Time Passages (Arista)	83	100	93	92
11	LINDA RONSTADT/All That You Dream LP: Living In The USA (Asylum)	93	95	91	100
12	STYX/Blue Collar Man LP: Pieces Of Eight (A&M)	83	76	80	54
13	STYX/Renegade LP: Pieces Of Eight (A&M)	91	85	80	85
14	HEART/Straight On LP: Dog And Butterfly (Portrait)	86	93	87	86
15	NEIL YOUNG/Comes A Time LP: Comes A Time (WB)	88	94	83	75
16	LINDA RONSTADT/Alison LP: Living In The USA (Asylum)	90	94	80	89
17	STYX/Sing For The Day LP: Pieces Of Eight (A&M)	89	91	79	83
18	ELTON JOHN/Part-time Love LP: A Single Man (MCA)	87	94	44	57
19	BOB SEGER/We've Got Tonight LP: Stranger In Town (Capitol)	85	90	88	94
20	CHICAGO/Alive Again LP: Hot Streets (Columbia)	85	100	83	86
21	FIREFALL/Sweet & Sour LP: Elan (Atlantic)	93	100	47	*
22	BILLY JOEL/Stiletto LP: 52nd Street (Columbia)	100	100	90	88
23	STEELY DAN/Here At The Western World LP: Greatest Hits (ABC)	93	94	94	94
24	GINO VANNELLI/I Just Wanna Stop LP: Brother To Brother (A&M)	90	93	78	62
25	BILLY JOEL/Rosalinda's Eyes LP: 52nd Street (Columbia)	90	84	96	100
26	FOGELBERG & WEISBERG/Power Of Gold LP: Twin Sons Of Different Mothers (Epic)	96	100	90	100
27	BOSTON/A Man I'll Never Be LP: Don't Look Back (Epic)	80	91	83	71
28	ERIC CLAPTON/Tell Me That You Love Me LP: Backless (RSO)	96	100	95	95
29	ERIC CLAPTON/Watch Out For Lucy LP: Backless (RSO)	95	100	90	71
30	FOGELBERG & WEISBERG/Tell Me To My... LP: Twin Sons Of Different Mothers (Epic)	94	91	94	88



Donny Osmond dropped by one of the Y-100 Street Dances for a surprise visit to give out copies of his new album.

okay. But if it's just a "call me up and win something" contest, you know it may not be that good.

HALL: Bill is doing one thing, "If somebody asks you what radio station you're listening to..."

WAIN: That's our ARB contest right now. We call it the \$75,000 Zip Off. I'll give you an example of a shared experience. He is a genius at this. They call out the certain zip codes and they ask you what radio station you're listening to. See, you have to send us a post card. Now if he calls the card of that hour, they win the money if they know and are listening. But then he allows people to call into the station even if they don't know it.

Here's what happens: There was one hour when we had \$10,000 to give away. He calls the woman and she says, "I'm sorry, my son sent in the card and I don't know anything about

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it." He says, "I want you to know if you had said 'Y-100,' you would have won \$10,000!"

He hangs up and says, "Okay, I'll take the 100th caller and I'll give them the \$10,000." He spread it out like you wouldn't believe. He stretched it out and about 8:15 he gets up to 98. Finally he said you are caller 100. People were committing suicide on the other end of the phone.

I'll tell you, I almost drove off the road that day — it was so exciting! That is what you call a shared experience. We got calls for a week after that from people saying they couldn't get to work, couldn't leave the car, couldn't leave the radio. It was unbelievable.

I don't take any credit for the programming here. I gave him little variations, but it's basically Bill Tanner. We all participate a little bit and he is very receptive to ideas, but he really knows what he is doing.

HALL: Right now he's got to be one of the heaviest program directors in the country.

WAIN: Listen, he jumped on the Disco thing a long time ago.

HALL: As a veteran radio guy, how do you feel . . . here you are living in another market most of the time.

WAIN: I feel like I'm out of the action. I do, I really miss it.

But I'll tell you something, I'm older now, I'm 50. And I feel these guys have the energy and the smarts and the excitement to do a job. I sometimes feel if I was around, I'd inhibit them a little bit. I'd rather sit back, do the philosophizing and the thinking, come into the market every now and then, and tinker with it a little bit. But the basic everyday stuff is a rough business.

I'll tell you something. I came down here while we were changing managers and I sat in the manager's chair for about six to seven weeks. It's *tough*. I found out how tough it really is.

This manager, Dave Ross, isn't even 30 yet and we got him running this big multi-million dollar operation for us.

HALL: I think it takes that today.

WAIN: It does. The young shall inherit the Earth. I'll tell you why; they have to have resiliency, which as you get older I find you have less of. The resiliency I'm talking about is the ability to swing with the punches, the problems that come up every minute.

HALL: When you come down here after you've been away for a few weeks and hear the radio station, what's the feeling that you get?

WAIN: First of all, I miss it. I love Y-100. It's the only radio station that I've owned that I love. I love the excitement, the sound, the creativity. There's something about the recurrence that gives you a certain stability. I hated it when I was a disc jockey, but now as a listener I *love* it.

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Leading Album Rock Songs

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RANKING BY AIRPLAY	ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song			
		F 18-24	F 25-34	M 18-24	M 25-34
31	NEIL YOUNG/Lotta Love LP: Comes A Time (WB)	84	100	87	81
32	LINDA RONSTADT/Just One Look LP: Living In The USA (Asylum)	100	100	87	77
33	POINTER SISTERS/Fire LP: Energy (Atlantic)	80	*	*	*
34	BILLY JOEL/Zanzibar LP: 52nd Street (Columbia)	92	100	77	87
35	STYX/I'm OK LP: Pieces Of Eight (A&M)	84	77	85	66
36	GRATEFUL DEAD/Good Lovin' LP: Shakedown Street (Arista)	*	*	*	100
37	HEART/Cook With Fire LP: Dog And Butterfly (Portrait)	88	100	89	76
38	SANTANA/Well All Right LP: Inner Secrets (Columbia)	80	72	92	91
39	FOREIGNER/SPELLBINDER LP: Double Vision (Atlantic)	81	90	93	94
40	HEART/Dog And Butterfly LP: Dog And Butterfly (Portrait)	96	100	89	90
41	FOREIGNER/Blue Morning, Blue Day LP: Double Vision (Atlantic)	93	100	96	93
42	NICOLETTE LARSON/Lotta Love LP: Nicolette (WB)	*	*	*	*
43	BILLY JOEL/Half A Mile Away LP: 52nd Street (Columbia)	100	100	93	83
44	EMERSON, LAKE & PALMER/Love Beach LP: Love Beach (Atlantic)	*	*	*	*
45	HEART/High Time LP: Dog And Butterfly (Portrait)	88	90	96	90
46	EMERSON, LAKE & PALMER/For You LP: Love Beach (Atlantic)	*	*	*	*
47	QUEEN/Don't Stop Me Now LP: Jazz (Elektra)	90	*	*	*
48	RUSH/The Trees LP: Hemispheres (Mercury)	*	*	*	*
49	TED NUGENT/Need You Bad LP: Weekend Warriors (Columbia)	66	85	56	44
50	ROLLING STONES/Shattered LP: Some Girls (Rolling Stones)	72	69	53	*
51	BILLY JOEL/Honesty LP: 52nd Street (Columbia)	*	*	*	*
52	ERIC CLAPTON/I'll Make Love To You . . . LP: Backless (RSO)	*	*	*	*
53	GINO VANNELLI/Appaloosa LP: Brother To Brother (A&M)	100	*	80	66
54	QUEEN/Fun It LP: Jazz (Elektra)	*	*	*	*
55	ALICE COOPER/How You Gonna See Me Now LP: From The Inside (WB)	*	*	*	*
56	SOUTHSIDE JOHNNY/Trapped Again LP: Hearts Of Stone (Epic)	*	*	*	*
57	NEIL YOUNG/Going Back LP: Comes A Time (WB)	81	100	90	80
58	VAN MORRISON/Wavelength LP: Wavelength (WB)	78	86	92	85
59	THE CARS/My Best Friend's Girl LP: The Cars (Elektra)	57	80	72	80
60	KENNY LOGGINS/Easy Driver LP: Nightwatch (Columbia)	100	92	95	100

New Music SHOWCASE



Blues Brothers
"Briefcase
Full of Blues"

Atlantic Records

Artist

Producer **Bob Tischler**: "What I tried to achieve was to keep all the excitement and live feel of the **Blues Brothers** concerts in Los Angeles last September. I couldn't be happier with the entire project or the completed album itself. I'm only sorry that the listener will miss seeing Elwood's great dancing and Jake's antics on stage!"

Radio

John Long, program director of **WHBQ** in Memphis: "We've been playing them for two weeks. First, because **Dan Aykroyd** and **John Belushi** are two of the hottest comedians in the country. Second, 'Soul Man' was originally done in Memphis on the **Stax** label by **Sam and Dave**. And third, on the **Blues Brothers** recording two of Memphis' most famous musicians, **Duck Dunn** and **Steve Cropper** are featured. So put all that information together and it made sense for us to play it."

Promotion

Vince Feraci, national pop promotion director: "**John Belushi** and **Dan Aykroyd** are **Jake** and **Elwood Blues**. They learned the blues in the basement of a Catholic school from the janitor. They started paying their dues and playing the blues and smoking **Chesterfields** all over the country. They built up a strong following and came to the attention of **Atlantic Records**. Their first single, 'Soul Man,' is ripping up the country with airplay and sales from their just-released album 'Briefcase Full of Blues.'"



Big Al Downing
"Mr. Jones"

Warner Bros. Records

Artist

Big Al Downing: "I was born and raised in Oklahoma and I used to ride in the rodeos. This is my first Country single. To a songwriter, R&B and Country are alike in that they both tell a story. When I sit down to write a song, I try to create a situation. What would I do if I were Mr. Jones and raised a white child. I tried to base it on real life. How many children break their father's heart? Almost every family likes to call out to a father when they are in trouble."

"We cut it at the Power Station in New York and sweetened it with **Lloyd Green**. My producers were **Tony Bongiovi**, **Lance Quinn**, and **Harold Wheeler**."

Radio

Chris Taylor, program director/music director, **KYNN** in Omaha: "I picked it out of the box. It was a gut feeling. It's going to explode in 1979 like 'Convoy' and 'Teddybear,' but it doesn't have the tuneout that those two records had. Right now it's the most-requested record I have. It seems to be mass appeal, not just women but men as well."

Promotion

Stan Byrd, national director, Country promotion: "We've been excited about **Big Al Downing** since he first walked in the building with the tape. The actual song, 'Mr. Jones,' not the one they showed us first. It was the fifth song they played for us."

"We feel he is the most exciting and unique new talent."



Crazy Horse
Crazy Moon Album

RCA Records

Artist

Billy Talbot, **Ralph Molina** and **Frank Sampedro**: "We agree with **Neil Young** that this is our best album . . . and we don't know which songs are the best because that was our goal. We wanted to make the kind of album where every cut was listenable like 'Abbey Road,' the first **Cream** album, and 'Sgt. Pepper.'"

"The album was produced by **Richard Heenan**, **Kirby Johnson** and **Neil Young**."

Radio

John Gorman, program director, **WMMS** in Cleveland: "It's really good. **Neil Young** plays guitar on four cuts and it should be called to the attention of people who like **Neil Young's** music. There's some of the best guitar playing that **Neil** has done in quite awhile. It shouldn't be overlooked by stations."

Promotion

Joshua Blardo, national albums director: "**Crazy Horse** is looking hotter and hotter for us each week. A substantial number of stations have gone out of the box on **Crazy Horse**."

"We're very proud to have the group on the label and we definitely plan to support them with time buys, etc. They are **Neil Young's** band, they are veterans, and they should get the airplay."

Leading Starting Songs

This chart is a compilation of playlists from stations that add product earlier than the industry average. Only records moving upward are shown to highlight breaking hits and soon to break hits.

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RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	RANKING BY AIRPLAY				ARTIST, TITLE, LABEL
NOV 23	NOV 30	DEC 7	DEC 14		NOV 23	NOV 30	DEC 7	DEC 14	
5	3	1	1	BARBRA & NEIL/You Don't Bring . . . LP: American Pop. Song (Columbia)	—	—	48	26	KENNY ROGERS/The Gambler LP: Love Or Something Like It
2	2	2	2	DR. HOOK/Sharing The Night . . . LP: Pleasure And Pain (Capitol)	—	—	—	27	DAN HARTMAN/Instant Replay LP: Instant Replay (Blue Sky)
28	15	9	3	BEE GEES/Too Much Heaven LP: Not Released (RSO)	—	40	40	28	KENNY LOGGINS/Easy Driver LP: Nightwatch (Columbia)
12	4	4	4	BILLY JOEL/My Life LP: 52nd Street (Columbia)	35	34	32	29	MELISSA MANCHESTER/Don't Cry... LP: Don't Cry Out Loud (Arista)
9	6	5	5	ANDY GIBB/Our Love . . . LP: Shadow Dancing (RSO)	37	30	30	30	NICK GILDER/Here Comes The Night LP: City Nights (Chrysalis)
15	14	11	6	TOTO/Hold The Line LP: Toto (Columbia)	—	31	31	31	BOSTON/A Man I'll Never Be LP: Don't Look Back (Epic)
16	8	8	7	ELTON JOHN/Part-time Love LP: A Single Man (MCA)	—	—	—	32	MARSHALL HAIN/Dancing In The City LP: Not Released (Capitol)
21	16	14	8	CHIC/Le Freak LP: C'est Chic (Atlantic)	41	41	41	33	COOPER BROTHERS/The Dream . . . LP: The Cooper Brothers (Capricorn)
18	18	10	9	ERIC CARMEN/Change Of Heart LP: Change Of Heart (Arista)	47	45	43	34	LEIF GARRETT/I Was Made For . . . LP: Feel The Need (Scotti Bros)
22	21	12	10	ERIC CLAPTON/Promises LP: Backless (RSO)	—	—	—	35	JAMES WALSH G.B./Cuz' It's You Girl LP: James Walsh Gypsy Band (RCA)
24	13	13	11	BOB SEGER/We've Got Tonight LP: Stranger In Town (Capitol)	48	46	36	36	CARPENTERS/I Believe You LP: Not Released (A&M)
27	20	18	12	VILLAGE PEOPLE/YMCA LP: Cruisin' (Casablanca)	—	—	37	37	TALKING HEADS/Take Me To The ... LP: More Songs About . . . (Sire)
—	24	15	13	EARTH, WIND & FIRE/September LP: Best Of EW&F, Vol. 1 (Columbia)	—	—	38	38	PAUL ANKA/This Is Love LP: Listen To Your Heart (RCA)
26	22	17	14	HOT CHOCOLATE/Every 1's A Winner LP: Not Released (Infinity)	—	—	39	39	CARLY SIMON/Tranquillo (Melt . . . LP: Boys In The Trees (Elektra)
—	37	20	15	OLIVIA NEWTON-JOHN/A Little . . . LP: Totally Hot (MCA)	—	—	—	40	PAUL STANLEY/Hold Me Touch Me LP: Paul Stanley (Casablanca)
19	19	16	16	JOE COCKER/Fun Time LP: A Luxury You Can Afford (Asylum)	—	—	—	41	MARY MacGREGOR/The Wedding ... LP: Not Released (Ariola)
—	48	26	17	NICOLETTE LARSON/Lotta Love LP: Nicolette (WB)	—	—	—	42	JEFFERSON STARSHIP/Light Up ... LP: Not Released (RCA)
—	—	23	18	POINTER SISTERS/Fire LP: Energy (Planet)	—	—	47	43	EXILE/You Thrill Me LP: Mixed Emotions (WB)
30	28	28	19	ACE FREHLEY/New York Groove LP: Ace Frehley (Casablanca)	—	—	45	44	DOLLY PARTON/Baby I'm Burnin' LP: Heartbreaker (RCA)
29	27	24	20	CHAKA KHAN/I'm Every Woman LP: Chaka Khan (WB)	—	—	—	45	DAN HILL/Let The Song Last Forever LP: Frozen In The Night (20th Century)
45	44	21	21	LIVINGSTON TAYLOR/I Will Be In ... LP: 3 Way Mirror (Epic)	—	—	46	46	ROLLING STONES/Shattered LP: Some Girls (Rolling Stones)
38	25	22	22	QUEEN/Fat-Bottomed Girls LP: Jazz (Elektra)	—	—	49	47	CAROLE KING/Morning Sun LP: Welcome Home (Capitol)
—	39	34	23	IAN MATTHEWS/Shake It LP: Stealin' Home (Mushroom)	—	—	—	48	EAGLES/Please Come Home For Xmas LP: Not Released (Asylum)
33	29	29	24	GLEN CAMPBELL/Can You Fool LP: Basic (Capitol)	—	—	—	49	J. GEILS/One Last Kiss LP: Sanctuary (EMI)
42	38	33	25	LINDISFARNE/Run For Home LP: Back And Forth (Atlantic)	—	—	—	50	HALL & OATES/I Don't Wanna Lose... LP: Along The Red Ledge (RCA)

Leading Canadian Songs

The Leading Canadian Songs are based on a nationwide retail sales research study conducted by the Canadian Recording Industry Association. Results are tabulated bi-weekly.

14 Dec. 1978

RANKING BY RETAIL				ARTIST, TITLE	RANKING BY RETAIL				ARTIST, TITLE
NOV 2	NOV 9	NOV 30	DEC 14		NOV 2	NOV 9	NOV 30	DEC 14	
—	34	5	1	DONNA SUMMER/MacArthur Park	—	10	12	26	ROLLING STONES/Beast Of Burden
—	—	46	2	BARBRA & NEIL/You Don't Bring Me Flowers	29	35	26	27	ANNE MURRAY/You Needed Me
1	3	1	3	A TASTE OF HONEY/Boogie Oogie Oogie	—	41	34	28	AMBROSIA/How Much I Feel
3	1	3	4	EXILE/Kiss You All Over	—	—	47	29	HEART/Straight On
2	2	2	5	NICK GILDER/Hot Child In The City	—	—	—	30	VILLAGE PEOPLE/YMCA
25	7	7	6	MEAT LOAF/Paradise By The Dashboard Light	—	—	—	31	MICHAEL ZAGER BAND/Let's All Chant
—	25	11	7	MUSIQUE/In The Bush	14	20	24	32	DONNA SUMMER/Last Dance
—	—	19	8	CAPTAIN & TENNILLE/You Never Done It Like That	—	—	33	33	SYLVESTER/Dance (Disco Heat)
—	—	30	9	FOREIGNER/Double Vision	12	19	32	34	TRAVOLTA & NEWTON-JOHN/Summer Nights
—	—	—	10	CHIC/Le Freak	—	14	25	35	DAVID GATES/Took The Last Train
—	—	43	11	AL STEWART/Time Passages	—	—	38	36	KAREN YOUNG/Hot Shot
26	28	14	12	FOXY/Get Off	11	16	13	37	THE WHO/Who Are You
7	5	9	13	KENNY LOGGINS/Whenever I Call You "Friend"	8	18	37	38	OLIVIA NEWTON-JOHN/Hopelessly Devoted To You
20	13	10	14	BONEY M/Rivers Of Babylon	15	21	29	39	BOB SEGER/Hollywood Nights
30	15	18	15	STONEBOLT/I Will Still Love You	—	—	—	40	ROLLING STONES/Miss You
—	26	22	16	GINO VANNELLI/I Just Wanna Stop	31	37	48	41	FRANKIE VALLI/Grease
—	—	38	17	DR. HOOK/Sharing The Night Together	—	—	—	42	CHICAGO/Alive Again
—	50	15	18	BARRY MANILOW/Ready To Take A Chance Again	19	30	40	43	LINDA RONSTADT/Back In The USA
6	4	6	19	VILLAGE PEOPLE/Macho Man	22	29	27	44	RICK JAMES/You & I
10	11	21	20	TROOPER/Round Round We Go	—	—	—	45	STYX/Blue Collar Man
18	23	35	21	EVELYN "CHAMPAGNE" KING/Shame	—	—	—	46	MARTIN STEVENS/Love Is In The Air
13	8	4	22	COMMODORES/Three Times A Lady	—	—	—	47	DEBBY BOONE/You Light Up My Life
9	9	8	23	GERRY RAFFERTY/Right Down The Line	—	—	—	48	ALICIA BRIDGES/I Love The Nightlife
—	44	16	24	BILLY JOEL/She's Always A Woman	—	—	—	49	BEE GEES/Too Much Heaven
5	6	17	25	LITTLE RIVER BAND/Reminiscing	32	27	39	50	BOSTON/Don't Look Back

Leading Canadian Albums & Tapes

The Leading Canadian Albums and Tapes are based on a nationwide retail sales research study conducted by the Canadian Recording Industry Association. Results are tabulated bi-weekly.

14 Dec. 1978

RANKING BY RETAIL				ARTIST, TITLE	RANKING BY RETAIL				ARTIST, TITLE
NOV 2	NOV 9	NOV 30	DEC 14		NOV 2	NOV 9	NOV 30	DEC 14	
—	2	1	1	BILLY JOEL/52nd Street	29	33	28	26	ANNE MURRAY/Let's Keep It That Way
2	4	2	2	MEAT LOAF/Bat Out Of Hell	—	45	37	27	CHUCK MANGIONE/Children Of Sanchez
1	1	3	3	VARIOUS/Grease (Soundtrack)	45	44	34	28	TROOPER/Thick As Thieves
12	11	8	4	DONNA SUMMER/Live And More	6	23	24	29	COMMODORES/Natural High
5	6	5	5	BILLY JOEL/The Stranger	9	25	26	30	THE WHO/Who Are You
—	32	11	6	VILLAGE PEOPLE/Cruisin'	18	22	23	31	A TASTE OF HONEY/A Taste Of Honey
7	20	16	7	FOREIGNER/Double Vision	20	26	31	32	PABLO CRUISE/Worlds Away
23	24	12	8	THE CARS/The Cars	26	38	38	33	FLEETWOOD MAC/Rumours
8	17	17	9	ROLLING STONES/Some Girls	—	—	49	34	TED NUGENT/Weekend Warriors
—	3	4	10	RUSH/Hemispheres	38	49	45	35	ELECTRIC LIGHT ORCHESTRA/Out Of The Blue
—	5	7	11	AL STEWART/Time Passages	15	37	32	36	ALAN PARSONS PROJECT/Pyramid
13	16	10	12	BURTON CUMMINGS/Dream Of A Child	17	36	42	37	DAN HILL/Frozen In The Night
—	—	33	13	ELTON JOHN/A Single Man	—	48	22	38	VAN MORRISON/Wavelength
3	10	9	14	STYX/Pieces Of Eight	30	27	21	39	BARRY MANILOW/Even Now
4	9	6	15	BOSTON/Don't Look Back	—	—	—	40	EXILE/Mixed Emotions
—	30	29	16	GINO VANNELLI/Brother To Brother	—	—	40	41	CHICAGO/Hot Streets
32	8	15	17	LINDA RONSTADT/Living In The USA	—	15	43	42	PETER CRISS/Peter Criss
—	—	—	18	QUEEN/Jazz	—	—	—	43	STEVE MARTIN/A Wild & Crazy Guy
—	—	25	19	VARIOUS/Sesame Street Fever	22	21	30	44	JOE WALSH/But Seriously Folks
14	29	14	20	VARIOUS/Saturday Night Fever	—	12	36	45	GENE SIMMONS/Gene Simmons
10	18	20	21	VILLAGE PEOPLE/Macho Man	—	—	—	46	OLIVIA NEWTON-JOHN/Totally Hot
—	47	13	22	HEART/Dog & Butterfly	—	—	—	47	AEROSMITH/Live Bootleg
21	7	18	23	YES/Tormato	36	41	44	48	STYX/The Grand Illusion
19	19	19	24	BOB SEGER/Stranger In Town	28	43	48	49	BUDDY HOLLY/20 Golden Greats
11	28	27	25	GERRY RAFFERTY/City To City	—	14	39	50	ACE FREHLEY/Ace Frehley

Leading Country Songs

THIS CHART IS A COMPILATION OF STATION REPORTS. EACH SONG IS WEIGHTED FOR STATION CHART POSITION, PLACEMENT IN STRESS ROTATION, AND THE MARKET SIZE OF THE STATION.

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	RANKING BY AIRPLAY				ARTIST, TITLE, LABEL
NOV 23	NOV 30	DEC 7	DEC 14		NOV 23	NOV 30	DEC 7	DEC 14	
3	3	1	1	KENNY ROGERS/The Gambler UA KCUB 1-5 KRZY 1-1 WINN 1-1 WPLO 1-3 KEED 2-2 KSON 2-1 WIRE 4-3 WSM 5-2 KERE 2-1 WBCS 8-2 WMAQ 1-2 WSUN 4-4 KIKK 2-2 WDAF 1-2 WMZQ 1-1 WUBE 1-1 KLAC 1-2 WDGY 1-1 WNYR 4-3 KNEW 1-1 WEEP 1-4 WOFM 3-1 KRAK 2-1 WHN 2-2 WOKO 7-3	16	11	10	10	HAGGARD & WILLIAMS/The Bull ... MCA KCUB 11-8 KRZY 17-13 WINN ON-17 WOKO 23-14 KEED 5-4 KSON 14-7 WIRE 17-9 WSM 12-5 KERE 7-6 WBCS ON-23 WMAQ 24-16 WSUN 22-12 KLAC 14-9 WDAF 3-1 WMZQ 16-12 WUBE 21-17 KNEW 12-9 WEEP 10-11 WNYR 13-10 KRAK 9-8 WHN ON WOFM 10-7
2	1	2	2	RICH & FRICKE/On My Knees Epic KCUB 5-1 KRZY 4-5 WINN 6-6 WPLO 5-4 KEED 11-9 KSON 1-8 WIRE 2-1 WSM 4-1 KERE 3-2 WBCS 11-6 WMAQ 4-3 WSUN 5-9 KIKK 7-8 WDAF 7-12 WMZQ 3-4 WUBE 5-4 KLAC 2-1 WDGY 4-2 WNYR 2-1 KNEW 2-2 WEEP 2-1 WOFM 1-2 KRAK 1-3 WHN 8-4 WOKO 6-2	28	23	15	11	LARRY GATLIN/I've Done Enough ... Monument KCUB 17-12 KRZY 31-25 WINN 16-12 WOKO 22-13 KEED 8-7 KSON 31-15 WIRE 27-17 WPLO 18-16 KERE 18-14 WBCS ON-28 WMAQ 14-11 WSM 16-9 KIKK 37-25 WDGY 21-11 WMZQ 31-25 WSUN ON-30 KLAC 26-18 WEEP 25-19 WNYR 27-18 WUBE 18-15 KRAK 32-23 WHN ON WOFM 21-16
5	4	3	3	CHARLEY PRIDE/Burgers And Fries RCA KCUB 3-2 KRAK 3-2 WHN 13-8 WOKO 12-6 KEED 4-3 KRZY 2-2 WINN 20-18 WPLO 3-2 KERE 4-3 KSON 4-2 WIRE 3-2 WSM 8-4 KIKK 5-4 WBCS 9-5 WMAQ 5-4 WSUN 1-1 KLAC 4-3 WDAF 5-4 WNYR 3-2 WUBE 10-7 KNEW 3-3 WEEP 5-2 WOFM 4-4	25	22	12	12	MARTY ROBBINS/Please Don't Play.. Columbia KCUB 19-13 KRAK 26-16 WHN ADD WOKO ON-36 KEED 12-13 KRZY 6-6 WIRE 26-19 WPLO 16-14 KERE 31-26 KSON 23-17 WMAQ 34-29 WSM 17-8 KIKK 35-34 WBCS ON-26 WMZQ 39-30 WSUN 25-16 KLAC 20-16 WDAF ON WNYR 29-21 WUBE 8-6 KNEW 24-20 WEEP 28-24 WOFM 19-17
6	5	4	4	WILLIE NELSON/All Of Me Columbia KCUB 7-6 KRZY 5-4 WINN 2-2 WSM 14-40 KEED 10-26 KSON 5-3 WIRE 6-4 WSUN 8-14 KERE 19-16 WBCS 12-7 WMAQ 3-1 WUBE 3-2 KIKK 13-16 WDAF 4-3 WMZQ 23-14 KLAC 5-4 WDGY 5-3 WNYR 6-4 KNEW 11-10 WEEP 13-6 WOFM 5-3 KRAK 5-4 WHN ON-18 WPLO 8-6	11	6	6	13	BOBBY BARE/Sleep Tight ... Columbia KCUB 21-31 KRZY ON WHN 19-19 WOKO 9-28 KEED 3-6 KSON 12-9 WIRE 14-12 WPLO 4-9 KERE 20-19 WBCS 23-20 WMAQ 21-12 WSM 2-26 KLAC 10-12 WDAF 18-14 WMZQ 12-11 WUBE 4-3 KNEW 6-7 WDGY 17-17 WNYR 14-13 KRAK 10-9 WEEP 14-14 WOFM 11-8
9	8	5	5	WAYLON JENNINGS/Don't You ... RCA KCUB 6-4 KRAK 6-5 WHN 16-14 WOFM 6-5 KEED 1-1 KRZY 3-3 WINN 10-9 WOKO 11-4 KERE 10-7 KSON 6-4 WIRE 8-5 WPLO 10-8 KIKK 28-21 WBCS 18-16 WMAQ 16-9 WSM 6-3 KLAC 6-5 WDAF 23-23 WMZQ 9-6 WUBE 11-8 KNEW 8-6 WEEP 16-18 WNYR 7-5	49	47	42	14	DOLLY PARTON/Baby/Really RCA KCUB 37-26 KRZY 32-27 WINN 9-8 WSM ON-33 KEED 14-10 KSON 34-27 WIRE 28-18 WUBE ON-22 KERE 29-22 WBCS ON-25 WMAQ 30-23 WSUN 31-27 KIKK 38-22 WDAF 29-21 WMZQ 35-27 KLAC 37-28 WDGY 24-18 WOFM ON KNEW 30-29 WEEP 23-15 WOKO 38-27 KRAK 41-24 WHN ON-20 WPLO 22-19
15	9	8	6	DON WILLIAMS/Tulsa Time ABC KCUB 5-3 KRZY ADD WINN 4-5 WPLO 9-7 KEED 9-8 KSON 13-6 WIRE 12-7 WSM 13-6 KERE 15-9 WBCS 20-21 WMAQ 8-7 WSUN 2-2 KIKK 3-3 WDAF 12-6 WMZQ 15-7 WUBE 17-14 KLAC 11-8 WDGY 14-9 WNYR 11-7 KNEW 10-8 WEEP 9-5 WOFM 13-10 KRAK 8-6 WHN 12-11 WOKO 21-12	34	26	22	15	JOE STAMPLEY/Do You Ever Fool ... Epic KEED 22-22 KRZY 13-11 WINN 3-3 WPLO 20-18 KERE 21-18 KSON 21-13 WIRE 23-15 WSM ADD KIKK 8-6 WDAF 20-11 WMAQ ON-33 WSUN ON-28 KLAC 19-14 WDGY 25-21 WMZQ 8-3 WUBE 12-10 KNEW 22-18 WEEP 30-22 WNYR 20-16 KRAK 22-12 WHN ADD WOKO ON-39
17	7	7	7	JOHN CONLEE/Lady Lay Down ABC KCUB 14-9 KRZY 22-16 WINN 14-11 WSM 15-7 KEED 25-19 KSON 15-10 WIRE 18-13 WSUN 9-7 KERE 34-21 WBCS 24-22 WMAQ 10-8 WUBE 9-5 KIKK 1-1 WDAF 21-15 WMZQ 22-19 KLAC 16-10 WDGY 16-14 WOFM 15-11 KNEW 17-11 WEEP 19-12 WOKO 28-18 KRAK 31-22 WHN ON-16 WPLO 7-5	32	24	16	16	LORETTA LYNN/We've Come A ... MCA KCUB 15-10 KRZY 27-24 WIRE 20-14 WSM 28-20 KEED 23-20 KSON 18-12 WMAQ 37-22 WSUN 14-8 KERE 11-10 WDAF ON-28 WMZQ 10-9 WUBE 20-16 KLAC 22-13 WDGY 15-10 WNYR 24-17 KNEW 19-12 WEEP 26-20 WOFM 20-15 KRAK 12-10 WHN ON WOKO 27-17
20	13	11	8	JACKY WARD/Rhythm Of The Rain Mercury KCUB 22-15 KRZY 21-19 WINN ON WPLO 13-12 KEED 18-14 KSON 19-14 WIRE 32-23 WSM 23-17 KERE ON-33 WBCS 22-18 WMAQ 28-26 WSUN 26-25 KIKK 19-13 WDAF 27-18 WMZQ 30-22 WUBE 15-13 KLAC 29-21 WDGY 26-20 WNYR 17-15 KNEW 20-22 WEEP 4-3 WOFM 16-9 KRAK 19-14 WHN 7-3 WOKO 16-8	37	37	23	17	CRYSTAL GAYLE/Why Have You ... UA KCUB 38-29 KRZY 23-18 WINN ON-20 WSM 29-22 KEED 30-18 KSON 37-35 WIRE 42-34 WSUN 16-11 KERE 42-31 WBCS ADD WMAQ 23-15 WUBE 28-24 KIKK 40-18 WDAF 28-20 WMZQ ON KLAC 44-40 WDGY A-25 WOFM ON-25 KNEW 37-32 WEEP 22-13 WOKO 19-9 KRAK ON-35 WHN ON-17 WPLO 27-24
31	25	20	9	CONWAY TWITTY/Your Love Had ... MCA KCUB 26-14 KRZY 25-20 WINN 5-4 WPLO 19-17 KEED 17-11 KSON 26-18 WIRE 29-20 WSM 21-13 KERE 16-17 WBCS ADD WMAQ 40-31 WSUN 27-21 KIKK 30-15 WDAF 14-9 WMZQ 24-16 WUBE 13-9 KLAC 34-25 WDGY 27-23 WNYR 25-19 KNEW 25-21 WEEP 34-26 WOFM 22-14 KRAK 23-11 WHN ADD WOKO 36-25	10	10	13	18	GLEN CAMPBELL/Can You Fool Capitol KCUB 9-18 KRZY ON WINN 18-14 WPLO 2-1 KERE 13-8 KSON 16-11 WIRE 13-10 WSM 3-10 KIKK 14-12 WBCS 14-13 WMZQ 17-17 KLAC 13-11 WDGY 10-28 WNYR 10-9 KNEW 15-13 WEEP 24-30 WOFM 18-12 KRAK 14-15 WHN ON WOKO 2-1
					31	16	14	19	JOHNNY PAYCHECK/Friend Lover ... Epic KERE 6-5 KRZY ON WIRE 10-8 WSM 31-29 KIKK 11-17 KSON 8-5 WMAQ 7-6 WSUN 6-5 KLAC 9-7 WDAF 22-22 WMZQ 2-2 WUBE 16-12 KNEW 5-4 WEEP 20-16 WNYR 8-6 KRAK 7-7 WHN 14-13 WOKO 10-7

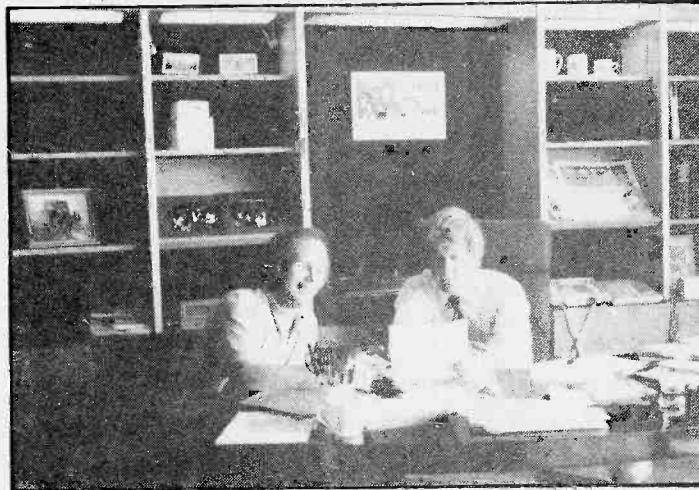
Leading Country Songs

THIS CHART IS A COMPILATION OF STATION REPORTS. EACH SONG IS WEIGHTED FOR STATION CHART POSITION, PLACEMENT IN STRESS ROTATION, AND THE MARKET SIZE OF THE STATION.

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	
NOV 23	NOV 30	DEC 7	DEC 14		NOV 23	NOV 30	DEC 7	DEC 14		
43	42	37	42	BILL ANDERSON/Double S MCA KERE 35-29 KSON 27-25 WMZQ 36-32 WPLO 24-21 KLAC 39-32 WEEP 17-7 WNYR 28-20 WSM 20-14 KRZY 10-9 WIRE 31-25 WOKO ON-35	69	68	62	56	GARY STEWART/Stone Wall RCA KEED ON KRAK ON WIRE ADD KIKK 36-24 KRZY 34-29 WOFM ON KNEW ON WINN ON	
14	18	29	43	MOE BANDY/Two Lonely People Columbia KLAC 21-33 WDAF 8-13 WIRE 9-22 WOKO 4-32 KNEW 16-16 WDGY 7-7 WMAQ 13-28 WBOS 19-17 WHN ON WMZQ 4-10				57	T.G. SHEPPARD/Happy Together WB KEED ON WIRE ADD WSUN ADD KERE ON WMZQ ADD WUBE ON-36 WDAF ON WOKO ADD	
45	43	38	44	SUSIE ALLANSON/Back To Love WB KCUB ON WBOS ADD WMAQ 38-30 WSUN 19-18 KLAC 24-19 WHN ON WNYR 16-14 WUBE 27-23 KRZY 36-35 WIRE 22-16 WOKO 15-10				58	JOHNNY RUSSELL/How Deep In . . . Mercury KCUB ON WIRE ADD WOKO ADD KIKK ADD WMZQ ADD WUBE 25-20 KRZY ON-39 WOFM ON	
52	52	41	45	GAIL DAVIES/Poison Love Lifesong KCUB 24-34 KRAK 30-27 WNYR 30-26 KEED 28-25 KSON ADD WOFM ON KIKK 16-11 WEEP 32-32 WOKO 30-22 KLAC 40-38 WIRE 39-37 WSUN ADD				59	DON KING/You Were Worth Waiting.. Con Brio KCUB ON KRAK 49-45 WNYR ADD KEED ON KRZY 39-33 WOFM ON KIKK ADD WIRE ADD WPLO ADD	
	64	51	46	JONES & PAYCHECK/Mabellene Epic KCUB ADD KLAC 57-52 WIRE ON WSM ON-30 KEED ON KSON ON-39 WMZQ ON WUBE A-40 KERE ON WEEP A-35 WOFM ADD KIKK ON-49 WINN ON WOKO ADD	33	28	47	60	STERLING WHIPPLE/Then You'll . . . WB KCUB 12-21 KSON 20-24 WOFM 23-21 KLAC 35-31 WMAQ 25-28 WOKO 17-29	
	61	59	47	BIG AL DOWNING/Mr. Jones WB KCUB ADD KSON ADD WMZQ 26-23 WSM ADD KEED ON WINN ADD WOFM ON KERE 40-28 WIRE ADD WOKO ON KRAK ON-46 WMAQ ON-40 WPLO ADD				63	61	CHRISTY LANE/I Just Can't Stay . . . LS KEED ON KRAK ON-41 WOFM ON KIKK ON-46 KSON ADD WOKO ADD KLAC 55-51 WIRE ON
	59	48	48	BELLAMY BROTHERS/Lovin' On Warner/Curb KCUB 34-30 KLAC 53-49 WIRE ON-43 WPLO 30-27 KEED 6-5 KRAK 47-39 WOFM ON WUBE 33-29 KIKK ADD KSON ADD WOFM ON	66	65	54	62	JESSI COLTER/Maybe You . . . Capitol KEED ON-27 KRZY 15-14 WOKO ON-40 KNEW ON-37 WDAF 30-24 WPLO 29-26	
24	21	32	49	STELLA PARTON/Stormy Weather Elektra KCUB 16-27 WBOS 25-24 WMAQ 19-19 WSUN 17-20 KNEW 21-30 WEEP 31-31 WMZQ 21-20 KRAK 18-18 WHN ON WSM 11-38				63	BEE GEES/Rest Your Love On Me RSO KIKK 49-33 WOKO ON WSM ON WOFM ON WPLO ON-29 WSUN ON-24	
			50	PORTER WAGONER/Ole Slew Foot RCA KEED ON-30 KSON 40-37 WOKO ADD KLAC A-54 WDAF ON WPLO ADD KNEW ADD WIRE ON WSM ON KRAK 48-44 WOFM ON WUBE 34-30				64	DAVID HOUSTON/Best Friends . . . Elektra KERE ON KRAK ON WNYR ADD WSM ON KIKK 48-30 KRZY ON-40 WPLO ADD	
22	27	39	51	ROGERS & WEST/Anyone Who Isn't.. UA KLAC 28-46 WDGY 13-15 WMAQ 18-32 WBOS 10-14 WEEP 11-21 WSM 27-35 WDAF 9-16 WHN 3-7				66	66	DOTTIE WEST/Reaching Out To . . . UA KRZY 40-38 WOFM ON WIRE ON WSM ON-37
67	62	60	52	BOBBY G RICE/The Softest Touch ... Republic KCUB ON KIKK ADD KSON 36-30 WPLO ADD KEED 24-21 KRAK 38-34 WIRE ON-42 KERE 39-35 KRZY 29-26 WOKO ON				69	67	PRESLEY & RONSTADT/Love Me Tender WBOS ON WHN 6-6 WUBE ON WEEP 3-8 WOKO ON
56	56	56	53	DR. HOOK/Sharing The Night . . . Capitol KIKK 9-9 WDAF 11-7 WMAQ 32-35 WSUN 12-10 WBOS 21-30 WHN 10-10 WMZQ 29-24				68	68	HANK WILLIAMS JR./Old Flame . . . WB KERE 47-37 WIRE ON WOFM ON
59	50	50	54	LARRY G HUDSON/Just Out Of Reach Mercury KCUB 27-17 KIKK 32-31 WMAQ ON WSUN 7-3 KEED ON KLAC 38-36 WNYR ADD				69	69	EDDY ARNOLD/If Everyone Had . . . RCA KEED ON KNEW ON KRZY ADD KERE ON-36 KRAK ON WOKO ADD
	63	55	55	BARBRA & NEIL/You Don't Bring . . . Columbia KEED ON WHN 5-5 WSUN 28-26 WBOS 13-8 WMAQ 20-14			70	70	JOHN ANDERSON/The Girl At The . . . WB KCUB ADD KRAK ON-49 WIRE ON KEED ON WINN ON WOFM ON	

The Selling of The Miami Market



Bill Tanner (left) goes over a new promotion idea with Y-100 vice president and general manager Dave Ross.

By DAVID R. ROSS
Y-100 Vice President
and General Manager

The theme for 1979 in Miami/Ft. Lauderdale is "Back to Basics." The South Florida marketplace is one of the most unique in the country, both from a geographical and socio-economic standpoint. This means that in selling the radio station to the market, listeners and advertisers, it requires strict attention to details and well thought out marketing plans. The market is too competitive for second-rate efforts.

In looking at the marketplace, one finds a long, narrow business district requiring salesmen to travel from Palm Beach to the Keys. Along this route, the businesses and listeners are vastly different.

In Miami itself (Dade County), one finds a mixture of cultures, a city that is virtually bilingual. The Spanish-speaking people comprise close to 35% of the total population. The rest of the base is made up of various Caucasian backgrounds totaling approximately 49% of the total base. The market is rounded out by a large Black population of 16%.

The Ft. Lauderdale market (Broward County) is "lilly white," with about 12% Black and less than 10% Spanish. Surprisingly enough, the demographics of the total marketplace, Dade/Broward, includes 40.7% between the ages of 18 and 49! Not as geriatric as one

would believe. With total buying power and several other related categories, the market could be ranked as number 12 in the U.S.

Both in promotion and in selling, the market is a challenge. How do you promote to such a vast geographical area containing so many diverse listeners and cultures? The answer for us is to be consistent and to relate to the masses. High visibility is a key: Bumper sticker promotions, along with outdoor in the form of paint units combined with either buses or bus benches appealing to South Florida lifestyle (remembering that the mass audience does not live on the ocean and see palm trees on sandy beaches everyday).

There is a whole world on the other side of Rt. 95, the main thoroughfare of South Florida. The tourists primarily occupy the beachfront, and the population lives a normal life, except the sun shines everyday. Remembering also that there are very few actual Floridians (most of the population is from various other areas of the country), we find that musical tastes are a blend of the entire United States. As such, we can be broad in our appeal from a promotional standpoint.

The important factor is that all promotions have interest to all age groups and that our internal coordination between programming and sales allows us to get a "big bang for the buck." We believe that every promo-

tion can do as much for sales as it does in building audience. We communicate with the clients and agencies through weekly mailings and in-person contact. A Y-100 salesman always has more to talk about than ratings. Every promotion on the station is used for sales "sizzle." The end result is both audience excitement and client reaction in terms of wanting to be on the station to take advantage of the excitement. The bottom line: Turning promotion \$\$\$ into sales getters!

This is the true "Gold Rush" area of the U.S. The society is incredibly mobile and combined with the weather and the transplanted business people from the North, there are hundreds of new businesses cropping up monthly. There is, in fact, more retail space per capita here than anywhere in the U.S.

These business people are in an environment that encourages experimentation, and the Y-100 sales staff sells creative marketing plans and helps these new businesses to promote. They are not tied to traditional forms of advertising, because the people of the market and the market is not traditional.

It's fun radio, and we use every resource, be it Street Dances in front of water slides, tying in a sponsor to the Stella Taylor Atlantic Swim, or just selling a car dealer.

We sell *results, credibility and stability*, the basics of a solid long-term business.

Country Stations

EACH CORRESPONDENT'S PLAY-
LIST IS PRINTED IN THIS SECTION.
EACH REPORT INCLUDES:

1. TOP TEN
2. 5 BIGGEST MOVERS
3. ALL ADDS

KCUB/Tucson, Az

PD: Bill Mortimer

MD: Bill Mortimer

GM: Jim Slone

- 5-1 RICH & FRICKE
- 3-2 CHARLEY PRIDE
- 5-3 DON WILLIAMS
- 6-4 WAYLON JENNINGS
- 1-5 KENNY ROGERS
- 7-6 WILLIE NELSON/OLD
- 10-7 KENNY O'DELL
- 11-8 HAGGARD & WILLIAMS
- 14-9 JOHN CONLEE
- 15-10 LORETTA LYNN

- 26-14 CONWAY TWITTY
- 37-26 DOLLY PARTON
- 27-17 LARRY G. HUDSON
- 29-19 JERRY REED
- 20-11 JOE SUN

- ADD JONES & PAYCHECK
- ADD JERRY LEE LEWIS
- ADD BIG AL DOWNING
- ADD JOHN ANDERSON
- ADD RAZZY BAILEY

KEED/Eugene, OR

PD: Tom Edwards

MD: Bob Wise

GM: Don Berry

- 1-1 WAYLON JENNINGS
- 2-2 KENNY ROGERS
- 4-3 CHARLEY PRIDE
- 5-4 HAGGARD & WILLIAMS
- 6-5 BELLAMY BROS.
- 3-6 BOBBY BARE
- 8-7 LARRY GATLIN
- 9-8 DON WILLIAMS
- 11-9 RICH & FRICKE
- 14-10 DOLLY PARTON

- 30-18 CRYSTAL GAYLE
- 25-19 JOHN CONLEE
- 17-11 CONWAY TWITTY
- 20-15 JOE SUN
- 29-24 RAY PRICE

- ADD EARL CONLEY
- ADD BUCK OWENS
- ADD MARTY DAVIS
- ADD RANDY BARLOW
- ADD WILLIE NELSON
- ADD JERRY LEE LEWIS
- ADD RAZZY BAILEY
- ADD SHEILA ANDREWS

KERE/Denver, CO

PD/MD: Jay Hoffer

GM: John McRae

- 2-1 KENNY ROGERS
- 3-2 RICH & FRICKE
- 4-3 CHARLEY PRIDE
- 1-4 EDDIE RABBITT/OLD
- 6-5 JOHNNY PAYCHECK
- 7-6 HAGGARD & WILLIAMS
- 10-7 WAYLON JENNINGS
- 13-8 GLEN CAMPBELL
- 15-9 DON WILLIAMS
- 11-10 LORETTA LYNN

- 34-21 JOHN CONLEE
- 40-28 BIG AL DOWNING
- 42-31 CRYSTAL GAYLE
- 47-37 HANK WILLIAMS
- 44-34 BROWN & CORNELIUS

- ADD RONNIE MILSAP
- ADD PAUL SCHMUCKER
- ADD RAZZY BAILEY
- ADD BECKY HOBBS
- ADD WYNN STEWART
- ADD JERRY NAYLOR
- ADD EDDIE RABBITT
- ADD ZELLA LEHR
- ADD HAL HUBBLE
- ADD GLENN BARBER
- ADD JOHNNY RODRIGUEZ
- ADD RED SOVINE
- ADD SHEILA ANDREWS

KRZY/Albuquerque, NM

PD: Jerry Groner

MD: Melody Zonnir

GM: Ray Moran

- 1-1 KENNY ROGERS
- 2-2 CHARLEY PRIDE
- 3-3 WAYLON JENNINGS
- 5-4 WILLIE NELSON/OLD
- 4-5 RICH & FRICKE
- 6-6 MARTY ROBBINS
- 9-7 JOE SUN
- 12-8 JERRY REED
- 10-9 BILL ANDERSON
- 11-10 RAY PRICE

- 30-23 BROWN & CORNELIUS
- 35-28 REX ALLEN
- 22-16 JOHN CONLEE
- 31-25 LARRY GATLIN
- 39-33 DON KING

- ADD EDDY ARNOLD
- ADD DON WILLIAMS
- ADD EDDIE RABBITT
- ADD TOMMY OVERSTREET

KSON/San Diego, CA

PD: Rod Hunter

MD: Ron West

GM: Dan McKinnon

- 2-1 KENNY ROGERS
- 4-2 CHARLEY PRIDE
- 5-3 WILLIE NELSON/OLD
- 6-4 WAYLON JENNINGS
- 8-5 JOHNNY PAYCHECK
- 13-6 DON WILLIAMS
- 14-7 HAGGARD & WILLIAMS
- 1-8 RICH & FRICKE
- 12-9 BOBBY BARE
- 15-10 JOHN CONLEE

- 31-15 LARRY GATLIN
- 32-23 KENNY O'DELL
- 21-13 JOE STAMPLEY
- 26-18 CONWAY TWITTY
- 28-21 JOE SUN

- ADD GAIL DAVIES
- ADD BIG AL DOWNING
- ADD BELLAMY BROS.
- ADD RONNIE MILSAP
- ADD CRISTY LANE

KIKK/Houston, TX

PD: Gary Gallagher

MD: Joe Ladd

GM: Al Greenfield

- 1-1 JOHN CONLEE
- 2-2 KENNY ROGERS
- 3-3 DON WILLIAMS
- 5-4 CHARLEY PRIDE
- 4-5 BARBARA MANDRELL
- 8-6 JOE STAMPLEY
- 10-7 ROY HEAD
- 7-8 RICH & FRICKE
- 9-9 DR. HOOK
- 6-10 EDDIE RABBITT/OLD

- 40-18 CRYSTAL GAYLE
- 48-30 DAVID HOUSTON
- 49-33 BEE GEES
- 38-22 DOLLY PARTON
- 30-15 CONWAY TWITTY

- ADD CHARLIE RICH
- ADD SHERRY BRANE
- ADD BELLAMY BROS.
- ADD DON KING
- ADD BOBBY G. RICE
- ADD JOHNNY RUSSELL

KLAC/Los Angeles, CA

PD: Don Langford

MD: Cathy Hahn

GM: Bill Ward

- 2-1 RICH & FRICKE
- 1-2 KENNY ROGERS
- 4-3 CHARLEY PRIDE
- 5-4 WILLIE NELSON/OLD
- 6-5 WAYLON JENNINGS
- 3-6 EDDIE RABBITT
- 9-7 JOHNNY PAYCHECK
- 11-8 DON WILLIAMS
- 14-9 HAGGARD & WILLIAMS
- 16-10 JOHN CONLEE

- 37-28 DOLLY PARTON
- 48-39 TANYA TUCKER
- 34-25 CONWAY TWITTY
- 22-13 LORETTA LYNN
- 29-21 JACKY WARD

- A-54 PORTER WAGONER
- A-55 RONNIE MILSAP
- A-56 WILLIE NELSON
- A-57 EDDIE RABBITT

KNEW/Oakland/SF, CA

PD: Bob Young

MD: Bobby Guerra

GM: Hal Smith

- 1-1 KENNY ROGERS
- 2-2 RICH & FRICKE
- 3-3 CHARLEY PRIDE
- 5-4 JOHNNY PAYCHECK
- 4-5 EDDIE RABBITT/OLD
- 8-6 WAYLON JENNINGS
- 6-7 BOBBY BARE
- 10-8 DON WILLIAMS
- 12-9 HAGGARD & WILLIAMS
- 11-10 WILLIE NELSON/OLD

- 19-12 LORETTA LYNN
- 17-11 JOHN CONLEE
- 29-24 JERRY REED
- 37-32 CRYSTAL GAYLE
- 22-18 JOE STAMPLEY

- ADD EDDIE RABBITT
- ADD PORTER WAGONER
- ADD RONNIE MILSAP
- ADD ASLEEP AT THE WHEEL

KRAK/Sacramento, CA

PD: Walt Shaw

MD: Walt Shaw

GM: Bernice Slater

- 2-1 KENNY ROGERS
- 3-2 CHARLEY PRIDE
- 1-3 RICH & FRICKE
- 5-4 WILLIE NELSON/OLD
- 6-5 WAYLON JENNINGS
- 8-6 DON WILLIAMS
- 7-7 JOHNNY PAYCHECK
- 9-8 HAGGARD & WILLIAMS
- 10-9 BOBBY BARE
- 12-10 LORETTA LYNN

- 41-24 DOLLY PARTON
- 23-11 CONWAY TWITTY
- 22-12 JOE STAMPLEY
- 26-16 MARTY ROBBINS
- 31-22 JOHN CONLEE

- ADD HAL HUBBLE
- ADD RANDY BARLOW
- ADD JOEY MITCHELL
- ADD DWAYNE ORENDER
- ADD LANEY SMALLWOOD
- ADD EDDIE RABBITT
- ADD DON GIBSON

WBOS/Milwaukee, WI

PD: Bill Conway

MD: Ken Rice

GM: Terrell Metheny

- 1-1 EDDIE RABBITT/OLD
- 8-2 KENNY ROGERS
- 4-3 CHARLY MC CLAIN
- 7-4 TOMMY OVERSTREET
- 9-5 CHARLEY PRIDE
- 11-6 RICH & FRICKE
- 12-7 WILLIE NELSON/OLD
- 13-8 STREISAND & DIAMOND
- 3-9 THE KENDALLS
- 2-10 BARBARA MANDRELL

- 22-18 JACKY WARD
- 23-20 BOBBY BARE
- 24-22 JOHN CONLEE
- 19-17 MOE BANDY
- 18-16 WAYLON JENNINGS

- ADD CRYSTAL GAYLE
- ADD SUSIE ALLANSON
- ADD CONWAY TWITTY
- ADD TANYA TUCKER
- ADD JERRY REED

WDAF/Kansas City, MO

PD: Ted Cramer

MD: Moon Mullins

GM: Dave Martin

- 3-1 HAGGARD & WILLIAMS
- 1-2 KENNY ROGERS
- 4-3 WILLIE NELSON/OLD
- 5-4 CHARLEY PRIDE
- 2-5 BARBARA MANDRELL
- 12-6 DON WILLIAMS
- 11-7 DR. HOOK
- 6-8 EDDIE RABBITT/OLD
- 14-9 CONWAY TWITTY
- 13-10 TOMMY OVERSTREET

- 27-18 JACKY WARD
- 20-11 JOE STAMPLEY
- 28-20 CRYSTAL GAYLE
- 29-21 DOLLY PARTON
- 26-19 FREDDY WELER

- ADD EDDIE RABBITT
- ADD RONNIE MILSAP

WDGY/Minneapolis, MN

PD: Dan Halyburton

MD: Gregg Lindahl

GM: Dale Weber

- 1-1 KENNY ROGERS
- 4-2 RICH & FRICKE
- 5-3 WILLIE NELSON/OLD
- 2-4 BARBARA MANDRELL
- 11-5 CHARLEY PRIDE
- 3-6 CHARLY MC CLAIN
- 7-7 MOE BANDY
- 6-8 GENE WATSON
- 14-9 DON WILLIAMS
- 15-10 LORETTA LYNN

- 21-11 LARRY GATLIN
- 20-12 STATLER BROTHERS
- 24-18 DOLLY PARTON
- 26-20 JACKY WARD
- 28-22 MICKEY GILLEY

- A-25 CRYSTAL GAYLE
- A-26 TANYA TUCKER
- A-27 KENNY O'DELL

Country Stations

WEPP/Pittsburgh, PA

PD: Joel Raab
 APD: Barry Mardit
 GM: Mike Sigelman

2-1 RICH & FRICKE
 5-2 CHARLEY PRIDE
 4-3 JACKY WARD
 1-4 KENNY ROGERS
 9-5 DON WILLIAMS
 13-6 WILLIE NELSON/OLD
 17-7 BILL ANDERSON
 3-8 PRESLEY & RONSTADT
 7-9 EDDIE RABBITT/OLD
 6-10 THE KENDALLS

22-13 CRYSTAL GAYLE
 30-22 JOE STAMPLEY
 23-15 DOLLY PARTON
 35-27 TANYA TUCKER
 34-26 CONWAY TWITTY

A-33 KENNY O'DELL
 A-34 STATLER BROTHERS

WHN/New York, NY

PD: Ed Salamon
 MD: Pam Green
 GM: Neil Rockoff

1-1 EDDIE RABBITT/OLD
 2-2 KENNY ROGERS
 7-3 JACKY WARD
 8-4 RICH & FRICKE
 5-5 STREISAND & DIAMOND
 6-6 PRESLEY & RONSTADT
 3-7 ROGERS & WEST
 13-8 CHARLEY PRIDE
 4-9 THE KENDALLS
 10-10 DR. HOOK

16-14 WAYLON JENNINGS
 12-11 DON WILLIAMS
 14-13 JOHNNY PAYCHECK

ADD MARTY ROBBINS
 ADD CONWAY TWITTY
 ADD JOE STAMPLEY

WINN/Louisville, KY

PD: Bucks Braun
 MD: Dave Wolfe
 GM: Max Rein

1-1 KENNY ROGERS
 2-2 WILLIE NELSON/OLD
 3-3 JOE STAMPLEY
 5-4 CONWAY TWITTY
 4-5 DON WILLIAMS
 6-6 RICH & FRICKE
 7-7 MEL TILLIS
 9-8 DOLLY PARTON
 10-9 WAYLON JENNINGS
 11-10 JOE SUN

14-11 JOHN CONLEE
 16-12 LARRY GATLIN
 17-13 VERN GOSDIN
 18-14 GLEN CAMPBELL

ADD WILLIE NELSON
 ADD EDDIE RABBITT
 ADD EARL CONLEY
 ADD RAZZY BAILEY
 ADD BIG AL DOWNING

WIRE/Indianapolis, IN

PD: Gary Havens
 MD: Lee Shannon
 GM: Don Nelson

2-1 RICH & FRICKE
 3-2 CHARLEY PRIDE
 4-3 KENNY ROGERS
 6-4 WILLIE NELSON/OLD
 8-5 WAYLON JENNINGS
 1-6 EDDIE RABBITT/OLD
 12-7 DON WILLIAMS
 10-8 JOHNNY PAYCHECK
 17-9 HAGGARD & WILLIAMS
 13-10 GLEN CAMPBELL

28-18 DOLLY PARTON
 38-28 JERRY REED
 27-17 LARRY GATLIN
 29-20 CONWAY TWITTY
 32-23 JACKY WARD

ADD JOHNNY RUSSELL
 ADD GARY STEWART
 ADD BIG AL DOWNING
 ADD DON KING
 ADD PAUL SCHMUCKER
 ADD EDDIE RABBITT
 ADD TOMMY WILLS
 ADD T.G. SHEPPARD
 ADD MARY K. MILLER

WMAQ/Chicago, IL

PD: Bill Hennes
 MD: Suzanne Benson
 GM: Burt Sherwood

3-1 WILLIE NELSON/OLD
 1-2 KENNY ROGERS
 4-3 RICH & FRICKE
 5-4 CHARLEY PRIDE
 2-5 EDDIE RABBITT/OLD
 7-6 JOHNNY PAYCHECK
 8-7 DON WILLIAMS
 10-8 JOHN CONLEE
 16-9 WAYLON JENNINGS
 6-10 BARBARA MANDRELL

37-22 LORETTA LYNN
 21-12 BOBBY BARE
 40-31 CONWAY TWITTY
 24-16 HAGGARD & WILLIAMS
 23-15 CRYSTAL GAYLE

A-38 JERRY REED
 A-39 KENNY O'DELL

ADD JANIE FRICKE
 ADD OAK RIDGE BOYS
 ADD JOE SUN

WMZQ/Washington, DC

PD: Fred Figenshu
 MD: Jerry Paxson
 GM: Mike Cohen

1-1 KENNY ROGERS
 2-2 JOHNNY PAYCHECK
 8-3 JOE STAMPLEY
 3-4 RICH & FRICKE
 7-5 CHARLEY PRIDE
 9-6 WAYLON JENNINGS
 15-7 DON WILLIAMS
 6-8 VERN GOSDIN
 10-9 LORETTA LYNN
 4-10 MOE BANDY

39-30 MARTY ROBBINS
 23-14 WILLIE NELSON/OLD
 24-16 CONWAY TWITTY
 35-27 DOLLY PARTON
 30-22 JACKY WARD

ADD T.G. SHEPPARD
 ADD EDDIE RABBITT
 ADD JOHNNY RUSSELL

WNYR/Rochester, NY

PD/MD: Earl Morgan
 GM: Murray Green

2-1 RICH & FRICKE
 3-2 CHARLEY PRIDE
 4-3 KENNY ROGERS
 6-4 WILLIE NELSON/OLD
 7-5 WAYLON JENNINGS
 8-6 JOHNNY PAYCHECK
 11-7 DON WILLIAMS
 9-8 CON HUNLEY
 10-9 GLEN CAMPBELL
 13-10 HAGGARD & WILLIAMS

38-27 KENNY O'DELL
 34-23 JERRY REED
 27-18 LARRY GATLIN
 37-28 STATLER BROTHERS
 28-20 BILL ANDERSON

ADD BROWN & CORNELIUS
 ADD JOHN WESLEY RYLES
 ADD DAVID HOUSTON
 ADD DON KING
 ADD LARRY G. HUDSON
 ADD RONNIE MILSAP
 ADD WILLIE NELSON
 ADD EDDIE RABBITT

WOFM/Greenville, TN

PD/MD: Robin Fillers
 GM: Ray Smith

3-1 KENNY ROGERS
 1-2 RICH & FRICKE
 5-3 WILLIE NELSON/OLD
 4-4 CHARLEY PRIDE
 6-5 WAYLON JENNINGS
 2-6 EDDIE RABBITT/OLD
 10-7 HAGGARD & WILLIAMS
 11-8 BOBBY BARE
 16-9 JACKY WARD
 13-10 DON WILLIAMS

22-14 CONWAY TWITTY
 25-18 JERRY REED
 18-12 GLEN CAMPBELL
 21-16 LARRY GATLIN
 20-15 LORETTA LYNN

ADD EDDIE RABBITT
 ADD JONES & PAYCHECK
 ADD MUNDO EARWOOD

WOKO/Albany, NY

PD: Lee Philips
 MD: Lee Philips
 GM: Joe Gunther

2-1 GLEN CAMPBELL
 6-2 RICH & FRICKE
 7-3 KENNY ROGERS
 11-4 WAYLON JENNINGS
 5-5 CON HUNLEY
 12-6 CHARLEY PRIDE
 10-7 JOHNNY PAYCHECK
 16-8 JACKY WARD
 19-9 CRYSTAL GAYLE
 15-10 SUSIE ALLANSON

32-19 FREDDY WELER
 37-24 KENNY O'DELL
 36-25 CONWAY TWITTY
 38-27 DOLLY PARTON
 28-18 JOHN CONLEE

ADD EDDY ARNOLD
 ADD SHERRY BRANE
 ADD JOHNNY RUSSELL
 ADD EARL CONLEY
 ADD PORTER WAGONER
 ADD THE TENNESSEANS
 ADD CRISTY LANE
 ADD JONES & PAYCHECK
 ADD PEGGY SUE
 ADD RONNIE MILSAP
 ADD T.G. SHEPPARD
 ADD EDDIE RABBITT
 ADD JOHN WESLEY RYLES
 ADD RITA COOLIDGE
 ADD JERRY LEE LEWIS
 ADD MARY K. MILLER
 ADD LINDA RONSTADT/OOH

WPLO/Atlanta, GA

OM: Jim Clemmens
 MD: Jim Clemmens
 GM: Rik Rogers

2-1 GLEN CAMPBELL
 3-2 CHARLEY PRIDE
 1-3 KENNY ROGERS
 5-4 RICH & FRICKE
 7-5 JOHN CONLEE
 8-6 WILLIE NELSON/OLD
 9-7 DON WILLIAMS
 10-8 WAYLON JENNINGS
 4-9 BOBBY BARE
 11-10 JERRY REED

22-19 DOLLY PARTON
 28-25 TANYA TUCKER
 29-26 JESSIE COLTER
 30-27 BELLAMY BROS.
 27-24 CRYSTAL GAYLE

ADD WILLIE NELSON
 ADD BIG AL DOWNING
 ADD DAVID HOUSTON
 ADD KEN SPRINGER
 ADD EARL CONLEY
 ADD JOHNNY RODRIGUEZ
 ADD BILLY SWAN
 ADD MARY K. MILLER
 ADD RAZZY BAILEY
 ADD SONNY JAMES
 ADD PORTER WAGONER
 ADD DON KING
 ADD PEGGY SUE
 ADD BOBBY G. RICE
 ADD RANDY BARLOW
 ADD EDDIE RABBITT

WSM-AM/Nashville, TN

PD: Al Voelcks
 MD: Mary Katherine Murphy
 GM: Len Hensel

4-1 RICH & FRICKE
 5-2 KENNY ROGERS
 6-3 WAYLON JENNINGS
 8-4 CHARLEY PRIDE
 12-5 HAGGARD & WILLIAMS
 13-6 DON WILLIAMS
 15-7 JOHN CONLEE
 17-8 MARTY ROBBINS
 16-9 LARRY GATLIN
 3-10 GLEN CAMPBELL

35-21 JANIE FRICKE
 36-23 BROWN & CORNELIUS
 37-24 RAY PRICE
 21-13 CONWAY TWITTY
 28-20 LORETTA LYNN

ADD JOE STAMPLEY
 ADD BIG AL DOWNING
 ADD JERRY REED

WSUN/St. Petersburg, FL

PD/MD: Gary Kimes
 GM: Don Boyles

1-1 CHARLEY PRIDE
 2-2 DON WILLIAMS
 7-3 LARRY G. HUDSON
 4-4 KENNY ROGERS
 6-5 JOHNNY PAYCHECK
 3-6 EDDIE RABBITT/OLD
 9-7 JOHN CONLEE
 14-8 LORETTA LYNN
 5-9 RICH & FRICKE
 12-10 DR. HOOK

22-12 HAGGARD & WILLIAMS
 25-16 MARTY ROBBINS
 30-23 RAY PRICE
 21-15 JANIE FRICKE
 27-21 CONWAY TWITTY

ADD GAIL DAVIES
 ADD JERRY REED
 ADD T.G. SHEPPARD
 ADD FREDDY WELER
 ADD BILLIE JO SPEARS

WUBE FM&AM/Cincinnati, OH

PD: Bob English
 MD: Duke Hamilton
 GM: Verl Wheeler

1-1 KENNY ROGERS
 3-2 WILLIE NELSON/OLD
 4-3 BOBBY BARE
 5-4 RICH & FRICKE
 9-5 JOHN CONLEE
 8-6 MARTY ROBBINS
 10-7 CHARLEY PRIDE
 11-8 WAYLON JENNINGS
 13-9 CONWAY TWITTY
 12-10 JOE STAMPLEY

39-32 JOHNNY RODRIGUEZ
 40-33 REX ALLEN
 23-18 TANYA TUCKER
 25-20 JOHNNY RUSSELL
 30-25 FREDDY WELER

A-39 RAZZY BAILEY
 A-40 JONES & PAYCHECK

Leading Adult Contemporary Songs

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL Percentage of people who liked the song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
1	1	1	1	BARBRA & NEIL/You Don't Bring Me Flowers LP: American Popular Song (Columbia) KDKA 1-1 KMBZ 1-2 KVI 1-2 WHDH HIGH WSPD HIGH KEX HIGH KOB HIGH WATR 1-2 WHIO HIGH WTMJ HIGH KFMB HIGH KRNT HIGH WAVE HIGH WIOD HIGH KFRE HIGH KSD HIGH WBEN 1-2 WOWO 3-3 KGMB 3-9 KSL HIGH WCKY HIGH WQUD 1-1 KGNR HIGH KSTP HIGH WELI HIGH WSAR 1-1 KLOK HIGH KUGN HIGH WFTL HIGH WSB HIGH	93	100	80	68	87	92
13	8	6	2	BEE GEES/Too Much Heaven LP: Not Released (RSO) KDKA 14-11 KLOK HIGH KSTP HIGH WELI HIGH WSAR 24-14 KEX HIGH KMBZ 17-9 KUGN HIGH WHDH HIGH WSB HIGH KFMB ADD KOB HIGH WATR 8-7 WHIO HIGH WSPD HIGH KFRE HIGH KRNT HIGH WATR 9-9 WIOD HIGH WTMJ HIGH KGMB 11-10 KSD HIGH WAVE HIGH WOWO 23-21 KGNR LOW KSL HIGH WBEN 10-5 WQUD 12-4	92	98	86	100	90	90
8	4	4	3	BILLY JOEL/My Life LP: 52nd Street (Columbia) KDKA 6-4 KMBZ 19-10 WATR 8-7 WIOD HIGH WTMJ HIGH KEX HIGH KRNT HIGH WAVE HIGH WOWO 5-5 KFMB HIGH KSD HIGH WBEN 3-1 WQUD 3-2 KFRE HIGH KSTP HIGH WELI HIGH WSAR 22-9 KGMB 6-1 KUGN HIGH WHDH HIGH WSB HIGH KLOK HIGH KVI 6-4 WHIO HIGH WSPD HIGH	93	100	100	94	70	90
3	3	2	4	ANDY GIBB/Our Love . . . LP: Shadow Dancing (RSO) KDKA 15-14 KLOK HIGH KSTP HIGH WFTL LOW WSPD HIGH KEX HIGH KMBZ 5-5 KUGN HIGH WHDH HIGH WTMJ HIGH KFMB LOW KOB HIGH KVI 4-5 WIOD HIGH KFRE HIGH KRNT HIGH WAVE HIGH WOWO 14-14 KGMB 1-8 KSD HIGH WBEN 5-6 WQUD 2-3 KGNR HIGH KSL HIGH WELI LOW WSAR 7-3	92	92	94	84	90	92
12	6	5	5	LINDA RONSTADT/Ooh Baby Baby LP: Living In The USA (Asylum) KDKA 18-16 KMBZ 20-12 KVI 9-8 WHIO LOW WSPD HIGH KEX LOW KOB HIGH WATR 6-5 WIOD HIGH WTMJ HIGH KFMB HIGH KRNT HIGH WAVE HIGH WOWO 23-23 KFRE HIGH KSD LOW WBEN 13-12 WQUD 20-5 KGMB 9-5 KSL HIGH WELI HIGH WSAR 29-20 KLOK HIGH KSTP HIGH WHDH ADD WSB HIGH	83	95	68	90	73	100
5	5	3	6	AL STEWART/Time Passages LP: Time Passages (Arista) KDKA 9-6 KMBZ 2-1 KSTP HIGH WBEN 4-3 WQUD 5-9 KEX LOW KOB HIGH KUGN HIGH WELI LOW WSAR 6-2 KFMB HIGH KRNT HIGH KVI 2-1 WHDH ADD WSPD HIGH KGMB 7-4 KSD HIGH WATR 3-1 WIOD HIGH WTMJ HIGH KLOK HIGH KSL HIGH WAVE HIGH WOWO 7-7	93	93	84	95	88	100
21	15	8	7	CARPENTERS/I Believe You LP: Not Released (A&M) KFMB LOW KOB HIGH KVI 22-21 WFTL HIGH WSB HIGH KFRE HIGH KRNT HIGH WATR 24-21 WHIO HIGH WSPD LOW KGNR LOW KSD LOW WBEN 17-15 WIOD HIGH WTMJ HIGH KLOK HIGH KSL HIGH WCKY HIGH WOWO 25-25 KMBZ 31-27 KSTP LOW WELI LOW WSAR 28-25	84	86	71	*	77	85
9	9	9	8	PAUL DAVIS/Sweet Life LP: Singer Of Songs (Bang) KDKA 11-9 KLOK HIGH KSL HIGH WELI LOW WSPD LOW KEX HIGH KMBZ 7-14 KSTP HIGH WHDH HIGH WTMJ HIGH KFMB HIGH KOB HIGH KVI 10-11 WIOD HIGH KGMB 15-13 KRNT HIGH WAVE HIGH WOWO 19-19 KGNR HIGH KSD HIGH WBEN 11-21 WSAR 15-15	92	84	100	100	100	83
7	7	7	9	GINO VANNELLI/I Just Wanna Stop LP: Brother To Brother (A&M) KDKA 5-3 KMBZ 3-3 KUGN HIGH WELI LOW WSPD HIGH KEX LOW KRNT HIGH KVI 3-3 WFTL LOW KFMB HIGH KSD HIGH WATR 4-3 WIOD LOW KGMB 2-2 KSL HIGH WAVE HIGH WOWO 9-9 KLOK HIGH KSTP HIGH WBEN 8-7 WSAR 4-6	91	100	88	88	85	88
10	10	10	10	ERIC CARMEN/Change Of Heart LP: Change Of Heart (Arista) KDKA 16-15 KOB HIGH KVI 7-9 WIOD HIGH WSPD HIGH KEX LOW KRNT HIGH WATR 13-11 WOWO 24-24 KFRE LOW KSD LOW WAVE HIGH WQUD 13-7 KGMB A-18 KSL HIGH WELI LOW WSAR 5-8 KMBZ 9-8 KUGN HIGH WRDH HIGH WSB HIGH	93	90	100	100	97	97

Leading Adult Contemporary Songs

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL Percentage of people who liked the song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
24	24	11	11	GLEN CAMPBELL/Can You Fool LP: Basic (Capitol) KEX LOW KOB HIGH KUGN LOW WELI LOW WQUD 7-14 KFMB LOW KRNT HIGH KVI 18-16 WFTL HIGH WSAR 30-24 KGNR HIGH KSD HIGH WATR 25-24 WHIO HIGH WTMJ HIGH KMBZ 4-4 KSL HIGH WAVE HIGH WIOD HIGH	75	76	83	57	42	53
48	19	19	12	MELISSA MANCHESTER/Don't Cry Out Loud LP: Don't Cry Out Loud (Arista) KFRE ADD KRNT HIGH KVI 20-19 WELI HIGH WSPD LOW KGNR LOW KSD ADD WATR 21-17 WFTL LOW WTMJ HIGH KLOK HIGH KSL HIGH WAVE HIGH WHIO LOW KMBZ 33-28 KSTP LOW WBEN 14-13 WIOD HIGH KOB HIGH KUGN HIGH WCKY HIGH WQUD 19-15	86	95	88	100	100	94
25	13	13	13	ERIC CLAPTON/Promises LP: Backless (RSO) KDKA A-25 KRNT HIGH WAVE ADD WIOD HIGH WTMJ HIGH KEX LOW KSD HIGH WBEN 16-14 WOWO 20-20 KFMB ADD KUGN LOW WELI HIGH WQUD 9-12 KFRE LOW KVI 11-12 WHDH ADD WSAR 18-16 KMBZ 16-11 WATR 19-22 WHIO HIGH WSPD LOW	90	96	100	88	100	100
31	23	14	14	KENNY ROGERS/The Gambler LP: Love Or Something Like It (UA) KEX HIGH KRNT HIGH KVI 24-18 WFTL HIGH WTMJ HIGH KFRE LOW KSD ON WATR 16-15 WIOD HIGH KGNR LOW KSL HIGH WAVE HIGH WQUD A-27 KLOK HIGH KSTP HIGH WBEN 12-11 WSAR ON KMBZ 12-6 KUGN HIGH WELI LOW WSPD LOW	93	100	76	90	100	83
22	18	15	15	FIREFALL/The Strange Way LP: Elan (Atlantic) KDKA 12-10 KGMB 10-6 KSTP HIGH WBEN 9-9 WSPD HIGH KEX LOW KGNR HIGH KVI 15-13 WHIO LOW WTMJ HIGH KFMB LOW KRNT HIGH WATR 17-13 WOWO 18-18 KFRE HIGH KSD HIGH WAVE ADD WSAR ON	84	100	*	90	85	83
17	16	16	16	LIVINGSTON TAYLOR/I Will Be In Love With You LP: 3 Way Mirror (Epic) KFMB LOW KOB HIGH WAVE HIGH WIOD HIGH KFRE ADD KRNT HIGH WBEN 18-17 WQUD 15-18 KGMB 18-14 KSD LOW WFTL LOW WSAR 17-7 KGNR LOW KSTP HIGH WHDH ADD WSPD LOW KMBZ 24-16 KVI 16-15 WHIO HIGH WTMJ HIGH	91	*	*	*	*	*
6	12	12	17	DR. HOOK/Sharing The Night Together LP: Pleasure And Pain (Capitol) KDKA 8-7 KLOK HIGH KUGN HIGH WHDH HIGH WSB HIGH KEX HIGH KRNT HIGH KVI 12-10 WIOD HIGH WSPD LOW KGMB 4-3 KSD HIGH WATR 2-6 WOWO 13-13 KGNR HIGH KSTP HIGH WELI LOW WSAR 3-4	93	92	87	87	75	91
40	37	23	18	ENGELBERT HUMPERDINCK/This Moment In Time LP: Not Released (Epic) KGNR LOW KRNT HIGH KVI ADD WELI LOW KLOK HIGH KSD LOW WAVE HIGH WFTL HIGH KMBZ 27-26 KSL HIGH WBEN 6-4 WIOD LOW KOB HIGH KUGN HIGH WCKY HIGH WTMJ HIGH	70	84	81	*	63	50
4	11	17	19	AMBROSIA/How Much I Feel LP: Life Beyond L.A. (WB) KDKA 4-8 KOB HIGH KVI 5-6 WIOD LOW KEX LOW KRNT HIGH WATR 15-16 WOWO 4-4 KGMB 8-17 KSD HIGH WAVE HIGH WSAR 12-13 KMBZ 13-7 KSL HIGH WHDH HIGH	94	100	100	84	90	100
15	14	20	20	PAUL ANKA/This Is Love LP: Listen To Your Heart (RCA) KFRE HIGH KRNT HIGH WATR 22-25 WELI LOW WSPD HIGH KGNR LOW KSD LOW WAVE HIGH WFTL HIGH WTMJ HIGH KMBZ 14-13 KSL HIGH WBEN 7-16 WIOD HIGH KOB ADD KSTP HIGH WCKY HIGH WSAR 26-26	88	96	100	*	81	*
38	28	22	21	ALICE COOPER/How You Gonna See Me Now LP: From The Inside (WB) KEX LOW KSD ON WBEN 19-18 WQUD 18-10 KFMB LOW KSTP HIGH WHIO LOW WSPD ADD KFRE LOW KVI 14-14 WIOD LOW WTMJ HIGH KMBZ 25-21 WATR 5-4 WOWO 22-22	73	65	90	100	75	*

Leading Adult Contemporary Songs

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL Percentage of people who liked the song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
29	29	29	22		D&M/On The Shelf LP: Goin' Coconuts (Polydor) KEX LOW KSL HIGH WELI LOW WUWO 6-6 KMBZ 32-29 KUGN HIGH WFTL LOW WSAR 23-23 KOB ADD KVI 21-22 WHIO LOW WSB HIGH KRNT HIGH WAVE HIGH WIOD LOW	55	48	60	40	45
44	12	28	23	MARY MacGREGOR/The Wedding Song LP: Not Released (Ariola) KFRE LOW KRNT HIGH WELI LOW WSAR 20-17 KGNR LOW KSL HIGH WHIO LOW WSB HIGH KMBZ 26-22 WAVE HIGH WIOD LOW WTMJ HIGH KOB HIGH WCKY ADD WQUD A-29	88	91	*	*	100	*
—	40	33	24	OLIVIA NEWTON-JOHN/A Little More Love LP: Totally Hot (MCA) KFRE LOW KSL ADD WAVE HIGH WIOD LOW WSAR A-30 KRNT HIGH KVI ON-23 WBEN 20-19 WUWO 27-27 WTMJ ADD KSD LOW WATR ON-28 WHIO HIGH WQUD 28-21	93	95	83	73	81	83
42	38	25	25	BOB SEGER/We've Got Tonight LP: Stranger In Town (Capitol) KDKA 24-23 KFRE ADD WATR 11-8 WUWO 15-15 WSPD LOW KEX LOW KSD HIGH WBEN A-8 WQUD 16-8 KFMB LOW KVI 23-20 WIOD LOW WSAR 27-19	96	96	100	100	88	88
—	—	37	26	CAPTAIN & TENNILLE/You Need A Woman Tonight LP: Dream (A&M) KFMB LOW KSD ON WATR ON-26 WIOD LOW KFRE LOW KSTP ADD WBEN ON-23 WSAR ADD KGNR LOW KUGN ADD WELI LOW WSPD ADD KLOK HIGH KVI ON WHIO ADD WTMJ ADD	62	88	*	*	*	*
2	2	18	27	BARRY MANILOW/Ready To Take A Chance Again LP: Foul Play (Arista) KDKA 17-21 KMBZ 6-18 WATR 20-23 WIOD LOW KEX LOW KRNT HIGH WAVE HIGH WUWO 8-8 KGMB 5-12 KSL HIGH WCKY HIGH WSAR 8-12	92	94	89	85	92	84
—	—	—	28	BARRY MANILOW/Somewhere In The Night LP: Even Now (Arista) KDKA A-30 KMBZ ADD WATR ON-30 WIOD ADD KEX ADD KSD HIGH WCKY ADD WSB ADD KFMB LOW KSL ADD WFTL ADD WTMJ ADD KLOK ADD KVI ADD WHIO ADD	90	93	*	100	*	*
—	—	34	29	NICOLETTE LARSON/Lotta Love LP: Nicolette (WB) KEX LOW KOB HIGH WATR 26-19 WQUD 29-25 KFMB ADD KSL HIGH WBEN 24-22 WSAR A-27 KGMB A-20 KVI ON-24 WHIO ADD WTMJ HIGH	90	100	*	*	*	*
19	25	30	30	RITA COOLIDGE/Love Me Again LP: Love Me Again (A&M) KEX LOW KGMB 17-16 KOB HIGH WELI LOW WSAR 16-18 KFMB HIGH KGNR LOW KRNT HIGH WFTL LOW WSPD LOW KFRE LOW KMBZ 10-17 KSL HIGH WIOD LOW	91	90	76	84	100	100
11	17	31	31	ANNE MURRAY/You Needed Me LP: Let's Keep It That Way (Capitol) KDKA 22-26 KLOK HIGH KSL HIGH WCKY HIGH KGMB 14-19 KMBZ 22-34 WATR 18-20 WHDH HIGH KGNR LOW KSD HIGH WAVE HIGH WSB HIGH	86	94	87	94	80	100
18	20	21	32	DONNA SUMMER/MacArthur Park LP: Live And More (Casablanca) KDKA 2-5 WATR 10-12 WIOD LOW WTMJ HIGH KLOK HIGH WAVE HIGH WUWO 2-2 KRNT HIGH WBEN 2-10 WSAR 2-5	86	78	75	83	91	100
27	27	27	33	CHICAGO/Alive Again LP: Hot Streets (Columbia) KDKA 7-13 KFRE LOW WAVE HIGH WQUD 10-13 KEX LOW KSD ON WIOD LOW WSPD LOW KFMB LOW KVI ON WUWO 12-12	93	97	100	86	90	100
20	26	26	34	ALICIA BRIDGES/I Love The Nightlife LP: Alicia Bridges (Polydor) KDKA 3-2 KGMB 12-11 WAVE HIGH WSAR 21-22 KFMB LOW KLOK HIGH WHDH HIGH KFRE LOW KUGN HIGH WUWO 1-1	97	73	100	92	95	100

Leading Adult Contemporary Songs

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL Percentage of people who liked the song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
41	35	35	35	O.C. SMITH/Love To Burn LP: Not Released (Shady Brook) KFRE ON KSL HIGH WAVE HIGH WSAR ON KMBZ ADD KSTP LOW WELI LOW WTMJ HIGH KOB HIGH KUGN HIGH WHIO LOW	66	100	*	*	*	*
36	36	36	36	JUSTIN HAYWARD/Forever Autumn LP: War Of The Worlds (Columbia) KEX HIGH KGNR LOW KSTP HIGH WAVE HIGH WTMJ HIGH KFMB LOW KSL HIGH WATR 7-10 WELI LOW	100	100	*	*	*	*
28	22	24	37	ELTON JOHN/Part-time Love LP: A Single Man (MCA) KDKA 13-12 KVI 17-17 WOWO 10-10 WSPD LOW KFRE HIGH WHIO LOW WQUD 21-6 KSD ON WIOD LOW WSAR ON-29	88	80	70	69	88	66
47	44	38	38	ENGLAND DAN & JF COLEY/Westward Wind LP: Nights Are Forever (Big Tree) KFMB LOW KRNT HIGH KSTP HIGH WELI LOW WTMJ HIGH KSL ADD WAVE HIGH WHIO LOW	95	90	100	91	90	100
14	21	32	39	STEPHEN BISHOP/Everybody Needs Love LP: Bish (ABC) KMBZ 8-24 KRNT HIGH WATR 27-29 WIOD LOW WSAR 10-11 KOB HIGH KSL HIGH WAVE HIGH WQUD 14-16	94	100	100	87	100	100
—	—	—	40	DOLLY PARTON/Baby I'm Burnin' LP: Heartbreaker (RCA) KEX ADD KGNR ADD WAVE HIGH WSAR ON WTMJ HIGH KFRE LOW KMBZ ON-19 WHIO HIGH WSB HIGH	*	*	*	*	*	*
—	—	41	41	EARTH, WIND & FIRE/September LP: Best Of Earth, Wind & Fire, Vol. 1 (Columbia) KDKA A-27 KGMB ADD WOWO ON WSPD LOW KFRE ADD WBEW 22-20 WQUD 27-24	95	95	92	100	100	91
48	47	42	42	COOPER BROTHERS/The Dream Never Dies LP: The Cooper Brothers (Capricorn) KEX HIGH KGNR ADD KVI ON WSAR ON KFRE LOW KSTP ADD WIOD LOW WTMJ HIGH	*	90	*	*	*	*
50	49	43	43	CAROLE KING/Morning Sun LP: Welcome Home (Capitol) KFRE LOW WAVE HIGH WHIO LOW KOB HIGH WFTL LOW WTMJ HIGH	83	100	*	83	87	*
—	—	49	44	CRYSTAL GAYLE/Why Have You Left LP: When I Dream (UA) KEX LOW KGNR ADD KVI ON WFTL ADD WTMJ ADD KFRE LOW KLOK ADD WAVE HIGH WHIO HIGH	83	*	*	*	*	*
16	30	39	45	LITTLE RIVER BAND/Reminiscing LP: Sleeper Catcher (Harvest) KDKA 26-28 KRNT HIGH WAVE HIGH WIOD LOW KOB HIGH KSL HIGH WCKY HIGH	91	100	90	100	100	100
—	—	46	46	LINDISFARNE/Run For Home LP: Back And Forth (Atlantic) KFRE LOW WAVE ADD WTMJ HIGH KVI ON WQUD 22-17	*	*	*	*	*	*
49	48	47	47	MOODY BLUES/Driftwood LP: Octave (London) KFRE LOW WATR 14-18 WHIO LOW WTMJ HIGH KOB HIGH WELI LOW WQUD A-28	88	100	90	*	100	*
—	50	48	48	WILLIE NELSON/All Of Me LP: Stardust (Columbia) KFRE ON KRNT HIGH KSTP LOW WSB HIGH KMBZ ON-33 KSL HIGH WHIO HIGH	85	100	100	*	*	*
—	—	50	49	IAN MATTHEWS/Shake It LP: Stealin' Home (Mushroom) KFMB LOW KSTP LOW WHIO ADD KGMB A-15 KVI ON WQUD 26-22	50	87	*	*	*	*
—	—	—	50	DAN HILL/Let The Song Last Forever LP: Frozen In The Night (20th Century) KFRE LOW KRNT HIGH WHIO LOW WSPD LOW KMBZ ADD KSTP LOW WSAR ON	*	*	*	*	*	*

Adult Contemporary Stations

EACH CORRESPONDENT'S PLAYLIST IS PRINTED IN THIS SECTION. FOR STATIONS USING CHART NUMBERS THIS INFORMATION APPEARS:

1. TOP TEN
2. 5 BIGGEST MOVERS
3. ALL ADS
4. DROPS THAT "STIFFED"

FOR STATIONS NOT USING CHART NUMBERS, THIS INFORMATION APPEARS:

1. ADDS
2. DROPS THAT "STIFFED"

KDKA/Pittsburgh, PA
PD: Dave Graves
MD: Rick Starr
GM: A.B. Hartman

- 1-1 BARBRA & NEIL
- 3-2 ALICIA BRIDGES
- 5-3 GINO VANNELLI
- 6-4 BILLY JOEL
- 2-5 DONNA SUMMER
- 9-6 AL STEWART
- 8-7 DR HOOK
- 4-8 AMBROSIA
- 11-9 PAUL DAVIS
- 12-10 FIREFALL

- 28-17 CHIC
- 25-19 VILLAGE PEOPLE
- 29-24 F. & WEISBERG
- 14-11 BEE GEES
- 18-16 LINDA RONSTADT

- A-25 ERIC CLAPTON
- A-27 EW&F
- A-30 BARRY MANILOW

KEX/Portland, OR
MD: Bob Swanson
PD: Eric Norberg
GM: Richard P. Kale.

- ADD BONEY M
- ADD NIGEL OLSON
- ADD LEIF GARRETT
- ADD FOREIGNER/BLUE
- ADD BARRY MANILOW
- ADD DOLLY PARTON

KFMB/San Diego, CA
PD: Mark Larson
MD: Clark Anthony
GM: Paul Palmer

- ADD BEE GEES
- ADD NICOLETTE LARSON
- ADD ERIC CLAPTON

KFRE/Fresno, CA
PD: Mike Webb
MD: Rich Dixon
GM: Tal Jonz

- ADD LIVINGSTON TAYLOR
- ADD COOPER BROS
- ADD EW&F
- ADD PERRY COMO
- ADD JIMMY BUFFETT
- ADD BOB SEGER
- ADD MELISSA MANCHESTER

KGMB/Honolulu, HI
PD/MD: Dave Denver
GM: Earl McDaniel

- 6-1 BILLY JOEL
- 2-2 GINO VANNELLI
- 4-3 DR HOOK
- 7-4 AL STEWART
- 9-5 LINDA RONSTADT
- 10-6 FIREFALL
- 13-7 ESERALDA
- 1-8 ANDY GIBB
- 3-9 BARBRA & NEIL
- 11-10 BEE GEES

- 18-14 LIVINGSTON TAYLOR
- 15-13 PAUL DAVIS
- 17-16 RITA COOLIDGE
- 12-11 ALICIA BRIDGES

- A-18 ERIC CARMEN
- A-20 NICOLETTE LARSON
- ADD GERRY RAFFERTY
- ADD EW&F

KGNR/Sacramento, CA
PD: Dave Darin
MD: Lee Kirk
GM: Virgil Clemons

- ADD CRYSTAL GAYLE
- ADD COOPER BROS
- ADD DOLLY PARTON

KLOK/San Jose, CA
PD/MD/GM: Bill Weaver

ADD JACKY WARD
ADD CRYSTAL GAYLE
ADD BARRY MANILOW
KMBZ/Kansas City, MO
PD: Steve Bell
GM: Walt Lockman

- 2-1 AL STEWART
- 1-2 BARBRA & NEIL
- 3-3 GINO VANNELLI
- 4-4 GLEN CAMPBELL
- 5-5 ANDY GIBB
- 12-6 KENNY ROGERS
- 13-7 AMBROSIA
- 9-8 ERIC CARMEN
- 17-9 BEE GEES
- 19-10 BILLY JOEL

- 24-16 LIVINGSTON TAYLOR
- 20-12 LINDA RONSTADT
- 16-11 ERIC CLAPTON
- 33-28 MELISSA MANCHESTER
- 26-22 MARY MAC GREGOR

ADD HERBIE MANN
ADD DAN HILL
ADD BARRY MANILOW
ADD O C SMITH
ADD EAGLES

KOB/Albuquerque, N.M.
PD: Jim King
GM: Ronald L. Sack

- ADD PAUL ANKA
- ADD D&M

KRNT/Des Moines, IA
PD/MD: Del Hull
GM: Al Lobeck

ADD PARTON/I REALLY
KSD/St. Louis, MO
MD: Ed Scarborough
PD: Lee Fowler
GM: Ed Newsome

- ADD EAGLES
- ADD MELISSA MANCHESTER

KSL/Salt Lake City, UT
PD: George Lemich
MD: Bob Lee
GM: Dean Lindsay

- ADD OLIVIA NEWTON-JOHN
- ADD BARRY MANILOW
- ADD ENGLAND DAN & JFC
- ADD WAYNE NEWTON
- ADD YVONNE ELLIMAN

KSTP/Minneapolis, MN
PD/MD: Marc Anderson
GM: John Mayasich

- ADD DEBRA WASHINGTON
- ADD CAPTAIN & TENNILLE
- ADD F & WEISBERG/LUNA
- ADD COOPER BROS

KUGN/Eugene, OR
PD: Jack Barry
MD: Michael Ross
GM: Ralph Petti

- ADD LEE OSKAR
- ADD CAPTAIN & TENNILLE
- ADD YVONNE ELLIMAN
- ADD M. JOHNSON/WHEN
- ADD JOHN D LOUDERMILK

KVI/Seattle, WA
PD: Mike O'Shea
GM: Jim Johnson

- 2-1 AL STEWART
- 1-2 BARBRA & NEIL
- 3-3 GINO VANNELLI
- 6-4 BILLY JOEL
- 4-5 ANDY GIBB
- 5-6 AMBROSIA
- 8-7 BEE GEES
- 9-8 LINDA RONSTADT
- 7-9 ERIC CARMEN
- 12-10 DR HOOK

- 24-18 KENNY ROGERS
- 23-20 BOB SEGER
- 15-13 FIREFALL
- 18-16 GLEN CAMPBELL
- 20-19 MELISSA MANCHESTER

- ADD HUMPERDINCK
- ADD GERRY RAFFERTY
- ADD BARRY MANILOW

WATR/Waterbury, CT
PD/MD: Glenn Colligan
GM: Fred Erwin

- 3-1 AL STEWART
- 1-2 BARBRA & NEIL
- 4-3 GINO VANNELLI
- 5-4 ALICE COOPER
- 6-5 LINDA RONSTADT
- 2-6 DR HOOK
- 8-7 BILLY JOEL
- 11-8 BOB SEGER
- 9-9 BEE GEES
- 7-10 JUSTIN HAYWARD

- 26-19 NICOLETTE LARSON
- 21-17 MELISSA MANCHESTER
- 17-13 FIREFALL
- 24-21 CARPENTERS
- 13-11 ERIC CARMEN

ADD MICHAEL JOHNSON
ADD PETER CRISS
ADD YVONNE ELLIMAN

WAVE/Louisville, KY
PD: James Caldwell
MD: Danny King
GM: JAMES Caldwell

- ADD DOBIE GRAY
- ADD STERLING WHIPPLE
- ADD BURTON CUMMINGS
- ADD TONY ORLANDO
- ADD ERIC CLAPTON
- ADD JANIE FRICKE
- ADD LINDISFARNE
- ADD FIREFALL
- ADD PAGES
- ADD NEIL NORMAN
- ADD CHARLIE RICH

WBEN/Buffalo, NY
PD: Bob Wood
MD: Roger Christian
GM: Larry Levite

- 3-1 BILLY JOEL
- 1-2 BARBRA & NEIL
- 4-3 AL STEWART
- 6-4 HUMPERDINCK
- 10-5 BEE GEES
- 5-6 ANDY GIBB
- 8-7 GINO VANNELLI

- A-8 BOB SEGER
- 9-9 FIREFALL
- 2-10 DONNA SUMMER

- 22-20 EW&F
- 17-15 CARPENTERS
- 24-22 NICOLETTE LARSON
- 16-14 ERIC CLAPTON
- 19-18 ALICE COOPER

ADD NEIL DIAMOND/SAY
WCKY/Cincinnati, OH
PD: Bruce Still
MD: Jim Silver
GM: Phillip McDonald

- ADD BARRY MANILOW
- ADD PERRY COMO
- ADD MARY MAC GREGOR
- ADD FLOYD CRAMER

WFTL/Ft. Lauderdale, FL
PD: Mike Harvey
GM: William Sherry

- ADD CRYSTAL GAYLE
- ADD BARRY MANILOW
- ADD CHARLEY PRIDE
- ADD GEORGE FISCHOFF

WHDH/Boston, MA
PD: Al Brady
MD: Jayne Reino
GM: David Croninger

- ADD AL STEWART
- ADD LINDA RONSTADT
- ADD ERIC CLAPTON
- ADD LIVINGSTON TAYLOR

WHIO/Dayton, OH
MD: Kris Rankin
PD: Bob Davis
GM: Ronald Kempff

- ADD LIVINGSTON TAYLOR
- ADD IAN MATTHEWS
- ADD BURTON CUMMINGS
- ADD JIM RAFFERTY
- ADD RONNIE MILSAP
- ADD MARY WELCH
- ADD BARRY MANILOW
- ADD PERRY COMO
- ADD CAPTAIN & TENNILLE
- ADD NICOLETTE LARSON

WIOD/Miami, FL
PD: Alan Anderson,
GM: Bill Viands

- ADD MARSHALL HAIN
- ADD PERRY COMO
- ADD BARRY MANILOW

WOWO/Ft. Wayne, IN
PD: Bob Kay
MD: Sam Devicent

- 1-1 ALICIA BRIDGES
- 2-2 DONNA SUMMER
- 3-3 BARBRA & NEIL
- 4-4 AMBROSIA
- 5-5 BILLY JOEL
- 6-6 D&M
- 7-7 AL STEWART
- 8-8 MANILOW/OLD
- 9-9 GINO VANNELLI
- 10-10 ELTON JOHN

WQUD/Memphis, TN
PD: Mike Powell
MD: Greg Hamilton
GM: Bob McDowell

- 1-1 BARBRA & NEIL
- 3-2 BILLY JOEL
- 2-3 ANDY GIBB
- 12-4 BEE GEES
- 20-5 LINDA RONSTADT
- 21-6 ELTON JOHN
- 13-7 ERIC CARMEN
- 16-8 BOB SEGER
- 5-9 AL STEWART
- 18-10 ALICE COOPER

- 28-21 OLIVIA NEWTON-JOHN
- 22-17 LINDISFARNE
- 25-20 EXILE
- 24-19 POINTER SISTERS
- 30-26 NIGEL OLSON
- A-27 KENNY ROGERS
- A-28 MOODY BLUES
- A-29 MARY MAC GREGOR

WSAR/Fall River, MA
PD: Ken McLean
MD: Mark Williams
GM: Ed Juare

- 1-1 BARBRA & NEIL
- 6-2 AL STEWART
- 7-3 ANDY GIBB
- 3-4 DR HOOK
- 2-5 DONNA SUMMER
- 4-6 GINO VANNELLI
- 17-7 LIVINGSTON TAYLOR
- 5-8 ERIC CARMEN
- 22-9 BILLY JOEL
- 9-10 LOGGINS/OLD

- 24-14 BEE-GEES
- 29-20 LINDA RONSTADT
- 27-19 BOB SEGER
- 30-24 GLEN CAMPBELL
- 28-25 CARPENTERS

- A-27 NICOLETTE LARSON
- A-30 OLIVIA NEWTON-JOHN
- ADD EAGLES
- ADD CAPTAIN & TENNILLE

WSB/Atlanta, GA
MD: Gene Christie
PD: George Fischer
GM: Elmo Ellis

- ADD BARRY MANILOW
- ADD BILL ANDERSON
- ADD BONEY M

WSPD/Toledo, OH
PD: Craig Mollison
MD: Leah Myers
GM: Doug Sinn

- ADD CAPTAIN & TENNILLE
- ADD CARLY SIMON
- ADD POINTER SISTERS
- ADD GERRY RAFFERTY
- ADD ALICE COOPER

WTMJ/Milwaukee, WI
MD: Mike Elliot
PD: Mike Elliot
GM: Bill Haig

- ADD OLIVIA NEWTON-JOHN
- ADD BARRY MANILOW
- ADD CAPTAIN & TENNILLE
- ADD LEIF GARRETT
- ADD GERRY RAFFERTY
- ADD CRYSTAL GAYLE
- ADD BONEY M

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GM: Chuck Rosen & Bob Kaffi

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MD: Paul O'Palka
GM: Walt Broabhurst

WCBG/Chambersburg, PA
PD: Bob Huff
MD: Bill Hess
GM: Molly Messner

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MD: Kin Silva
GM: Gary Livingston

WDHA/Dover, NJ
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GM: Bob Linder

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GM: Dennis Jackson

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GM: Thomas Wolfe

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MD: Chuck Morgan
GM: Frank Filippone

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MD: Jack Michaels
GM: Ed Gillier

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MD: Nick Pirccio
GM: Don Hartman

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GM: Bob Sweppenheiser

WHVR/Hanover, PA
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GM: John Bare

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GM: Bill Allison

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GM: David Mitchel

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GM: Bernie Saks

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GM: Jerry Duckett

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GM: Claire Taylor

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GM: Frank Delle, Jr.

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GM: Stan Wall

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GM: Croy Pitzer

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GM: Ken Brown

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GM: Steve Hanson

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MD: Ross Forbes
GM: Todd Baker

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PD/MD: Rod Tucker
GM: Bill Luzmor

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PD/MD: Gary Cummings
GM: Dennis Deccio

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PD/MD: Bobby Rivers
GM: Joe Koff

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GM: Jeff Martin

KUKI/Ukiah, CA
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MD: Randall Kalton
GM: Jim Dowd

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PD/MD: Chip Stanley
GM: Hugh Williams

KWRM/Corona, CA
PD/MD: Richard Painter
GM: Donald Painter

KYLT/Missoula, MT
PD/MD: Vern Argo
GM: Gene Peterson

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GM: David Baudoin

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GM: Mahlon Aldridge

KGOU/Norman, OK
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GM: Roy Lamberton

KJAS/Jackson, MO
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GM: Jim Smith

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PD: Dave Knight
MD: Steve Carpenter
GM: Greg Everett

KLTR/Blackwell, OK
PD: Craig Ortwein
MD: John Richard
GM: Jim Dixon

KLWW/Cedar Rapids, IA
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GM: Don Weir

KNOR/Norman, OK
PD/MD: Steve Kohl
GM: Terry King

KOFO/Ottawa, KS
PD: Gary Bateman
MD: Bob Osburn
GM: Rich Shaffer

KOHU/Yankton, SD
PD/MD: Craig Metz
GM: Robert Link

KRIB/Mason City, IA
PD/MD: Bob Scott
GM: Merle Oakes

KTGA/Ft. Dodge, IA
PD/MD: Shannon Reed
GM: James Boardman

KUSO/Ardmore, OK
PD: Glen Swinford
MD: Terry Riddle
GM: James Fischer

KWHP/Oklahoma City, OK
PD: Dwayne Allen
MD: Lindy Cole
GM: Bill Payne

WADM/Decatur, IN
PD/GM: Larry Arnold
MD: Chuck Garber

WAKX/Duluth, MN
PD/MD: Bruce McGregor
GM: Lew Latto

WAUR/Aurora, IL
PD: Gary Lee
MD: Mike Hartman
GM: Hal Brokaw

WAZY/Lafayette, IN
PD: Jeffrey Jay Weber
MD: Bobby Day
GM: Hal Youart

WBMP/Elwood, IN
PD: Steve Dunham
MD: Jim Matthews
GM: Stan Barton

WCAR/Detroit, MI
PD: Bill Ford
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GM: John Risher

WCSI/Columbus, IN
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GM: Jim Kauper

WDIF/Marion, OH
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MD: Jim Roberts
GM: George Scantland III

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PD: Gary Diamond
MD: Jerry Allan
GM: Jack Hackman

WEEE/Taylorville, IL
PD/MD: Brent Wookey
GM: Jon Ulz

WHIZ/Zanesville, OH
PD/MD: Dave Cris
GM: Robert Hodous

WHSD/Darien, IL
PD: Jim Lawson
MD: Roy Gregorich
GM: Pat McLemore

WKAU/Kaukauna, WI
PD: Dan Dennis
MD: Alex Fullarton
GM: Jim Esler

WMIX/Mt. Vernon, IL
PD/MD: Bob Stevens
GM: Jim Nelson

WNPQ/New Philadelphia, OH
PD/MD: Max Heywood
GM: Chuck Healy

WRBR/Mishawaka, IN
PD: R.C. Rogers
MD: Jason Foxx
GM: Vince Ford

WRKR/Racine, WI
PD: Tom Rivers
MD: Ron Richards
GM: Dick Lange

WRLS/Hayward, WI
PD: Dick Bender
MD: Russ Scarrfer

WTRC/Elkhart, IN
PD: Allen Strike
MD: Don Brody
GM: Ed Huot

South

KAOK/Lake Charles, LA
OD: Buddy Sepaugh
MD: Bob Simons
GM: E.G. Predergast

KCRS/Midland, TX
PD: Darrell Ward
GM: Parker Humes

KFSA/Fort Smith, AR
PD: Phil Hall
MD: Scott Allyn
GM: George Giover

KNAS-FM/Nashville, AR
PD/MD: Gary McKee
GM: Pete Gathright

KNIN/Wichita Falls, TX
PD/MD: Len Marshall
GM: Bob Walker

KPLT/Paris, TX
MD: Tom Allen
GM: Jeff Methuen

KTFS/Texarkana, TX
PD/MD: Dave Hall
GM: Tom Alford

KVOL/Lafayette, LA
PD: Hal Harrison
MD: Michael Lea
GM: Jim Trahan

KWRG/New Roads, LA
PD: Brian King
MD: Robert Allen
GM: John Pevoyea

WACR/Columbus, MI
PD/MD: Bill Crumby
GM: Ann Johnston

WANS/Anderson, SC
PD/MD: Bill McCown
GM: Nicholas T. Frangias

WANV/Waynesboro, VA
PD/MD: David Cohen
GM: Charles Neer

WBAW/Barnwell, SC
PD/MD: Drew Wilder
GM: Joe Wilder

WBTR/Carrollton, GA
PD: Stan Richards
MD: Ray Hammons
GM: Bob Thorburn

WDNG/Anniston, AL
PD/MD: Jim Knight
GM: Tom Totts

WGGG/Gainesville, FL
PD: Boomer Hough
MD: Craig O'Brien
GM: Elsie Mercer

WGRO/Lake City, FL
PD/MD: Kerry Hagler
GM: Dean Blackwell

WHIT/New Bern, NC
OD: Ron Diaz
MD: Dave Lyons
GM: Edward F. Seeger

WJAK/Jackson, TN
PD: Joe Case
MD: Charlie DeBerry

WKIN/Kingsport, TN
PD/MD: Reggie Jordan
GM: Ken Maness

WKIX/Raleigh, NC
PD: Bob Bolton
MD: Ron McKay
GM: Bernie Mann

WKIZ/Key West, FL
PD: Timothy Lee Swofford
MD: Roslyn Schwartz
GM: Gayle Swofford

WKOZ/Kosciusko, MI
PD: Johnny Boswell
MD: Lee Sherman
GM: Mims Boswell, Jr.

WKXY/Sarasota, FL
PD: Charles Fernandez
MD: A J Austin
GM: Tony Fernandez

WLOW/Aiken, SC
PD/GM: Mills Sitzner
MD: Owen Holmes

WNDB/Daytona Beach, FL
PD: H. D. Soos
MD: Dave Laing
GM: Copeland Guice

WPAX/Thomasville, GA
PD/MD: Jim Jacobs
GM: T.O. Collins

WQXB/Grenada, MI
PD/MD: Sid Leverette
GM: Bob Evans Jr

WROD/Daytona Beach, FL
PD/MD: Doug Montgomery
GM: Bill Stipsits

WROV/Roanoke, VA
MD: Dave McKay
GM: Don Foutz

WRUF/Gainesville, FL
PD: Harry Guscott
MD: Jim Hickey
GM: Robert W. Leach

WSIR/Winterhaven, FL
PD/MD: Tom Anthony
OM: Randall E. Jeffery

WTMC/Ocala, FL
PD: Lou Patrick
MD: Jerry Kay
GM: Vernon Arnette

WVJS/Owensboro, KY
PD: Jim Orton
MD: Sam Kincheloe
GM: Ray Wettstein

WWWX/Nashville, TN
PD: Michael St. John
MD: Michael St. John
GM: Ron Bledsoe

MASSurvey

Mass Acceptance Songs Survey

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
56	44	34	28		POINTER SISTERS/Fire LP: Energy (Planet) 96X 31-23 KFRC 27-26 KTKT A-30 WGUY ADD WRQK ON-30 99X 29-25 KFPM 29-26 KTLK 33-27 WHBQ 24-20 WSGA 16-12 KCPX 26-23 KHJ A-30 WAAY ON WIVY ON-32 Y100 26-20 KENI ON KJR ON-19 WDRQ 34-31 WKBW 26-18 KEZY 32-30 KRKE 27-26 WFIL ADD WLCY 30-21 KFI 28-24 KTAC ON-26 WGH 24-22 WPST ON-23	75	85	83	71	50
27	22	22	29	ERIC CARMEN/Change Of Heart LP: Change Of Heart (Arista) 96X 29-24 KSTT 18-21 WBBF 29-24 WGUY 23-27 WNOX 24-22 KBEQ 24-21 KTKT 24-26 WBJW 11-29 WIVY ON WRKO 12-20 KENI 22-13 KTLK 17-14 WDRQ 28-24 WKBW ON WSGA 23-21 KHJ 20-25 KVIL 23-25 WELQ 25-25 WLCY 26-25 Y100 22-17 KRKE 14-24 WAAY 19-17 WFIL 5-11 WNCI 21-21	93	90	100	100	*	*
—	—	41	30	EAGLES/Please Come Home For Christmas LP: Not Released (Asylum) 96X A-37 KFYE ADD KTAC ON WING 30-19 WSGA 21-14 KBEQ A-27 KHJ 30-27 KTKT A-28 WIVY A-16 Y100 A-29 KCPX ON-20 KINT ADD WBBF ON WJON ADD KENO ADD KJR ON WEEQ ON WLCY ON-30 KEZY 31-28 KRKE ON-25 WGH ON-17 WPST ADD KFI 26-19 KRTH A-26 WGUY ON WRQK ON-27	77	91	*	*	*	*
45	40	35	31	QUEEN/Fat-Bottomed Girls/Bicycle LP: Jazz (Elektra) 96X 32-30 KFRC 18-17 KTAC ADD WGUY 11-9 WRKO ON-27 99X 13-9 KFYE 21-18 KTKT ON WIVY ON WRKO ON-34 KBEQ 5-5 KHJ 22-18 KTLK 28-22 WKBW 15-11 WRQK ON KENI 21-16 KJR ON WAAY 29-24 WLCY 18-17 Y100 15-13 KEZY 8-9 KSTT 28-28 WDRQ 24-22 WPST ON	55	70	*	77	62	*
17	17	24	32	FOGELBERG & WEISBERG/Power Of Gold LP: Twin Sons Of Different Mothers (Epic) 99X ON KEZY 20-17 WDRQ 16-13 WKBW 18-17 B100 6-6 KHJ 26-23 WEEQ 14-17 WNCI 12-10 KCPX 12-18 KJR 9-10 WING 8-9 WNOX 11-29 KENI 27-25 KTLK 20-25 WIVY 26-25 WPST 20-20 KENO 25-21 WBBF 18-31 WJON 10-11 WRQK 18-15	100	82	*	85	*	*
11	18	23	33	FOREIGNER/Double Vision LP: Double Vision (Atlantic) 99X 5-12 KINT 21-23 WEEQ 13-20 WNCI 11-16 KENO 11-16 K10A 7-15 WHBQ 18-19 WNOX 18-30 KFRC 24-30 KTAC 3-2 WKBW 14-16 WROK 12-15 KFYE 14-23 WBBF 1-6 WLCY 20-20 WRQK 19-28 KHJ 15-26 WBJW 36-32 WLS 10-14 Z97 2-2	85	80	81	100	100	100
47	46	37	34	DAN HARTMAN/Instant Replay LP: Instant Replay (Blue Sky) 96X 10-14 KFYE 31-26 KTAC ADD WFIL 23-18 WSGA 20-16 99X 8-7 KINT 11-11 KTLK 34-28 WGH 23-18 Y100 18-27 KENO 27-26 KRTH 16-14 WAAY ON-26 WING A-30 KFI ON KSTT 30-30 WABC 14-14 WRKO 5-6	33	85	*	*	*	*
21	23	28	35	HEART/Straight On LP: Dog And Butterfly (Portrait) B100 2-1 KHJ 25-22 WING 20-22 WNOX 12-17 KCPX 16-25 KRTH 20-18 WIVY 21-18 WROK 32-31 KENO 4-3 KTAC 2-1 WKBW 10-12 Z97 8-6 KFPM 22-21 KTKT 20-19 WNCI ON	86	85	*	100	*	*
22	27	30	36	ANNE MURRAY/You Needed Me LP: Let's Keep It That Way (Capitol) KBEQ 11-19 KINT 8-13 WABC 5-11 WLS 5-7 Z97 19-21 KFI 14-20 K10A 3-7 WFIL 18-24 WROK 4-4 KFRC 6-10 KVIL 10-15 WLCY 15-19 Y100 11-15	86	94	87	94	80	100
46	42	42	37	LEIF GARRETT/I Was Made For Dancin' LP: Feel The Need (Scotti Bros) 96X 14-11 KTKT 21-14 WBBF 17-14 WIVY ADD WROK ON KFI 21-18 KTLK ON WGH ADD WKBW 16-13 Y100 3-7 KFYE ON WAAY ADD WGUY ON-28 WLCY 6-8	86	76	66	*	57	*

MASSurvey

Mass Acceptance Songs Survey

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
—	—	—	38		ROD STEWART/Da Ya Think I'm Sexy LP: Blondes Have More Fun (WB) 96X A-34 KFRC ON-27 KTLK ON WGUY ON WSGA 26-22 B100 ADD KJR ON-22 WBBF ADD WHBQ ON-30 KBEQ 28-24 KRKE A-30 WBJW A-40 WLCY A-28 KCPX ADD KRTH A-27 WEEQ ADD WPST ADD KEZY ON-35 KTKT ADD WGH ON WRKO ON	*	*	*	*	*
—	—	57	39	BARRY MANILOW/Somewhere In The Night LP: Even Now (Arista) KCPX 20-16 KRTH 29-24 WAAY ON WING A-29 WSGA 30-27 KFI ADD KTAC ON WEEQ ADD WKBW ADD K10A 15-18 KTKT ADD WFIL ON-19 WNCI ON KRKE A-29 KTLK ON-35 WGH ON WNOX ADD	90	93	*	100	*	*
43	41	33	40	CHAKA KHAN/I'm Every Woman LP: Chaka Khan (WB) 99X 25-22 KTLK 25-19 WDRQ 5-3 WNOX 23-20 KFRC 16-19 WAAY 24-20 WGH 16-16 WRKO 16-16 KSTT 23-22 WABC 12-13 WHBQ 16-17 WRQK 15-10 KTAC ON WBJW ON WIVY 29-26 Y100 29-26	91	88	*	83	66	*
51	49	44	41	LIVINGSTON TAYLOR/I Will Be In Love With You LP: 3 Way Mirror (Epic) B100 13-10 KRKE 29-27 KVIL A-31 WJON ON KENI 31-24 KSTT ON WEEQ ON WRKO 19-17 KFI ON KTKT A-29 WFIL ON WRQK ON KF XM 30-28 KTLK 32-26 WING ADD	91	*	*	*	*	*
—	—	—	42	GERRY RAFFERTY/Home And Dry LP: City To City (UA) KENI ON KFRC ON-28 KTAC ADD WKBW ADD KENO A-28 KFYE ON KTLK ADD WPST ON KEZY ADD KJR ON-25 WBJW ON WSGA A-30 KFI 29-25 KRTH 30-28 WEEQ ON	*	*	*	*	*	*
19	26	36	43	PABLO CRUISE/Don't Want To Live Without It LP: Worlds Away (A&M) KBEQ 11-11 KENO 3-4 WDRQ 14-21 WNCI 18-17 KENI 8-6 WBJW 14-13 WING 4-11 Z97 22-23	97	95	100	82	100	75
—	—	—	44	MELISSA MANCHESTER/Don't Cry Out Loud LP: Don't Cry Out Loud (Arista) KENI ON KJR ADD WAAY ADD WING ON KEZY ON-36 KRTH 19-19 WBBF 19-16 WJON 20-19 KFYE ON KTLK ON WBJW ON WNOX 13-11	86	95	88	100	100	*
—	—	—	45	BLUES BROTHERS/Soul Man LP: Briefcase Full Of Blues (Atlantic) 96X A-35 KFYE ON KSTT ON WGH ADD WRQK ADD 99X ON KJR ON KTAC ADD WHBQ ON KEZY ON KRKE 30-28 WAAY ADD WIVY ON KFRC ON KRTH 28-25 WBJW ON WRKO ADD	*	*	*	*	*	*
—	—	55	46	CHANSON/Don't Hold Back LP: Chanson (Ariola) 96X 12-9 KRTH ON WDRQ 31-28 WLCY ADD KENO ON-29 KTLK ON-31 WHBQ ADD Y100 24-19 KFYE ADD WBJW 18-15 WIVY 23-19	66	*	*	*	*	*
—	—	—	47	FOREIGNER/Blue Morning Blue Day LP: Double Vision (Atlantic) KENI ON KFYE ADD WBJW ADD WING ON KENO A-30 KJR ADD WEEQ ON WKBW ADD KEZY ADD KTKT ADD WGUY ON-30 WLCY ON	*	*	*	*	*	*
—	—	60	48	CHERYL LYNN/Got To Be Real LP: Cheryl Lynn (Columbia) 96X 19-12 KINT ADD WDRQ 33-30 WNCI ADD Y100 A-28 99X A-28 KRTH 21-17 WGH 5-2 WNOX ON-27 KFRC ON-23 KTLK ON-30 WHBQ 5-4 WSGA A-29	*	*	*	*	*	*

MASSurvey

Mass Acceptance Songs Survey

14 Dec. 1978

RANKING BY AIRPLAY				ARTIST, TITLE, LABEL	DEMOGRAPHIC APPEAL % of People who liked song					
NOV 23	NOV 30	DEC 7	DEC 14		F 18-24	F 25-34	F 35-44	M 18-24	M 25-34	M 35-44
—	54	49	49	BOSTON/A Man I'll Never Be LP: Don't Look Back (Epic) B100 16-13 KENI ON KEZY 16-12 KTLK ON WRKO 23-21 KBEO 20-15 KENO 26-22 KJR ON WBJW 32-27	92	*	*	90	*	*
—	—	50	50	RICK JAMES/Mary Jane LP: Come Get It (Motown) 96X 20-18 KTLK 13-10 WIVY 15-8 KFYE 24-21 WDRQ 27-27	*	*	*	*	*	*
—	—	59	51	J. GEILS/One Last Kiss LP: Sanctuary (EMI) B100 17-16 KTKT ON WDRQ A-34 WRKO ON-28 KENI ON KTLK ON WEEO 26-24 KEZY 25-25 WBJW ON WING ON	*	85	*	*	*	*
55	53	53	52	LINDISFARNE/Run For Home LP: Back And Forth (Atlantic) B100 ON-23 KFYE 16-15 WBBF 27-21 WING 29-25 KCPX 14-12 KSTT ON WBJW 22-20 WKBW 21-29	*	*	*	*	*	*
26	28	38	53	NICK GILDER/Hot Child In The City LP: City Nights (Chrysalis) KEZY 13-14 K10A 9-9 WHBQ 4-5 WLS 1-2 KINT 13-15 KTAC 7-11 WLCY 11-16 WROK 8-8	81	86	73	68	94	83
29	34	40	54	KENNY LOGGINS/Whenever I Call You "Friend" LP: Nightwatch (Columbia) 99X 11-19 KVIL 19-19 WLS 14-18 WRQK 17-26 KFI 28-28 WFIL 21-23 WROK 19-19 Z97 10-11	97	100	100	95	91	85
—	—	—	55	KENNY ROGERS/The Gambler LP: Love Or Something Like It (UA) KBEO A-30 WAAY 16-11 WGUY ADD WJON 21-12 KFI ON WFIL 14-13 WHBQ ON WSGA 31-28	93	100	76	90	100	83
—	56	56	56	KENNY LOGGINS/Easy Driver LP: Nightwatch (Columbia) B100 ON-21 KENI ON KEZY 28-29 KTLK ADD KCPX 30-28 KENO ADD KTKT ON	85	92	66	*	*	*
58	55	45	57	THE CARS/My Best Friend's Girl LP: The Cars (Elektra) KEZY 22-19 KFRC 15-20 KTLK ON WING ON KFI ON KFYE ON-27 WDRQ 23-20	69	87	*	*	*	*
—	—	—	58	ROSE ROYCE/Love Don't Live Here Anymore LP: Strikes Again (Whitfield) 96X A-27 WDRQ 8-4 WIVY 30-28 WAAY ADD WGH ON-9 WSGA 29-24	*	*	*	*	*	*
—	—	—	59	ROLLING STONES/Shattered LP: Some Girls (Rolling Stones) 99X 9-8 KFRC ON WBJW A-38 WRKO ON B100 ADD KRTH ON-29 WDRQ 13-11 KEZY 11-10 WBBF ON-34 WNOX ADD	*	*	*	*	*	*
—	—	—	60	CAPTAIN & TENNILLE/You Need A Woman Tonight LP: Dream (A&M) KCPX 24-21 KFYE ADD WGUY 14-17 KENI ON KTLK ADD WRQK ADD	62	88	*	*	*	*

These Radio Stations Have Lots of Faith In **FAITH BAND**

And



Added WKBW On WNCI

WIFE, WCCO-AM, WEEI-FM, WIOD, WNAP, WNCI, WAKX, KFIM, KXFM, KLLO, WZMF, KBIM,
WLYT, WHIZ, WKIN, WTNR, WROD, WJAK, WTJF, WTRY, WNEW-FM, KWSL, WSPD,
WZZQ, WFBQ, WWVL, WLOX, KNOW

WHAL
KLUE
WSUH
WNJC
WKOR
WTUP
WJPR
WPFM

WSPF
KTFX
KWEN
WCOF
WFBC
WNMB

WWKX
WNPC
WRJB
WCSV
WETB
WJSO

WCOR
WALT
WNAU
WHNY
WKQZ
WHSY

WKYR
WAMX
WVLD
WDGL
WGAC
WDLP

KOSY
KOTN
KBTM
KISR
WKMX
WSWG

From the Faith Band Album On Village Records
From Phonogram-Mercury With The Image Of The Hits



MASS Stations

EACH CORRESPONDENT'S PLAY-
LIST IS PRINTED IN THIS SECTION.

FOR STATIONS USING CHART
NUMBERS THIS INFORMATION
APPEARS:

1. TOP TEN
2. 5 BIGGEST MOVERS
3. ALL ADDS

96X/Miami, FL
PD: Beau Raines
MD: Lou Meyer
GM: Mort Hodgson

- 1-1 CHIC
- 2-2 BEE GEES
- 4-3 THE JACKSONS
- 6-4 AMBROSIA
- 11-5 EWF
- 7-6 GINO VANNELLI
- 3-7 BARBRA & NEIL
- 8-8 DR HOOK
- 12-9 CHANSON
- 5-10 VILLAGE PEOPLE
- 36-28 OLIVIA NEWTON-JOHN
- 31-23 POINTER SISTERS
- 19-12 CHERYL LYNN
- 22-15 LINDA RONSTADT
- 25-19 CHAKA KHAN
- A-27 ROSE ROYCE
- A-34 ROD STEWART
- A-35 THE BLUES BROTHERS
- A-36 HOT CHOCOLATE
- A-37 EAGLES

99X/New York
PD: Bobby Rich
MD: Roxy Myzel
GM: Erica Farber

- 3-1 BILLY JOEL
- 7-2 CHIC
- 1-3 BARBRA & NEIL
- 2-4 DONNA SUMMER
- 4-5 ACE FREHLEY
- 10-6 VILLAGE PEOPLE
- 8-7 DAN HARTMAN
- 9-8 STONES/SHATTERED
- 13-9 QUEEN
- 16-10 BEE GEES
- 26-21 EWF
- 22-17 TOTO
- 19-15 DR HOOK
- 29-25 POINTER SISTERS
- 21-18 LINDA RONSTADT
- A-28 CHERYL LYNN

B100/San Diego, CA
PD: C.C. McCartney
MD: C.C. McCartney
GM: Paul Palmer

- 2-1 HEART
- 1-2 TOTO
- 4-3 CHICAGO
- 5-4 FIREFALL
- 7-5 AL STEWART
- 6-6 FOGELBERG & WEISBERG
- 8-7 BILLY JOEL
- 3-8 STYX
- 11-9 WALTER EGAN
- 13-10 LIVINGSTON TAYLOR
- 15-11 LINDA RONSTADT
- 23-19 EDDIE MONEY
- 19-15 ERIC CLAPTON
- 16-13 BOSTON SISTERS
- 25-22 PAUL STANLEY
- ADD ROD STEWART
- ADD STONES/SHATTERED

KBEQ/Kansas City, MO
MD: Kim Welsh
PD: Bob Laurence
GM: Jim Smith

- 10-1 CHIC
- 1-2 BARBRA & NEIL
- 3-3 BILLY JOEL
- 7-4 TOTO
- 5-5 QUEEN
- 6-6 BEE GEES
- 8-7 ALICIA BRIDGES
- 2-8 LOCC
- 4-9 VILLAGE PEOPLE
- 9-10 ALICE COOPER

- 18-12 ANDY GIBB
- 19-14 FIREFALL
- 20-15 BOSTON
- 30-26 HOT CHOCOLATE
- 29-25 EWF
- A-27 EAGLES
- A-28 IAN MATTHEWS
- A-29 NICOLETTE LARSON
- ADD COOPER BROTHERS

KCPX/Salt Lake City UT
PD: Gary Waldron
MD: Gary Waldron
GM: William E. Wright

- 1-1 BARBRA & NEIL
- 2-2 BILLY JOEL
- 3-3 VILLAGE PEOPLE
- 4-4 BEE GEES
- 5-5 CHIC
- 6-6 FIREFALL
- 14-7 HOT CHOCOLATE
- 10-8 AL STEWART
- 19-9 EWF
- 8-10 GINO VANNELLI
- 17-13 OLIVIA NEWTON-JOHN
- 20-16 BARRY MANILOW
- 18-14 ALICE COOPER
- 32-29 TOTO
- 25-22 IAN MATTHEWS
- ADD GLEN SUTTON
- ADD ERIC CLAPTON
- ADD ROD STEWART
- ADD NIGEL OLSSON

KENI/Anchorage, AK
PD: Tony Mitchell
MD: Sean Lynch
GM: Jan Tatham

- 6-1 BILLY JOEL
- 1-2 TOTO
- 7-3 ANDY GIBB
- 5-4 BARBRA & NEIL
- 7-5 DR HOOK
- 8-6 PABLO CRUISE
- 10-7 BEE GEES
- 15-8 FIREFALL
- 3-9 GAYLE/OLD
- 12-10 PAUL DAVIS
- 26-14 CHIC
- 28-17 VILLAGE PEOPLE
- 22-13 ERIC CARMEN
- 31-24 LIVINGSTON TAYLOR
- 34-29 STEPHEN BISHOP
- ADD ALICIA BRIDGES
- ADD ALICE COOPER

KENO/Las Vegas, NV
PD: Scott Gentry
MD: Steve Summers
GM: Gerry Roy

- 9-1 CHIC
- 1-2 TOTO
- 4-3 HEART
- 3-4 PABLO CRUISE
- 6-5 GINO VANNELLI
- 7-6 AMBROSIA
- 5-7 JOURNEY
- 2-8 ANDY GIBB
- 8-9 AL STEWART
- 12-10 BEE GEES
- 29-24 EWF
- 23-19 LINDA RONSTADT
- 15-11 BILLY JOEL
- 26-22 BOSTON TAYLOR
- 25-21 FOGELBERG & WEISBERG
- A-28 GERRY RAFFERTY
- A-30 FOREIGNER/BLUE
- ADD EAGLES
- ADD ERIC CLAPTON
- ADD CAT STEVENS
- ADD KENNY LOGGINS

KFYE/Fresno, CA
PD: Mike Berlak
MD: Ray Appleton
GM: Bob Treadway

- 1-1 CHIC
- 3-2 BEE GEES
- 2-3 BARBRA & NEIL
- 4-4 VILLAGE PEOPLE
- 8-5 TOTO
- 7-6 LINDA RONSTADT
- 9-7 BILLY JOEL
- 5-8 FIREFALL
- 10-9 DR HOOK
- 13-10 EWF
- 30-14 OLIVIA NEWTON-JOHN
- 23-16 ERIC CLAPTON
- 26-20 HOT CHOCOLATE
- 31-26 DAN HARTMAN
- 24-21 RICK JAMES
- ADD CAPTAIN & TENNILLE
- ADD FOREIGNER/BLUE
- ADD EAGLES
- ADD CHANSON

KHJ/Los Angeles, CA
PD: John Sebastian
RD: Steve Casey
GM: Tim Sullivan

- 1-1 BARBRA & NEIL
- 6-2 BEE GEES
- 4-3 TOTO
- 12-4 CHIC
- 12-5 DONNA SUMMER
- 5-6 ALICIA BRIDGES
- 8-7 VILLAGE PEOPLE
- 2-8 AMBROSIA
- 7-9 DR HOOK
- 15-10 LINDA RONSTADT
- 23-13 EWF
- 27-21 FIREFALL
- 29-24 NICOLETTE LARSON
- 24-20 BOB SEGER
- 22-18 QUEEN
- A-30 POINTER SISTERS

KINT/El Paso, TX
PD: Jhani Kaye
MD: Fish Wood
GM: Jim Tabor

- 1-1 BARBRA & NEIL
- 3-2 CHIC
- 2-3 DR HOOK
- 4-4 ANDY GIBB
- 6-5 VILLAGE PEOPLE
- 7-6 BILLY JOEL
- 5-7 FOXY
- 9-8 BEE GEES
- 14-9 LINDA RONSTADT
- 10-10 SYLVESTER
- 16-12 TOTO
- 20-18 HOT CHOCOLATE
- 19-17 FIREFALL
- 22-21 AL STEWART
- 23-22 ELTON JOHN
- ADD OLIVIA NEWTON-JOHN
- ADD CHERYL LYNN
- ADD EAGLES
- ADD BOB SEGER
- ADD CERRONE

KIOA/Des Moines, IA
PD: Gary Stevens
MD: Gary Stevens
GM: Ed Wodka

- 1-1 BARBRA & NEIL
- 11-2 BEE GEES
- 4-3 ALICIA BRIDGES
- 16-4 VILLAGE PEOPLE
- 6-5 BILLY JOEL
- 2-6 DONNA SUMMER
- 3-7 ANNE MURRAY
- 8-8 AL STEWART
- 9-9 GILDER/OLD
- 20-10 FIREFALL
- 18-12 TOTO
- 19-14 PAUL DAVIS
- 24-20 ELTON JOHN
- 14-11 ANDY GIBB
- 25-23 ERIC CLAPTON
- A-21 CHIC
- A-24 NICOLETTE LARSON
- A-25 ALICE COOPER

KEZY/Anaheim, CA
PD: Dave Forman
MD: Larry Reisman
GM: Dan Mitchell

- 1-1 TOTO
- 2-2 AMBROSIA
- 4-3 CHICAGO
- 5-4 BILLY JOEL
- 3-5 AL STEWART
- 6-6 LINDA RONSTADT
- 9-7 FIREFALL
- 7-8 ELTON JOHN
- 8-9 QUEEN
- 11-10 STONES/SHATTERED
- 34-22 QUEEN/B
- 36-32 STYX/SING
- 16-12 BOSTON
- 37-34 CHEAP TRICK
- 31-28 EAGLES
- ADD FOREIGNER/BLUE
- ADD GERRY RAFFERTY
- ADD ACE FREHLEY

KFI/Los Angeles, CA
MD: Roger Collins
PD: John Rook
GM: James Wesley

- 4-1 CHIC
- 2-2 BEE GEES
- 1-3 BARBRA & NEIL
- 5-4 BILLY JOEL
- 3-5 DONNA SUMMER
- 8-6 ANDY GIBB
- 11-7 ALICIA BRIDGES
- 6-8 DR HOOK
- 13-9 VILLAGE PEOPLE
- 12-10 AL STEWART
- 26-19 EAGLES
- 22-17 BOB SEGER
- 19-15 EWF
- 28-24 POINTER SISTERS
- 29-25 GERRY RAFFERTY
- ADD BARRY MANILOW
- ADD IAN MATTHEWS

KFRC/San Francisco, CA
PD: Les Garland
MD: Dave Sholin
GM: Pat Norman

- 1-1 CHIC
- 2-2 BARBRA & NEIL
- 5-3 EWF
- 4-4 BEE GEES
- 3-5 TOTO
- 8-6 BILLY JOEL
- 9-7 AMBROSIA
- 7-8 GINO VANNELLI
- 10-9 DONNA SUMMER
- 6-10 ANNE MURRAY
- 19-12 AL STEWART
- 26-22 BOB SEGER
- 22-18 PAUL DAVIS
- 17-13 ALICIA BRIDGES
- 28-24 NICOLETTE LARSON
- ADD BOBBY CALDWELL
- ADD TOTO/I'LL SUPPLY
- ADD IAN MATTHEWS

KFXM/San Bernardino, CA
PD: Mitch Montrose
GM: Bernie Swartz

- 3-1 FIREFALL
- 7-2 BARBRA & NEIL
- 4-3 AMBROSIA
- 1-4 GINO VANNELLI
- 5-5 ELTON JOHN
- 6-6 BEE GEES
- 2-7 DR HOOK
- 9-8 ALICIA BRIDGES
- 10-9 TOTO
- 13-10 PAUL DAVIS
- 21-16 OLIVIA NEWTON-JOHN
- 24-20 VILLAGE PEOPLE
- 18-14 CHIC
- 23-19 ERIC CLAPTON
- 29-26 POINTER SISTERS
- A-29 EWF
- A-30 MELBA MOORE

MASS Stations

KJR/Seattle, WA

MD: Tracy Mitchell
PD: Steve West
GM: Shannon Sweett

10-1 CHIC
1-2 VILLAGE PEOPLE
4-3 BEE GEES
6-4 EWF
3-5 BILLY JOEL
2-6 TOTO
11-7 HOT CHOCOLATE
5-8 DR HOOK
7-9 GINO VANNELLI
9-10 FOGELBERG & WEISBERG
18-13 LINDA RONSTADT
25-20 ACE FREHLEY
22-18 OLIVIA NEWTON-JOHN
19-15 BOB SEGER
21-17 NICOLETTE LARSON

ADD SAD CAFE
ADD TALKING HEADS
ADD FOREIGNER/BLUE
ADD MELISSA MANCHESTER

KRKE/Albuquerque, NM

PD: Chris Carey
MD: Chris Carey
GM: Dick McKee

1-1 BILLY JOEL
3-2 BEE GEES
2-3 BARBRA & NEIL
7-4 CHIC
8-5 ANDY GIBB
4-6 GINO VANNELLI
13-7 TOTO
12-8 LINDA RONSTADT
6-9 AL STEWART
15-10 FIREFALL
21-14 VILLAGE PEOPLE
16-11 BOB SEGER
25-20 OLIVIA NEWTON-JOHN
22-18 ERIC CLAPTON
17-13 ALICE COOPER
A-30 ROD STEWART

KRTH/Los Angeles, CA

PD: Bob Hamilton
MD: Bob Hamilton
GM: Allan Chlowitz

1-1 BARBRA & NEIL
3-2 CHIC
7-3 BEE GEES
4-4 TOTO
5-5 VILLAGE PEOPLE
6-6 ALICIA BRIDGES
11-7 LINDA RONSTADT
8-8 DR HOOK
10-9 BILLY JOEL
13-10 EWF
26-20 NICOLETTE LARSON
29-24 BARRY MANILOW
27-23 IAN MATTHEWS
21-17 CHERYL LYNN
28-25 THE BLUES BROTHERS

A-26 EAGLES
A-27 ROD STEWART
A-30 OLIVIA NEWTON-JOHN
ADD NIGEL OLSSON
ADD SYLVESTER
ADD BOBBY CALDWELL

KSTT/Davenport, IA

PD: Jim O'Hara
MD: Mike Kenneally
GM: Frederick Epstein

1-1 BARBRA & NEIL
8-2 CHIC
7-3 BEE GEES
5-4 BILLY JOEL
3-5 DR HOOK
2-6 GINO VANNELLI
10-7 ANDY GIBB
9-8 FIREFALL
4-9 DONNA SUMMER
6-10 AL STEWART
21-17 BOB SEGER
17-14 LINDA RONSTADT
14-11 VILLAGE PEOPLE
22-19 ALICE COOPER
15-12 TOTO

KTAC/Tacoma, WA

PD: Rick Hansen
MD: Bruce Cannon
GM: Harold Greenberg

2-1 HEART
3-2 FOREIGNER
4-3 BILLY JOEL
6-4 GAYLE/OLD
1-5 BARBRA & NEIL
8-6 GINO VANNELLI
10-7 DR HOOK
11-8 ANDY GIBB
19-9 CHIC
16-10 VILLAGE PEOPLE
29-22 OLIVIA NEWTON-JOHN
30-23 ERIC CLAPTON
26-20 TOTO
27-21 HOT CHOCOLATE
28-24 NICOLETTE LARSON

ADD QUEEN
ADD DAN HARTMAN
ADD THE BLUES BROTHERS
ADD GERRY RAFFERTY

KTKT/Tucson, AZ

PD: Ed Alexander
MD: Ed Alexander
GM: Mark Schwartz

1-1 BARBRA & NEIL
4-2 BILLY JOEL
3-3 TOTO
5-4 BEE GEES
8-5 AL STEWART
2-6 FIREFALL
10-7 CHIC
11-8 VILLAGE PEOPLE
15-9 EWF
7-10 DR HOOK
21-14 LEIF GARRETT
30-24 IAN MATTHEWS
29-23 HOT CHOCOLATE
26-20 OLIVIA NEWTON-JOHN
19-13 BOB SEGER

A-28 EAGLES
A-29 LIVINGSTON TAYLOR
A-30 POINTER SISTERS
ADD JEFFERSON STARSHIP
ADD ROD STEWART
ADD FOREIGNER/BLUE
ADD CHICAGO/NO TELL
ADD ACE FREHLEY
ADD BARRY MANILOW

KTLK/Denver CO

PD: Chuck Evans
MD: Paula Mathews
GM: Tay Mineo

11-1 BEE GEES
2-2 ANDY GIBB
6-3 BILLY JOEL
1-4 BARBRA & NEIL
3-5 DR HOOK
9-6 LINDA RONSTADT
5-7 GINO VANNELLI
8-8 AL STEWART
15-9 CHIC
13-10 RICK JAMES
31-24 NICOLETTE LARSON
30-23 OLIVIA NEWTON-JOHN
21-15 EWF
26-20 BOB SEGER
25-19 CHAKA KHAN

ADD JOHN PAUL YOUNG
ADD CHICAGO/NO TELL
ADD KENNY LOGGINS
ADD PLAYER
ADD NIGEL OLSSON
ADD HALL & OATES
ADD CAPTAIN & TENNILLE
ADD GERRY RAFFERTY

KVIL/Dallas, TX

PD: Ron Chapman
MD: Mike Rey
GM: David Spence

2-1 GINO VANNELLI
1-2 BARBRA & NEIL
3-3 ALICIA BRIDGES
5-4 DR HOOK
6-5 BILLY JOEL
8-6 AL STEWART
7-7 ANDY GIBB
22-8 BEE GEES
9-9 DAVID GATES
11-10 FIREFALL
31-23 EWF
27-20 ERIC CLAPTON
18-12 CHIC
28-24 ALICE COOPER
12-11 PAUL DAVIS

A-27 OLIVIA NEWTON-JOHN
A-28 NICOLETTE LARSON
A-29 IAN MATTHEWS
A-30 BOB SEGER
A-31 LIVINGSTON TAYLOR

WAAY/Huntsville, AL

GM: Wayne Johnson
PD: Jerry Dean
MD: Jay Fredericks

1-1 CHIC
2-2 BARBRA & NEIL
3-3 DR HOOK
6-4 ANDY GIBB
10-5 BEE GEES
4-6 AL STEWART
8-7 VILLAGE PEOPLE
11-8 ALICE COOPER
7-9 DONNA SUMMER
12-10 FIREFALL
26-16 OLIVIA NEWTON-JOHN
20-13 BILLY JOEL
25-18 ERIC CLAPTON
28-21 LINDA RONSTADT
21-15 TOTO

ADD THE BLUES BROTHERS
ADD MELISSA MANCHESTER
ADD LEIF GARRETT
ADD ROSE ROYCE

WABC/New York, NY

OD: Glenn Morgan
GM: Al Racco
MD: Sonya Jones

2-1 CHIC
1-2 DONNA SUMMER
3-3 BARBRA & NEIL
9-4 DR HOOK
4-5 VILLAGE PEOPLE
7-6 BILLY JOEL
6-7 GINO VANNELLI
8-8 ALICIA BRIDGES
18-9 AL STEWART
13-10 BEE GEES
41-25 LINDA RONSTADT
31-16 ANDY GIBB
24-20 TOTO
A-36 EWF
A-37 ELTON JOHN
A-48 PAUL DAVIS

WBBF/Rochester, NY

PD: Mike O'Brian
MD: Tom Nast
GM: Dan Clayton

2-1 BARBRA & NEIL
6-2 BEE GEES
5-3 STYX
4-4 FIREFALL
12-5 CHIC
1-6 FOREIGNER
7-7 BILLY JOEL
11-8 TOTO
9-9 AL STEWART
14-10 VILLAGE PEOPLE
30-23 ACE FREHLEY
27-21 LINDISFARNE
31-26 LINDA RONSTADT
29-24 ERIC CARMEN
20-15 ELTON JOHN
ADD ALICE COOPER
ADD ROD STEWART
ADD ERIC CLAPTON

BJ105/Orlando, FL

PD: Tom West
MD: Terry Long & Stan Price
GM: Gerry Peterson

2-1 TOTO
3-2 ACE FREHLEY
5-3 BEE GEES
1-4 BARBRA & NEIL
6-5 ANDY GIBB
4-6 THE WHO/OLD
10-7 VILLAGE PEOPLE
12-8 THE JACKSONS
19-9 BILLY JOEL
13-10 CAPTAIN/OLD
21-11 CHIC
32-27 BOSTON
40-35 OLIVIA NEWTON-JOHN
39-34 ERIC CLAPTON
26-21 BOB SEGER

A-38 STONES/SHATTERED
A-39 NICOLETTE LARSON
A-40 ROD STEWART
ADD DOLLY PARTON
ADD PEACHES & HERB
ADD FOREIGNER/BLUF
ADD GENE SIMMONS

WDRQ/Detroit, MI

PD: Gary Firth
MD: Charits Doram
GM: Tom Mosher

1-1 CHIC
2-2 AMBROSIA
5-3 CHAKA KHAN
8-4 ROSE ROYCE
10-5 BILLY JOEL
11-6 ALICE COOPER
9-7 AL STEWART
12-8 TOTO
19-9 ALICIA BRIDGES
4-10 CHICAGO
20-15 BARBRA & NEIL
11-17 ANDY GIBB
28-24 ERIC CARMEN
16-13 FOGELBERG & WEISBERG
23-20 THE CARS

A-33 NICOLETTE LARSON
A-34 J GEELS
A-35 NICK GILDER

WEEO/Waynesboro, PA

PD: Dan O'Toole
MD: Bob Kennedy
GM: Jeff Martin

5-1 CHIC
2-2 BILLY JOEL
3-3 BEE GEES
1-4 BARBRA & NEIL
8-5 TOTO
4-6 DR HOOK
7-7 ANDY GIBB
9-8 ALICIA BRIDGES
10-9 PAUL DAVIS
15-10 VILLAGE PEOPLE
21-14 LINDA RONSTADT
24-18 BOB SEGER
29-23 HOT CHOCOLATE
27-22 OLIVIA NEWTON-JOHN
22-19 EWF

ADD TED NUGENT/NEED
ADD ROD STEWART
ADD BARRY MANILOW

WFIL/Philadelphia, PA

MD: Gerry De Francesco
PD: Jay Cook
GM: James DeCaro

1-1 BARBRA & NEIL
2-2 BILLY JOEL
3-3 DONNA SUMMER
4-4 ALICIA BRIDGES
6-5 ANDY GIBB
7-6 PAUL DAVIS
8-7 GINO VANNELLI
9-8 AL STEWART
12-9 BEE GEES
13-10 VILLAGE PEOPLE
23-18 DAN HARTMAN
20-17 LINDA RONSTADT
15-14 DR HOOK
14-13 KENNY ROGERS
16-15 ALICE COOPER

ADD POINTER SISTERS
ADD IAN MATTHEWS
ADD NEIL DIAMOND/FOREVER

MASS Stations

WGH-AM/Norfolk, VA

PD: Bob Canada
MD: Bob Canada
GM: Ambert Dail

1-1 CHIC
5-2 CHERYL LYNN
3-3 VILLAGE PEOPLE
2-4 BARBRA & NEIL
6-5 DONNA SUMMER
12-6 EWF
9-7 BEE GEES
4-8 GINO VANNELLI
0-9 ROSE ROYCE
10-10 BILLY JOEL

23-18 DAN HARTMAN
19-14 FIREFALL
20-15 LINDA RONSTADT
26-23 NIGEL OLSSON
24-22 POINTER SISTERS

ADD LEIF GARRETT
ADD THE BLUES BROTHERS
ADD FRANK MILLS

WGUY/Bangor, ME

PD: Mark Laurence
GM: Robert Mooney

6-1 CHIC
2-2 BILLY JOEL
1-3 BARBRA & NEIL
5-4 ACE FREHLEY
3-5 ANDY GIBB
4-6 DR HOOK
9-7 BEE GEES
12-8 VILLAGE PEOPLE
11-9 QUEEN
7-10 GINO VANNELLI

30-25 EWF
25-21 IAN MATTHEWS
22-18 HOT CHOCOLATE
27-23 OLIVIA*NEWTON-JOHN
17-13 BOB SEGER

ADD HALL & OATES
ADD KENNY ROGERS
ADD POINTER SISTERS

WHBQ/Memphis, TN

PD: John Long
MD: Harriet Lapidus
GM: Dick French

1-1 CHIC
2-2 BARBRA & NEIL
3-3 BEE GEES
5-4 CHERYL LYNN
4-5 GILDER/OLD
7-6 BILLY JOEL
9-7 EWF
8-8 GINO VANNELLI
6-9 DR HOOK
10-10 AMBROSIA

15-11 BARRY WHITE
19-15 VILLAGE PEOPLE
24-20 POINTER SISTERS
27-25 ALICE COOPER
14-12 AL STEWART

ADD STEPHEN BISHOP
ADD CHANSON
ADD ERIC CLAPTON

WING/Dayton, OH

PD: Ken Warren
OD: Steve Kirk
GM: James Bennett

3-1 BILLY JOEL
1-2 BARBRA & NEIL
15-3 CHIC
12-4 TOTO
2-5 AL STEWART
13-6 BEE GEES
5-7 FIREFALL
9-8 ANDY GIBB
8-9 FOGELBERG & WEISBERG
11-10 LINDA RONSTADT

30-19 EAGLES
24-15 BOB SEGER
25-16 ALICE COOPER
26-18 HOT CHOCOLATE
29-25 LINDISPARNE

A-29 BARRY MANILOW
ADD LIVINGSTON TAYLOR

WIVY/Jacksonville, FL

PD: Jim Dunlap
MD: Jim Dunlap
GM: Gary Rodriguez

1-1 CHIC
2-2 BARBRA & NEIL
5-3 FIREFALL
4-4 TOTO
3-5 AMBROSIA
7-6 BEE GEES
8-7 BILLY JOEL
15-8 RICK JAMES
6-9 DONNA SUMMER
10-10 VILLAGE PEOPLE

22-15 HOT CHOCOLATE
17-11 EWF
23-19 CHANSON
28-24 FUNKADELIC
21-18 HEART

A-16 EAGLES
ADD LEIF GARRETT

WJON/St. Cloud, MN

PD: Tom Kay
MD: Tom Kay
GM: Mike Diem

1-1 BARBRA & NEIL
2-2 BILLY JOEL
7-3 BEE GEES
5-4 ANDY GIBB
3-5 BOB SEGER
6-6 AL STEWART
4-7 CHICAGO
8-8 FIREFALL
11-9 ERIC CLAPTON
13-10 ELTON JOHN

21-12 KENNY ROGERS
16-13 OLIVIA NEWTON-JOHN
18-16 PAUL DAVIS
17-15 LINDA RONSTADT
22-20 EWF

ADD EAGLES
ADD VILLAGE PEOPLE

WKBW/Buffalo, NY

PD: Sandy Beach
MD: Jon Summers
GM: Norman Schruft

1-1 BILLY JOEL
3-2 VILLAGE PEOPLE
4-3 TOTO
7-4 ACE FREHLEY
9-5 CHIC
8-6 BOB SEGER
6-7 GINO VANNELLI
5-8 AMBROSIA
13-9 BEE GEES
12-10 ALICIA BRIDGES

29-19 ANDY GIBB
24-15 MEATLOAF
26-18 POINTER SISTERS
28-23 ALICE COOPER
15-11 QUEEN

ADD THE FAITH BAND
ADD BARRY MANILOW
ADD FOREIGNER/BLUE
ADD GERRY RAFFERTY

WLCY-AM/Tampa, FL

PD: John Lander
MD: Ron Parker
Susie Wayman
GM: Tom Watson

1-1 CHIC
2-2 BARBRA & NEIL
3-3 VILLAGE PEOPLE
8-4 BEE GEES
10-5 BILLY JOEL
4-6 DONNA SUMMER
5-7 ALICIA BRIDGES
6-8 LEIF GARRETT
9-9 GINO VANNELLI
14-10 FIREFALL

30-21 POINTER SISTERS
23-15 BOB SEGER
28-23 EWF
19-14 TOTO
27-24 NICOLETTE LARSON

ADD HOT CHOCOLATE
ADD CHANSON

WLS/Chicago, IL

PD: John Gehron
MD: Alan Burns
GM: Marty Greenberg

2-1 BARBRA & NEIL
1-2 GILDER/OLD
3-3 DONNA SUMMER
9-4 CHIC
12-5 BILLY JOEL
13-6 BEE GEES
5-7 ANNE MURRAY
8-8 AMBROSIA
4-9 EXILE/OLD
17-10 VILLAGE PEOPLE
22-16 AL STEWART
21-17 CHICAGO

A-19 DR HOOK
A-22 ALICIA*BRIDGES

WNCI/Columbus, OH

PD: Art Ortega
MD: Steve Edwards
GM: Harold Hinson

2-1 CHIC
1-2 BARBRA & NEIL
6-3 BEE GEES
4-4 PAUL DAVIS
7-5 DR HOOK
13-6 BILLY JOEL
14-7 TOTO
3-8 DONNA SUMMER
10-9 ANDY GIBB
12-10 FOGELBERG & WEISBERG
17-14 FIREFALL

A-20 VILLAGE PEOPLE
ADD CHERYL LYNN
ADD HOT CHOCOLATE
ADD ERIC CLAPTON

WNOX/Knoxville, TN

PD: Bob Savage
MD: Bill Beason
GM: Chris Gailu

2-1 CHIC
5-2 BEE GEES
1-3 DR HOOK
6-4 FIREFALL
3-5 BARBRA & NEIL
4-6 PAUL DAVIS
14-7 ANDY GIBB
8-8 AL STEWART
15-9 ELTON JOHN
16-10 TOTO

27-21 BILLY JOEL
17-12 BOB SEGER
30-25 DOLLY PARTON
29-24 NICOLETTE LARSON
21-16 LINDA RONSTADT

ADD IAN MATTHEWS
ADD BARRY MANILOW
ADD STONES/SHATTERED

WPST/Trenton, N J

PD: Tom Taylor
MD: Tom Taylor
GM: Tom Taylor

1-1 BILLY JOEL
5-2 CHIC
3-3 BARBRA & NEIL
4-4 AL STEWART
9-5 BEE GEES
2-6 DR HOOK
6-7 GINO VANNELLI
17-8 TOTO
10-9 FIREFALL
12-10 ANDY GIBB

18-11 EWF
19-15 LINDA RONSTADT
25-21 ERIC CLAPTON
21-18 BOB SEGER
22-19 ALICE COOPER

ADD EAGLES
ADD IAN MATTHEWS
ADD ROD STEWART
ADD JUSTIN HAYWARD

WRKO/Boston, MA

PD: Harry Nelson
MD: Richard Woodward
GM: Jack Hobbs

1-1 CHIC
2-2 BILLY JOEL
3-3 VILLAGE PEOPLE
4-4 BARBRA & NEIL
9-5 BEE GEES
5-6 DAN HARTMAN
6-7 DR HOOK
7-8 ALICIA BRIDGES
10-9 AL STEWART
13-10 GINO VANNELLI

22-14 TOTO
29-24 LINDA RONSTADT
28-23 EWF
30-26 PAUL DAVIS
18-15 ERIC CLAPTON

ADD NICOLETTE LARSON
ADD THE BLUES BROTHERS
ADD BILLY JOEL/HALF

WROK/Rockford, IL

PD: Bob Goode
MD: John Arthur
GM: David W. Sallsbury

1-1 BARBRA & NEIL
2-2 DONNA SUMMER
5-3 DR HOOK
4-4 ANNE MURRAY
10-5 BILLY JOEL
13-6 BEE GEES
3-7 AMBROSIA
8-8 GILDER/OLD
16-9 VILLAGE PEOPLE
23-10 CHIC

30-21 TOTO
25-20 ALICE COOPER
14-11 ALICIA BRIDGES
33-30 BOB SEGER
27-24 LINDA RONSTADT

A-35 IAN MATTHEWS
ADD ACE FREHLEY
ADD ERIC CLAPTON

MASS Stations

WRQK/Greensboro, NC

PD: Tom Armshaw

MD: Wes Jones

GM: Tom Armshaw

6-1 CHIC
1-2 BARBRA & NEIL
2-3 GINO VANNELLI
5-4 DR HOOK
9-5 AL STEWART
7-6 PAUL DAVIS
10-7 BILLY JOEL
8-8 FIREFALL
4-9 ALICIA BRIDGES
15-10 CHAKA KHAN

23-16 BEE GEES
29-22 VILLAGE PEOPLE
24-20 ERIC CLAPTON
16-12 ANDY GIBB
27-23 BOB SEGER

ADD THE BLUES BROTHERS
ADD CAPTAIN & TENNILLE
ADD HOT CHOCOLATE

WSGA/Savannah, GA

GM/PD: Jerry Rogers

MD: Jim Lewis

1-1 CHIC
2-2 VILLAGE PEOPLE
4-3 BEE GEES
7-4 EWF
6-5 BILLY JOEL
5-6 DR HOOK
3-7 BARBRA & NEIL
18-8 TOTO
14-9 LINDA RONSTADT
8-10 ELTON JOHN
21-14 EAGLES
24-18 NICOLETTE LARSON
29-24 ROSE ROYCE
20-16 DAN HARTMAN
16-12 POINTER SISTERS
A-29 CHERYL LYNN
A-30 GERRY RAFFERTY

Y100/Miami, FL

PD: Bill Tanner

MD: Colleen Cassidy

GM: Bill Cunningham

1-1 CHIC
4-2 BEE GEES
2-3 BARBRA & NEIL
5-4 GINO VANNELLI
6-5 AMBROSIA
8-6 ALICIA BRIDGES
3-7 LEIF GARRETT
13-8 THE JACKSONS
14-9 EWF
16-10 DR HOOK

30-21 BILLY JOEL
26-20 POINTER SISTERS
22-17 ERIC CARMEN
24-19 CHANSON
25-22 KC AND SUNSHINE

A-28 CHERYL LYNN
A-29 EAGLES
A-30 GEORGE MC CRAE
ADD JOHN PAUL YOUNG

Z97/Dallas, TX

PD/MD: Gary Mack

GM: Rick Marcellan

1-1 BILLY JOEL
2-2 FOREIGNER
3-3 BOSTON/OLD
5-4 CRUISE/OLD
6-5 THE WHO/OLD
8-6 HEART
9-7 BARBRA & NEIL
4-8 RAFFERTY/OLD
13-9 CHICAGO
15-10 GINO VANNELLI
20-16 BISHOP/OLD
21-18 FIREFALL
17-14 AL STEWART

Chamber of Commerce, check the library, ask, ask, ask.

Here is another element which is seldom touched on by what seems to be a major percentage of today's program managers: What with computer read-outs, and the one-liner syndrome, and doing this here, and that there, and selling this and reading that, I find many program managers actually lack the ability to motivate *fun* on the radio. I suppose they're afraid of it or don't know how to handle it. Most great air-talents have fun... no matter what the conditions.

Consider this, by virtue of your own choice, the greatest profession of all time. Even though at times you are referred to as a "piece of meat," don't you ever believe it! You have the awesome responsibility to entertain and inform. In this day and age, with such events as the Kennedy and King assassinations, Viet Nam, Watergate, cost of living, Flight 182, and the Jonestown Mass Suicides, plaguing all the people, you have unexpectedly been placed into a far more important position than that of the President of the United States.

Second only to the teaching profession (which deals with the lives of our children and our children's children), your contributions to society are far more reaching than that of doctors, nurses, lawyers, blue-collar workers and all the rest.

I know that in many cases you are surrounded by greed and selfishness, and it's tough to survive in this kind of environment. There is, however, one gigantic consolation to all of this. Because you give from the heart — truth, love, joy, warmth, kindness and happiness — you can have the satisfaction in knowing your contribution will maintain our nation's sanity.

Keep in mind the audience tunes in to listen to the music, and you want to belong. They want to reach out for something or someone who will take their minds off their troubles and yet, truthfully, unveil the information that effects their destiny. This indeed is an unmeasurable power.

Also consider it a rare *privilege!*

I can't guarantee you that you will become a greater air-talent from these notes; only you can guarantee that by your own desire to succeed. Perhaps I've shed some light that will help you along the way. I personally consider being an air-talent the noblest profession in the history of mankind. Although that's a profound statement, it is my opinion!

Success lies in your own personal inner strength, in your ability to self-motivate yourself through the most trying circumstances, in your ability to forgive and to improve. And finally, a true desire to make others happy, even though many will never see, but only hear your voice.

Album Rock Stations

WZOK/Rockford, IL

PD: Dan Covey

MD: Ilyse Gottlieb

GM: David Salisbury

DIRE STRAITS/Sultans

BLUES BROS/45

" " /I Don't

" " /Bartender

CAT STEVENS/45

" " /Just

DOOBIE BROS/Variou

ROD STEWART/Ain't

" " /Best

ZETA-4/Miami, FL

PD: Gary Martin

MD: Gary Martin

GM: Hal Frank

DOOBIE BROS/Fool

" " /How Do

" " /Dependent

BOB JAMES/Touchdown

" " /Sun

CREME & GODLY/Sandwiches

" " /Buisness

ELVIN BISHOP/Arkansas

" " /True

" " /Babe

RUSH/Prelude

" " /Journey

" " /Tomorrow

JANIS IAN/Hotels

" " /Streetlight

" " /Some

Clean Up Act

Continued from page 9

call-letters, do a gag-line, read a commercial, PSA, or anything, do it with belief!

Say you have a prize to give away. Your job is to believe in your mind that it's great and sell it with that kind of belief. Enthusiasm then becomes natural. *Believe* the one-liner, the commercial, the PSA, the gag, etc. *Believe* it and others will *believe* what they hear.

Become involved with your environment, the market you're in. Buy a map that details your service area and know it! Know where the main highway arteries and streets are, where all the high schools and colleges are located, plus their colors and mascot names. Know all the major parks and where they're located. Know all the names of suburban areas outside the city, and learn the local colloquialisms used. Know who the mayor and local legislative representatives are, when and where the major annual events are. Become fully informed!

Ask your program manager, general manager, sales manager or news director. They should and would not consider this kind of questioning irrelevant. If they don't know, call the

Ken Buttice

Continued from page 1

go top ten on the list, if they see it mid-charting in places around the country, they tend to want to shy away from it. And I think that day is gone, I think radio is going to have to start realizing that because of the single sale the way it is, they're going to have to start changing and realizing that what's creating a lot of album sales and breaking groups is the fact that you're only going to sell a certain amount of singles and the day of the million-selling single is going to be gone.

CLAUDE HALL: This means that they're going to have to adjust their way of researching records.

BUTTICE: Absolutely.

HALL: As a promotion man, are you able to keep the excitement going on a single?

BUTTICE: That's the key. When there are so many records now that record companies hardly ever see a record anymore go 30 to 19 to 11 to 2. Those days are over with.

HALL: The other day we had a story about a promotion man becoming more and more important in the industry. Are you finding that true in your own viewpoint?

BUTTICE: Absolutely. Look at a lot of the key executives in the industry, looking at Joe Smith, who is a promotion man, looking at Steve Lax, who's President of EA, who's a promotion man, Al Corey, who's doing this incredible job at RSO, who's a promotion man. Everyone's coming back from the promotion roots, and it's interesting to say that once you go on in a career in promotion, all the steps that you've taken from a local man to a regional man to a national man to a director of a staff, encompass just about every department of a record company. You're constantly learning what sales is, what marketing is, what artist development is, what publicity is, you've just about worked in every facet of a record company. I think that's why promotion men are the leading men in the industry today.

When I came here, Queen had never been on AM radio. Jackson Browne had never been on AM radio. Jackson Browne now — his last album "Running On Empty" just passed the 3,000,000 unit mark.

HALL: In my own mind, I think that's because of the singles.

BUTTICE: Absolutely. That's why what we were talking about in the beginning of this interview about how important it is — and I hope that people can all start understanding the problem.

Radio has to start understanding that records, single sales, are falling; they're falling by the wayside, and what we have to do is understand the problem and realize that there might be times when radio has to play mid-chart records. And whether they're mid-chart inasmuch as a mid-chart record which we think is mid-chart to day, is not mid-chart. Where a year ago, it was a mid-chart record, in today's marketplace, that record's a hit. And that is what radio has to start understanding.

HALL: How do you go about breaking a record today?

BUTTICE: Oh, it's still pretty much believing in it; having the total company behind it, in all facets of having the act working, of having a campaign mounted, when you feel you have the right ingredients pulled together. Maybe you have that one hit track on that album you believe in, and you release it as a single and you start picking up airplay around the country and putting the right stations together. The thing that's been so successful at Elektra/Asylum is that so much that I think we've been real fortunate in that we can smell a hit record. We smell it at an early stage and we jump in it real fast, and that's been one of the keys of success here; of being able to smell that record whatever marketplace it's starting to break, and then put the wheels together and get them to start moving and spread the record on a fast basis.

HALL: Does promotion still work? I mean promotion with radio stations. Paul Stanley is in Houston Saturday night. They're already got 600 calls at the radio station. Does promotion: personal appearances, that type of thing. Are they still as effective as they used to be?

BUTTICE: Absolutely. It's important — for instance, right now, we've got a group, The Cars. We haven't been able to penetrate the Southern markets. If only we could get this band to work in Houston, to work in Texas, I know — see in the South, they still think we have a punk band; meanwhile we are a million units — we've sold a million records with this band. They are not a punk band. They are a new sounding Rock and Roll band that is just the likes of many people around the country. If we could just get this band to play in these Southern markets, and get some of these programmers down to see this band perform, they can see that what we have going here is really something real strong. And by seeing what a great band this really is, it'll change their whole mind

around.

HALL: In regards to the groups out now, is it more pleasant working with groups today than it was a few years ago?

BUTTICE: I think it is. I think the groups are understanding, getting to know, what the business is really about and I'm getting into a marketplace and really working the market properly. The bands of today are really helpful, inasmuch as doing interviews, whether it's doing radio, whether it's doing whatever it takes for them to break through, I think . . .

HALL: I find they're more professional.

BUTTICE: Oh, much more professional. Well, I think also bands are starting to realize that the way album sales are nowadays, the way the album is selling that you're talking about big money and they realize that it's there, and it's there to be gotten, and if they do it properly, there's a shot for everybody.

HALL: Do you find that promotion is easier or harder now?

BUTTICE: I find it interesting. Me personally, I find it easier. Everything's a challenge. Hearing a new band and trying to bust them wide open to me is a challenge. When I say that the days of the monster-selling single is over, that's making it a little tougher, but also AOR radio is coming on real strong, and that's making it easy.

HALL: Are there certain areas of the market that are more eager to break a product than others?

BUTTICE: Well, it's not really — I don't think there's really certain radio stations, I think there's certain sounds. Boston's been a good market for us as far as breaking our English Rock and Roll. Queen we broke out of Boston. The Cars we broke out of Boston. In the Midwest we have that Rock and Roll belt; in the South we tend to lean toward a little of that Southern style. There's really no certain stations anymore that break records; it's just a total, universal thing where we feel that everybody takes part in breaking music for us.

HALL: How big is the staff under you?

BUTTICE: I have 23 local people, five regional and four national people working.

HALL: Do you like to listen to radio?

BUTTICE: Oh, I love radio.

NEW NEW NEW NEW NEW **NEW MUSIC** NEW NEW NEW NEW NEW
 NEW NEW NEW NEW NEW **BACKPAGE** NEW NEW NEW NEW NEW
 NEW NEW NEW NEW NEW
 NEW NEW NEW NEW NEW
 NEW NEW NEW NEW NEW

Computer Certified Smashes

Certified to reach the MASSurvey Top 15 based on our computer analysis of key station reports.

ACCURACY YEAR TO DATE = 90%

Alice Cooper

Eagles

Ian Matthews

Eric Clapton

Village People

Barry Manilow

Nicolette Larson

Hot Chocolate

Breaking This Week

This record shows the most impressive early action by major stations.

Eagles

96X	A-37	KFYE	ADD	KTAC	ON	WING	30-19	WSGA	21-14
KBEQ	A-27	KHJ	30-27	KTKT	A-28	WIVY	A-16	Y100	A-29
KCPX	ON-30	KINT	ADD	WBBF	ON	WJON	ADD		
KENO	ADD	KJR	ON	WEEO	ON	WLCY	ON-30		
KEZY	31-28	KRKE	ON-25	WGH	ON-17	WPST	ADD		
KFI	26-19	KRTH	A-26	WGUY	ON	WRQK	ON-27		

This seasonal sound from the Eagles has moved up swiftly in just two weeks on the chart, which qualifies this single as the breaking record of the week.

Programmers Hit Picks

Projected adds by key programmers of MASSurvey stations.

Melissa Manchester

Chanson

Barry Manilow

Cheryl Lynn

Pointer Sisters

Gerry Rafferty

Nicolette Larson

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