

Radio & Records

THE INDUSTRY'S NEWSPAPER

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FRIDAY, AUGUST 19, 1977

Industry Mourns Elvis Presley

Elvis Presley, the most important single figure in Rock history, died Tuesday (16) in a Memphis hospital of respiratory failure caused by an apparent heart attack. He was 42.

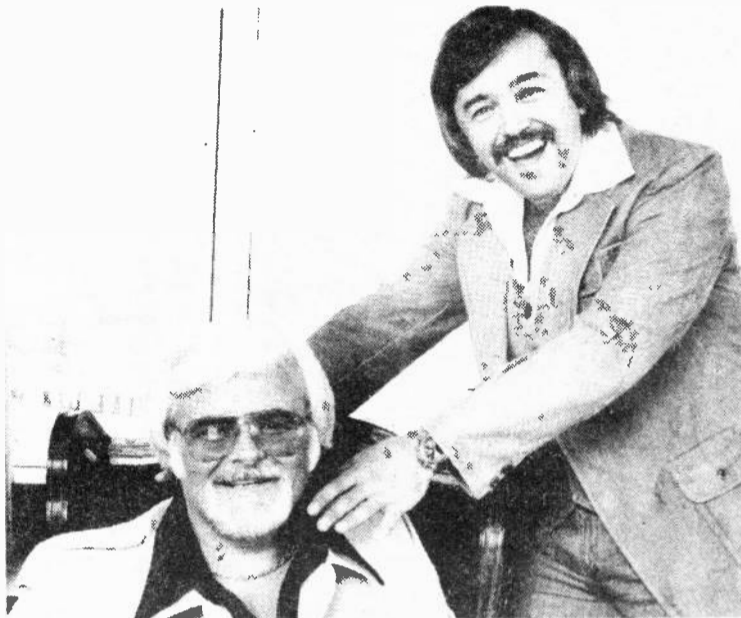
Elvis was the reigning star of Rock & Roll. The extent of his influence was incalculable; the half a billion records sold, the 15 Number One hits, the more than 150 charted singles, the awards tell only part of the story. Without Elvis, neither Rock music nor Top 40 radio and its evolutionary descendants would have attained the



importance and the stature they enjoy today. A significant portion of the most crucial cultural developments of the past 20 years are directly traceable to Elvis Presley's influence.

Elvis was not the first artist to unite the diverse strains of Country music and Rhythm & Blues but he was the first to capture the public's imagination on a mass scale with the new sounds of Rock & Roll in 1956. With his early records ("Hound Dog," "Don't Be Cruel," "Heartbreak Hotel") and first movies, he was a one-man cultural revolution, a revelation and a symbol for millions of young people. Thanks to Elvis, teenagers had their own leader. Thanks to Elvis, they had their own music, and alert radio stations flocked to meet the demand, launching Top 40 radio's first upsurge of popularity. Thanks to Elvis, youth had a unifying image, and the United States and the world were launched into an era (still going on) where the music, values, and image of youth dominated the culture.

Through it all, Elvis remained on top. Two years in the Army did nothing to alter his popularity. He began to sing ballads and found his appeal was broadened even further. After retiring from live



Lushka Promoted At Motown

Mike Lushka gets a firm grip on the Motown situation after label President Barney Ales promoted him to Executive Vice President/General Manager in charge of Marketing. Lushka has worked at Motown since 1969 in the sales and marketing areas, and was named Marketing Vice President in 1975.

Brunswick Payola Convictions Reversed

Recent payola convictions of four Brunswick Records executives were overturned by the U.S. Third Circuit Court in Philadelphia last week. In April 1976, Nat Tamopol, Brunswick President; Pete Garris, Sales Manager; Irving Weigan, Secretary/Treasurer; and Production Manager Lee Shep were fined a total of \$40,000 and sentenced to prison terms ranging from 2 to 3 years as a result of the federal payola probe in Newark, New Jersey. The four were accused of selling Brunswick product on the black market without recording the transactions, and using the

money (an estimated \$350,000) to bribe radio personnel. All four were convicted on counts of conspiracy and mail fraud.

As the Brunswick case had been regarded as the most significant result of the federal probe, the reversal was expected to constitute a major blow to government efforts in that area, although reports that the Newark probe was continuing were confirmed by U.S. officials. A new trial date for the Brunswick executives was expected to be set in Newark in the near future.

Randall Resigns From KTSA; Keys In To Corpus Christi

Lee Randall, Program Director of KTSA/San Antonio, has resigned

that position to join KEYS/Corpus Christi in a management position. Randall had programmed KTSA for four years, following a PD stint at KFJZ/Fort Worth, then owned by Malkan (now Swanco).

performances for several years in the 60's, he came back to the stage in 1968 and was once again hailed as the greatest Rock performer in history. His following, the most loyal and massive ever, spanned generations, from his original 50's Rockers to contemporary teenagers caught by the Elvis magic.

Randall told R&R: "I had a great opportunity offered by my former boss Arnold Malkan. His company is expanding and I have a chance to participate in its growth." In addition to the KEYS operation, Malkan is currently awaiting FCC approval of his acquisition of KZFM/Corpus Christi. He also owns WNOR/Norfolk.

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NEW COMPLETE INDUSTRY CALENDAR OF EVENTS

—see page 4—

THIS WEEK'S R&R INTERVIEW: MAX FLOYD, PD KYYS

—see page 34—

Frank Cody Named New KLOS PD

Frank Cody has been named Program Director of KLOS/Los Angeles by station Vice President/General Manager John Winnaman. Cody was most recently Programming Liaison at KBPI/Denver. He was previously PD at KMYR/Albuquerque and, as an interesting side note, was an air personality at KLOS (a

former Albuquerque station which changed its call letters years ago).

Winnaman told R&R: "Frank is an extremely knowledgeable and impressive young programmer. I strongly feel that his approach to 1977 AOR radio is right on target with the future of this radio station."

Carrico Named Private Stock Promotion VP

David Carrico has been appointed Vice President of Promotion and Product Development at Private Stock Records, according to label President Larry Uttal. Carrico resigns as Vice President of Promotion at Phonogram/Mercury to accept the new position. Bob Harrington, former VP of Promotion, exited from Private Stock last week.

Uttal told R&R: "Carrico will immediately set up a complete regional and local promotion team comprised of current Private Stock representatives and several new people." Private Stock had recently dismissed five local and regional



promotion reps, and Uttal stated that these vacant positions would be the first ones filled.

UPI Calls For News Media Cooperation

Roderick W. Beaton, President of United Press International, called for a joint effort by national news media to share communications sources in order to reduce skyrocketing costs. "I personally believe that the time has come when our industry must try to rationalize some of the things we're doing through more intelligent use and sharing of communications and other facilities," Beaton stated in a recent speech. "We believe it can be accomplished without any diminishing of meaningful competition."

Beaton cited a current experiment conducted by UPI, AP and the American Newspaper Publishers Association utilizing a communications satellite to transmit news and pictures from both com-

peting services to small receiving antennae. UPI and AP stories and pictures would be separated at the receiving publication or broadcast station's "reception dish," without being seen by other services. Such a dish, according to Beaton, would cost around \$5000, and if purchased by all newspapers, radio and television stations (a total capital investment of \$40 million) would result in industry savings of over \$11 million annually from the conversion.

FCC approval of the satellite concept would be required, and Beaton said "It is apparent that some kind of joint or cooperative effort between newspapers and broadcasters will have to be undertaken to make it practical," in addition to cooperation between the wire services.

There's one single everyone agrees on
It Was Almost Like A Song

PB-10976

by
Ronnie Milsap

Now charting for all demographics



WOKY debut 34
KSTP debut 26
KLIF 27-24
Z93 23-13
WDRG add
WYRE debut 30
KIOA 19
KAKC 34-27

WKLO 24-17
WAYS add 25
WAKY 18-10
WAPE 26-21
WLEE debut 29
WMAK 5
WJDX 24-17
WFLI debut 16

WQXI 21-17
WERC 12-10
WSGN 13-10
WKIX 27-22
KAAY 27-19
WEEO add
WAKX 18-15
WEBC add
WJON 12-9

KWHP add
WSPT add
KQWB 24
KKLS 19-17
KLMS 15
WNAM 21-16
KFYR 15-10
WGBF add

WSGN 17-13
WRFC debut 33
WFOM 36-27
98Q add
WVLK debut 30
WISE 30
WAIR 7
WANS 22
KILE 31-25

92Q add
WCGQ debut 30
KAYC add
WTOB 9-7
KPAM debut 30
KILT 21
WORD 2
WFLI 16
KELI 30
WAAB 30

WTRY
WBBQ
KSLY
KCBN
KFJZ
WCUE
KNDE
KEEL
WORC

KIST
WYNE
KJOY
WAAY
KONO
WOW
WMPS
WDLP

RCA
Records

PUTTING HER MONEY WHERE HER MOUTH IS



SLICK MANUEVER—Grace Slick, keeping a tight grip on her advance, signs a contract with Doubleday Books for her authorized biography. Shown with the Jefferson Starship singer are (left) Bill Thompson, her manager, and (right) Barbara Rowes, who will write the forthcoming book.

State Commission Says Media Male Dominated

Timing its report to licensing time for California broadcasters, the **California Commission on the Status of Women** has mailed materials to over 500 radio and TV stations in the state maintaining that the industry is male-dominated both in terms of employment and programming. Said **Anita Miller**, Chairperson of the commission, "We've got to have more than **Barbara Walters**. We do not feel that when a single woman is promoted to co-anchorman of a news program that it qualifies as an overall effort on the part of that station

to really address the problem." Miller also stated that "male-oriented programs" outnumbered female-oriented shows by a 10-1 margin.

Miller made it clear that although she singled out television in her examples because "it's singularly so obvious," she was referring to all broadcasting media. Local industry figures broached the possibility of other women's groups waging similar campaigns in other states as licensing periods approach.

ABA Limits Lawyer Advertising

The **American Bar Association** approved restrictions on radio and print advertising by lawyers, instituting a limit of 25 items for prospective legal advertisers. At the same time, the ABA voted to allow television advertising only with special permission.

Lawyers advertising on radio or in print may mention name, field of law, names of clients represented, fee for initial consultation,

contingent fee rates, range of fees, hourly rates, and fixed fees for specific legal services in the course of their ads.

The ABA also voted to send a proposal for a general anti-fraud standard for lawyer advertising to all state bar associations for their consideration, and approved the creation of a commission on advertising to monitor developments in the field at the state bar level, as well as in other professions.

NAB Ad Code Altered

The **Radio Code Board** of the **NAB** recommended a minor change in the wording of its time standards, in order to place greater responsibility on the individual broadcaster for determining the amount of advertising to be scheduled per hour.

The new recommended language reads: "As a general rule, up to 18 minutes of advertising time within any clock hour are acceptable. However, for good cause and when in the public interest, broadcasters may depart from this

standard in order to fulfill their responsibilities to the communities they serve."

The sterner previous paragraph read: "The amount of time to be used for advertising should not exceed 18 minutes within any clock hour. The Code Authority, however, for good cause may approve advertising exceeding the above standards for special circumstances."

The language change must be approved by the NAB's Radio Board of Directors.

WWDC Goes Top-40

Capitol Broadcasting's Washington D.C. AM outlet, **WWDC**, has switched to a Top 40 format, dropping their previous Pop/Adult-Talk approach. PD **Dwight Douglas** told **R&R** that **WWDC** would be "going to play around 30 records and will see promotion people on Tuesdays." New lineup at the 5000-watt station is **James Michael Wilson**, 6-10 am; **Jack Casey**, 10-2; **Lou Katz**, 2-7; **Marty Dempsey**, 7-midnight; and **Ross Elliott** midnight-6. **Steve Wade** will do weekends. **Fred Fiske**, host of a talk program and a 30-year **WWDC** veteran, and **Johnny Holiday**, who had been with **WWDC** for 10 years, left the station because of the impending format change.

'Rolling Stone' TV Special Upcoming

Rolling Stone magazine will present a 2-hour prime time music/comedy TV special on the **CBS** network in late November or early December in commemoration of the leading music/culture magazine's tenth anniversary. **Rolling Stone** Editor/Publisher **Jann Wenner** will serve as Executive Producer, and promises a new dimension in contemporary music presentation on television. "This will be the first TV show to truly capture the power and passion of Rock & Roll," said **Wenner**. "It is more than a musical special—it's about the things and attitudes that the music embraces."

No artist signings have been revealed at this time, though major names can be expected, with both live and film presentations to be employed. The special's Producer/Director is **Steve Binder** (Producer of the acclaimed "Elvis" special in 1968, among others). **Jack Nitzsche**, one of the industry's most honored Producer/Arrangers and film score composers, has been named Musical Director for the show, while artist/songwriter **Jimmy Webb** will write the title theme and serve as consultant for musical productions. Writers include longtime **Rolling Stone** staffers **Ben Fong-Torres**, and **David Felton**, along with **Saturday Night** star **John Belushi** and comedian **Steve Martin**.

One segment of the special will reportedly originate from Bermuda in a live concert situation, while among the comedy spots will be a parody of various inept modes of presenting Rock music on TV in the past. All parties involved seem to expect the special to be a highly significant event; **Binder** states, "It's an enormous undertaking, but we are going to come up with what we all believe will be a television milestone."

To get your station's news, promotions, and pictures in **R&R**, send them to: **Radio & Records "News Desk," 6430 Sunset Blvd., Suite 1221, Hollywood, CA 90028, or call (213) 466-9561.**

INSIDE R&R:

MEDIASCOPE.....	4
TOP 40 SECTION.....	8
STREET TALK.....	10
AOR SECTION.....	22
PICTURE PAGE.....	42
COUNTRY SECTION.....	43
POP/ADULT SECTION.....	50
OPPORTUNITIES.....	53

LETTERS:

Country Lyrics Controversy

R&R:

I've got something on my mind I wanted to share, and perhaps reach other programmers in the process.

I have been aware over the past year of a growing trend in the record industry for lyrics of Country songs to be more and more explicit and direct about infidelity, sexual promiscuity, etc. Country music has always spoken to the realities of life and always will, but some of the songs are written today as though the basic tenet of writing dictates getting as close to using four letter, "expletive deleted," type words as possible without actually saying them. Maybe we are supposed to be prepared to accept that next. Although I have not spent my life in a monastery or under a bushel basket, several current records by established artists are not being aired on **WBAP** because, in my opinion, the lyrics have overstepped the boundary of good taste as applied to the broadcast business.

As you are well aware, anyone, of any age, can have access to anything we broadcast. When the lyrics of a song are so explicit that an average ten year old can get the picture with no effort, I think we have reached the point where there is a moral obligation on the part of a programmer to refuse to play that record.

I am really interested in learning how many other programmers are sensitive to the same problem, and how they handle it.

Don Thomson
Operations Manager
WBAP, Ft. Worth/Dallas

KUPD Comes Back

R&R

I'm writing to tell the story of what some called "the calculated risk" and others labeled "the most potentially disastrous" decision of my programming career. Now, with the results in hand and the very apparent lack of a "disaster" perhaps the goings on here over the past couple of Arbitron sweeps will make for some interesting conversation, or at least food for thought.

In September, 1976 we pioneered a promotional approach at **KUPD** that later, after the release of the October-November Arbitron report for Phoenix started many a fire in programming camps across the country. It was "The **KUPD Checkbook**"; a promotion designed to do nothing more than bolster call letter awareness and call letter retention. Thus far, insofar as national print is concerned, only the point of view of the competitor has been seen. All were certain the intent of "Checkbook" was to hype **Arbitron diary entries** and nothing less. When the contest came under fire as "a promotional method capable of undermining the Arbitron survey's integrity" I shook my head, but wasn't surprised. Personally, I've worked too closely too long with the laws of probability reference random-sampling Arbitron style to doubt the method or feel it to be vulnerable to that (or virtually any) sort of radio station "hype."

I believe the average member of the mass listening audience is simply not stupid enough to confuse a "KUPD Checkbook" with an Arbitron Diary; this primarily because I know of and believe in the extensive instructional procedures employed by Arbitron when contacting their respondents. I also believe in Arbitron's call-back verification process utilized when heavy-listening diaries are encountered. In short, while it may fall short of perfection, so does everything in this life. I'm a firm believer in the Arbitron method of audience measurement.

In March of 1977 another local radio station opted to use the "Checkbook" concept along with us at **KUPD**. The one change that was made to their version of our promotion was the title: "The Daily Dairy." At that, Arbitron became concerned and if they hadn't, I would have. We all decided to drop the promotion in order to keep the peace in the family. At the time, I was consulting **KTLK/Denver PD C.C. McCartney** on contest and music programming. After hitting the air on both primary Rockers in that city as well, "Checkbook" was jerked off the air completely in Denver.

The time then seemed perfect for a long awaited experiment; "the big gamble" if you choose to see it that way, though I didn't. Having been presented with the largest promotional budget ever offered by **KUPD** for a single rating, it was my choice to remove "Checkbook" and see the rating through with the first planned promotional

(Continued on page 12)

Mediascope

W.R. Simmons Sets Network Radio Audience Study

A syndicated magazine and marketing researcher, **W.R. Simmons & Associates**, is making available a new national syndicated network radio audience study and a measurement of audiences for different program formats. The network study will supply standard audience demographics Monday thru Friday daypart, average quarter hour and five day cumulative averages for wired as well as non-wired networks. The results will be based on 6,000 telephone interviews within the national probability sample taken for Simmons' magazine survey. Similar information will be reported for Talk, All-News, Top 40 and Country radiostations.

Technique Allows Print Ads Illusion Of "Movement"

A patented technique developed by **Conoc-Chicago** sales agency had made it possible for magazine and newspaper advertising to "move." The process is done by sliding a plastic screen over specially prepared print ads, giving the illusion of motion. Beverage advertisers could demonstrate their product being "poured" on a page. Comoco is attempting to market "Lithovision" to publishers, who would in turn offer it to advertisers.

Power Corp. Of Canada Buys Two Broadcast Co.'s

Power Corp. of Canada, a Montreal based company with various industry and communications holdings, has received approval to purchase two radio and TV companies, **Frontenac Broadcasting Co.** and **Kawartha Broadcasting Co.** Frontenac owns **CKWS-AM/CFMK-FM/CKWS-TV** in Kingston, Ontario. Kawartha operates **CHEX-AM/CFMP-FM/CHEX-TV** in Peterborough, Ontario. Purchase price is close to \$7.4 million.

Advertising Liability Insurance Costs Rise

With the widespread growth of comparative advertising, and the higher risk of making a competitor angry with such ads, insurance companies are now beefing up their rates for advertising liability insurance. The costs are expected to rise for the small advertisers, as well as huge ad agencies. Many insurers have included liability in their "umbrella" policies for advertisers in the past, but are now adding a heavy premium to cover the possibility of lawsuits. More than 30 large corporations have now run comparative advertising.

ABA Approves Educational Radio Ad Campaign

The **American Bar Association** house of delegates have been asked to endorse a national institutional ad campaign directed at educating the public about lawyers. The ABA board of governors approved the idea last week by a vote of 11 to 6 approving radio as a proper medium for lawyer advertising.

Sid Caesar New Combined Comm. Spokesman

Combined Communications Corp. has selected actor **Sid Caesar** as their official national radio and television spokesman. The institutional media campaign is themed "the early days of TV," and will be followed with other celebrity spots from notables of the 50's and 60's.

"Time" Reaches Most Affluent Households

A survey by **Monroe Mendelsohn Research** firm reveals that **Time** magazine reaches a higher number of affluent households (\$40,000 plus income level) than their competitive news magazines. **Time** netted 42.8% of this market, followed by **Newsweek** with 29.9% and **U.S. News & World Report** with 21%. This higher income bracket encompasses only 3% of the national adult population, but 60% of the group have incomes of \$50,000 plus, and 20% earn \$100,000 or more.

Physicians Radio Network Offers Medical News

A little known radio network is available to the medical profession on special FM tuners. The **Physicians Radio Network Inc.** offers doctors reports on research and medical legislation, as well as news on their specialties. The network is supported by advertising and reaches 70,000 doctors in 32 cities.

Continental Earmarks Economy Flight Campaign

Continental Airlines has planned a major \$3 million ad campaign for the fall months, starting with a pitch for their new Los Angeles-Chicago flights which start September 1, with a special \$89 economy fare. 60 second radio spots will run along with the airlines' standard fall buy. More ads using the successful "If you can't fly Continental, try to have a nice trip anyway" will start on Labor Day and continue through the holiday season.

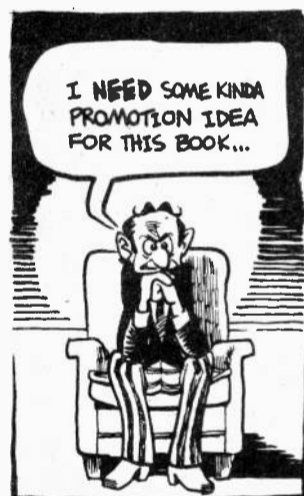
Pentel Promotes Pens For Back-To-School

Pentel of America will tout their pens and automatic pencils during the back to school season. Radio is backing up TV and print buys, starting with ABC-TV special "David Soul & Friends" this week.

Elvis Tribute Planned By Watermark

Tom Rounds, President of the **Watermark** radio production company, creators of the syndicated "Elvis Presley Story," announced that the company is preparing a complete 13-hour tribute to the late Rock star. The program is scheduled for availability to stations by September 3.

ERR WAVES



BY BOBBY OCEAN



R&R CALENDAR OF EVENTS

August 1977

West Virginia Broadcasters Association Fall Meeting: The Greenbrier, White Sulphur Springs, August 25-28
International Radio & TV Exhibition: Berlin Exhibition Grounds, Berlin, Germany, August 26-September 4
Northeast Secondary Radio Conference (Anti-Muscolal): Marriott Hotel, Providence, August 27-28
Radio Television News Director Association, Region 11: Sheraton-Wayfarer, August 27

September

WEA National Sales Meeting: Diplomat Hotel, Miami, September 5-11
Michigan Association of Broadcasters: Mackinac Island, September 6-9
Radio Music Report Convention (Ron Brandon): Royal Coach Hotel, Atlanta, September 8-10
Gavin Report Regional Meeting: Sheraton Hotel, Portland, Oregon, September 10-11
Jim Halsey's International Country Music Festival: Tulsa, September 10-11
Illinois Broadcasters Association: Marriott Lincolnshire Resort, Chicago, September 11-13
National Association of Broadcasters "Managing the Non-

union, Station": Wake Forest University, Winston, Salem, September 11-14

Ohio Association of Broadcasters Fall Convention: Columbus Sheraton, Columbus, September 14-15

Metromedia Radio Management Annual Meeting: Sonesta Hotel, Key Biscayne, September 14-17

Radio Television News Director Association International Conference: Hyatt Regency Hotel, San Francisco, September 15-17

Maine Association of Broadcasters Annual Convention: Samoset-by-the-Sea, Rockland, Me., September 16-18

National Religious Broadcasters Western Annual Convention: Marriott Hotel, Los Angeles, September 18-20

Minnesota Association of Broadcasters Fall Meetings: Holiday Inn, Worthington, September 21-23

Nevada Broadcasters Association Annual Convention: Hyatt Lake Tahoe, Incline Village, September 25-27

National Association of Broadcasters, Seminar on station license-renewal procedures: Site to be announced, September 27

October

Gavin Report Regional Meeting: Louisville, October 1-2

Indiana Broadcasters Association Fall Meeting: Marriott Inn, Fort Wayne, October 5-7

National Radio Broadcasters Association Convention: New Orleans Hilton, New Orleans, October 9-12

North Carolina Association of Broadcasters Annual Convention: Pinehurst Hotel, Pinehurst, October 9-11

Country Music Association Awards Show: Nashville, October 10

Chellman-Twitty D.J. Golf Tournament: Nashville, October 12

Kentucky Broadcasters Association Fall Convention: Hyatt Regency, Lexington, October 12-13

National Association of Broadcasters Fall Regional Meetings: Engineering, Hyatt Regency Hotel, Chicago, October 13-14

Illinois News Broadcasters Association Fall Convention: Champaign-Urbana, October 14-16

National Association of Broadcasters Fall Regional Meetings: Engineering, Hyatt Regency Cambridge, Cambridge, Mass., October 17-18

Tennessee Association of Broadcasters Annual Convention: Read House, Chattanooga, October 19-21

National Association of Broadcasters Fall Regional Meetings: Engineering, Peachtree Plaza Hotel, Atlanta, October 20-21

Arbitron Survey Period: October 20-November 16

Pittsburgh Chapter, Society of Broadcast Engineers Regional Convention: Howard Johnson Motor Inn, Monroeville, Pa., October 21

North Dakota Broadcasters Association Fall Meeting: Holiday Inn, Fargo, October 23-24

Musexpo '77-International Record & Music Industry Expo: Doral Hotel, Miami Beach, October 28-November 1

Florida Association of Broadcasters Fall Conference: The Beach Club Hotel, Naples, October 29

November

National Association of Educational Broadcasters Convention: Sheraton Park Hotel, Washington, November 13-16

January 1978

Country Music Association Board Meeting: Acapulco, Mexico, January 10-11, 1978

March

R&R CONVENTION 78, FAIRMONT HOTEL, DALLAS, MARCH 2-5, 1978

Country Radio Seminar: Nashville, March 17-18, 1978

April

National Association of Broadcasters Annual Convention: Las Vegas, April 9-12, 1978

(Continued on page 6)

Loggins And Mason Update...

KENNY LOGGINS' "I Believe In Love"

— BREAKING OUT OF CINCINNATI —

*22-17 AT Q102
ADD WSAI AT 23*

SPREADING TO MILWAUKEE

*Add WOKY
7-4 WLEE*

DAVE MASON "We Just Disagree"

ALREADY GETTING TOP 10 NUMBERS

*1-1 KERN
14-10 WRFC
3-2 WFOM
1 WGLF*

*debut 33 KSLQ
Add KXOK*



on Columbia Records

What's New?

Coca-Cola Tops Soft Drink Market

Research firm **Maxwell Associates** have released their findings in the soft drink wars. **Coca-Cola** proved it's the "real thing" by outselling all others last year, with a 26½% of the market. **Pepsi** came in second with 17.6%, **7-Up** was third with 6.3%, **Dr. Pepper** fourth with a 5% share, **RC Cola** fifth with 3.3%. The rest of the top 10, in order; **Tab**, **Sprite**, **Diet Pepsi**, **Mountain Dew**, and **Sugar Free 7-Up**.

VW Beetle Being Phased Out

The 30 year old **Volkswagen Beetle** is on its last legs, according to **Volkswagen of America Inc.** Decreased sales and costs of safety and emission standards were the reasons for the demise of the venerable bug. A small number of convertible Beetles will still be available to buyers next year, and the sedan model will be around overseas for some time.

Interior Dept. Sponsors Horse Adoptions

If you find a serious need for the sound of little hoofs around your house, the U.S. government **Interior Department** has the answer. The Department is trying to decrease the number of wild horses and burros wandering around on federal land, so they will let you have one for free. The year old policy so far has met with a not-so-huge demand, only 1,000 horses and 150 burros have been "adopted." An estimated 58,000 wild horses and 7,000 burros are looking for new homes, and the government would like to get rid of 10,000 yearly. One reason for the slow response may be that the critters aren't really "free," you have to lasso them yourself.

Elizabeth Taylor Links With Lincoln

Actress **Elizabeth Taylor** is entering the spokesperson field with commercials for **Lincoln-Mercury**. Ms. Taylor has turned down all other official endorsement offers in the past, and will reportedly pick up nearly \$750,000 for her Lincoln stint. Liz replaces superstar **Farrah Fawcett-Majors**, who has pitched Lincoln for several years.

Beatles Movie For Universal

Universal has announced that they will produce a film, tentatively titled "Beatles 4 Ever," a story about "six kids from New Jersey and how their lives are changed by the Beatles' first visit to America." **Steve Spielberg** is executive producer of the movie, set to begin shooting in November.

Pepsi Enters Root Beer Market

After extensive market research, **Pepsi-Cola** has decided to hit the root beer market, with their "On-Tap" introduced in the Milwaukee area. Pepsi's research showed root beer the third most popular soft drink, behind colas and lemon/lime drinks. Advertising for On-Tap will call the product "draft style root beer with that right from the keg taste." Radio, TV and print ads are scheduled for the Milwaukee kick off.

Max Factor Introduces Anti-Pollution Cosmetics

A cosmetic line aimed at counteracting the effects of air pollution on skin is being introduced by **Max Factor**. The "Self-Defense" line includes moisturizers and a cleanser. Test marketing in the West and Southeast was highly successful, and the company is now putting out \$1 million in advertising for the national push. A heavy radio schedule is slated to start in September.

Popcorn Crop Drops

You'd better get in line early if you love to eat popcorn at movies, because the crop yield of popcorn is down. Number of acres planted is down 27% from last year, resulting in higher prices and nearly 30% reduction in the crop.

TV News

Disco Dees Sets CBS Deal

Rick Dees will use his "Disco Duck" and other characters to develop situation comedy and variety shows for CBS-TV, according to the network. Dees will be involved in Talent Development for potential series...**The 1977 Emmy Awards** ceremony, on NBC September 11, will be co-hosted by **Robert Blake** and **Angie Dickinson**...**Joan Baez** and comedian **Steve Martin** are the new co-hosts for a series of upcoming "Midnight Specials"...**David Bowie** headlines this week's Midnight Special, airing on NBC tonight (19).

CBS Top Network, "Angels" Continue To Fly

CBS' prime time programming won the Nielsen ratings for the week ending August 7 with a 14.9 rating, with **NBC** and **ABC** in a dead heat tie after CBS, both with a 14.0 rating. Top 10 shows for the week were: "Charlie's Angels," CBS movie "Vanishing Point," CBS premiere of "Szyszyk," NBC movie "Lolly Madonna," "MASH," "Barnaby Jones," "Barney Miller," "One Day At A Time," "The Jeffersons," and "Quincy." The one hour premiere of "Year At The Top," series about a Rock group, came in a poor 65th.

Arbitron's TV meter service ratings for the week of July 30-August 5 show the following shows ranked 1-10 in New York: 1) "Szyszyk," 2) "Charlie's Angels," 3) "The Jeffersons" and "Maude" 5) "Barney Miller," "Fish," and "What's Happening," 8) "All's Fair" ties with "Laverne & Shirley," 10) "Baretta" and local "Eyewitness News." Top 10 in Los Angeles: 1) "Laverne & Shirley," 2) "Barney Miller," 3) "Fish" and "Six Million Dollar Man," 5) "Charlie's Angels" "Happy Days," "Szyszyk," and "What's Happening" all tied, 9) "ABC Sunday Night Movie," and "MASH."



Videocassette Replacement Labels

Los Angeles—Replacement labels for videocassette collectors and libraries have been introduced by **International Home Entertainment, Inc.**, Los Angeles-based company specializing in consumer-oriented products and services for the growing home entertainment field.

The **IHE Video Labelpak**, first of its kind, was designed especially for videocassette owners whose original labels are beyond further re-use because of constant changes in programming reference information. It serves all standard ¾-inch U-formats.

IHE's basic Labelpak provides six labels with self adhesive backing for the videocassette and six matching labels for the library-shelf container box. The latter are imprinted on two sides, to actually provide twice as much reference use.

A special videocassette index is included in the package, to further help collectors and videocassette librarians keep collections organized.

In addition to the basic set, IHE also is offering special combinations, for consumers whose need is solely one or another label type or additional index pages.

The IHE Video Labelpak marks a first effort to serve this reference-organizational need on a specific and planned basis. Forthcoming are Labelpaks designed for both off-size U-format containers and videocassettes of varying size and style in the growing ½-inch tape size (e.g., Vidstar, Betamax).

Initially, these replacement label sets will be offered by direct mail and through selected videocassette dealer outlets.

Complete information about the IHE Video Labelpak and various combinations offered is available from the company by writing: IHE, Inc., Post Office Box 27128, Los Angeles, California 90027. There is no charge, and the information packet includes a sample label.

Kantner's Science Fiction LP To Film

"Blows Against The Empire" **Paul Kantner's** science fiction Rock and Roll album on the **RCA Records'** distributed **Grunt Records** label, has been set for transformation into a feature film.

An association between Kantner and **Grace Slick** of the **Jefferson Starship**, and **Michael Arclaga** of the **Film Music Agency** has been formed to package the album as a movie.

Released in 1972, "Blows" has the distinction of being the only non-print nominee ever, for a **Hugo Award**, Hugo's being the Oscars of science fiction writing.

The concept album will be the first film project for the Starship, which is presently recording a new album in San Francisco.

FCC Update

Public Access To Program Logs Clarified

The **FCC** has clarified what radio station **Program Logs** must be available for public inspection under its Order of May 18, 1977. As you will recall, radio stations have, for a long period of time, been required to maintain daily **Program Logs** and retain them for two years. Originally, only the **FCC** had access to these Logs, but under the new Rules these Logs will be made available, upon request, for public inspection and reproduction at a location convenient and accessible to the residents of the community to which the station is licensed. The Rule specifies, however, that the public is not entitled to access until 45 days have elapsed from the day of the Log in question.

The confusion centers around whether or not the entire two year collection of Logs (except those less than 45 days old) would become available on July 5, or, only Logs for days beginning July 5 be available (commencing 45 days thereafter). The answer is that the Logs available for inspection on July 5, 1977, were those for the two year period from July 5, 1975 to July 5, 1977, except for those Logs less than 45 days old. Thus, the Logs from July 5, 1975 to May 22, 1977, are those to which the Rule applied when the Rule first became effective July 5, 1977.

R&R CALENDAR OF EVENTS

(Continued from page 4)

National Association of Broadcasters Radio Program College, Las Vegas, April 12-14, 1978

Country Music Association Fan Fair, Nashville, June 7-11, 1978

Country Music Association Board Meeting, Washington D.C., April 18-19, 1978

July

Country Music Association Board Meeting, Fremont Hotel, Dallas, July 11-12, 1978

Associated Press Broadcasters Annual Meeting, Stouffer's, Twin Towers, Cincinnati, June 1-3, 1978

Broadcasters Promotion Association Annual Seminar, Radisson St. Paul, St. Paul, June 17-20, 1978

June

*Congratulations Mick and John
on your 10th anniversary.*

*We're sure glad you decided
to get together.*

Moe, Russ, Dave, Don, David, Carol, Dan,
Pat, and everyone else at
Warner Bros. Records.

TOP-40



Best Promotions Of The Week

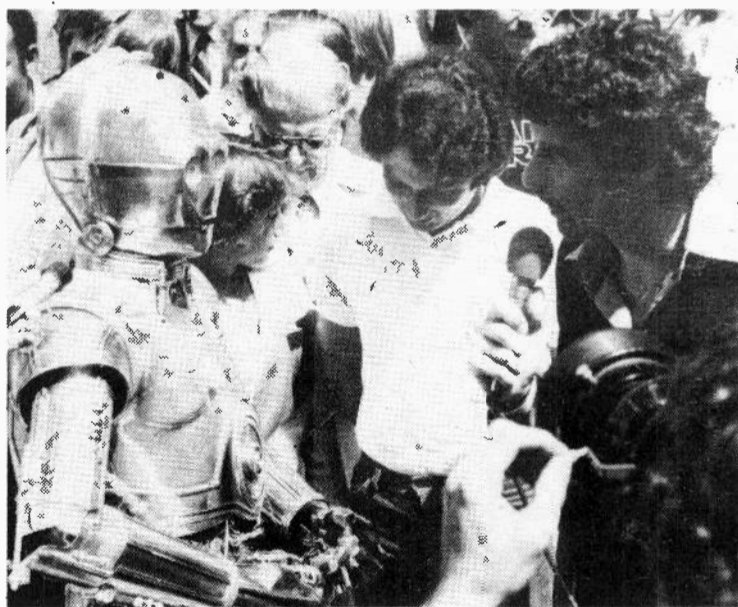
Another in the long line of "Star Wars" promotions took place at **JB105/Providence**, Rhode Island. If listeners were the first to call in when they heard the phrase "May The Force Be With You" they were awarded tickets to the film, T-shirts and Star Wars Sound-track LP's...**Y103/Miami**, Florida is helping fight inflation by registering callers to win a two year rent-free apartment. Each person entering the contest received a free steak dinner and sometimes a bonus of a free LP of their choice. The grand prize winner will receive over \$400 worth of clothing to go with his new style of living...In another city in Florida, **WYND/Sarasota** ran a Busch Gardens promotion. Through a call-in to win contest, winners received a weekend in Tampa and tickets to Busch Gardens...A lot of heavy breathing was taking place at **WFOM/Marietta**. During their "Heatwave Weekend" listeners called in and "breathed" over the phone to the sound-effect of a rising thermometer. **Heatwave** singles, LP's, salt tablets, Coca Cola and Heatwave bandanas were some of the prizes awarded. If any listener broke the thermometer he received all prizes just mentioned. A final heavy breather was determined by a drawing and received limo service, dinner for two and tickets to an **Emotions** concert...**WEBC/Duluth** recently held a "Handy Man Weekend" in conjunction with local hardware stores. Correct number callers received prizes from the stores and copies of the new

James Taylor LP...**WTRY/Troy** New York is running their "South Of The Border" promotion. Callers who qualify for the grand prize receive a case of Coke and get a chance to win an Acapulco vacation to be determined by a drawing...A slight blood shortage in the area prompted **WHUT/Anderson**, Indiana, to publicize the need and urged its listeners to donate to the cause. First in line at the blood bank was morning personality **Chet Elliott**. Listeners responded so overwhelmingly, local officials deemed the campaign a complete success...**99X/New York**, in cooperation with the Department of Parks and Recreation, brought a Summer '77 version of the Olympics to the city. Throughout the summer months the station, in conjunction with **WOR-99X** Children's Christmas Fund, has provided special activities and projects for over a thousand children residing in the Chinatown area. To highlight the program, 99X transported hundreds of participating children to a local park to compete in the "First Annual 99X Children's Summer Olympics." Volleyball games, tugs of war and specially-designed relay races were all part of the day's events. Medals were awarded by **Bob McAllister** of Wonderama, local celebrities and 99X staffers. The children were also treated to puppet and magic shows...It was a "Hot Chocolate Sunday" at **98Q/Vidalia**. Correct number callers received copies of the **Hot Chocolate** single and a chocolate sundae from a local ice cream parlor...

FREE MONEY/FIRST COMMERCIAL—**Z97/Ft. Worth** began a 75 day commercial-free period on February 28th at 6pm. After a few days of the continuous music, listeners began calling asking how long the station would continue without commercials. The station turned their curiosity into a "Free Money/First Commercial" contest, asking people to listen for the first commercial. The date, exact second the first commercial was played, the **Z97** personality who played it, and the name of the sponsor were all needed to determine a winner. The closest entry won \$25,000 in cash, the next ten closest each received \$1,000, and the next 200 runners-up each received \$50. The first sixty-second spot ran on May 9th and sold for \$1251. The sponsor gave **Z97** \$1, with the rest of the money turned over to a charity of the sponsor's choice. Pictured here is the \$25,000 winner at a dinner thrown for him by the station.

The Staff Of
KFRC
Mourns The
Death Of
Elvis Presley

1935-1977



CEMENTING "STAR WARS"—**KHJ's M.G. Kelly** recently MC'd a traditional footprint ceremony for **C3PO** and **R2-D2**, robots of "Star Wars" fame. Both robots were treated to lasting fame as their footprints were embedded in cement in the courtyard at the Chinese Theater in Hollywood. On hand to offer his moral support was the villainous **Lord Darth Vader**, the evil adversary of the film. An estimated 7,000 spectators watched the ceremony. Pictured here is **C3PO** extending his thanks to **M.G.** after planting his feet in the cement.

an **RKO** station

Arbitron Notes: Two Number One's In Savannah; Most Teen Share Ever In Reno?

The April/May '77 Arbitrons are now all in, with more than a few success stories in Top 40 radio. Among those successes, a couple of interesting stories have come to light in two markets.

WGA-AM/WZAT-FM/Savannah Station Manager **Jerry Rogers** isn't quite sure which of his two stations to be the most proud of. In the three county Metro Survey Area, Monday-Sunday 6am-12midnight, **WGA** is #1 total persons 12+, #1 teens, #1 men 18+, #1 women 18+, #1 adults, 18-34, and #1 adults 18-49. As if a nearly clean sweep of the Metro area was not enough, automated **Rocker WZAT** came in #1 total persons 12+, #1 teens, #1 men 18+, #1 women 18+, #1 adults 18-34, and #1 adults 18-49 in the 18 county Total Survey Area.

In Reno, what may be the highest teen share ever, Monday-Sunday 6am-12midnight has been captured by **Red Mountain's KCBN**. Red and staff scored a monstrous 81.3 teen average share. A heavy 84.2 teen share was attained in afternoon drive.



"I really feel like I've got a mission and it makes me feel good."

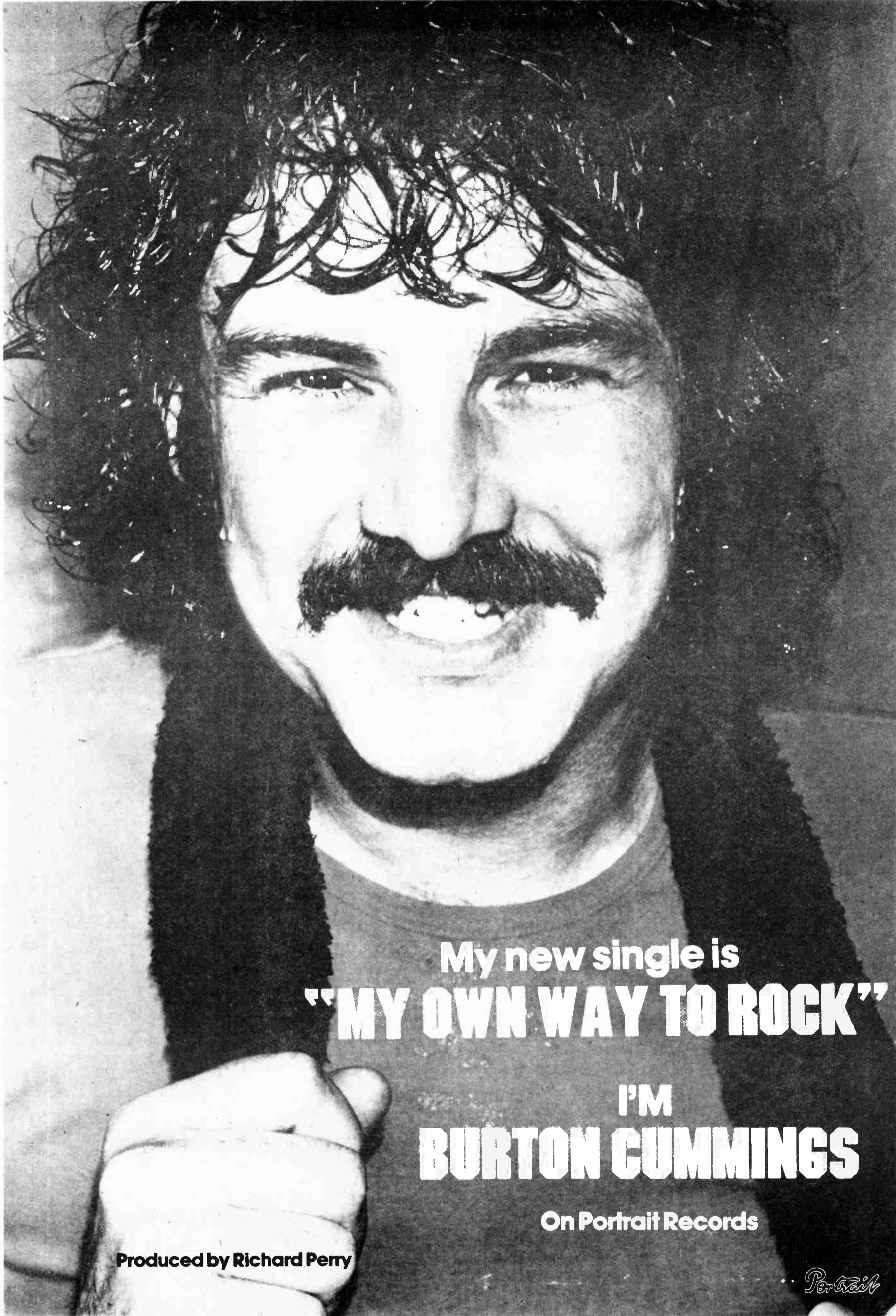
NATALIE COLE

on the **Robert W. Morgan Special of the Week**

**WATERMARK, INC. 10700 Ventura Blvd.,
No. Hollywood, CA 91604 • (213) 980-9490**

ABBA—THE BEEGEES—BREAD—NATALIE COLE—JUDY COLLINS
ELECTRIC LIGHT ORCHESTRA—STEVE MILLER—LOU RAWLS—KENNY ROGERS—LEO SAYER
THE TEMPTATIONS—FRANKIE VALLI AND THE FOUR SEASONS—THE LOVE SONGS OF PAUL WILLIAMS

**THE ROBERT
W. MORGAN
SPECIAL OF
THE WEEK**



My new single is
"MY OWN WAY TO ROCK"

I'M
BURTON CUMMINGS

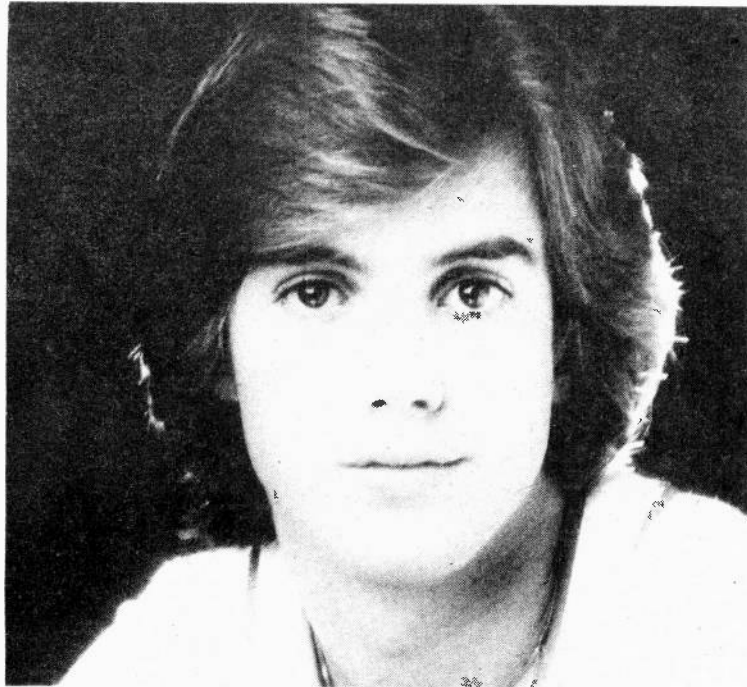
On Portrait Records

Produced by Richard Perry

Portrait

TOP-40

"THAT'S ROCK & ROLL"



TAKE IT ALL OFF—62KGW/Portland midday personality Glynn Shannone is shown here preparing for his appearance in the dunk tank at the "Neighborhood Fair" sponsored by KGW. Over 200 neighborhood organizations, ethnic groups and service groups from the city participated, drawing an estimated 150,000 to the waterfront park site. The grand finale of the event was an evening free concert and a fireworks display.

- | | | |
|---|--|---|
| WKRO 7-3
WOKY 23-16
WGCL add 27
KLIF
Y100 11-5
Z93 30-23
KHJ 16-14
KFRC add
KJR add
99X 31-28
WAVZ 27-21
WDRC 26-21
92FM 9-3
JBIO 5 17-7
WTRY debut 22
WNCL add 21
WCOL 17-7
KIOA add 26
WNDE debut 30
KLEO add 29
KAKC add 36
KBEQ 30-19
WMET add 30 | WQXI 29-21
WAYS add
WSGA 21-16
Y103 debut 27
WBBQ 26
WMAK add
WJDX debut 16
WNOE 1-1
WERC 15-9
WSGN 11-1
WKIX 20-14
WRJZ add
KJRB on
KEZY 17-14
KCPX 4-2
KRSP 2-1
KERN 27-21
KNDE add
KANC add
KREM add
WEEO debut 28
WGUY debut 26
WTSN 18-11
KYSN 18-14 | WFEA 17-13
WISM debut 28
WTRU 25-15
WSPT 20-9
WKAU 27-22
KFYR add
KSTT 25
98Q add
WFLB debut 31
WAAY debut 29
WISE debut 17
WAIR 13-7
WIRK 11-7
WANS debut 30
CKIO1 add 38
WCGQ debut 29
KJOY 22
KSLY add
KDZA 39-31
KAFY 20-16
KRKE add
KQDI debut 27
KFXD add |
|---|--|---|

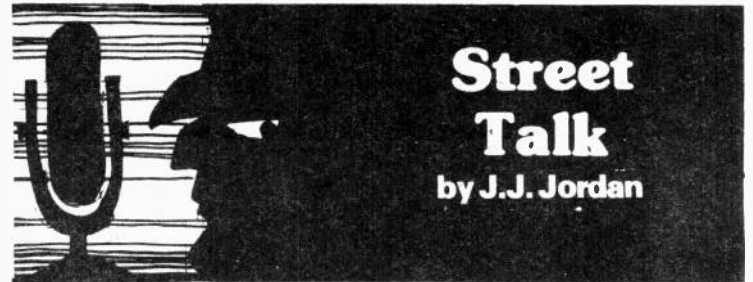
THAT'S ACTION!

Shaun Cassidy's second successive smash



CURB RECORDS

on Warner/Curb Records.



Street Talk by J.J. Jordan

Is true that 20th Century Records offered Atlantic's Dick Kline some big bucks to come out to L.A. and head up its Promotion Department since Jack Hakim will be moving up in the company?

What are Michael Spears and KHJ up to? My ear tells me that the station has taken on a whole new direction in the past two weeks. I've noticed that the jock pace is now up a lot more than several weeks ago. Also afternoon jock M.G. Kelly has reverted to using his other name Machine Gun, even though he only uses M.G. in his movie career. It seems as if the teen records are back into a higher rotation and the station has dropped all of its production aids, such as the new jingles that were cut not too long ago. Also, it seems as if the jock time shifts keep bouncing around from week to week. Could the station be reacting to anticipated heavy competition from KFI this Fall?

Will Mercury Records National Singles Director Jim Taylor get the VP slot vacated by Dave Carrico?

Lifesong Records has been bought by CBS. VP/Promotion Barry Gross has resigned and plans to move back to Los Angeles next week. Also, a number of the label's field staff have been terminated.

Casablanca has signed the Pips without Gladys.

Randy Bachman of BTO has split the group over musical differences with the other group members.

Word is that WNBC will spend the most money ever spent by a station for the Fall rating period.

A number of unemployed PD's are going after the WAKY and WKBW programming gigs. The problem is that there are more unemployed PD's than there are gigs.

Congrats to Marc Sommers, WNOE, and wife on the birth of a new daughter.

WGST/Atlanta is reported to be going All-News Monday (22). Station is currently Pop/Adult.

I was reflecting back on the time when I met Elvis in person and the time I was up at his home. He once told me that he always listened to my show whenever he was home in Memphis and I remember my legs getting weak just thinking that Elvis was one of my listeners. I will miss the King of Rock 'N' Roll.

Radio & Records

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This week's photo flashback is from 1967 and shows Tiny Tim and, then-WMMS/Cleveland PD Pat McCoy singing a duet which changed Pat's life and got him into the music business. Pat is now with Warner Bros. And by the way is the one on the right.

Radio & Records

6430 Sunset, Suite 1221, Hollywood 90028
Tel: (213) 466-9561

Name _____

Company/Station _____

Address _____

City _____ State _____ Zip _____

ONE YEAR—\$130

ONE QUARTER—\$40

Enclose payment with order.
U.S. Funds please.

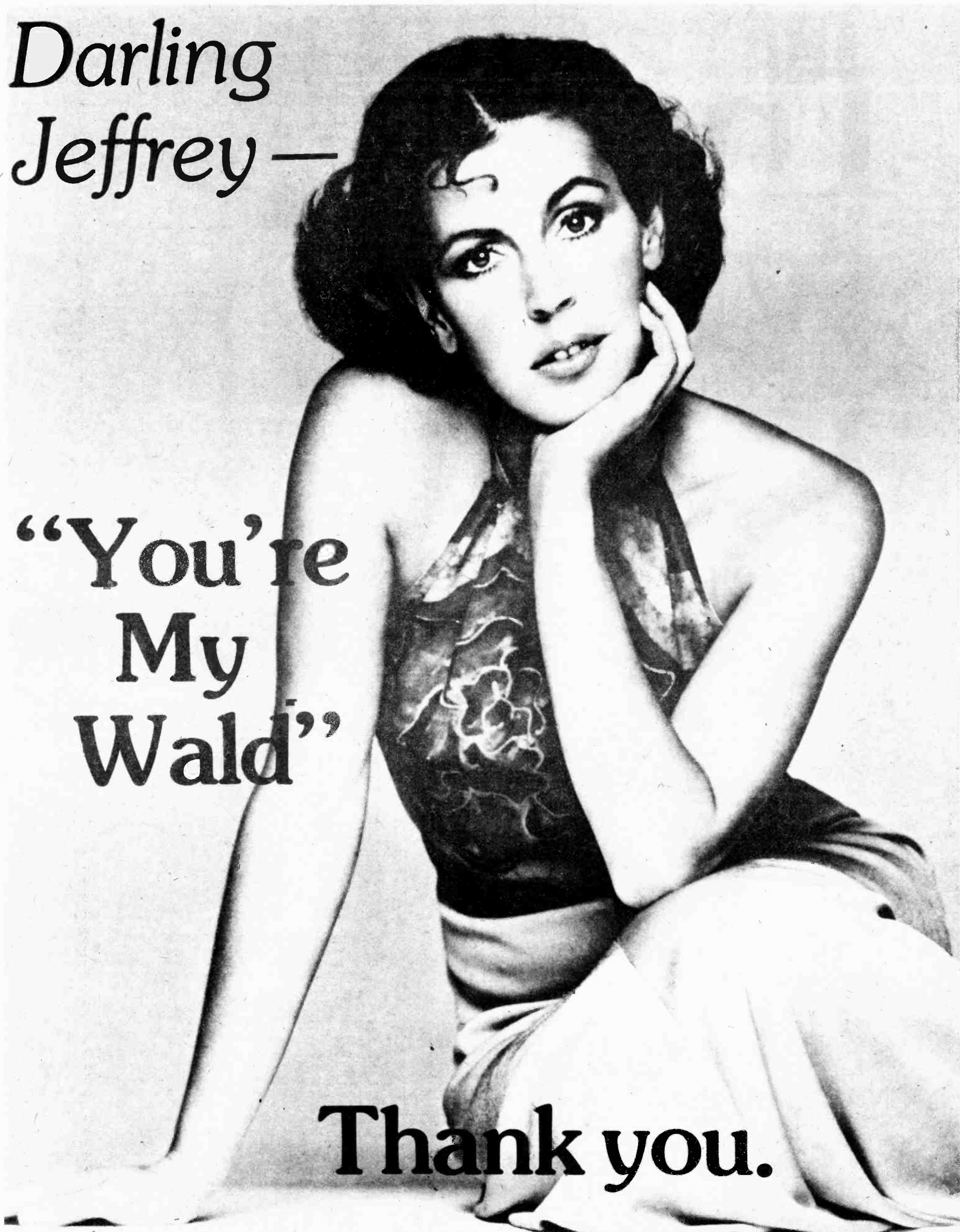
Overseas subscribers add \$100 per year
(\$25 per quarter)

SUBSCRIBE TODAY

*Darling
Jeffrey —*

**“You’re
My
Wald”**

Thank you.



The Z wins again

MARKET SHARE

- 1. KLAZ 22.0%
- 2. KLRA 13.8%
- 3. KALO 11.5%
- 4. KEZQ 11.0%
- 5. KAAY 10.3%



For audience 12+: 6AM til Midnight Monday through Sunday
Metro survey area—average share of audience.
Source: April-May 1977 Arbitron*. Subject to usual qualifications.

The Rock in Little Rock KLAZ98

P.O. Box 7209 LITTLE ROCK, AR 72207 (501) 661-9850

(Advertisement)



A NEW FASHION ITEM—WRMT/Rocky Mount, N.C. listeners are pictured here modeling the new WRMT-shirt. The station is currently making plans to have the T-shirts distributed through local retailers.



SOLID GOLD—WLEE/Richmond was presented with a gold record for their efforts in helping Abba's "Dancing Queen" achieve gold status. Pictured (L to R) WLEE General Manager Ralph Barnes, WLEE PD Ken Curtis, and Atlantic's Promotion Man Dave Kimmel.



A REFRESHING PROMOTION—94Q (WQXI-FM)/Atlanta decided to "cool down" people waiting in long lines to purchase various concert tickets. The Q jocks loaded up the station vans with chilled watermelons and gave out slices of the fruit to people at the various ticket locations.

KUPD Comes Back

(Continued from page 3)

expenditure slated for one week after the last day of the Arbitron survey. Not a single penny was invested in promotion, either on or off the air, during the April/May 1977 Phoenix Arbitron sweep by KUPD, and this against a couple of competitors who outspent themselves during that period.

In October/November 1976, with "Checkbook" running full bore on KUPD well before, during and after the survey period Arbitron reported we held a Monday through Sunday, 6am-12midnight 12 plus average quarter hour share of 11.8%. In April/May 1977, with zero promotional spending during the survey period, Arbitron reported KUPD again overall number one in the market with a Monday through Sunday, 6am-12midnight 12 plus share of 11.1%. Now...can anyone yell "hype" in attempts to discredit this rating? Does it make you wonder even just a little about how well-spent outrageous promotional amounts are?

Jay Stone
Program Director, Magic-91
Program Consultant, KUPD FM/AM

The new single from
one of Europe's
hottest groups
is breaking across
America!

“**MA BAKER**”

#DSK095 (Time: 3:28)

from

BONEY M

now on

KFRC

TOP 5 PHONES!

and **10 Q.**



on Atlantic Records

The Hottest:

Fleetwood Mac
James Taylor
Emotions
ELO

PARALLEL THREE

KPAMI/Portland, Or.
Michael O'Brian
Burton Cummings
Paul Nicholas
Driver
HOTTEST:
Commodores 4-3
Sanford-Townsend 7-5
Fleetwood Mac 11-6
Stephen Bishop 14-8
B.J. Thomas 23-16
Johnny Rivers 25-17
Bros. Johnson 24-18
Bee Gees 28-19
Carly Simon 27-20

WNAM/Neenah, WI.
Jason Page
Carly Simon
Donna Summer
HOTTEST:
Johnny Rivers 2-1
ELO 4-2
James Taylor 6-4
Emotions 8-6
Heart 12-7
Kiss 16-10
Ronnie Milsap 21-16
Carly Simon 23-17
Stephen Bishop 26-19

WAIR/Winston-Salem, N.C.
Dave Scott
Paul Nicholas
Donna Summer
Alan Parsons
Meco
Brownsville Station (DP)
HOTTEST:
Bros. Johnson 3-1
Bay City Rollers 4-3
Leo Sayer 9-8
Shaun Cassidy 13-7
Supertramp 12-9
Fleetwood Mac 14-10
Stephen Bishop 19-12
Floaters 29-23

98Q/Vidalia, Ga.
Scott Kerr
Shaun Cassidy
Donna Summer
Marshall Tucker
Ronnie Milsap
HOTTEST:
Commodores
'Easy' 2-1
James Taylor 6-2
Johnny Rivers 10-5
Outlaws 11-6
Heatwave 13-8
Floaters 17-10
Fleetwood Mac 18-13
ELO 22-14
Isley Bros. 21-15
Bros. Johnson 25-16
KC & Sunshine 26-17
Stephen Bishop 24-18
CSN 27-19
B.J. Thomas 29-21
Kenny Rogers 32-22

KFYR/Bismarck, N.D.
Dan Brannon
Jennifer Barnes
Shaun Cassidy
Kenny Rogers
HOTTEST:
Rita Coolidge 2-1
James Taylor 8-3
Commodores 10-6
Leo Sayer 14-7
Ronnie Milsap 15-10
Johnny Rivers 17-12

WHHY/Montgomery, Al.
Lanny West
McCoo & Davis
Donna Summer
Paul Nicholas
Stevie Wonder
Kate Taylor
HOTTEST:
Commodores
'Brick' 1-1
Paul Davis 8-2
KC & Sunshine 7-4
Stephen Bishop 12-5
Meco 15-8
Foreigner 14-11
Carole King 20-14
Kenny Rogers 21-16
Carly Simon 24-17
Doobie Bros. 25-18

KAYC/Beaumont, Tx.
Paul King
Ronnie Milsap
KC & Sunshine
Kenny Rogers
Commodores
HOTTEST:
Emotions 7-4
Floaters 15-6
Ram Jam 12-9
Bros. Johnson 22-14
Stephen Bishop 25-18

KSLY/San Luis Obispo, Ca.
John Tobin
Johnny Rivers
Steve Miller
Leif Garrett
Shaun Cassidy
HOTTEST:
none

KKXU/Grand Forks, N.D.
Bob Hooper
Peter Frampton
'Signed'
HOTTEST:
Rita Coolidge 5-1
Star Wars
'Main Theme' 6-3
Fleetwood Mac 8-5
Ram Jam 7-8
Emotions 16-7
CSN 17-11
Johnny Rivers 22-16
Foreigner 25-17
Jennifer Barnes 26-19

KDZA/Pueblo, Co.
Rip Van Winkle
Heatwave
Peter Frampton
'Signed'
Donna Summer
HOTTEST:
James Taylor 1-1
Emotions 7-2
Ram Jam 10-6
Fleetwood Mac 14-8
KC & Sunshine 20-16

KWHP/Oklahoma City, Ok.
Gary Mathews
Ronnie Milsap
Heatwave
HOTTEST:
Peter Frampton 2-1
Rita Coolidge 4-2
Pablo Cruise 6-3
Alice Cooper 7-4
CSN 8-5
James Taylor 10-6
Heart 12-8
ELO 15-9
Emotions 17-11
Sanford-Townsend 18-13
Cat Stevens 20-15
Johnny Rivers 21-16
Supertramp 22-17
Leo Sayer 24-18
Peter Frampton
'Signed' 26-19

WEAQ/Eau Claire, WI.
Scott Christenson
Leo Sayer
Glen Campbell
Carly Simon
HOTTEST:
Johnny Rivers 2-1
Andy Gibb 23-4
Bay City Rollers 8-5
Fleetwood Mac
'Dreams' 26-21
Steve Miller
'Jet' 28-22

WGLF/Tallahassee, Fl.
Ned Smith
Kate Taylor
Peter Frampton
Eric Carmen
Commodores
Foghat
Sears & Croft
HOTTEST:
Bros. Johnson 2-1
Heatwave 6-2
Kenny Loggins 7-4
Hall & Oates
'Uncanny' 12-5
Leo Sayer 10-7
Floaters 11-8
Foreigner 16-12
Fleetwood Mac 23-16
KC & Sunshine 25-18
Roger Daltrey 26-19
Kenny Rogers 27-20

KILE/Galveston, Tx.
Dave Collins
KC & Sunshine
Ted Nugent
Kenny Rogers
Steve Miller
HOTTEST:
James Taylor 1-1
Emotions 3-2
Heart 4-3
B.J. Thomas 5-4
ELO 6-5
Leo Sayer 10-6
Fleetwood Mac 15-8
Floaters 23-11
Glen Campbell 22-15
Bros. Johnson 24-16
Star Wars
'Main Theme' 28-19
Ronnie Milsap 31-25

92Q/Nashville, Tn.
John Davis
Star Wars
'Main Theme'
Bros. Johnson
Ronnie Milsap
'HOTTEST'
Emotions 6-1
James Taylor 5-2
Carole King 24-18
Supertramp 23-19

KDON/Salinas, Ca.
A.J. Roberts
Marshall Tucker
Peter Frampton
ARS 'Jog Days'
HOTTEST:
Bay City Rollers 1-1
Alice Cooper 3-2
Emotions 7-3
Kenny Loggins 11-8
Sanford-Townsend 12-9
Carly Simon 13-11
B.J. Thomas 14-12
Leo Sayer 16-13
Heatwave 23-18

KQWB/Fargo, N.D.
Chris Kollins
Kate Taylor
Foreigner
Firefall
HOTTEST:
Peter Frampton
'I'm In You' 3-2
ARS
'Neon Nites' 5-3
Helen Reddy 9-5
Sanford-Townsend 10-8
Carly Simon 18-13

KHFI/Austin, Tx.
Jack Starr
Carly Simon
Meco
HOTTEST:
ELO 3-1
Alice Cooper 5-2
James Taylor 8-5
'Sanford-Townsend 10-6
Commodores 14-9
Foreigner 17-11
Bros. Johnson 20-14
Stephen Bishop 21-16

WFOM/Marietta, Ga.
Grag McClure
Bros. Johnson
Burton Cummings
David Soul
Hot
Foreigner
Kate Taylor
HOTTEST:
Dave Mason 3-2
Sanford-Townsend 6-3
Ram Jam 8-5
Mothers Finest 9-6
ELO 14-9
Supertramp 18-11
Johnny Rivers 20-13
10cc 26-14
Mac McAnally 28-17
Leo Sayer 23-19

KTAC/Tacoma, Wa.
Ric Hansen
Debby Boone
Johnny Rivers
Bee Gees
HOTTEST:
Rita Coolidge 2-1
Bay City Rollers 7-2
Fleetwood Mac 9-5
James Taylor 12-9
CSN 14-10
ELO 17-14

KAFY/Bakersfield, Ca.
Randy Kramer
Alan Parsons
Commodores
Carly Simon
Stevie Wonder
Johnny Rivers
Eric Carmen
Donna Summer
HOTTEST:
Heart 5-2
ELO 7-4
Emotions 10-7
Meco 13-8
Commodores 17-12
Shaun Cassidy 20-16
Bros. Johnson 24-19
Supertramp 22-17

WISE/Ashville, N.C.
Ray Williams
Marshall Tucker
Alan Parsons
Firefall
Peter Frampton
'Signed'
HOTTEST:
Commodores 3-1
Johnny Rivers 6-3
Outlaws 11-5
ELO 18-9
Kiss 15-11
Fleetwood Mac 19-13
Meco 21-14
Leo Sayer 20-16
Carly Simon 24-19

WAAY/Huntsville, Al.
Bob Baron
Dave Mason
Steve Miller
Hot Chocolate
Ted Nugent
HOTTEST:
Emotions 5-1
Commodores 6-4
Fleetwood Mac 13-8
Leo Sayer 14-10
Meco 20-13
Johnny Rivers 21-15
Bros. Johnson 23-18
B.J. Thomas 26-20

WGBF/Evanville, In.
Buddy Scott
Stephen Bishop
Heatwave
Carole King
Ronnie Milsap
HOTTEST:
Emotions 4-1
Commodores 3-2
James Taylor 6-4
ELO 8-5
Fleetwood Mac 13-8

KYSN/Colorado Springs, Co.
Mark McCoy
Floaters
B.J. Thomas
Carole King
HOTTEST:
Emotions 2-1
Rita Coolidge 3-2
James Taylor 6-4
Fleetwood Mac 12-8
Star Wars
'Main Theme' 20-15

WKNX/Saginaw, Mi.
Mike Ryan
Hot Chocolate
Foreigner
Donna Summer
HOTTEST:
Rita Coolidge 3-1
Peter Frampton 4-2
Heart 5-4
Ram Jam 10-6
Bros. Johnson 12-8
Brownsville Station D-11
Isley Bros. 21-14
Fleetwood Mac 20-15
Leo Sayer 23-18
Stephen Bishop 27-20

WGUY/Bangor, Me.
Mark Laurence
Carly Simon
Paul Nicholas
Dave Mason
Peter Frampton
HOTTEST:
Sanford-Townsend 3-1
ELO 4-3
Supertramp 14-7
Kiss 13-9
CSN 18-10
Glen Campbell 16-12
Meco/Star Wars
'Main Theme' 24-16
Marshall Tucker 28-23

WEO/Waynesboro, Pa.
Bob Kennedy
Meco
Ronnie Milsap (DP)
Ted Nugent (DP)
HOTTEST:
Emotions 3-1
Ram Jam 4-2
Heart 5-4
ELO 7-5
Kiss 11-8
Fleetwood Mac 14-10
Johnny Rivers 17-13

WJBJ/Portland, Me.
Andy Carey
KC & Sunshine
Kenny Rogers
HOTTEST:
Meco 3-1
Andy Gibb 5-2
Fleetwood Mac 8-4
ELO 15-8
Sanford-Townsend 23-17

CK101/Cocoa Beach, Fl.
Jason Douglas
Shaun Cassidy
B.J. Thomas
Steve Miller
HOTTEST:
Rita Coolidge 2-1
Bay City Rollers 3-2
Heart 7-3
CSN 9-6
Kiss 14-9
Helen Reddy 13-8
Fleetwood Mac 17-10
Sanford-Townsend 24-18

KRKE/Albuquerque, N.M.
Debbie Hines
Shaun Cassidy
Debby Boone
Stephen Sinclair
Kenny Rogers
Floaters
HOTTEST:
Commodores 6-3
Fleetwood Mac 7-4
James Taylor 10-6
KC & Sunshine 20-10
Sanford-Townsend 18-11

WFEA/Manchester, N.H.
Paul Barrette
Johnny Rivers
Peter Frampton
'Signed'
HOTTEST:
Heart 6-1
Pablo Cruise 5-3
Leo Sayer 9-5
Fleetwood Mac 11-7
Ram Jam 15-9
Donna Summer 21-15

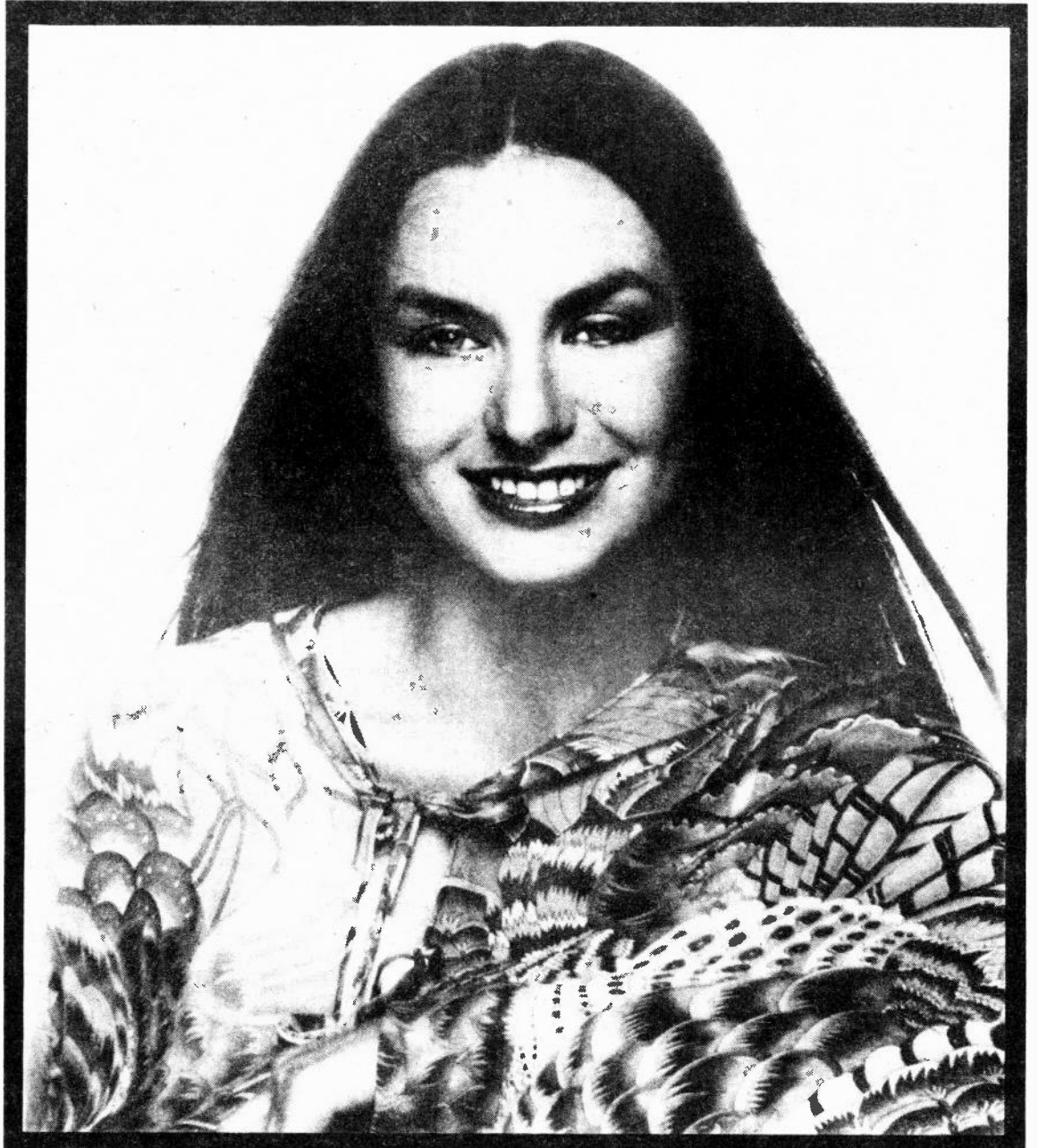
WJON/St. Cloud, Mn.
Tom Kay
KC & Sunshine
Peter Frampton
'Signed'
Paul Davis
Crystal Gale
HOTTEST:
Stephen Bishop 6-3
Fleetwood Mac 10-5
Star Wars
'Main Theme' 15-7
Leo Sayer 16-10

WIRK/West Palm Beach
Alan Edwards
Foghat
Stephen Bishop
HOTTEST:
ELO 10-4
Shaun Cassidy 11-7
Heatwave 18-10
Bros. Johnson 21-15
Commodores 25-17
Paul Nicholas 27-20

KKLS/Rapid City, S.D.
Stone/Kjar
Eric Carmen
Steve Miller
Kate Taylor
HOTTEST:
James Taylor 4-1
Emotions 3-2
Bay City Rollers 5-3
Sanford-Townsend 7-5
Commodores 9-6
Fleetwood Mac 10-7
Leo Sayer 14-8
Bee Gees 25-20
Hall & Oates
'Uncanny' 28-23

WISM/Madison, Wi.
Jonathon Little
Peter Frampton
'Signed'
Steve Miller
Kenny Rogers
Meco
Floaters
HOTTEST:
Rita Coolidge 2-1
James Taylor 9-5
Commodores 8-6
Fleetwood Mac 12-7
ELO 14-9
Johnny Rivers 18-12
Leo Sayer 20-13
Ram Jam 24-18
Star Wars
'Main Theme' 26-20
Carly Simon 28-23

BEAUTIFUL & BIG



**KILT KEZR KLBK WQNZ WSM-AM WPST
KSTP KSTN KAUM WAKY WFBC WABB
KVI KEYN KONO WDUN WAKN WMAK
WORG KJCK WIBR WGSV WTSN WJON
K101 WKY KNOE WMPS WHLM KELI
WYRE**

R&R COUNTRY CHART: 11-4-1!

CRYSTAL GAYLE'S

**"DON'T IT MAKE MY BROWN EYES BLUE"
SPREADING FAST
ON UNITED ARTISTS RECORDS**





- 100 Miami**
- 1 HEATWAVE
 - 2 ANDY GIBB
 - 3 KC & SUNSHINE BAND (new)
 - 4 DEAN FRIEDMAN
 - 5 SHAUN CASSIDY (new)
 - 6 EMOTIONS
 - 7 FLOATERS
 - 8 STAR WARS (20th)
 - 9 PAUL NICHOLAS
 - 10 COMMODORES ("Brick")
 - 11 HOT (old)
 - 12 DONNA SUMMER
 - 13 PETER MC CANN
 - 14 RITA COOLIDGE
 - 15 COMMODORES
 - 16 KISS
 - 17 SLAVE
 - 18 JAMES TAYLOR
 - 19 BROS JOHNSON
 - 20 MECO
 - 21 ELO
 - 22 ALAN O'DAY
 - 23 PETER FRAMPTON
 - 24 CARLY SIMON
 - 25 STEVE MILLER (new)
 - 26 PETER FRAMPTON ("Signed")
 - 27 LOU RAWLS
 - 28 EAGLES
 - 29 LEIF GARRETT
 - 30 SEALS & CROFTS
- ADDS: 24, 26, 29, 30



- KCBQ San Diego**
- 1 ANDY GIBB
 - 2 EMOTIONS
 - 3 RITA COOLIDGE
 - 4 COMMODORES
 - 5 SHAUN CASSIDY (old)
 - 6 ALAN O'DAY
 - 7 BARG BARBRA STREISAND
 - 8 PABLO CRUISE
 - 9 STAR WARS (20th)
 - 10 COMMODORES ("Brick")
 - 11 FLEETWOOD MAC
 - 12 PETER FRAMPTON
 - 13 PETER MC CANN
 - 14 ALICE COOPER
 - 15 JAMES TAYLOR
 - 16 BARRY MANILOW
 - 17 LEO SAYER
 - 18 ELO
 - 19 HEART
 - 20 KISS
 - 21 JOHNNY RIVERS
 - 22 FLEETWOOD MAC (old)
 - 23 JIMMY BUFFETT
 - 24 ANDREW GOLD (old)
 - 25 KC & SUNSHINE BAND (old)
 - 26 KENNY LOGGINS
 - 27 FOREIGNER (old)
 - 28 MARVIN GAYE
 - 29 B.J. THOMAS
 - 30 RAM JAM
- ADDS: 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30
- ON: SANFORD/TOWNSEND
STEVE MILLER (new)
STEPHEN BISHOP
HOT CHOCOLATE
MAC MC ANALLY



- Z97 FM STEREO FT. WORTH**
- 1 JAMES TAYLOR
 - 2 HEART
 - 3 ALICE COOPER
 - 4 FLEETWOOD MAC
 - 5 CSN
 - 6 FOREIGNER (old)
 - 7 ABBA
 - 8 BARRY MANILOW
 - 9 PABLO CRUISE
 - 10 FLEETWOOD MAC (old)
 - 11 PETER MC CANN
 - 12 FOREIGNER (new)
 - 13 STEPHEN BISHOP
 - 14 EAGLES
 - 15 RITA COOLIDGE
 - 16 CHICAGO
 - 17 CLIMAX BLUES (old)
 - 18 ATLANTA R. ("So So")
 - 19 ALAN O'DAY
 - 20 STEVE MILLER (old)
 - 21 PETER FRAMPTON
 - 22 ANDY GIBB
 - 23 HOT (old)
 - 24 ANDREW GOLD (old)
 - 25
- ADDS: None



- KALK 1280 Denver**
- 1 FLEETWOOD MAC
 - 2 ANDY GIBB
 - 3 JAMES TAYLOR
 - 4 SUPERTRAMP
 - 5 LEO SAYER
 - 6 BAY CITY ROLLERS
 - 7 ELO
 - 8 PABLO CRUISE
 - 9 CSN
 - 10 ENGLAND DAN
 - 11 PETER FRAMPTON
 - 12 STEPHEN BISHOP
 - 13 HEART
 - 14 FOREIGNER (new)
 - 15 DEAN FRIEDMAN
 - 16 LITTLE RIVER BAND
 - 17 RITA COOLIDGE
 - 18 TIM MOORE
 - 19 MECO
 - 20 SANFORD/TOWNSEND
 - 21 STAR WARS (20th)
 - 22 EMOTIONS
 - 23 FLEETWOOD MAC (old)
 - 24 BEE GEES
 - 25 BROS JOHNSON
 - 26 JOHNNY RIVERS
 - 27 CAROLE KING
 - 28 FIREBALL (old)
 - 29 BOSTON
 - 30 BARRY MANILOW
- ADDS: 26
B.J. THOMAS
THIN LIZZY
DRIVER
- ON: PETER FRAMPTON ("Signed")
EAGLES ("Tr")
DOOBIE BROS



- 56 WMBQ Memphis**
- 1 FLOATERS
 - 2 COMMODORES
 - 3 EMOTIONS
 - 4 RITA COOLIDGE
 - 5 SLAVE
 - 6 BROS JOHNSON
 - 7 PABLO CRUISE
 - 8 ISLEY BROS
 - 9 ANDY GIBB
 - 10 ALICE COOPER
 - 11 PETER FRAMPTON
 - 12 LEO SAYER (new)
 - 13 FLEETWOOD MAC
 - 14 BAY CITY ROLLERS
 - 15 JAMES TAYLOR
 - 16 HOT CHOCOLATE
 - 17 PETER MC CANN
 - 18 SANFORD/TOWNSEND
 - 19 ALAN O'DAY
 - 20 BARBRA STREISAND
 - 21 KC & SUNSHINE BAND (new)
 - 22 SHAUN CASSIDY (old)
 - 23 ENGLAND DAN
 - 24 STEPHEN BISHOP
 - 25 ROSE ROYCE
 - 26 GLENN CAMPBELL
 - 27 FLEETWOOD MAC (old)
 - 28 JOHNNY RIVERS
 - 29 BILL CONTI
 - 30 BROWN/STATION (new)
- ADDS: ELO
TEDDY PENDERGRASS (new)
DONNA SUMMER



- KFRC 610 San Francisco**
- 1 COMMODORES
 - 2 EMOTIONS
 - 3 ANDY GIBB
 - 4 RITA COOLIDGE
 - 5 JAMES TAYLOR
 - 6 FLEETWOOD MAC
 - 7 BAY CITY ROLLERS
 - 8 ALAN O'DAY
 - 9 BARRY MANILOW
 - 10 CSN
 - 11 FLOATERS
 - 12 COMMODORES ("Brick")
 - 13 ABBA
 - 14 HOT (old)
 - 15 BROS JOHNSON
 - 16 PETER FRAMPTON
 - 17 ELO
 - 18 LEO SAYER
 - 19 KISS
 - 20 STEVE MILLER (new)
 - 21 PABLO CRUISE
 - 22 FLEETWOOD MAC (old)
 - 23 SANFORD/TOWNSEND
 - 24 HEART
 - 25 SUPERTRAMP
 - 26 PETER FRAMPTON ("Signed")
 - 27 BONEY M
 - 28 DONNA SUMMER
- ADDS: KC & SUNSHINE BAND (new)
STEPHEN BISHOP
CARLY SIMON
SHAUN CASSIDY (new)
TED NUGENT
- ON: FOREIGNER (new)



- KING Seattle**
- 1 BARRY MANILOW
 - 2 JAMES TAYLOR
 - 3 BAY CITY ROLLERS
 - 4 CSN
 - 5 ANDY GIBB
 - 6 PETER MC CANN
 - 7 FLEETWOOD MAC
 - 8 RITA COOLIDGE
 - 9 STEPHEN BISHOP
 - 10 ELO
 - 11 COMMODORES
 - 12 LEO SAYER
 - 13 PETER FRAMPTON (old)
 - 14 STAR WARS (20th)
 - 15 ALAN O'DAY
 - 16 PABLO CRUISE
 - 17 PETER FRAMPTON ("Signed")
 - 18 ABBA
 - 19 SHAUN CASSIDY (old)
 - 20 STAR WARS (20th)
 - 21 EMOTIONS
 - 22 HEART
 - 23 ENGLAND DAN
 - 24 B.J. THOMAS
 - 25 ANDREW GOLD (old)
- ADDS: DEBBY ROONE
SUPERTRAMP
- ON: PAUL NICHOLAS
STEVE MILLER (new)
CAROLE KING



- 93 KHJ Los Angeles**
- 1 JAMES TAYLOR
 - 2 PETER FRAMPTON
 - 3 BARRY MANILOW
 - 4 COMMODORES
 - 5 ANDY GIBB
 - 6 SUPERTRAMP
 - 7 FLEETWOOD MAC
 - 8 ALICE COOPER
 - 9 RITA COOLIDGE
 - 10 ELO
 - 11 EMOTIONS
 - 12 BARBRA STREISAND
 - 13 STAR WARS (20th)
 - 14 SHAUN CASSIDY (new)
 - 15 HEART
 - 16 KISS
 - 17 CSN
 - 18 BAY CITY ROLLERS
 - 19 LEO SAYER
 - 20 FLOATERS
 - 21 MECO
 - 22 PABLO CRUISE
 - 23 FLEETWOOD MAC (old)
 - 24 PETER FRAMPTON ("Signed")
 - 25 JIMMY BUFFETT
 - 26 HELEN REDDY
 - 27 RAM JAM
 - 28 COMMODORES ("Brick")
 - 29 SANFORD/TOWNSEND
 - 30 STEPHEN BISHOP
 - 31 KC & SUNSHINE BAND (new)
- ADDS: 28
FOREIGNER (new)



- KJR Seattle**
- 1 HEART
 - 2 RITA COOLIDGE
 - 3 FLEETWOOD MAC
 - 4 PETER MC CANN
 - 5 JAMES TAYLOR
 - 6 ALICE COOPER
 - 7 LEO SAYER
 - 8 STAR WARS (20th)
 - 9 CSN
 - 10 BAY CITY ROLLERS
 - 11 ABBA
 - 12 EMOTIONS
 - 13 STEPHEN BISHOP
 - 14 BARRY MANILOW
 - 15 DOOBIE BROS
 - 16 COMMODORES
 - 17 RAM JAM
 - 18 SUPERTRAMP
 - 19 HELEN REDDY
 - 20 DEBBY ROONE
 - 21 JOHNNY RIVERS
 - 22 FOREIGNER (new)
 - 23 KC & SUNSHINE BAND (new)
 - 24 PETER FRAMPTON
 - 25 SHAUN CASSIDY (old)
 - 26 FLOATERS
- ADDS: 21, 27
SHAUN CASSIDY (new) (DP)
HEART ("Queen") (DP)
FLEETWOOD MAC ("Lovin'") (DP)
SANFORD/TOWNSEND



- 96 KX DENVER**
- 1 FLEETWOOD MAC
 - 2 ENGLAND DAN
 - 3 PABLO CRUISE
 - 4 BOSTON
 - 5 HEART
 - 6 CSN
 - 7 ANDY GIBB
 - 8 JAMES TAYLOR
 - 9 BARRY MANILOW
 - 10 STEVE MILLER (old)
 - 11 MECO
 - 12 SUPERTRAMP
 - 13 RITA COOLIDGE
 - 14 FLEETWOOD MAC (old)
 - 15 ELO
 - 16 STEPHEN BISHOP
 - 17 LEO SAYER
 - 18 PETER FRAMPTON
 - 19 BAY CITY ROLLERS
 - 20 FIREBALL (old)
 - 21 ALAN O'DAY
 - 22 CLIMAX BLUES (old)
 - 23 BROS JOHNSON
 - 24 JUDY COLLINS ("Clown")
 - 25
- ADDS: 24, 25

CLAWING ITS WAY TO THE TOP!

'CAT SCRATCH FEVER'

The most widely accepted single by Ted Nugent ever!

WRKO add
WPGC add
WCAO 22
WPEZ 35

13Q 27
WOKY 31
KSLQ 20-15
KLIF on

Z93 add
KFRC add
KJR on
JBIO5 34

WPHD 30-26
WCOL add 39
KLEO 20
KBEQ 24-18

WMET 24-20
WAKY add
Y103 debut 24
WRJZ debut 27

KAAY on WCUE
KJRB on WBSR
B100 debut 30
WQXILP cut

TEN-Q debut 28
K100 on
KQEO add
KCPX on

KERN 21-18
KYNO on
KANC on
WEEO add

WRFC 28
98Q debut 31
WFLB debut 33
WGLF debut 29

WAAY add
WISE 28
WANS on
KILE add 33

KHFI debut 24
KJOY 25-19
KAFY debut 30
KCBN on

KPAM on
KFXD add
KEEL
WAYS LP cut



on Epic Records

BRIAN & BRENDA

Don't Let Love Go

PIG-40777



Their New Single Produced by Jay Lewis

THE ROCKET RECORD COMPANY™ .MCA RECORDS

K

KC & SUNSHINE 3:48 Keep It Comin' Love (TK) LP: Part 3

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for KC & SUNSHINE 3:48.

KISS 2:52 Christine 16 (Casablanca) LP: Love Gun

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for KISS 2:52.

MECO 3:28 Star Wars (Millennium)

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for MECO 3:28.

STEVE MILLER 3:10 Jungle Love (Capitol) LP: Book Of Dreams

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for STEVE MILLER 3:10.

Steve Miller continued

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for Steve Miller continued.

PABLO CRUISE 3:28 Whatcha Gonna Do (A&M) LP: A Place In The Sun

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for PABLO CRUISE 3:28.

KISS 2:52 Christine 16 (Casablanca) LP: Love Gun

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for KISS 2:52.

RAM JAM 3:15 Black Betty (Epic)

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for RAM JAM 3:15.

JOHNNY RIVERS 3:58 Swain' To The Music (Big Tree)

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for JOHNNY RIVERS 3:58.

S

SANFORD-TOWNSEND Smoke From A Distant... (WB) 3:30 LP: Sanford Townsend Band

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for SANFORD-TOWNSEND.

LEO SAYER 3:33 How Much Love (WB) LP: Endless Flight

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for LEO SAYER 3:33.

CARLY SIMON 3:30 Nobody Does It Better (Elektra)

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for CARLY SIMON 3:30.

STAR WARS 3:17 Main Theme (20th) LP: Soundtrack

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for STAR WARS 3:17.

Star Wars (20th) continued

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for Star Wars (20th) continued.

SUPERTRAMP 4:07 Give A Little Bit (A&M) LP: Even In The Quietest

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for SUPERTRAMP 4:07.

JAMES TAYLOR 3:02 Handy Man (Columbia) LP: J.T.

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for JAMES TAYLOR 3:02.

CARLY SIMON 3:30 Nobody Does It Better (Elektra)

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for CARLY SIMON 3:30.

STAR WARS 3:17 Main Theme (20th) LP: Soundtrack

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for STAR WARS 3:17.

James Taylor continued

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for James Taylor continued.

B.J. THOMAS 3:03 Don't Worry Baby (MCA) LP: B.J. Thomas

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for B.J. THOMAS 3:03.

B.J. THOMAS 3:03 Don't Worry Baby (MCA) LP: B.J. Thomas

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for B.J. THOMAS 3:03.

B.J. Thomas continued

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for B.J. Thomas continued.

B.J. THOMAS 3:03 Don't Worry Baby (MCA) LP: B.J. Thomas

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for B.J. THOMAS 3:03.

B.J. THOMAS 3:03 Don't Worry Baby (MCA) LP: B.J. Thomas

Table with 3 columns: P1, P2, P3. Lists radio stations and their frequencies for B.J. THOMAS 3:03.

Others Getting Significant Action

continued from Back Page

HOT CHOCOLATE "So You Win Again" (Big Tree) 24/5 including WYRE, 19-15 WCAO, debut 30 at 13Q, 21-20 WOKY, 20-16 WHBQ, 17-15 WBBQ, 19-17 WCGQ. FIREFALL "Just Remember I Love You" (Atlantic) 22/7 including KSLQ, WNOE, WLEE, WISE, 20-16 KBEQ, 25-21 WAKX. DAVE MASON "We Just Disagree" (Columbia) 21/4 including WGUY, debut 33 KSLQ, 13-22 WRJZ, 1-1 KERN, 21-17 KQWB, 3-2 WFOM. LITTLE RIVER BAND "Help Is On Its Way" (Harvest) 18/3 including CHUM, WNOE, 19-16 KLTQ, 20-17 WJON, 6-3 WAKX, 16-13 KKLS, 39-35 WFOM. OUTLAWS "Hurry Sundown" (Arista) 17/1, WNDL, 15-14 WIFE, 27-24 WAPE, 11-6 at 98Q, 11-5 WISE, 30-25 KBIM. BOB SEGER "Rock & Roll Never Forgets" (Capitol) 16/0, 16-13 KCLW, 30-28 WACI, 20-18 WBJW, 9-6 WRFC, 28-26 WKNX, 23-19 KFXD. 10cc "Good Morning Judge" (Mercury) 15/1, KAAV, 36-28 WNOE, 22-20 KERN, 17-13 WAKX, 17-15 WAIR, 28-26 WRFC, 26-14 WFOM. STEVIE WONDER "Another Star" (Motown) 13/12 including 99X, Z93, WCOL, 92FM, WSGA, KQEO, KYNO. GEORGE BENSON "The Greatest Love Of All" (Arista) 13/1, debut 29 WCAO, 24-22 WOKY, 9-6 CKLW, 31-27 WYRE, 29-24 WRFC. BROWNSVILLE STATION "Marian Boogie" (Private Stock) 12/4 including WMAK, WTSN, debut 30 WHBQ, debut 11 WKNX, 20-16 WANS. JOHNNY GUITAR WATSON "A Real Mother For Ya" (DJM) 12/0, 17-14 WPEZ, 17-15 KANC, 27-26 WANS, 30-27 at CK101. LEIF GARRETT "Surfin' U.S.A." (Atlantic) 11/10 including Y100, WLAC, WBBF, Y103, WBBQ.

Radio & Records 6430 Sunset, Suite 1221, Hollywood 90028 Tel: (213) 466-9561

Form with fields: Name, Company/Station, Address, City, State, Zip. Includes checkboxes for subscription rates: ONE YEAR - \$130, ONE QUARTER - \$40.

Table with 3 columns: National Request Tabulation, Teens, Adults. Lists artists and their request counts.

Active Re-currents

Table with 3 columns: Artists, Songs. Lists active re-current songs and artists.

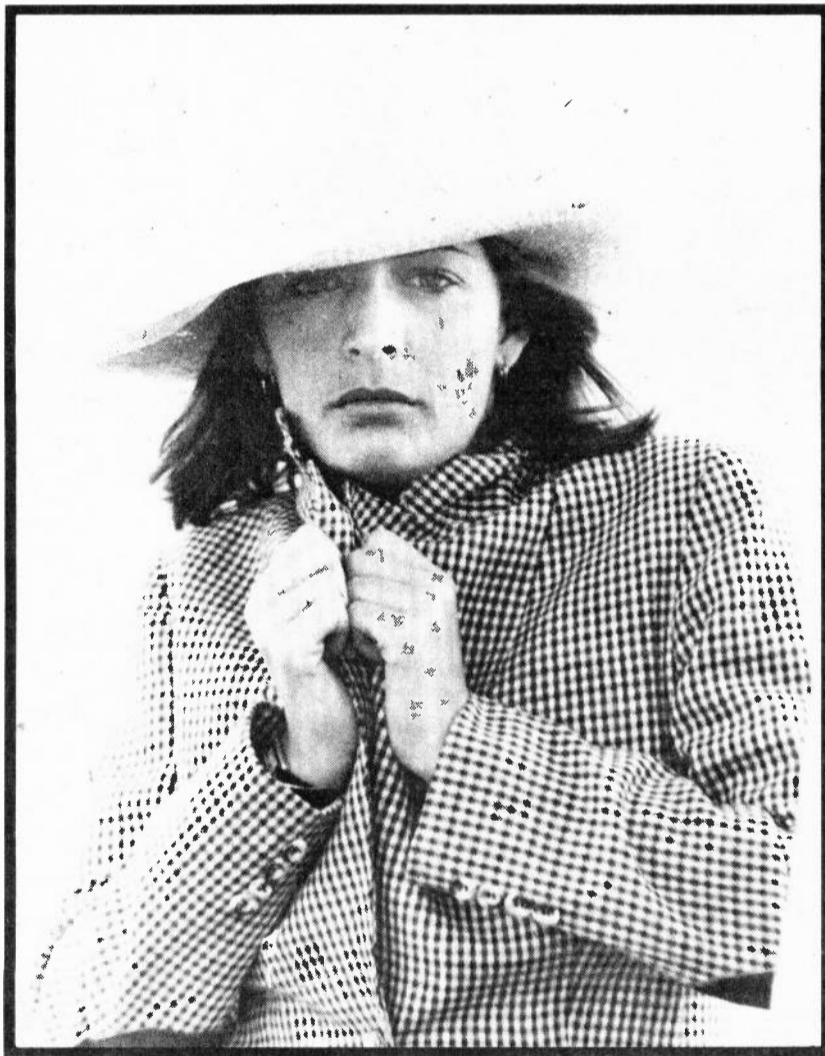
ACR HOT TRACKS

These tracks are those which have received concentrated airplay and positive reaction on AOR Radio over an extended period of time and in many cases are still being programmed. The artists/groups selected have shown past success on Top 40 Radio Tracks which have been released as singles are designated by (*). AOR Tracks are listed in order of their level of airplay and acceptance.

- CROSSBY, STILLS & NASH "Cathedral" "Just A Song By Star" FIREFALL "Just Remember I Love You" FLEETWOOD MAC "Dreams" "Don't Stop" "Chain" "Lovin'" FOREIGNER "Feels Like 'Cold As Ice'" "War" PETER DINKlage "Signed" "I'm In You" HEART "Barracuda" "Love Alive" "Little Queen" CAROLE KINCADA "Hard Rock Cafe"

United Artists News

MARCY BRINGS 'EM BACK ALIVE!



Ms. Marcy Doherty of U.A.

In what can only be described as true derring-do, Ms. Marcy Doherty, National Singles Director for U.A. Records, managed to bring eight desperate Americans across international borders despite foreign interference. The hapless eight were among several hundred Americans grounded in Toronto by a Canadian air controller's strike that closed down air travel out of that country.

The "Convention Eight" as they called themselves credit Ms. Doherty with foresight, fortitude and access to an American Express Card. The eight reported that while other victims ran around the halls trying to trade in their banquet tickets for taxi fare out, Ms. Doherty sprang into action by using cold cash, cold words and cold cuts to rescue her eight ex-patriots.

Ms. Doherty worked throughout the long, lonely night and managed to arrange land and air travel to whisk the Convention Eight out of the country.

The Convention Eight would like to thank Ms. Doherty of U.A. for her heroic efforts that led to their eventual release and saved the day.

THANKS MARCY
FROM THE CONVENTION EIGHT: MICHAEL ABRAMSON, RAY ANDERSON, RCA,
PATTI DROSINS, POLYDOR, KEVIN METHENY, ROXY MIZEL, STAN MONTEIRO, U.A.,
NILES SIEGEL, RCA, CANDY TUSKEN, STAR TRAK.

AOR

(ALBUM ORIENTED ROCK)



Mike Harrison

We mourn the death of Elvis Presley. Into history passes a major chord of the cultural song of our times. You see, we all knew him personally.

The response to the expanded information provided in this section of the newspaper has been quite favorable and I want to thank everybody for their positive letters and phone calls regarding "In The Bin," the new Progressive Singles chart, and the inclusion of percentage points in the "Most Added" and "The Hottest" listings.

We currently have a waiting list of over 50 AOR stations wanting to become reporters to this section and by the time you read this there will probably be more. As I've mentioned before, it's just a matter of space and time before they can be gotten to and taken care of one way or the other. In the meantime, if your station is interested in becoming an R&R AOR reporter, send as much information about the station as possible (including an aircheck) and we'll be getting back to you as soon as we are able.

I would like to point out, however, that you don't have to be an R&R reporting station (AOR or any other style, for that matter) to have your news published in the newspaper. We are always interested in hearing from stations, so that we may reflect news of promotions, changes, events, and concepts. Send your stuff to Radio & Records (c/o of the editor of your choice), Suite 1221, 6430 Sunset Blvd., Hollywood, California 90028.

QUESTION: Is it necessary for on-the-air jocks to talk to listeners on the phone in order for the station to be more in touch with its audience?

DENTON MARR, PD WEBN/Cincinnati: "Yes, most definitely. No one call in itself can tell you anything, but cumulatively they add up to a mental picture. Listeners want more than just a musical delivery service and by taking calls we can at least hit a responsive chord with those who take the time to phone. I encourage it, as long as it doesn't interfere with the show."

Larry Berger, PD WPLJ/New York: "I think it's useful, but I don't think it's essential. It is least useful for gathering actual record information. It's most useful for giving the station's staff a concept of what the listeners are like. It's feedback which helps indicate what they're doing and what they're into."

Joel Moss, PD WLIR/Long Island: "Sure, I think so. Yes. Over the past couple of years programmers have developed a tendency to disregard calls because they represent such a small portion of the station's total listenership. Yet, they are listeners and should be taken into consideration. That certainly doesn't mean to go and program the next hour of your show from one listener's suggestions."

Jack Crawford, PD WKDF/Nashville: "I think it's beneficial, but carried to an extreme can be distracting. It's always good to stay in touch with your audience."

Ken Calvert, PD WABX/Detroit: "Boy, that's a great question, it really is. If it works it's one of the greatest one-to-one techniques you can ever use. It's particularly useful in the morning when we actually put the listeners on the air."

Norm Gregory, PD KZOK/Seattle: "I think it depends on the jock. I don't really think they get any hard-core scientific information but some guys are uplifted by it and find it gets them into the spirit. I try to get them involved in some of our call-out research when they're not on the air. We keep track of the phone requests but it's the usual jive and has to be properly weighted."

Hank Cookenboo, PD KDKB/Phoenix: "I wouldn't say that it's necessary, but it's helpful, particularly in finding some of those cuts we might be missing. Our audience has long enjoyed that accessibility. It helps us achieve an informality with our audience. I do know that some stations as of late have totally thrown out the request line."

WEBN Nears 10 Year Milestone

And yet another AOR station is on the verge of chalking up a decade in programming the style. On August 30th WEBN/Cincinnati will be 10 years down the road as an AOR radio station and big plans are underway to celebrate the event. For the 10 days leading up to their anniversary, the station will feature the music of each year per day. Included in this will be the programming of old station airchecks and the return of some of the station's air personalities from the past.

Then, on the evening of the 30th, the station will present the largest fireworks display in the history of the city. The display will be launched from a barge on the Ohio River situated next to a park. Music will be broadcast over the station in sync with the fireworks. Congratulations WEBN!

Evolution

Clark Rogers has been appointed Music Director of WKDF/Nashville....Larry Jacobs is joining KOMA/San Jose as News Director, from KBPI/Denver....Brock Whaley moves from WFSO/St. Petersburg to WQSR/Tampa doing morning drive....WQXM/Tampa is now being consulted by Lee Abrams....Bob D. Griffith joins KLOS/Los Angeles as an Account Executive from McGavren-Guild Radio where he was Senior A/E....Karen Wagner has been upped from A/E to National Sales Manager at KZAP/Sacramento....Pat St. John has signed a new three year contract with WPLJ/New York where he is an air personality....Pop Adult KMRJ/Pittsburg, Kansas has gone AOR from 8pm to 1am. Gabe Baptista is AOR Director of the station and can be reached at (316) 231-2800. Service is needed. Send material to KMRJ, PO Box 610, Pittsburg, Kansas 66762...Donna Halper is no longer Music Director of WRVR/New York. Doug Harris is the new MD. Doug will also be handling the afternoon drive shift. Roy Weisman has joined the station as Programming Research Director....Jack Mandoo is no longer Music Director of WIOT/Toledo....Jack Stafford joins WABX/Detroit as morning man from KATT/Oklahoma City....Eric Bogel from KAZY/Denver is the new midday personality on KZOZ/Seattle.



Shown smiling after A&M recording artist Garland Jeffreys headlined at San Francisco's Boarding House are (from left): Pete Mollica, A&M Assistant National Promotion Director; Rick Galliani, A&M San Francisco Promotion Representative; Garland Jeffreys; KSAN Program Director, Bonnie Simmons; Lennie Bronstein, A&M National FM Coordinator; and Harold Childs, A&M Vice-President, Promotion.

Color

Let There Be Rock: KSHE/St. Louis invited listeners to bring the largest rock they could find with the words "KSHE", "AC/DC", and "Peaches Records" written on it. The winning rock weighed 13 tons. The winner received a Kawasaki motorcycle.

Home And Away: WPIX/New York gave listeners the opportunity to see Leo Sayer "away" in concert and 4 of his albums each for "home" enjoyment. The station also held a drawing in which 10 listeners each won 120 CBS albums. Over 3,000 entries were received.

Forest Park was the setting for the free KADI/St. Louis Lazerium show. 11,000 people attended and the station was played throughout the park.

W4 Day At The Races: Over 5,000 people turned out to see a day of auto racing at Waterford Hills Road Racing Track presented by WWW/Detroit. The station gave away tickets and pit passes in advance along with CB's and car stereos at the track. Music was provided by the MCS.

WCCC/Hartford tied in with Burton Cummings for a "My Own Way To Rock" promotion. Listeners called in to win the artist's album, songbook, and station T-shirts. Winners qualified for a drawing for a stereo system, headphones, and a big styrofoam rock. The station also ran a "Jungle Love" promotion tied in with Steve Miller. They gave away the artist's album once an hour. Album winners qualified for a drawing for a night for two in the Catskills at the Rainbow Motel, admission to the Catskill Game Farm (jungle) and \$50 spending cash.

Coast To Coast: WKLS(96 Rock)/Atlanta sent two of their listeners across the country to see Carole King in concert at LA's Greek Theatre.

Concerts & Conversation

Presentations: WMMS/Cleveland (the home of Gorgeous Shelley) presented Peter Frampton, Bob Seger, Geils, and Derringer for their "World Series of Rock-Game 3" at the stadium.

Radio Concerts: Kenny Rankin on T105/Dayton....Vasser Clements on WLIR/Long Island....Aalon on WCMF/Rochester....Seals & Crofts on TK101/Boston....Ronnie Abramson on Q107/Toronto....The Kinks and Peter Gabriel on WMMS/Cleveland.

Available: Q107/Toronto is making their one hour studio quality Ronnie Abramson concert available to any Canadian station wishing to use it on an exclusive basis for each market. The only costs are for the tape and handling. Call (416) 967-3445.

Interviews: Jimmy Webb on KTMS/Santa Barbara....Keith Emerson on KTIM/San Raphael... Jimmy McCulloch on WLIR/Long Island....Tim Weisberg on WJKL/Elgin....Leo Sayer, Melissa Manchester, and Supertramp on WMC-FM/Memphis....Keith Emerson and Fabian on KPRI/San Diego....Climax Blues Band and Tim Weisberg on WBRU/Providence....Rick Wakeman on WCCC/Hartford....Stephen Sinclair on KAWY/Casper....Tim Weisberg on WAAF/Worcester.... Ralph on WAAL/Binghampton.

**“...intelligent gespielte und
ideenreiche Rockmusik.”***



**Intelligently performed and
creative rock music.***



on Columbia Records

Radio & Records

Album Airplay/40

Chart Summary

CS&N were on top again gathering hot reports at 83% of our reporting AOR stations. The album has also triggered tremendous turntable reinterest in the group's first album, as well as CSN&Y's "Deja Vu" collection. TAYLOR nudged into the second position with hot reports at 61% of our reporting stations. YES and MILLER had strong showings again. WINWOOD jumped into the top five and PARSONS also made a major move into the chart's higher region. DEAD were strong and stable. FIREFALL grew. MAC inched back up. KING maintained. STYX moved up. YOUNG maintained. DALTRY inched up. SUPERTRAMP also resurged a bit. PRATT was stable. LRB showed positive movement. ANIMALS took a mighty jump picking up adds at 31% of our reporting stations as this week's most added album in AOR radio. BEBOP had a good week. COODER was the week's highest debut picking up adds at 23% of our reporting stations. RUMOUR gained well. LAKE took a big jump. MYLON debuted. KISS enjoyed a major resurgence. CRUISE continues to ride the chart. The album nudged up this week. CODY inched up. SANFORD-TOWNSEND bounced back onto the chart. GORDON is doing well where played, inching up a bit. JIMMY BUFFETT, RITA COOLIDGE, and STILLWATER almost made the chart.

This chart is based solely on airplay and does not attempt to fabricate a trend. The artists in italics are those receiving the most rapid gain in airplay.

1	CROSBY, STILLS & NASH.	Crosby, Stills & Nash (Atl)	"Song" "Shadow" "Star" "Blind"
2	JAMES TAYLOR.	JT (Col)	"Face" "Handy" "LA"
3	YES.	Going For The One (Atlantic)	"Stories" "Parallels" Title
4	STEVE MILLER.	Book Of Dreams (Capitol)	"Jungle" "Swing" "Stake"
5	STEVE WINWOOD.	Steve Winwood (Island)	"Chair" "Hold" "Time"
6	ALAN PARSONS.	I Robot (Arista)	"Wouldn't" title lead
7	GRATEFUL DEAD.	Terrapin Station (Arista)	"Passenger" "Prophet" Title lead
8	FIREFALL.	Luna Sea (Atl)	"Love You" "Sold" "Soon"
9	HEART.	Little Queen (Portrait)	"Love" "Barracuda" Title
10	PETER FRAMPTON.	I'm In You (A&M)	"Signed" "Road" title
11	DAN FOGELBERG.	Nether Lands (Full Moon/Epic)	"Love" "Promises" Title
12	FLEETWOOD MAC.	Rumours (WB)	"Stop" "Chain" "Fun"
13	CAROLE KING.	Simple Things (Capitol)	"Cafe" "One" lead
14	STYX.	The Grand Illusion (A&M)	"America" Title "Foolin" "Sail"
15	NEIL YOUNG.	American Stars 'N' Bars (WB)	"Bullet" "Homegrown" "Hurricane"
16	ROGER DALTRY.	One Of The Boys (MCA)	"Annie" title
17	SUPERTRAMP.	Even In The Quietest Moments (A&M)	"Give" "Lover" Title lead
18	GEILS.	Monkey Island (Atl)	"Surrender" "Somebody"
19	ANDY PRATT.	Shiver In The Night (Nemperor)	"All" "Faint" lead
20	LITTLE RIVER BAND.	Diamantina Cocktail (Harvest)	"Help" "Happy" "Day"
21	ANIMALS.	Rudely Interrupted (UA/Jet)	"River" "Bill" "Blue" lead
22	BEBOP DELUXE.	Live! In The Air Age (Harvest)	"Ships" "Shine" lead
23	ELVIN BISHOP.	Raisin' Hell (Capricorn/WB)	"Shoes" "Feels" "Fooled"
24	FOREIGNER.	Foreigner (Atl)	"Ice" "Home"
25	LEADON & GEORGIADES.	Natural Progression (Asylum)	"Rotation" "Singer" "Glass"
26	TED NUGENT.	Cat Scratch Fever (Epic)	Title "Live" lead
27	RY COODER.	Show Time (WB)	"Jesus" leads variety of cuts
28	RUMOUR.	Max (Mercury)	"Looking" "Hard" "Love"
29	LAKE.	Lake (Col)	"Run" leads
30	MYLON LE FEVRE.	Weak At The Knees (WB)	"Goodbye" "Boy" "Lady"
31	KISS.	Love Gun (Casablanca)	"16" Title "Hooligan"
32	UFO.	Lights Out (Chrysalis)	"Hot" "Love"
33	PABLO CRUISE.	A Place In The Sun (A&M)	"Gonna" "Fire"
34	COMMANDER CODY.	Rock 'N' Roll Again (Arista)	"Midnight" "7-11" "Say"
35	MARLEY & WAILERS.	Exodus (Island)	"Jammin" leads
36	KENNY LOGGINS.	Celebrate Me Home (Col)	"Daddy" "Dream" "Wise"
37	CAT STEVENS.	Izitso (A&M)	"School" "Star" lead
38	SANFORD-TOWNSEND.	Sanford-Townsend Band (WB)	"Smoke" leads variety of cuts
39	ROBERT GORDON.	With Link Wray (Private Stock)	"Summer" "Hot" "Blues"
40	TIM WEISBERG.	Tim Weisberg Band (UA)	"Cascade" "Rainbow" "Aspen"

IN THE BIN

JIMMY BUFFETT
Changes In Attitudes (ABC)

RITA COOLIDGE
Anytime, Anywhere (A&M)

MINK DE VILLE
Mink De Ville (Capitol)

STILLWATER
Stillwater (Capricorn/WB)

The albums listed in *The Bin* are those which received enough AOR reports to come significantly close to qualifying for this week's *Album Airplay/40* chart. Also included are albums that made the chart last week, but did not receive enough continued airplay to make it again this week. These albums continue to get airplay on enough stations to be potential chart "bouncers." In *The Bin* albums are listed in alphabetical order.

MOST ADDED

ANIMALS *Before We Were So Rudely Interrupted* (UA/Jet)—Added at 31% of our reporters.

MYLON LE FEVRE *Weak At The Knees* (WB)—Added at 26% of our reporters.

RY COODER *Show Time* (WB)—Added at 23% of our reporters.

THE HOTTEST

CROSBY, STILLS & NASH *Crosby, Stills & Nash* (Atl)—Hot at 83% of our reporters.

JAMES TAYLOR *JT* (Col)—Hot at 61% of our reporters.

YES *Going For The One* (Atl)—Hot at 60% of our reporters.

STEVE MILLER *Book Of Dreams* (Capitol)—Hot at 51% of our reporters.

STEVE WINWOOD *Steve Winwood* (Island)—Hot at 50% of our reporters.

PROGRESSIVE SINGLES

1	DOOBIE BROTHERS "Little Darlin'" (WB)
2	THIN LIZZY "Dancing In The Moonlight" (Mercury)
3	CARLY SIMON "Nobody Does It Better" (Elektra)
4	KATIE TAYLOR "It's In His Kiss" (Col)
5	RAM JAM "Black Betty" (Epic)
TIE	CRAWLER "Stone Cold Sober" (Epic)
6	STEPHEN BISHOP "On And On" (ABC)
TIE	ERIC CARMEN "She Did It" (Arista)
6	STAR WARS "Main Theme" (20th)
6	SPARKS "Over The Summer" (Col)

Progressive Singles: These 45rpm records receiving significant airplay by our AOR reporting stations. These singles are either not on an album or may be on an album not currently qualifying for the *Album Airplay/40*. They are listed in order of total reports received. This chart represents airplay only and does not attempt to fabricate a trend.

Capitol Records Is Proud To Present
RICHARD TORRANCE "LIVE"

On The

SUPERSTARS RADIO NETWORK

Richard Torrance will be heard on most of these
Superstars Radio Network stations the weekend of August 27-28:

KRKE	ALBUQUERQUE	FM-94
96 ROCK	ATLANTA	FM-96
WIYY	BALTIMORE	FM-98
WGRQ	BUFFALO	FM-97
WROQ	CHARLOTTE	FM-95
WWWV	CHARLOTTESVILLE	FM-97
WLQ	COLUMBUS	FM-96
KFWD	DALLAS	FM-102
KC14	DES MOINES	AM-1400
W-4	DETROIT	FM-106
WHCN	HARTFORD	FM-106
KYYS	KANSAS CITY	FM-102
WILS	LANSING	FM-101
WRCN	LONG ISLAND	FM-105
WLRS	LOUISVILLE	FM-92
WYXE	MADISON	FM-92
KQRS	MINNEAPOLIS	FM-92/AM-1440
KCJB	MINOT, N.D.	FM-97
WYSP	PHILADELPHIA	FM-94
WDVE	PITTSBURGH	FM-102
KGON	PORTLAND	FM-92
WQDR	RALEIGH	FM-94
KPRI	SAN DIEGO	FM-106
Y-93	SAN FRANCISCO	FM-93
KISW	SEATTLE	FM-100
KADI	ST. LOUIS	FM-96/AM-1320
WQXM	TAMPA	FM-98
WIOT	TOLEDO	FM-104
Q-107	TORONTO	FM-107
WAAF	WORCESTER	FM-97
WSRD	YOUNGSTOWN	FM-101

Consult local listings or your
Superstars Radio Network station
for exact time.



BAD BOY

BE PREPARED!

*After three or four days in the stores, the sale on the **BAD BOY** lp made it not only a breakout album, but also gave it the #8 position for the week. The next week it was our #1 selling album, which is unprecedented. It was a complete sell-through. The enthusiasm has not died.*

*—JIM HOWARD, Head Of Operations
Music Man, Milwaukee*

***BAD BOY** is bad-ass rock and roll.*

*—DON ROCKWELL, Program Director
WZMF, Milwaukee*

*The **BAD BOY** promotional campaign, coordinated by Radio Doctors One-Stop, the group's management and the group itself received statewide retailer support, distributor support, label support and radio station support which led to an unprecedented take-off of a local artist lp in this market. The follow through sales are excellent and we expect the lp to continue to sell and spread to other markets.*

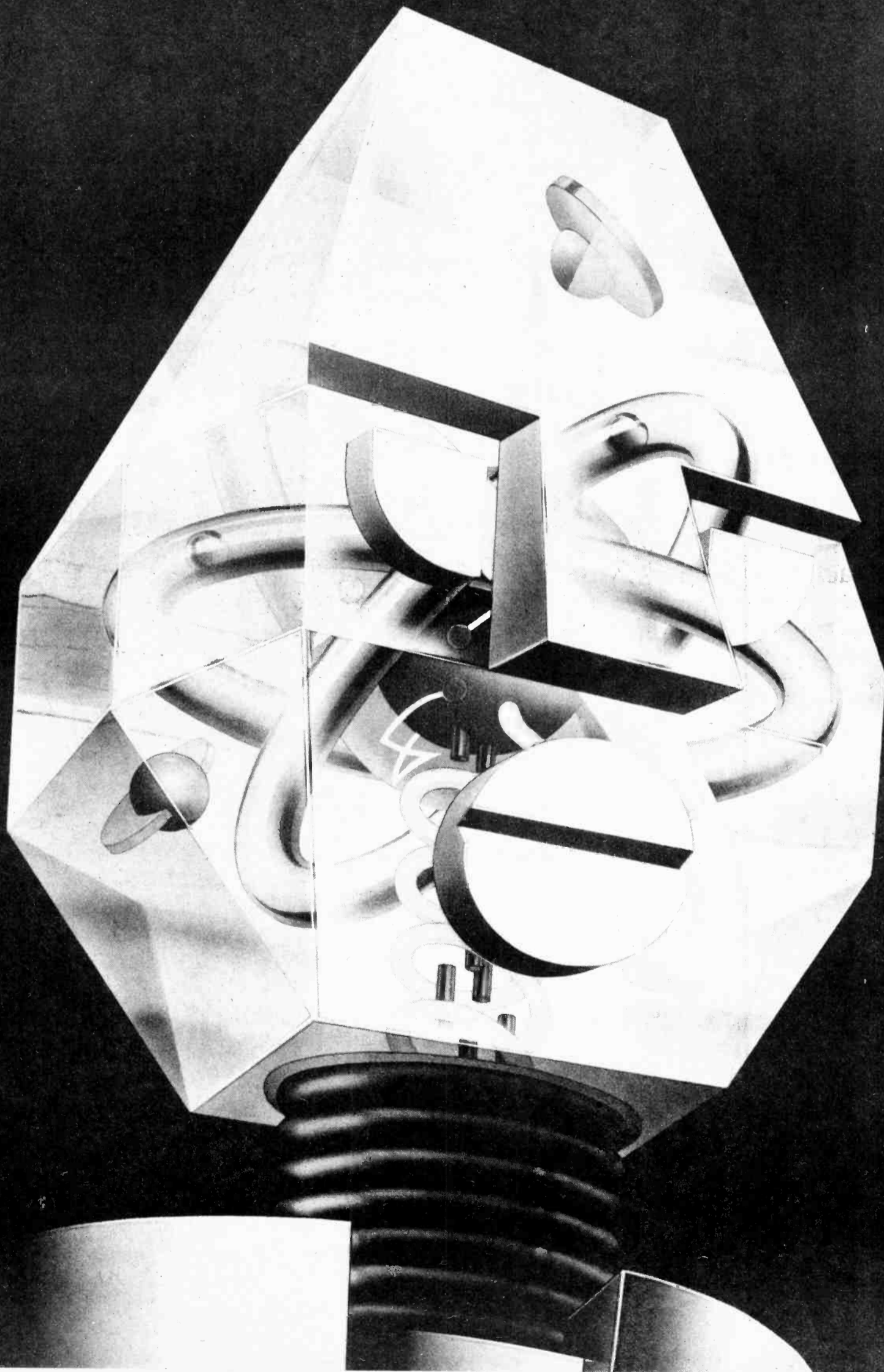
*—MIKE MOWERS, Sales Manager
Radio Doctors and Records Ltd.
Milwaukee*

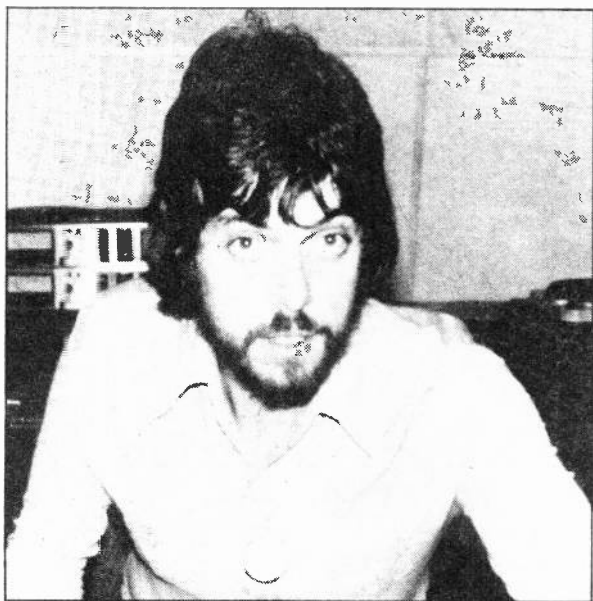


**NUMBER ONE IN MILWAUKEE
AND YOU COULD BE NEXT.
BAD BOY'S DEBUT ALBUM,
"THE BAND THAT MILWAUKEE MADE FAMOUS!"
ON UNITED ARTISTS RECORDS AND TAPES.**



**When tomorrow comes
it will sound like this.**





The Alan Parsons Project "I Robot" creates tomorrow with an astounding impact. His unique vision has stunned the world of music.

"Parsons has come up with a stunning musical concept for all to enjoy. A magnificent album." —Steede Report

"The man who produced "Dark Side Of The Moon" for Pink Floyd and "The Year Of The Cat" for Al Stewart tops himself with this masterpiece album."

—Record Notes

"The new Alan Parsons Project release, 'I Robot' represents a new zenith for the talent and genius of this 28 year old Englishman. With sonic excitement that has to be heard to be appreciated, Parsons has fashioned one of the most mysterious and lush works in modern music. He has assembled some of the finest musicians in the world including Pilot, Alan Clarke, and Steve Harley and directed them into a work that transcends their other achievements as well as his own to mold a haunting vision of the future." —The Herald

"Parsons' finest achievement to date." —Record World

"'I Robot' is a modern day science fiction fantasy of music that draws on such literary sources as Aldous Huxley's 'Brave New World,' Nicholas Roeg's 'The Man Who Fell To Earth,' and Stanley Kubrick's '2001: A Space Odyssey' to name only a few. The Parsons Project's style is breathtakingly visual."

—Houston Chronicle

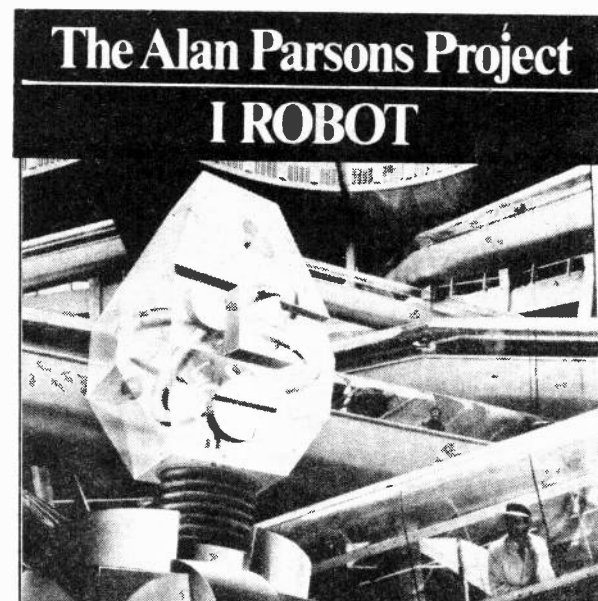
"A new generation from Abbey Road's brilliant engineer." —Circus

"'I Robot' is set to make a place for itself on your Favorite Album Of The Year list." —Cleveland Scene

"'I Robot' is mysterious, lush, heady...and fascinating." —Record Notes

"Parsons presents another stunning production."

—Walrus



**When tomorrow comes
"I Robot" will be a classic.**

On Arista Records.



I'VE BEEN LISTENIN'
TO ELVIN BISHOP
AND I FEEL LIKE
RAISIN' WELL!



FIRST WEEK OUT
R&R - HIGHEST DEBUT-ALBUM AIRPLAY
#2 MOST ADDED LP
BILLBOARD TOP ALBUM PICKS
#2 ADD-ON-NATIONAL
CASHBOX #3 MOST ADDED LP
RECORD WORLD #5 MOST ADDED - FM AIRPLAY REPORT

RAISE A LITTLE HELL YOURSELF WITH ELVIN BISHOP
ON HIS NEW LIVE DOUBLE L.P. "RAISIN' HELL"
ON CAPRICORN RECORDS AND TAPES, MACON GA.

GROGAN

WMOG
Rochester 716-232-7900

ADDED Murray McLauchlan (True North) Yes (A&M)
Andy Pratt (Nemperor) Heart (Portrait)
Navarro (Capitol) Peter Frampton (A&M)
Buz Cason (DJM) Dan Fogelberg (Epic/Full Moon)
HOT Supertramp (A&M)
James Taylor (Col) Bob Marley (Island)
CSN (A&M) Little River Band (Harvest)

DOUG JAMES, Music Director: Playing various cuts. Playing FIREFALL and C. RICHARD singles. Playing PRATT's "Faint".

KTMS-FM
Rock 97
Santa Barbara 805-363-1975

ADDED Navarro (Capitol) Grateful Dead (Arista)
Gary Ogan (Parade/WB) James Taylor (Col)
HOT Heart (Portrait) CSN (A&M)
Firefall (A&M) Carole King (Capitol)
Melissa Manchester (Arista) Andy Pratt (Nemperor)
Jaguar (RCA) Landon & Georgades (Asylum)
Animals (UA/Jet)

MARK GILES, Music Director: Playing various cuts. Playing HOLLIES and KRAFTWERK singles. Playing NAVARRO's "About" OGAN's "Everybody"

Toledo **92.5**
wmhe 419-531-1681

ADDED Elvin Bishop (Capricorn/WB) CSN (A&M)
Judy Collins (Elektra) Burton Cummings (Portrait)
Carole King (Capitol) Roger Daltrey (MCA)
Frankie Miller (Chrysalis) Firefall (A&M)
Andy Pratt (Nemperor) Dan Fogelberg (Epic/Full Moon)
Samford Townsend (WB) Peter Frampton (A&M)
HOT Heart (Portrait) Geils (A&M)
Alexis (MCA) Pablo Cruise (A&M)
Alan Parsons (Arista) Styx (A&M)
James Taylor (Col) Steve Winwood (Island)
Yes (A&M)

PAUL GOLDBERG, Music Director: Playing various cuts. Playing HOLLIES, BG's, S. BISHOP, DRIVER, GIBB LAKE, RAM JAM, SEALS & CROFTS and BALCONE singles. Playing GORDON's "Summer" DEAD's "Passenger" LEADON's "Calling" "Rotation" CHARLIE's "Pressure" "Turning" DINGOES' "Today" FAITH BAND's "Lovin"

Y95
Rockford 815-877-6004

ADDED Heart (Portrait) Dan Fogelberg (Epic/Full Moon)
Andy Pratt (Nemperor) Styx (A&M)
Cheap Trick (Epic) Alan Parsons (Arista)
HOT UFO (Chrysalis)
Ted Nugent (Epic) CSN (A&M)
Yes (A&M) James Taylor (Col)
Firewood Mac (WB)

BRAD HOFFMAN, Music Director: Playing various cuts.

KZOK102
Seattle 206-223-2015

ADDED Leodon & Georgades (Asylum) CSN (A&M)
Stillwater (Capricorn/WB) Heart (Portrait)
Elvin Bishop (Capricorn/WB) James Taylor (Col)
Tom Weisberg (UA) Alan Parsons (Arista)
HOT Supertramp (A&M)
Firewood Mac (WB) Carole King (Capitol)
Foreigner (A&M) Yes (A&M)
Styx (A&M)

NORM GREGORY, PD/MAVIS MACKOFF, P. ASST: Playing various cuts.

KWFM
St. Louis 637-624-5588

ADDED Elvin Bishop (Capricorn/WB) HOT
Ry Cooder (WB) Rumour (Merc)
Commander Cody (Arista) CSN (A&M)
Stillwater (Capricorn/WB) 10cc (Merc)
Mylon LaFerre (WB) Bobo Deluxe (Harvest)
Animals (UA/Jet) Grateful Dead (Arista)
Crawter (Epic) Steve Miller (Capitol)
Rogers Daltrey (MCA)
Landon & Georgades (Asylum)

JIM RAY Music Director: Playing various cuts.

KPRI
SAN DIEGO 714-652-9181

ADDED Rare Earth (Prodigal) HOT
Rumour (Merc) Firefall (A&M)
Animals (UA/Jet) Grateful Dead (Arista)
CSN (A&M) James Taylor (Col)
Rita Coolidge (A&M)
Charlie James (Arista)
Steve Winwood (Island)

MARK WILLIAMS, Music Director: Playing various cuts.

KZAM
Seattle 206-466-1540

ADDED Ry Cooder (WB) HOT
Dennis Wilson (Caribou) Grateful Dead (Arista)
Gary Ogan (WB) James Taylor (Col)
Mylon LaFerre (WB) Morton Buffalo (Capitol)
Sonny Fortune (A&M) Steve Winwood (Island)
Gale Miller (Kickin' Mule) CSN (A&M)
Lake (Col) Firefall (A&M)
William Ackerman (Windham Hill) Keith Jarrett (ECM)
CTI Summer Jazz (CTI) Firewood Mac (WB)
Murray McLauchlan (True North) Carole King (Capitol)
Tom Paxton (Vanguard) Dan Fogelberg (Epic/Full Moon)
Bonnie Raitt (WB)

JON KERTZER, Music Director: Playing various cuts. Playing S.S. JOHNNY and T. LIZZY singles.

WOUR
Utica 315-797-0802

ADDED Cores (ECM) HOT
Paul Motuan (ECM) Grateful Dead (Arista)
Heptones (Island) Bobo Deluxe (Harvest)
Count Bishop (Cheswick-imp) Heart (Portrait)
Animals (UA/Jet) Firefall (A&M)
Murray McLauchlan (True North) Styx (A&M)
CTI Summer Jazz (CTI) Andy Pratt (Nemperor)
Commander Cody (Arista) Robert Gordon (Pvt. Stk)
Mylon LaFerre (WB) Johnny Winter (Blue Sky)
Steve Golley (Madison) Steve Winwood (Island)
Simon Stokes (UA) Horridge (DJM)
Alan Parsons (Arista)
Rumour (Merc)
Elvin Bishop (Capricorn/WB)

TOM STARR, Music Director: Playing various cuts. Playing DOOBIES, LIZZY, SPARKS, PILOT and O. COFFEY singles.

KSAN
San Francisco 415-866-2626

ADDED Ry Cooder (WB) Elvin Bishop (Capricorn/WB)
Leodon & Georgades (Asylum) Robert Gordon (Pvt. Stk)
Animals (UA/Jet) CSN (A&M)
Stephen Stokes (UA) Alan Parsons (Arista)
Hirth Martinez (WB) Greg Kihn (Beserkley)
HOT Geils (A&M)
Bobo Deluxe (Harvest) Dingoos (A&M)
Grateful Dead (Arista) Colosseum II (MCA)
Mink DeVille (Capitol) Ry Cooder (WB)
Steve Winwood (Island)
Steve Miller (Capitol)
Elvis Costello (Striff)

BEVERLY WILSHIRE, Music Coordinator: Playing various cuts. Playing VAN MORRISON single.

SPOKANE
808-466-3000

ADDED Freddie King (RSO) Robert Gordon (Pvt. Stk)
Payne-Lavin Band (Merc) Grateful Dead (Arista)
Brand X (Passport) Heart (Portrait)
Osamu (Island) Little Feat (WB)
Firefall (A&M) Save Miller (Capitol)
Omaha Sheriff (RCA) Bonnie Raitt (WB)
Mickey Newberry (ABC) Rumour (WB)
HOT Supertramp (A&M)
AR Aces (ABC) James Taylor (Col)
Animals (UA/Jet) Jesse Winchester (Brevle/WB)
CSN (A&M) Neil Young (WB)

MICHAEL FOX, Music Director: Playing various cuts. Playing T. LIZZY, DOOBIES and B. BARE singles.

dc 101
WASHINGTON D.C. 301-589-7100

ADDED Andy Pratt (Nemperor) CSN (A&M)
Animals (UA/Jet) James Taylor (Col)
HOT Ted Nugent (Epic)
Peter Frampton (A&M) Kis (Casablanca)
Steve Miller (Capitol) Yes (A&M)
Heart (Portrait) Alan Parsons (Arista)
Foreigner (A&M) Carole King (Capitol)
Firefall (A&M)

DWIGHT DOUGLAS, Program Director: Playing various cuts. Playing BG's and CARMEN singles.

KOME
San Jose 408-246-8877

ADDED Roadmaster (Village) HOT
Ry Cooder (WB) Bebob Deluxe (Harvest)
Lake (Col) CSN (A&M)
Rare Earth (Prodigal) Roger Daltrey (MCA)
HOT Steve Winwood (Island) Firefall (A&M)
Isley Bros. (T-Neck) Grateful Dead (Arista)
Heart (Portrait) Alan Parsons (Arista)
Grateful Dead (Arista) James Taylor (Col)
War (UA)
Steve Winwood (Island)
Yes (A&M)

DANA JANG, Music Director: Playing various cuts. Playing CRAWLER, DOOBIES, LIZZY and R. STEWART singles.

WOLFEY 95
St. Louis 314-862-7177

ADDED Stillwater (Capricorn/WB) Alan Parsons (Arista)
Elvin Bishop (Capricorn/WB) Rare Earth (Prodigal)
Animals (UA/Jet) Kis (Casablanca)
HOT Ted Nugent (Epic)
Peter Frampton (A&M) Dan Fogelberg (Epic/Full Moon)
Yes (A&M) Johnny Winter (Blue Sky)
CSN (A&M) Burton Cummings (Portrait)
Little River Band (Harvest) Steve Winwood (Island)
UFO (Chrysalis) Carole King (Capitol)
Roger Daltrey (MCA)

TED HABECK, Music Director: Playing various cuts. Playing T. LIZZY single.

WAAF 107.9
WORCESTER 617-752-5811

ADDED Grateful Dead (Arista) Dan Fogelberg (Epic/Full Moon)
Elvin Bishop (Capricorn/WB) Peter Frampton (A&M)
Blue (Rocker) Heart (Portrait)
HOT Kris (Casablanca)
Boston (Epic) Steve Miller (Capitol)
CSN (A&M) Bonnie Raitt (WB)
Eagles (Asylum) Cat Stevens (A&M)
Firewood Mac (WB) James Taylor (Col)
Yes (A&M)

TOM DANIELS, Program Director: Playing various cuts. Playing K. TAYLOR single.

KZOK
San Luis Obispo 805-544-2002

ADDED Roadmaster (Village) Rough Diamond (Island)
Ry Cooder (WB) Firefall (A&M)
Lake (Col) Steve Miller (Capitol)
Rare Earth (Prodigal) Neil Young (WB)
HOT Steve Winwood (Island) Pengoo (RCA)
Isley Bros. (T-Neck) Elvin Bishop (Capricorn/WB)
Heart (Portrait) Omaha Sheriff (RCA)
Grateful Dead (Arista) Bob Marley (Island)
Little River Band (Harvest)
Landon & Georgades (Elektra)
Leodon & Georgades (Asylum)

DON FISHER, Program Director: Playing various cuts. Playing STAR WARS, LIZZY, B. BARE, SPARKS and GROUCE singles.

KADI
St. Louis 314-771-2223

ADDED Jesse Winchester (Brevle/WB) HOT
The Baby's (Chrysalis) Steve Miller (Capitol)
Grateful Dead (Arista) Yes (A&M)
Driver (A&M) Little River Band (Harvest)
Dingoos (A&M) Supertramp (A&M)
Elvin Bishop (Capricorn/WB) James Taylor (Col)
Bebop Deluxe (Harvest) Tad Nugent (Epic)
Peregrine Arrow (Col) Heart (Portrait)
Rare Earth (Prodigal) CSN (A&M)
Dan Fogelberg (Epic/Full Moon)
Kis (Casablanca)
Alan Parsons (Arista)
Steve Winwood (Island)
Styx (A&M)
Lake (Col)

PETER PARISI, Program Director: Playing various cuts. Playing RAM JAM and DOOBIES singles.

KTUE
San Rafael 415-466-1910

ADDED Colosseum II (MCA) Strawbs (Polydor)
Andy Pratt (Nemperor) Roderick Falconer (UA)
CJ and Company (Westbound) Steve Winwood (Island)
Ry Cooder (WB) Roger Daltrey (MCA)
Leodon & Georgades (Asylum) Freddie King (RSO)
HOT Elvin Bishop (Capricorn/WB) Robert Gordon (Pvt. Stk)
Grateful Dead (Arista) Carole King (Capitol)
AC/DC (A&M) CSN (A&M)
Norton Buffalo (Capitol) Bobo Deluxe (Harvest)
Yes (A&M) Commander Cody (Arista)

TONY BERARDINI, Music Director: Playing various cuts. Playing SEX PISTOLS, SPARKS and VAN MORRISON singles. Playing DEAD's "Profit"

QUAD WQSR
TAMPA 813-288-0241

ADDED Commander Cody (WB) HOT
Ry Cooder (WB) Carole King (Capitol)
Michael Katakis (A&M) Peter Frampton (A&M)
Mylon LaFerre (WB) Grateful Dead (Arista)
Robert Gordon (Pvt. Stk) CSN (A&M)
Brent Magia (Fantasy) Alan Parsons (Arista)
Sonny Fortune (A&M) Steve Miller (Capitol)
Charles Mingus (A&M) Geils (A&M)
Yes (A&M)
James Taylor (Col)
Little River Band (Harvest)
Supertramp (A&M)
Firefall (A&M)
Jesse Winchester (Brevle/WB)
Steve Winwood (Island)
Elvin Bishop (Capricorn/WB)

STEVE HUNTINGTON, Music Director: Playing various cuts. Playing DOOBIES, LIZZY, K. TAYLOR, SPECTOR and BUCHANAN singles.



At a recent yo-yo contest sponsored jointly by KWST/Los Angeles and A&M Records on behalf of the Cat Stevens album, semi-finals were held in the 15 Music Plus stores all over Los Angeles. The finals were held at the Sunset and Vine Music Plus store and the winner represented the Pasadena store. The winner received a complete stereo system and 106 seconds in which to select as many albums of his choice as the time allowed. Pictured: (c) the winner surrounded by his new stereo set, the albums he selected and from left to right, Don and Linda Whittmore of the Whittmore Corporation; Paul Sullivan, PD of KWST; and Jan Basham, Local A&M Promotion Person.



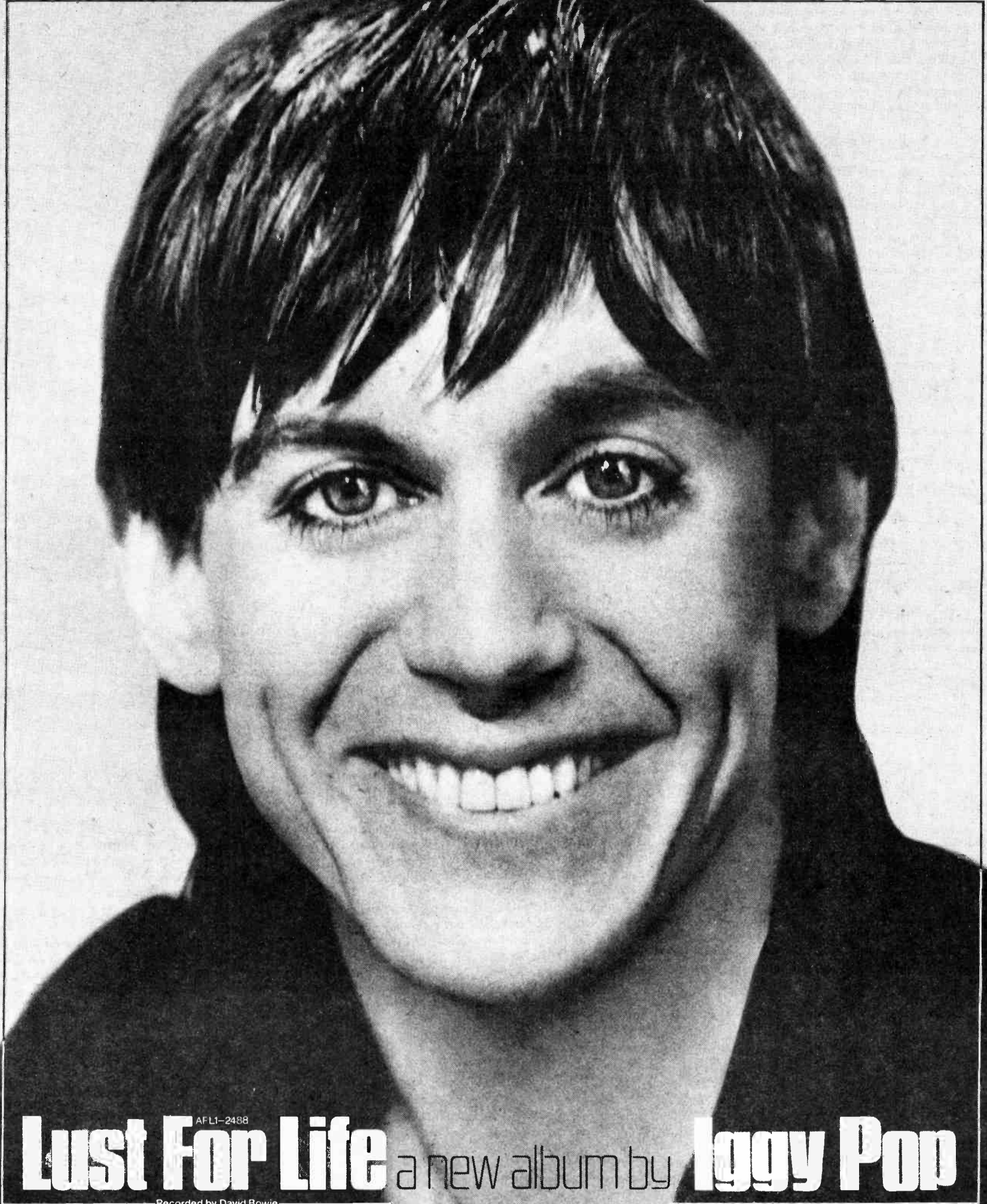
Elektra recording artist Judy Collins recently stopped by WXRT/Chicago for a one hour interview with Program Director John Platt on the afternoon of her Ravinia concert.



UA recording artist Rod Falconer is pictured greeting John Zachery of WPLJ/New York and Nona Hendrix, formerly of Labelle, at a recent New York party to coincide with the special showing of the promotional film, "That's Not Normal," directed by and starring Rod Falconer to call attention to his latest UA album, "Victory In Rock City." From left to right: John Zachery, Nona Hendrix and Rod Falconer.

Is there rock

after punk?



Lust For Life AFL1-2488 a new album by **Iggy Pop**

Recorded by David Bowie



MAX FLOYD

PD, KYYS (KY102)/Kansas City

by Mike Harrison

Max Floyd has been the Program Director of KYYS (KY102)/Kansas City for the past 3 years. During this period, the station has become the dominant AOR force in the market and closed the gap between itself and Top 40 competitor KBEQ, in total quarter hour average share (Arbitron).

Prior to programming KYYS, Floyd was PD of KLZ-FM/Driver (AOR), and before that he served as a disc jockey on Country formatted KBUY/Ft. Worth.

KYYS is a "Superstars" station, consulted by Burkhart/Abrams, and owned by Taft Broadcasting.

R&R: How did you first become an AOR program director?

Floyd: It happened to me just like it happened to a lot of guys. I was in Denver in '65 when, all of a sudden, things started happening in San Francisco. So, we just started playing albums. I was there at the time and was made Program Director. I'd been Program Director for a couple of small stations and was more musically inclined than anybody else. This was before the "Summer of Love" in San Francisco. Those were the days when Donahue and those guys had a tip sheet out of San Francisco. It was a long time ago.

R&R: Do you run into any problems instituting your own ideas at a station consulted by Lee Abrams?

Floyd: No, I don't. I don't know if some of the other guys do. I'll tell you quite frankly, when Taft decided to go with Abrams, we talked about it, and I had my choice whether I wanted to do that or leave. I decided to not be a lone wolf for once and see what would happen if I had some help.

"I was in a situation once where I think I leaned too far to the Top 40 arena and I got burned by it and I'll never do that again."

some people I could talk to. So it's worked out really well. He and I are now not only personal friends, but we do very well together as far as business is concerned. He makes suggestions to a lot of stations. I add what I want to add and I do what I want to do. Basically, that's the way it works.

R&R: So, you're not obligated to execute his concepts or suggestions, they are just suggestions.

Floyd: Well, we set up the basic format together. I might have some different ideas. I'm sure that all the Abrams stations are a little bit different. We see that when we go to the meetings that we have. This station is different than some of the others because a lot of it is me, you know. But, of course, a lot of it is him, too. We follow his basic format, but branch out from there as far as the market is concerned.

R&R: How many people in the station's Programming Department are actually in communication with Lee Abrams and his company?

Floyd: Just myself.

R&R: How about a thumbnail description of KYYS's place in the wide spectrum of AOR radio, as you see it.

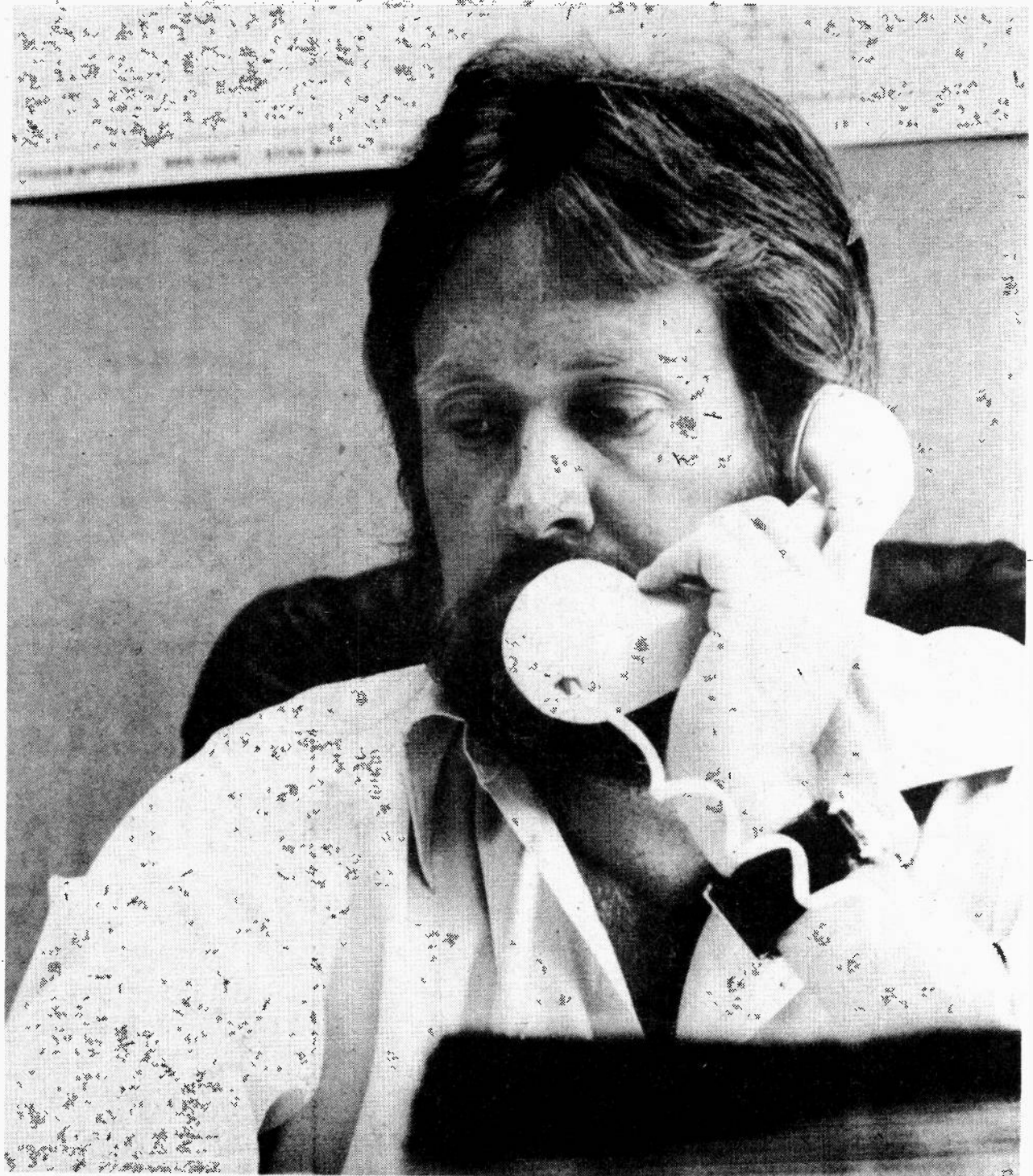
Floyd: It's a highly commercial station, in that we play the hits, but I don't think it's right down the middle. It's more Midwest oriented. It tries its best to be community oriented. I don't know if that's the way a lot of the AOR's do it or not, but when we came in here, we intended to be the station in Kansas City, of this type, and I think that's what we accomplished. We wanted to be the voice of the Rock Community and so forth, and what we're trying to do now frankly, is branch out on that.

R&R: Give us an example of that "branching out."

Floyd: Well, we do a very different morning show, a two man morning show. It's not just music anymore, there are a lot of other things involved. But I think within the AOR framework, it's a super tight station. There's no doubt about it, as far as the music's concerned.

R&R: What criteria do you use in selecting music?

Floyd: I've been at it so long, I think it's a gut feeling, a lot of it. I, of course, watch R&R and the other trades, but just having Abrams, as a national input, helps a lot. I just talk to everybody and get all the information I can. Then I'll go get that album, listen to it myself, and make my own decision.



So basically, it doesn't do any good for somebody to say to me, you know, another station in another city is on it and having great results with it, because it doesn't mean that much to me. I'll go get it myself and listen to it, and if I think it's doing well, OK.

R&R: How is it possible to run, as you put it, a "commercial/tight" station, in regard to music, and not be influenced by informational input? If a record promoter told you that a particular record was, say, number 20, or any particular number, that wouldn't mean anything?

Floyd: No, it would. It's all weight. Of course it is. If a record is doing superwell somewhere, of course we're going to look at it much harder. But as far as adding a record just for the sake of how big it is somewhere else, we just don't do that.

R&R: Do you ever add music out of the box just based on your ear?

Floyd: Oh yeah, sure. I want to keep the music fresh. If I get a few rumblings or kind of a grumbling thing from the audience, or some of my people, or whatever, then I'll start thinking maybe the music's not fresh enough. Maybe we're playing some things too long and not adding the right stuff. We'll put on, say, a Greg Kihn record and some guy will call saying I feel better about your station now because you're playing some fresher music. I can get immediate reaction like that.

R&R: Is stale music one of your AOR audience's major complaints?

Floyd: Yes it is. We're at the mercy of whatever's released. But sometimes, as you know, you just can't find anything

to play. And you've got to be very careful. I was in a situation once where I think I leaned too far to the Top 40 arena and I got burned by it and I'll never do that again. In other words, I will stay within a certain area and I won't play a certain single, no matter what.

R&R: Much of that is dependent upon the image of the record, isn't it?

Floyd: Yeah, it's image, it's all image, there's no doubt about it. Once in a while we'll try certain things in certain dayparts to see how they'll go. I'll tell you quite frankly, however, that like most stations we don't give certain records that much of a chance either. It better do it quickly or we'll be on to something else.

R&R: Tell us about your two man morning show.

Floyd: It started as the disc jockey in the morning and a guy doing news at :15 and :45.

R&R: What are their names?

Floyd: Dick Wilson and Jay Cooper. It's actually changed into a two man show now. They do a lot of humor and a lot of talk. We have a lot of people dropping in, from a boxer this morning, to hookers, to exotic dancers, whatever. It doesn't matter. Whatever we think will appeal to the audience. They come by and we take a look at them.

R&R: So, it is your opinion that the AOR audience is interested in more than music, musical personalities and music information.

Floyd: Yes. I don't agree with the "just music" thing in the morning. People have become attuned to more things over the years. I think we can fill those needs very well with an AOR station. We use a lot of feature news, we don't use

Continued on page 36

It Ain't Easy to keep an album on the Album Airplay/40* chart for 13 consecutive weeks unless its got something going for it.

MAY 27	#36
JUNE 4	#32
JUNE 11	#28
JUNE 18	#27
JUNE 25	#21
JULY 2	#34
JULY 9	#29
JULY 16	#22
JULY 23	#30
JULY 30	#24
AUG 6	#28
AUG 13	#28
AUG 20	#32



13 solid weeks of airplay!

The single:

"Too Hot To Handle"

It speaks for itself.



on **Chrysalis** records

Max Floyd

Continued from page 34

that much hard news, we're not going to use rapes and murders. In the old days, Earth News was our main bag but we're into more local stuff now and, as I said, the show seems to be evolving, it's changing. It's becoming more humor with people just being involved. Whether it's the giant eel from the movie "The Deep" or anything else of current interest. If you get people involved, they'll call you and tell you about it and what kind of deal it was and everything else. The phone is very important to those guys.

R&R: What type of research do you do?

Floyd: It's the basic Abrams research philosophy.

R&R: Do you build upon it?

Floyd: I call record stores and talk to a lot of people in town, but as far as actually researching it, no, nothing in particular.

R&R: You mentioned news as being important. How is your news department structured?

Floyd: I wish I had a news department to give you a structure of, but there is no news department per se. We only do news in the morning if there's any hard news at all. The rest of the time, it's all feature stuff.

R&R: You don't have any news staff?

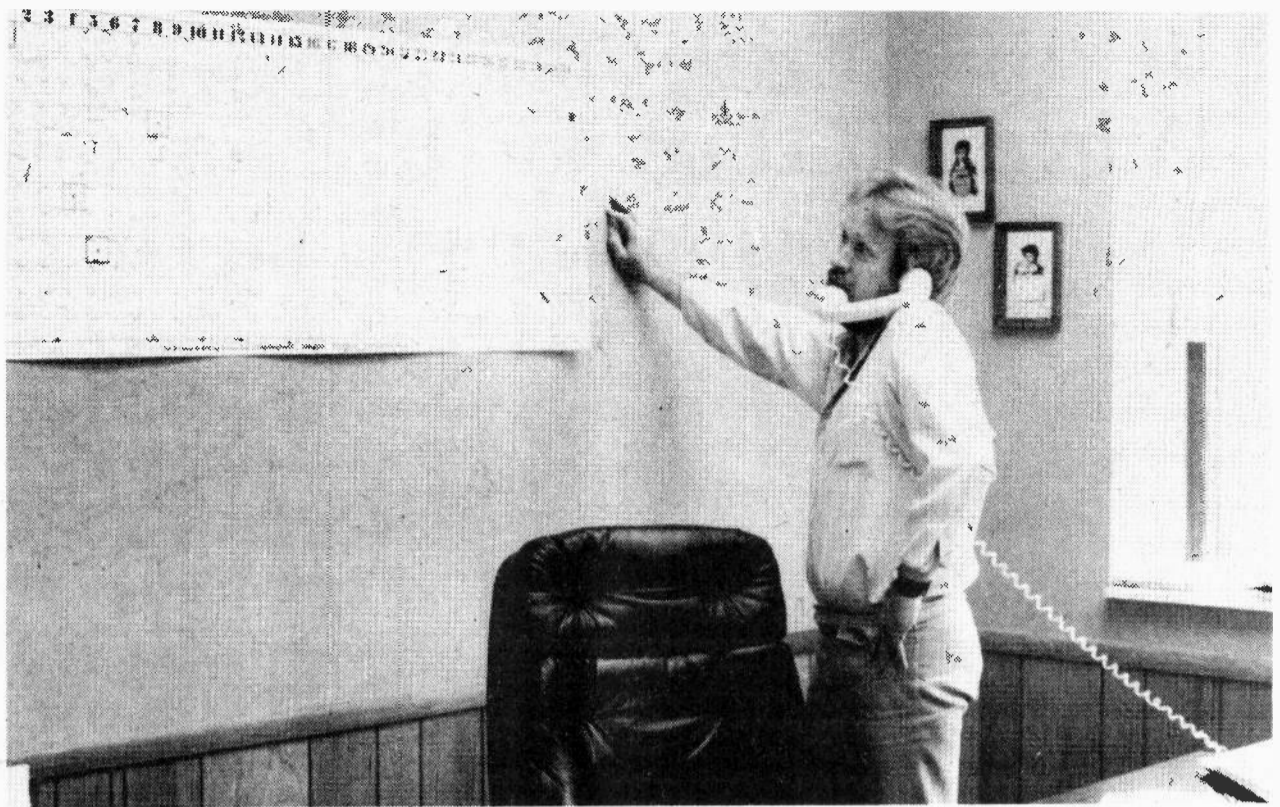
Floyd: There are no news people on the staff. We share a news department with the AM (Country) and with television. So we're very fortunate to have news people around. Some of our own people can go out but it doesn't happen very often.

R&R: What is your policy on promotions? How do you handle them?

Floyd: We are very aggressive promotionally. We try to do unique things. We're at the point now where things just come to us. You know, when a station gets to a certain point in its life, I think, they're always being offered these promotions, therefore we can take what we want and turn down what we don't want. As far as promotions we instigate ourselves, we just like to do the most audience involved things we possibly can. We see a big movie come to town, we want to be part of it. We are absolutely dedicated to being involved with all of the concerts in town—absolutely all of them.

R&R: When you say involved...

Floyd: I mean when we do a stadium show from Royal Stadium or Arrowhead, where you're going to have 40 or 50



to somebody earlier about how a lot of guys just can't talk anymore. They didn't learn their craft. I think when you're young, and when you're trying to do something with yourself, grammar is very important. I want guys that sound intelligent on the air. I don't want a bunch of cool, hip, guys, I want guys that basically talk the way that other people talk, they just sound a little different, that's all.

R&R: So the basic image, environment and tempo of the station is natural.

Floyd: Yes. I don't want any forced energy, but I want the station to have energy. It's got to be, we're excited about this and if we can get excited about it we should sound excited about it. There's no need to be down all the time. But we'll handle that of course differently in the morning than we will

when you tell them you have other things on your mind besides what music to play?

Floyd: I think so, because they have a job to do after all, and I understand. I understand what they're talking about. But they must understand also. It's sometimes very hard to get to me and I don't have a music director.

R&R: Why not?

Floyd: If you have a music director, then you have to give him or her some power and I'm not sure that this station is prepared to do that. Record companies would probably resent it even more of we had a music director and they knew it wasn't the seat of power. Then they would try their best to get to whoever was going to put their record on.

R&R: How much time do you spend talking to record people?

Floyd: I couldn't even begin to calculate. I just know that I come in, the calls are here. I talk to this guy, this person, this lady, and so forth. I try to talk to all of them but I don't know how much time I spend. You gotta realize also I do an airshift from 2-6, therefore my day is almost finished by—well if I go to lunch, my day is finished by noon. Therefore it makes it doubly difficult for me to talk to anybody or for anybody to talk to me. I really don't know what to do about it.

R&R: What type of rapport do you have with station management? Do you find that they totally understand the AOR concept and what you're doing, or do you meet a lot of resistance, where you have to show them what you're up to and justify every decision?

Floyd: No. When we first came in here, a guy named Ron Voss was the guy who was the Station Manager, and we had a general manager. I came in and at that time they wanted a cross between what I was doing in Denver and ABC and we got together and they totally understood and they were totally behind it and we built this station. He was the kind of manager that played the part of our mascot the hippo, he was always around. I think that's the kind of management you need at this kind of radio station. If you've got a guy who's isolated himself and is not around it can be bad. We're very fortunate to have a station manager now who's totally involved. He's a former musician and right there all the time on promotions. I have no problems and that's one of the reasons that we're where we are.

R&R: What's his name?

Floyd: Bob Garrett. And that's why we've had no problems. I'm not sure what battles were fought in corporate headquarters as far as Taft was concerned. I don't think it's been a struggle at all for stations as far as gaining respectability for the FMs but hey, FMs now are making a lot of money, so if you were the bottom line company when you're going to look at that and say, wait a minute, there's something going on here. I mean it's been a struggle to pay up people right, it's been a struggle to get the stuff we needed, but you know we finally have it and with it, success. I think this station is kind of different than others, sometimes you go in with a new station, you spend a lot of money promoting, getting it to where it is, and the promotion budget is cut back. What we did, we started with nothing and now the budget's coming. So I think that's probably the way you should do it, if you could do it that way.

R&R: Does Taft have any plans to expand their involvement in AOR, in other areas?

Floyd: Oh, I'm sure they're always looking. At a PD meeting a couple of weeks ago, it was discussed. They're always looking at other markets and I would suspect they

Continued on page 38

"...I'll let music slide just to take care of promotions and other things. If you're not satisfied with the disc jockeys and promotions, I don't care what you play, it's not going to be right."

thousand people, we want to be there in the morning talking about the set-up of the stage, we want to be there with our two-ways, our walkie talkies, which not too many stations can do. We're very fortunate to be involved with AM and television in that we have all these facilities available. We want hot air balloons, our guys backstage, and our guys onstage, we want to be totally there.

R&R: So your promotions basically are community involvement and a lot of outside visibility.

Floyd: That's the idea.

R&R: Do you do giveaways of any type?

Floyd: Some. I'd rather do giveaways on the road. We have a music truck so we're always out. I'd rather do that in conjunction with a bumper sticker campaign or something like that. I don't really like to do too much on the air unless it's a Pink Floyd ticket or a Led Zeppelin ticket giveaway where they want it so bad they're going to listen no matter what. Which is really what we do. When Pink Floyd comes to town, we'll get some tickets and we'll give them away. Or if Led Zeppelin comes to St. Louis, we don't want to sell tickets to that Led Zeppelin concert, or sell tickets for a bus ride over there, we want to give it away. We'll give it away to 40 or 50 people and sell it to a sponsor to pay for it. I think what you offer them and what you do with it is the whole battle.

R&R: Let's talk about the air people. For your particular needs, what do you consider to be the perfect AOR jock? What type? How much leeway do you give them?

Floyd: I like the guys that are just interested. As far as leeway is concerned, I don't think you should give them too much leeway, and yet you absolutely must give them some sort of incentive. I don't believe in motivation. I think people motivate themselves, therefore I'm not supposed to be a motivator. I just give them the tools with which to motivate themselves and try to make them happy. As far as a typical or good disc jockey, boy, as long as he can talk, as long as he knows the English language—I was talking

middays of afternoons, or nights. That's why I try to slot these guys in various places so they're just right for where they are.

R&R: Do you have any women on the air?

Floyd: I did, but I don't now, and I'd love to. I had a girl 7-midnight for awhile and she did very well. But when she left, I looked for the very best I could find and it didn't necessarily mean it should be male or female and it happened to be male. So that's the way it worked. I don't have any now, no.

R&R: In Kansas City, where do you find that you're able to draw your talent from? Where do you like to draw it from?

Floyd: I like to draw it locally. I don't like to import anybody and we have not imported anybody since I came here. We've changed maybe a couple of guys and that's all. And again it's part of our success, remaining consistent. I have absolutely refused to import a lot of guys and I think that's meant a lot. I want to get some guy from a small town around and bring him in and show him the way it's done and bring him up through the ranks. And it's a training ground in itself.

R&R: As the PD of an AOR station, how much of your time and energy do you devote to music as opposed to other things?

Floyd: It seems to me that everyone thinks music is so important. I think music's important but there are so many other things that I'm directly concerned with. Once you set it up almost anybody can do music. I mean I just don't feel that it's as important as some of the guys think it is.

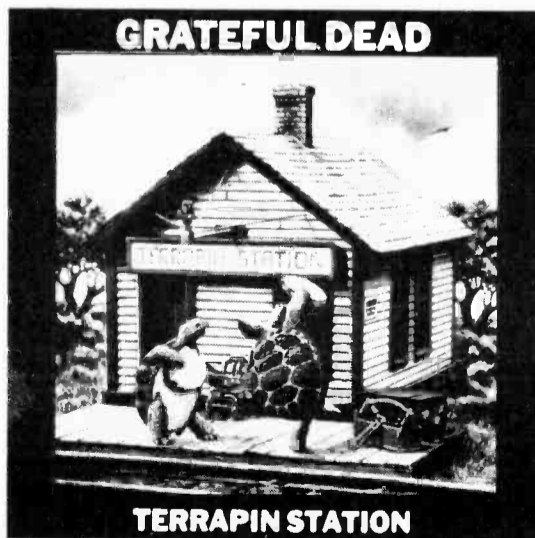
R&R: In your opinion a radio station should be more than just a platform for music.

Floyd: It's so much more. Jesus, like I'll let music slide just to take care of promotions and other things. If you're not satisfied with the disc jockeys or promotions, I don't care what you play, it's not going to be right.

R&R: Do you meet resistance from record promotion people

A NEW DEAD ERA IS UPON US.

America's premier
rock 'n' roll band
as you've never
heard them before.
**THE GRATEFUL DEAD
"TERRAPIN STATION"
ON ARISTA RECORDS.**



*80 Billboard
*60 Record World
*69 CashBox
7 Radio & Records
Album Airplay Chart
"Salesmaker Of The Week"
—Record World



Max Floyd

Continued from page 36

would want an AM/FM wherever they were. Also, as you might suspect, promotion seems to be more creative without dollars, too. We never got into giving away anything till this last book frankly. We're giving away hundred dollar bills and thousand dollar bills and stuff like that.

R&R: Did you find that the audience resented that in any way?

Floyd: No, I think they loved it. But I don't have a book back, so I don't know how it affected anything. But this market got into a big money battle last time. I didn't get into the giving away of 18 Datsuns, but we tried to do a few things. Cash is just so nice and greedy. It's nice to have.

R&R: I'm gonna put you on the spot a bit. This is being done before the Arbitron has been released in Kansas City. Probably by the time the interview runs, the Arbitron will have been out. How do you feel now before the results?—of a book that we'll all know about before this runs. Do you feel confident, comfortable?

Floyd: Yes, I really do. I mean I feel very confident. I've been involved in a lot of books and lot of situations and I had no idea frankly that we were going to do as well in the last book as we did which was phenomenal. I can't say to you that we're going to hold that, I don't know. Couple of diaries could have gone here or there and you'll be out of the ballpark.

(Editor's note: The April/May '77 Arbitron has since been published. In total persons, quarter hour average share, Mon-Sun; 6am-12midnight KYYS went from 9.6 to 6.6. Top 40 competitor KBEQ went from 9.2 to 6.7. The five book trend for the two stations reads as follows:

KBEQ 8.7, 6.6, 8.4, 9.2, 6.7

KYYS 5.6, 4.5, 5.8, 9.6, 6.6

R&R: The station did extremely well last time in quarter hour and in come. How did you approach this latest rating period from a standpoint of increasing both of those?

Floyd: Well, I think one of the big problems is the come. I don't think we had too much trouble in quarter hour, and never have, because of our diversified programming. We just seem to be able to hold them as a lot of AORs can. As far as come is concerned, you've just got to get to those other people. I think we can live in a world of self-hype and think that we have everyone and we really don't. And you can go across the street and somebody's going to not know who you are and it's very damaging to your ego. So I just have to strive to get those other people. That's outside advertising...like we did a tennis tournament, as a matter of fact, at the beginning of this last book because we felt that it would reach so many people that didn't know anything about the station. And while it was in our target demographics, we wanted to get some more people involved with the station. Whether they listened or not, they would find out about us and maybe they would listen. And all those things that you do whether it's a contest or whatever, they've just got to strive to get those comes up. I think the on-air contest, giving away money and so forth, I just don't see how they're going to get you any more people. It's going to be your same audience I think.

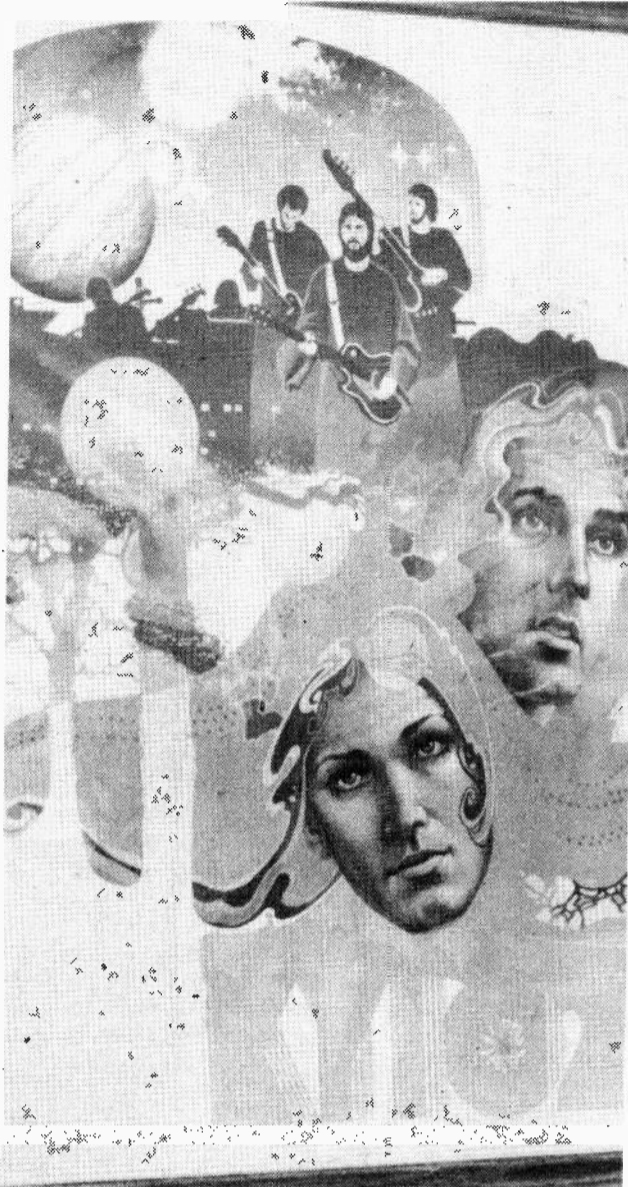
R&R: Do you do a lot of outside advertising?

Floyd: Lots of television. Billboards in this town seem not to work, at least for this station. Our research has shown that, so we don't do much billboards. We do a lot of visuals at different places, do a lot of bumper stickers. I believe in bumper stickers, they've helped us a lot.

R&R: Have you had problems getting people to utilize them? Many stations complain that they print bumper stickers and unless they really have a great contest going, or they're a Top 40 station where they can offer the type of promotions that create excitement a la Top 40, they're hard to get people to actually use them. Have you found it difficult to get people to put them on the car?

Floyd: No, we're always out. We must have 200,000 and we're always running out. People are always wanting them. We do some contests geared specifically for the bumper stickers, in a very low keyed way, I mean we'll give away a lot of stuff, whether it be albums, which is a favorite prize, or money or whatever. But, I think it depends on the image of your station if people want them on their car or not. And I think some people display them very proudly. You've just got to sell the people on the fact that they want to listen to you, so therefore, they want your call letters on their car.

R&R: Kansas City is geographically about as middle-America as you can get in a large city. How about from a standpoint of musical tastes? Is there any type of music other than the mainstream all-purpose AOR music that you find lends its flavoring to the entire color of the market?



Floyd: Yes, it seems like very hard Rock. I mean REO Speedwagon does well here, they're having trouble breaking them anywhere else. Nugent started out of here, I feel. We do a lot of very hard music while trying to temper it... we're not as hard as some stations like KSHE in St. Louis which I guess is one of the harder stations in the Midwest, they just play Rock and Roll. We try our best not to get too much on that theme, but it seems like groups such as, and I use that as a classic example, REO, just do very well in this area. Country seems not to do well.

R&R: How about Black music?

Floyd: Not much. No, it just doesn't seem to lend itself either.

R&R: Do you play any Black music at all?

Floyd: It depends on what you consider, Stevie Wonder of course is not Black. And that's the kind of stuff we play and consider it Black. But we really don't, no.

R&R: In terms of tempo and sound, you mentioned it's a hard Rock town. Do you find it a problem getting the right balance, putting in some of the softer things, that might be popular, in with the hard Rock sound? Do you find yourself having a predesignated balance of sound or does it just happen naturally or does it depend on what's popular that week?

Floyd: I think it depends on what's popular that week. I think it's where your disc jockeys can certainly help you. It's their responsibility to balance it, even though they might have a set guide and know what they have to do, it's still their responsibility to take a listener up and bring 'em down and keep 'em on an even keel or whatever. I think as far as

tempo is concerned, we don't like to blast our listeners, but we certainly don't lull anybody to sleep. I think we're harder than some stations although I feel that copping out and playing a softer record just because you're afraid you're going to drive somebody away is probably not the way to do it. Our experience shows that if you stay pretty hard you're going to be all right.

R&R: How do you feel about a sudden rise in the popularity of mainstream Jazz among AOR programmers and the AOR audience?

Floyd: We're doing a lot of Jazz. Of course we only do a certain kind of Jazz. I have Jazz slotted at nights, I have it middays, as anybody can hear it they listen. We do a Jazz show on Sunday night. And when we play it we spotlight it and tell them it's Jazz, and I think it has a little bit of a snob appeal. And, hey, those people are playing some Chick Corea in the middle of the day. You know, it's great. And we've had a lot of good comments about it. Now as far as the ratings are concerned, we'll see what it does, but I think it's a force.

R&R: Do you run the midnight featured album that most of the Abrams stations do?

Floyd: Yes.

R&R: How is that album selected and what type of reaction have you found? In what way is it beneficial?

Floyd: Well, it's beneficial because you can talk about it all day. If you have a new Peter Frampton, then of course it's great, though we might have already played the Peter Frampton in its entirety at 6:00 or 12:00 or whatever, but if you can say over the entire weekend, hey, we're going to have Peter Frampton—the new album—Monday night at midnight for you, that's the enhancer. I think the actual playing of the album is almost after the fact. How is it selected—it's the big albums, or we try to make it that. But it doesn't necessarily have to be because of course, we run out of them. Over the past couple of weeks we might have played Horslips or Wet Willie or Chilliwack or something that probably is not going to be a big album but we just try to expose it all. I want to try to play an album on a Midnight Album Hour that I'm going to play on the air during normal programming. And I try my best to add it. If I'm going to play a Graeme Edge for instance, I try my best to add the record, play it for a couple of days, then use it as a Midnight Album Hour selection. At least then people won't say, "who's that?"

R&R: Have you ever found yourself playing an album and then not adding it because it didn't sound good on the radio?

Floyd: Oh, all the time.

R&R: So it's a good test situation, too.

Floyd: I think so, yeah.

R&R: Commercial policy. Do you have any particular policy on commercials—certain ones you don't accept, some that you like to have, limit per hour, etc?

Floyd: Well, yes, we don't like to play certain kinds of commercials although as you know and everybody else knows, the dollar probably will win out most of the time. We'll turn some down. We are in the position now in which we can turn down some commercials or ask them to let us recut them. We normally don't get into that on national spots because it's such a hassle. But local stuff, we'll ask them to let us recut them or whatever. We'll do a lot of record spots and a lot of music spots and those are always good because that's almost information, that's not really a spot. But yes, we exercise quality control and we will absolutely turn some spots down. As far as limiting is concerned, sometimes we'll do 10 minutes an hour. Probably 12 units. But some hours that means that we'll run 8 minutes, 7 minutes an hour, so it just kind of depends.

R&R: Does your station share a sales staff with the AM Country or does it have its own separate staff?

Floyd: Completely separate. We have a staff that just goes out there and hustles. Because in the first place, we're running sold out most of the time and for these people to actually make it, they have to sell all the little side things, like our concert line on the telephone, or Sunday night features. We do something called "Sunday Night" which is where we block all the King Biscuit type things and all the interview shows and so forth. And all that stuff has to be sold. And that's what these people sell because they

Continued on page 40

"...As far as tempo is concerned, we don't like to blast our listeners, but we certainly don't lull anybody to sleep."

Radio & Records

Album Airplay/ 40

Chart Summary

Atlantic's got a 1-2 punch combination...and a 10-14-19-24!

1	CROSBY, STILLS & NASH	Crosby, Stills & Nash (Atl.)	"Star" "Song" "Blind" "Cathedral"
2	YES	Going For The One (Atl.)	"Stories" "Parallels" "Turn" Title
3	JAMES TAYLOR	JT (Coll.)	"Handy" "L.A." "Face" "Traffic"
4	STEVE MILLER	Book Of Dreams (Capitol)	"Swing" "Stake" "Jungle"
5	PETER DINKLAGE	I'm In You (A&M)	"Signed" title "Road" "Friend"
6	HEART	Little Queen (Portrait)	"Barracuda" title "Archer"
7	GRATEFUL DEAD	Terrapin Station (Arista)	"Profit" Title lead variety of cuts
8	STEVE WINWOOD	Steve Winwood (Island)	"Chair" "Time" "Hold"
9	DAN FOUGELBERG	Nether Lands (Epic/Full Moon)	Title "Love" "Shoes" "Time"
10	FIREFALL	Luna Sea (Atl.)	"Love" "Long" "Staven" "Sold"
11	ALAN PARSONS	I Robot (Arista)	"Wouldn't" Title "Breakdown" lead
12	CAROLE KING	Simple Things (Capitol)	"Cafe" "One" Title "Hold"
13	FLEETWOOD MAC	Rumours (WB)	"Stop" "Fun" "Chain"
14	GEILS	Monkey Island (Atl.)	"Surrender" leads
15	NEIL YOUNG	American Stars 'N' Bars (WB)	"Bullet" "Hurricane" "Homegrown"
16	STYX	The Grand Illusion (A&M)	"America" "Foolin'" "Sail" Title
17	ROGER DALTRY	One Of The Boys (MCA)	"Annie" Title
18	SUPERTRAMP	Even In The Quietest Moments (A&M)	"Give" "Lover" title
19	ANDY PRATT	Shiver In The Night (Nemperor)	"Rainbow" "All" lead
20	TED NUGENT	Cat Scratch Fever (Epic)	Title "Live" "Whang"
21	ELVIN BISHOP	Raisin' Hell (Capricorn/WB)	Variety of cuts
22	LITTLE RIVER BAND	Diamantina Cocktail (Harvest)	"Help" "Day" "Happy"
23	LEADON & GEORGIADES	Natural Progression (Asylum)	"Love" "Singer" "Glass"
24	FOREIGNER	Foreigner (Atl.)	"Ice" "Home"
25	BEBOP DELUXE	Live! In The Air Age (Harvest)	"Exchange" "Ships" "Shine"
26	MARLEY & WAILERS	Exodus (Island)	"Jammin'" leads
27	KENNY LOGGINS	Celebrate Me Home (Coll.)	"Daddy" "Dream" "Wise"
28	UFO	Lights Out (Chrysalis)	"Hot" leads
29	ANIMALS	Rudely Interrupted (UA/Jet)	"Bill" "Fine" "Baby" "Bit"
30	MINK DE VILLE	Mink De Ville (Capitol)	"Cadillac" "Venus"
31	CAT STEVENS	Izitso (A&M)	"School" "Star" lead
32	RUMOUR	Max (Mercury)	"Face" "Airplane"
33	TIM WEISBERG	Tim Weisberg Band (UA)	"Cascade" "Aspen" "Rainbow"
34	PABLO CRUISE	A Place In The Sun (A&M)	"Gonna" "Fire"
35	COMMANDER CODY	Rock 'N' Roll Again (Arista)	Variety of cuts
36	JIMMY BUFFETT	Changes In Attitudes (ABC)	"Trauma" "Margaritaville"
37	KISS	Love Gun (Casablanca)	"16" leads
38	LAKE	Lake (Coll.)	"Lines" "Time" "Fun"
39	RITA COOLIDGE	Anytime, Anywhere (A&M)	"Higher" leads
40	ROBERT GORDON	With Link Wray (Pvt. Stk.)	"Woman" "Hot" "Summer"

Look Out For The Next Punch:

**AC/DC's
"Let There Be Rock"**

SD 36-151

**AWB/Ben E. King's
"Benny & Us"**

SD 19105

It'll Be A Knockout...



on Atlantic/Atco Records

Max Floyd

Continued from page 38

know they're going to be sold out as far as just spots are concerned.

R&R: So, in addition to spot sales, there's concept selling. Have most of the salesmen been with you awhile, or do you find there's a quick turnover in that department?

Floyd: Most of them have been here for 2-3 years.

R&R: Young, old..

Floyd: Mostly young, there are no older people here, it's a very young staff.

R&R: You mentioned before that you liked to tie-in with concerts. What's your policy of running live concerts on the air?

Floyd: We do them whenever we can and whenever we can get the permission of the artists. We've done everybody from Ted Nugent to the Little River Band already to Jimmy Spheeris, who maybe nobody knows about but he's big in this area. We'll do a lot of them. We have some of the best quality control and some of the best quality on concerts I've heard. Sounds like it's from the studio. We're going to try something I think in a couple weeks which might be unique. I don't think an outdoor concert of this magnitude has been broadcast before. It'll be at Royal Stadium, which holds 40,000 when sold out. We're going to broadcast a concert with Ted Nugent, REO, Black Oak, Head East, Climax Blues Band and the Little River Band. We'll start about 4:00 on Sunday afternoon and go 'til whenever, midnight or whatever. It's going to be gigantic for this area. People are always asking us to broadcast anything live. I really didn't think frankly that we would be able to broadcast this concert I just mentioned. But all you can do is try, and they said OK. So that's what we're going to do.

(Editor's note: The concert was broadcast on KYYS, meeting with tremendous success.)

R&R: Do you find that the criteria for playing an artist or a piece of music changes if in fact that artist is part of a live broadcast? In other words, would you play somebody on the air in a live concert that you normally might not add the record of at that time? For example, you mentioned before that you ran a concert with Jimmy Spheeris, and Jimmy Spheeris has yet to really crack the mainstream AOR stations. Do you find that a concert could get an artist on a station like yours quicker than an album—that there's a different type of reaction on the part of the audience, that they're more willing to listen if it's a live concert?

Floyd: I think so, but I also think it might not happen, because I'm not going to broadcast anything that I'm not really sure about. Therefore, like a Jimmy Spheeris, I can be sure about in this town. Maybe I wouldn't play him somewhere else, but I'd play him here. And I'll broadcast his concert and have great response and great results.

R&R: Do you see any problems down the road for AOR radio in terms of the factionalization of the audience that many are encountering, particularly in big cities?

Floyd: I'm a little concerned about it, yeah. You have soft AOR, mainstream AOR, some Progressive still left, every-

"...I think AOR's have more females listening than are actually measured... You look at the phones, you get all those females calling and yet somehow they never appear in your rating book."

body's shooting for this audience, that audience, I'm a little concerned about it. I don't know if you could grab any huge audience with any station anymore unless it's a big time old line Middle of the Road which happened in this town with KNBZ. I suppose that you could talk for hours about things that we're all concerned about. And I'm certainly concerned about that. But, boy the competitive situation just gets tougher and tougher.

R&R: Describe your target audience.

Floyd: 18-34 is what we always say, but I think we're more 16-30 probably. And I try my best not to be a male oriented radio station. But it always works out that way. When you're playing those records, and you're doing what you're doing, I've had meeting after meeting at many stations like this and I'll go in and I'll say, "We've got to try to get the females"—this has been going on forever. There's nothing new about AOR stations not being able to get females. And I'd love to have a lot of females to flatten out the demos and get some over here and some over there, but I think

realistically, AORs can't look at females over 24—I think it's just going to be about impossible to get. But an AOR should be number 1, I would think, with females 18-24. Which we are not by the way, except at night. And I think that's what we have to shoot for.

R&R: How do you try to go about building the female audience without losing the males in AOR?

Floyd: Well, we do some female oriented promotions whether it be giving away, as a lot of people have tried, plants or we're going to do a promotion with one of the big shopping centers here that's totally a female promotion. We just go around looking for those kind of things. Now, I think maybe AORs have more females listening than is actually measured but I have no idea how to back that up or prove it. It's just a feeling I have. You look at phones, you get all those females calling and yet somehow they never appear in your rating book. It's always the males.

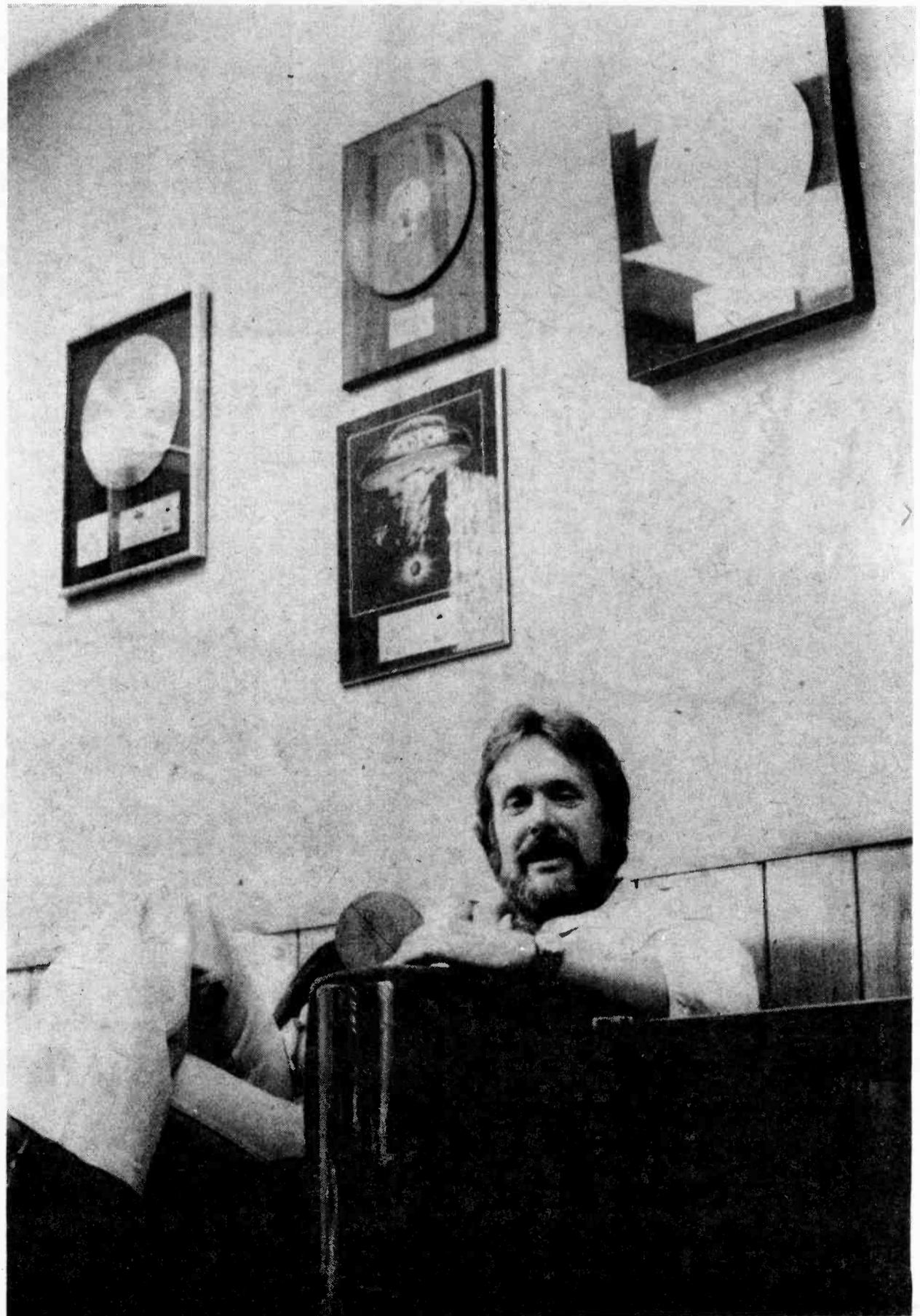
R&R: Teenagers—do you find a problem in gathering teens? Do you think it's important, even though you mentioned that 16 is where you start, do you think it's important to appeal to the pre-16 year old? In terms of building for a future?

Floyd: I think it's important, but I don't think you can try to do that. We don't do anything to gear ourselves that way—we just do our promotions and we try for our target audience and that's about it. And those people, of course we'll go down to 15 and 14, those people are usually tuned in to Q

type stations and I don't really know what you'd do to get them away from them. It just happens. They all of a sudden just naturally switch over to something else when they become a certain age. I even think it seems like a rule of thumb that if you're a female and you get married, no matter how old you are, you suddenly decide to listen to a MOR station. I mean, I see that sometimes in looking at diaries in Beltsville. I don't understand that. All of a sudden—"Hey, I'm a certain age and I'd better tune out this station—it's not the right thing to do"—I don't know if it has anything to do with having children or what.

R&R: Where do you want to take KYYS from here?

Floyd: Well, I want to maintain, first of all, and the station is not number 1 in the market yet. I'd like to see it number 1. I want to take it into a full service radio station. I want a news department. I want all those things that make it a community force—which we already are. But if an AOR station is to become a huge factor in the market it must have all those things going for it that make it a full service radio station. Therefore, I want to broaden the scope so much that I cannot necessarily be all things to all people, but, boy, within my target audience and seeping through on each side, I want to get everything that I can possibly get. I just want to be so well known in this market and so well thought of and I want to get back to service. I guess we're in sort of a retail business here and I want all my people to really feel good about working here, which they do now.



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Between A Man And His Audience As Never
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Available From Capitol Records

THE PICTURE PAGE

Rosetta Stone Rediscovered



Rosetta Stone, the quintet featuring ex-Bay City Roller Ian Mitchell, and handled by Bay City Roller manager Tom Paton, have signed a recording deal in London with Private Stock Records. Pictured at the London headquarters of Private Stock (l-r): standing, Mike Beaton, U.K. Chief, Private Stock, Rosetta Stone members Andy Legear, Damian McKee, Terry McKee, Colin McKee; and manager Tam Paton. Left to right, sitting: Ian Mitchell and Larry Uttal, President, Private Stock Records.

'Gold' As Ice



During their debut tour, Atlantic recording artists Foreigner were presented with RIAA Gold plaques for their premiere album. The surprise presentation took place at O.B.I. East, a club on Long Island where the group made a special two-night appearance. Shown at the gold presentation are, from left: Lou Gramm, Al Greenwood, Ed Gagliardi, Ian McDonald, and Dennis Elliot of Foreigner; group manager Bud Prager; Atlantic Senior VP of Promotion, Dick Kline; and Mick Jones of Foreigner.

Moore In The Middle



Elektra/Asylum recording artist Tim Moore recently made a special visit to Denver to perform at Ebbet's Field. Tim paid a visit to KTLK-AM and posed for pictures with (l-r): Lou Galliani, E/A Regional Promotion Director/Western Region; C.C. McCartney, Program Director, KTLK-AM; Moore; Steve Goodman, KTLK-AM air personality; and Charlie Reardon, E/A Local Promotion, Denver.

Sayer At KHJ



Leo Sayer was the proud recipient of KHJ's "Number One Award" recently. Leo (second from right) was honored for obtaining the number one spot on KHJ's chart with his, "You Make Me Feel Like Dancing" and "When I Need You" singles. Also pictured (left to right): Warner Bros. VP of Promotion Russ Thyret, Sayer's producer Richard Perry, KHJ morning personality Charlie Tuna, KHJ's John Leader and Rosie Guevara.

Friedman In Atlanta



Lifesong recording artist Dean Friedman recently visited WQXI-AM/Atlanta. Pictured are: Dean Friedman, Rhett Walker, MD WQXI-AM and Wynn Jackson, Lifesong Regional Promotion Man.

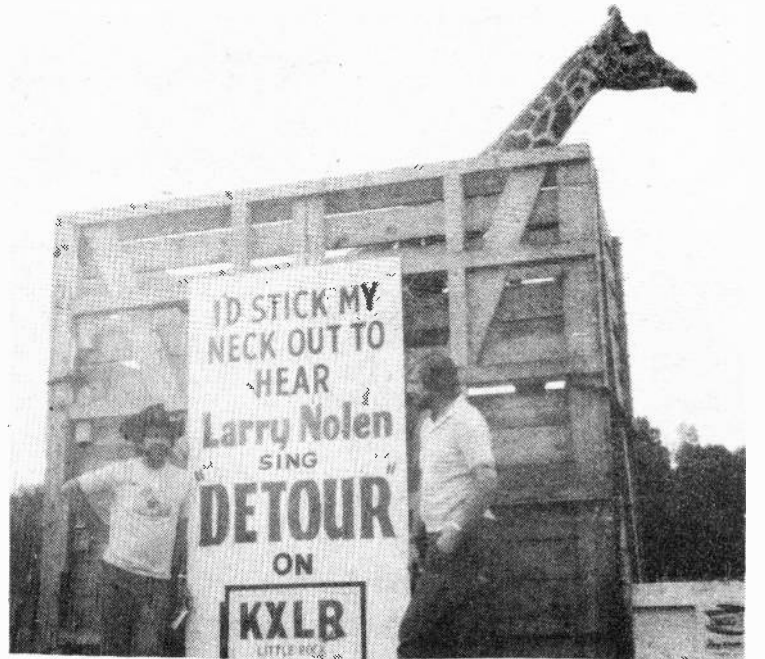
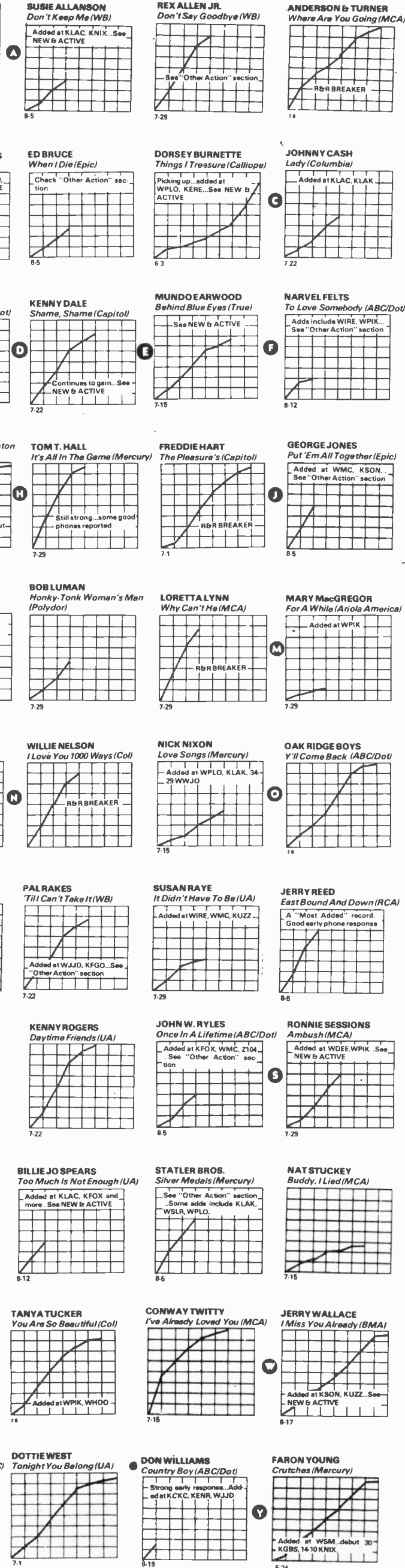
Rogers Feted



UA recording artist Kenny Rogers was feted at a private Bistro Luncheon of label execs hosted by Artie Mogull, President of the company. The event also was an occasion to present Rogers with a gold album for his "Kenny Rogers" album. Pictured: (left to right) Rogers' fiance, Hee Hay regular, Mary Ann Gordon; Rogers, and Mogull.

COUNTRY SINGLES

• New entries Circled letters indicate alphabetical order.



A LITTLE NECKING IN LITTLE ROCK—As part of a promotion for VIVO Records, who purchased the above picture giraffe for the Little Rock Zoo, KXLR air personalities Larry Nolen and Duke Anthony take time out to pose with the animal.



RUBBER DUCK COMES TO KANSAS CITY—C.W. McCall whose C.B. handle is the "Rubber Duck," recently participated in a promotion with KAYQ/Kansas City. McCall was a guest air personality on the station. KAYQ gave away 10 Midland C.B. radios as part of the promotion. McCall was the featured performer between a double-header at K.C. Royals Stadium. The station broadcast prior to the game, where McCall announced the winners of the contest. Later a "winners reception" was held at the station. McCall was there to greet the winning entrants. Pictured (left to right) are air personalities Steve Herrington, Scott Cassidy; C.W. McCall; Jack Pride, Polydor's National Country Promotion Director; and KAYQ Program Director Jon Reed.

Biff Collie

JUST BETWEEN YOU AND ME: BARBARA FAIRCHILD is not moving to Texas after all, she says. They sold the Nashville house and are moving 40 miles to the farm... SAMMI SMITH now makes her home in Globe, Arizona on an Indian Reservation with her four children. She plans to build a school there... BILLY BOB BOWMAN says he was held over for one consecutive night at the Po' Boys Club in Boerne. He sang his latest release (1973, I think)... WENO had a Muscular Dystrophy Radiothon last week end... RONNIE BLACKWOOD a former PORTER WAGGONER Wagonmaster joined ERNEST TUBB's Texas Troubadours as the front man. Fiddler MAC McGAHAR, former long time member of Porter's group, now works with Roy Acuff's Smokey Mountain Boys on the Opry and at Opryland.

WHO WAS THAT MASKED RIDER? DAVID CLAYTON THOMAS and BLOOD, SWEAT & TEARS Exit/In'ed for two days last week getting their act together. Can you imagine them working anything smaller than a multi-thousand seater a few years back???... DAVID ALLAN COE set up a clearance sale in a supermarket parking lot in Grand Prairie,

Texas (between Dallas & Ft. Worth) the other day to sell his guitar, his bus, and other odds and ends. Add look-alikes: DAVID ALLAN COE and GARY S. PAXTON (what a pair?)... JERRY LEE LEWIS crept into town quietly, recorded and crept out again. "I'm not nearly as wild as some say. I didn't push that piano off stage through the auditorium, down the street, and into the ocean! I'm the killer alright, but that's too much pushin'... Super ad agency man DON ROY moved his whole kit and kaboodle to establish residence in their newly acquired property on Thompson Lane. His company is called "DAD" which means Dealer Advertising Development. CHARLIE PROSISE moved from Dallas and Waco last week to head up the production wing of the company... LORETTA LYNN's son ERNEST TUBB cut his first session on MCA... BRENDA LEE's Midnight Special tribute should be a 25 year blaze of glory utilizing film clips from performances since she was 8 years old.

I DON'T BELIEVE THIS: ONE-EYED JACK, morning man at WMAY/Springfield, Ill. said he dreamed the other night he was eating shredded wheat. When he woke up half the mattress was gone!

COUNTRY

Direct From Duncan

by Jim Duncan, Country Editor



Radio News Notes

HOT ITEMS FROM ARIZONA: (and I'm not talking about the weather!). LARRY SCOTT, current Program Director of KFDI/Wichita, and former all-night air personality on KLAC/Los Angeles, will join the newly purchased KJJJ/Phoenix as Director of Programming, beginning September 1. I talked with Larry earlier this week and he says he is very excited about the new challenge and the warmer weather. MIKE OATMAN, General Manager of KFDI will make an announcement in a few days as to Scott's replacement. Interesting sidelight: LARRY SCOTT and LARRY DANIELS, PD of competing Phoenix Country station KNIX, both worked together 16 years ago at KUZZ/Bakersfield. That was even before BUCK OWENS took over the reins of the station. By the way, current KJJJ PD, LARRY BARWICK, will be staying with the station as an on-the-air talent...After 15 years formatted as Country, KHOS/Tucson, owned by Grabet Enterprises and managed by BILL PHALEN, will change to Pop/Adult as of September 1. RON FERRISE, formerly with WDEE/Detroit, just joined the staff to do the morning show...PETE PORTER, former PD of WPOC-FM/Baltimore has finally surfaced. He is Operations Director of WLKK/Erie, Pennsylvania. The station just changed formats to Country and call letters, they were WWYN. He can be reached at (814) 456-2096...OOPS: JAY MARVIN, MD of WAME/Charlotte is NOT leaving as was reported in this column last week. Marvin remains and JACK MELVIN departs to do afternoon drive at WSPA/Spartanburg. (Sorry about that!) By the way, WAME has just been taken off the sales block by owner JACK ROTH...DON KENNEDY, former PD of KEED/Eugene, Oregon, and who retired from radio to be involved in real estate, returns to the airwaves at KMPS/Seattle. He and KMPS PD RON NORWOOD worked together through the co-owned KGA/Spokane and KEED. Kennedy will be doing the morning show and RICK STEWART will return to KRAK/Sacramento. (Hope you guys and gals are taking notes, there'll be a short quiz at the end of the column!)...MIKE HOREY is the new Music Director of KNIX/Phoenix. He comes from the aforementioned KHOS, and had been with KGBS/Los Angeles...MIKE MONROE, Operations Manager of KGA/Spokane has announced he will take over the music chores at the station. BOB SARGENT will remain with the station on-the-air...STEVE GIBBONS, formerly with KHOW and KLOZ/Denver, is the new MD of KERE/Denver...BOB TOLLERSON has been selected the Music Director for KDAN/South St. Paul, Minnesota. TODD CORNELL is the new Sales Manager...WMC/Memphis PD BOB YOUNG has a new direct-to-him number (901) 726-0493. MD HAL JAY's number is (901) 726-0493...September 4, WPIK and WXRA-FM/Alexandria, Virginia, celebrates 10 years (AM) and 14 years (FM) of being Country stations. Operations Manager RED SHIPLEY is asking artists to participate with taped messages. Contact Red at (703) 683-3000. 362 So. Pickett St. 22304...WWVA/Wheeling, West Virginia, received two awards, including the "Silver Gavel" award, from the American Bar Association at their recent meetings in Chicago. The awards were for two documentary programs produced by WWVA...

JOBS AVAILABLE IMMEDIATELY: BILL HENNES, new Program Manager of WMAQ/Chicago is looking for a music coordinator to replace COLLEEN CASSIDY, who departs to Y100/Miami. Hennes will talk to you if you are interested: (312) 861-5555...JIM ARNOLD, Operations Director of KCUB/Tucson is looking for an air talent. Tapes and resumes to P.O. Box 50006, Tucson, Arizona, 85703...WNRS/Ann Arbor, Michigan, needs a person for airwork. Contact ALLAN JACKSON, (313) 662-2881. Box 5, Ann Arbor, 48107...

Promotions, Contests & Concerts

KSSS/Colorado Springs is giving away "Pikes Peak Country Surprise Packages" all this summer. Packages include family passes to various events and attractions. As a grand prize, listeners are asked to write and tell what attraction they would like to see the most and why. Twelve grand winners will get their wishes, plus a regular surprise package...KDAN/South St. Paul has begun a bumpersticker promotion. Everytime a sticker is given away, the participants license number is recorded. Every hour a number is called on-the-air. A variety of prizes are up for grabs...KRMD/Shreveport is giving away between eight and ten thousand dollars worth of cash and prizes during their "Pot Of Gold" contest. Listeners call-in to win...SHANNON REED, afternoon air personality of KWMT/Fort Dodge, Iowa, will again host 140 listeners on a tour of Nashville, September 8-11. In his three years at the station, Reed has hosted more than 1000 KWMT listeners to trips to Music City...WKKN/Rockford, Illinois, just held a "Don't Get Bugged" weekend. They gave away fly-swatters...WNVY/Pensacola, Florida, recently participated in the first annual "Pong-a-thon" to benefit the drive against MD. It cost participants a quarter to play one of the WNVY jocks in a game of electronic or manual ping-pong. If they beat the jock, the station also donated a quarter...Just a reminder to all Country radio stations: Keep us informed with your station news: staff changes, promotions, concerts, artist's visits, etc. Send anything you have, including pictures when available, to R&R Country, 6430 Sunset Blvd. Suite 1221, Hollywood, California, 90028. Remember, you do NOT have to be an R&R reporter to participate in giving International coverage of your station's news. Thanks for your help...

CMA "DJ of the Year" Finalist

The final nominees in each market category for the 1977 Country Music Association "D.J. of the Year" award has been announced. They are as follows: "Small Market:" TOM REEDER, WKCW/Warrenton, Va.; ANN WILLIAMS, WSVL/Shelbyville, Ind.; DOTTIE O'DALEY, WAEY/Princeton, W. Va.; SHANNON REED, KWMT/Fort Dodge, Iowa; DUSTY RHODES, WOXO/Bay City, Michigan. "Medium Market:" BUDDY RAY, WWVA/Wheeling, W. Va.; MIKE HOYER, KFGO/Fargo, N.D.; BOB BERRY, WWVA; TINY HUGHES, WROZ/ Evansville, Ind. "Large Market:" BILL MACK, WBAP/Fort Worth; LARRY KENNEY, WHN/New York; CHARLIE DOUGLAS, WWL/New Orleans; DAVID LEE, WIL/St. Louis; ELLIE DYLAN, WMAQ/Chicago (now at WNBC/New York); and BILL ROBINSON, WIRE/Indianapolis. Air

checks of each nominee will be submitted to five "secret" judges who will select the winners. The winners will be announced at the CMA Banquet and Show, Friday, October 14 in Nashville.

One footnote regarding nominee CHARLIE DOUGLAS of WWL. Charlie sent me a copy of a letter he sent to the CMA turning down this year's nomination. Douglas, who is a past winner, said he wanted to give someone else the opportunity to win.

Make your plans now to be in Nashville for the CMA-Grand Ole Opry Birthday Celebration, the week of October 10-15.

When I was growing up, my Mother told me, "When it rains, it means the Angels are crying."

Tuesday, August 16, 1977: It rained here in Hollywood. The first time in many months. God knows: "The King is dead." Elvis Presley 1935-1977.



"LADY AND GENTLEMEN START YOUR ENGINES"—Recently in San Bernardino, California, radio station KCKC held a promotion, attended by over 1500 of their listeners, which involved certain staff members in an auto race competition. Two eight lap races and a final sixteen lap championship auto race was held that evening. The winner was afternoon drive personality Jay West. Top photo shows participants prior to the race. (Left to right) Jay West, John Quinn, Dick Alan and Mary Asher. Bottom picture includes Jay West and Dick Alan (kneeling next to winner's trophy) and the entire pit crew for winner West.



Inside Nashville

Continued from page 43

RUMORS: A new BUCK OWENS big TV'er Buck dating JAN HOWARD? Romance between LOUISE MANDRELL (Barbara's little sister) and DON KING? They are working fair dates together this summer...That old CLYDE McPHATTER tune "Treasure Of Love" will make a 'Country' comeback...That BILL ANDERSON's co-host duties on the new daily "The Better Sex" game show already have netted higher than ever ratings for that daytime period...WSIX morning man GERRY HOUSE wrote the new KENNY STARR release "Ole Time Lovin." During this session LORETTA LYNN stopped by to check on her protege: Producer JERRY CRUTCHFIELD persuaded her to sing har-

mony on the record?...RAY PRICE is back: On the road, on the air, and set for over 100 dates between now and 1978. (He IS serious)...Songwriter-Publicist MAE BOREN AXTON (Hoyt's mom) was honored by the Songwriters' Hall Of Fame in New York...JEANNIE SEELY's plastic surgeon, DR. RICHARD PHARES, performed delicate corrective facial surgery on her cheek and jaw bones, part of the damage from her near-fatal car crash six weeks ago... JESSICA JAMES is going to be a mom. So is CATHY TWITTY (the same)...TAMMY WYNETE into Mayo Clinic for surgery?? Her history of stomach specials, impress her friends to expect, sooner or later that surgery will have to correct it.

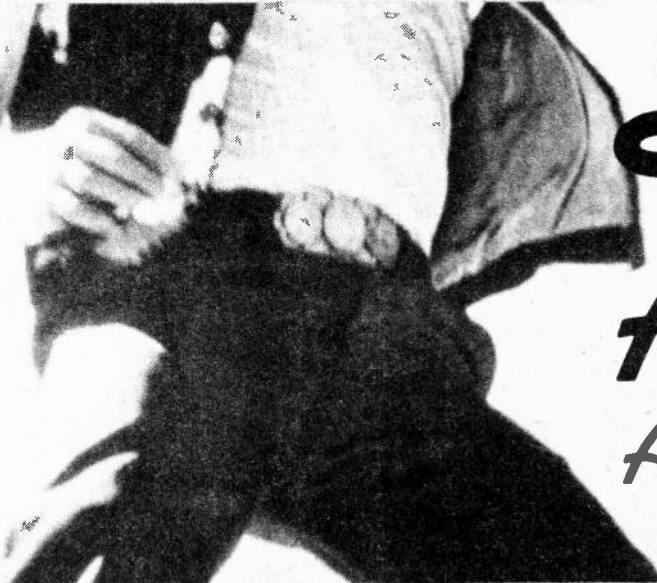


Ronnie Sessions

AMBUSH

A breaking hit single

MCA-40758



Billboard **42** ★

Cash Box **48** Record World **48**

- | | | |
|---------|------|------|
| WPOR | WWVA | WXOX |
| WCMS | WHOK | WNRS |
| WWOL | WIRE | WXCL |
| WOKO | WSLC | WHPF |
| WTLB-FM | WINN | WEMP |
| WHK | WDEE | WMAD |
| WSLR | WITL | WTSO |



- | | | |
|------|------|---------|
| WPNX | KDJW | KNUZ |
| WAME | KVOO | KKYX |
| WKDA | KEBC | KBUC |
| WSM | WNAD | WJQS |
| KXLR | KLLL | KGBS |
| KBOX | KENR | KOZN-FM |
| KXOL | KIKK | KJJJ |

- | | |
|------|---------|
| WYTL | WWJO |
| KSO | KOOO |
| KHAK | KCKN |
| KTCR | KFDI |
| WLOL | WIRK-FM |
| KXRB | WHOO |
| KFGO | WYDE |

- | | |
|------|------|
| KRAK | KCEY |
| KMAK | KAYO |

- | | | |
|------|------|------|
| KMPS | KRDR | KERE |
| KGA | KEED | KOYN |
| KWJJ | KLAK | KFTN |

MCA RECORDS
Produced by Chip Young

from his debut album "Ronnie Sessions"

©1977 MCA Records, Inc.

Oak Ridge Boys



**HOT NEW SINGLE ON
ABC/DOT RECORDS**

"Y'ALL COME BACK SALOON"

HOT ON CHARTS THIS WEEK!

BB—*19 RW—*22 CB—*21

SEE YOU AT THE TULSA INTERNATIONAL COUNTRY MUSIC FESTIVAL!



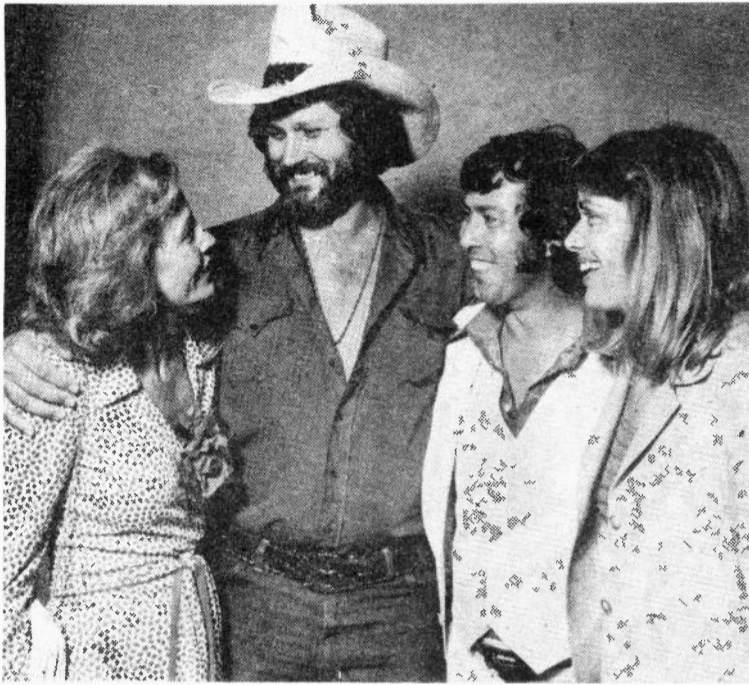
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Others Getting Significant Action

Continued from page 46

DAVID ROGERS "Do You Hear My Heart Beat" (Republic) New adds include WPLO, KFDI, KRAK, WITL, KHAK.
JOHN WESLEY RYLES "Once In A Lifetime Thing" (ABC/Dot) Added at KFOX, WMC, WXCL, KFGO, Z-104.
SUNDAY SHARPE "Hold On Tight" (Playboy) Adds include KERE, WITL, KMPS, KRAK, KHAK.
STATLER BROTHERS "Silver Medals And Sweet Memories" (Mercury) Just added at WPLO, WSLR, KLAJ, KHOS, WLAS.



Columbia recording artist Johnny Duncan was greeted by industry friends following a label-hosted "roast" for the Country artist. The "roasting" panelists, consisting of industry executives and friends, recently met at the Hyatt Regency to pay tribute to Duncan. Pictured with Duncan are (left) Mrs. Jo Walker, Executive Director, Country Music Association; (right) Rick Blackburn, Vice President, Marketing, CBS Records, Nashville and Janie Fricke, Columbia recording artist.

Country Albums

Album cuts receiving airplay and activity:

BILL ANDERSON (MCA): "Still The One" and "Velvet And Steel"
BOBBY BORCHERS (Playboy): "All That's Good In Life" "Lunchtime Lovers" "Shawn" and "There's More To Her Than Meets The Eye"
BROWN & CORNELIUS (RCA): "Here Today And Gone Tomorrow" "It Takes So Long" "Ready To Take My Chances" and "Between A Man And A Woman"
JOHNNY CASH (Columbia): "Hit The Road And Go" "If It Wasn't For The Wabash River" and "No Earthly Good"
CRYSTAL GAYLE (UA): "Green Door" and "I Want To Come Back To You"
VERN GOSDIN (Elektra): "First Time Ever I Saw Your Face" "Mother Country Music" and "It Started All Over Again"
MERLE HAGGARD (MCA): "Love Somebody To Death" "Set Me Free" and "When My Blue Moon Turns To Gold Again"
TOM T. HALL (Mercury): "Time Takes Care Of Few Things" "And I Love You So" "Goodbye Cowgirl" and "Little Green Flowers"
SONNY JAMES (Columbia): "She's What Lovin' Is" "Heartaches" "Wildwood Flower" and "Pistol Packin' Mama"
BARBARA MANDRELL (ABC/Dot): "How Long Does It Take" "After The Lovin'" and "Lovers, Friends & Strangers"
WILLIE NELSON (Columbia): "Mom & Dad Waltz" and "That's The Way Love Goes"
STELLA PARTON (Elektra): "Standard Lie Number One"
JOHNNY PAYCHECK (Epic): "You're Gonna Be The Cowboy" "You're Still On My Mind" "The Right Thing" and "She's Still Looking Good"
JERRY REED (MCA): "Westbound And Down" and "Smokey & Bandit"
JERRY REED (RCA): "Phantom Of The Opry" and "Something 'Bout You Baby I Like"
KENNY ROGERS (UA): "Ghost Of Another Man" "Sweet Music Man" "Decapero" and "My World Begins And Ends With You"
HANK SNOW (RCA): "I'm Still Movin' On" "I've Done At Least One Thing" and "Breakfast With The Blues"
BILLIE JO SPEARS (UA): "Seeing Is Believing" "Heartbreak Hotel" "That's What Friends Are For" and "She's Out There Dancing"
JOE STAMPLEY (Epic): "Saturday Night Dance" "What A Night" "Everyday I Cry" and "Pour The Wine"
STATLER BROTHERS (Mercury): "Star" and "Summer" "Some I Wrote" and "Saturday Night Setback"
TWITTY & LYNN (MCA): "Hey Good Lookin'" "We're Much Too Close" "Try It One More Time" and "Where Love Gathers Dust"
FREDDY WELLER (Columbia): "One Man Show"
DOTTIE WEST (UA): "By Your Side" "Save A Little For The Morning" "Till I Can Get It Right" and "All Night Long"

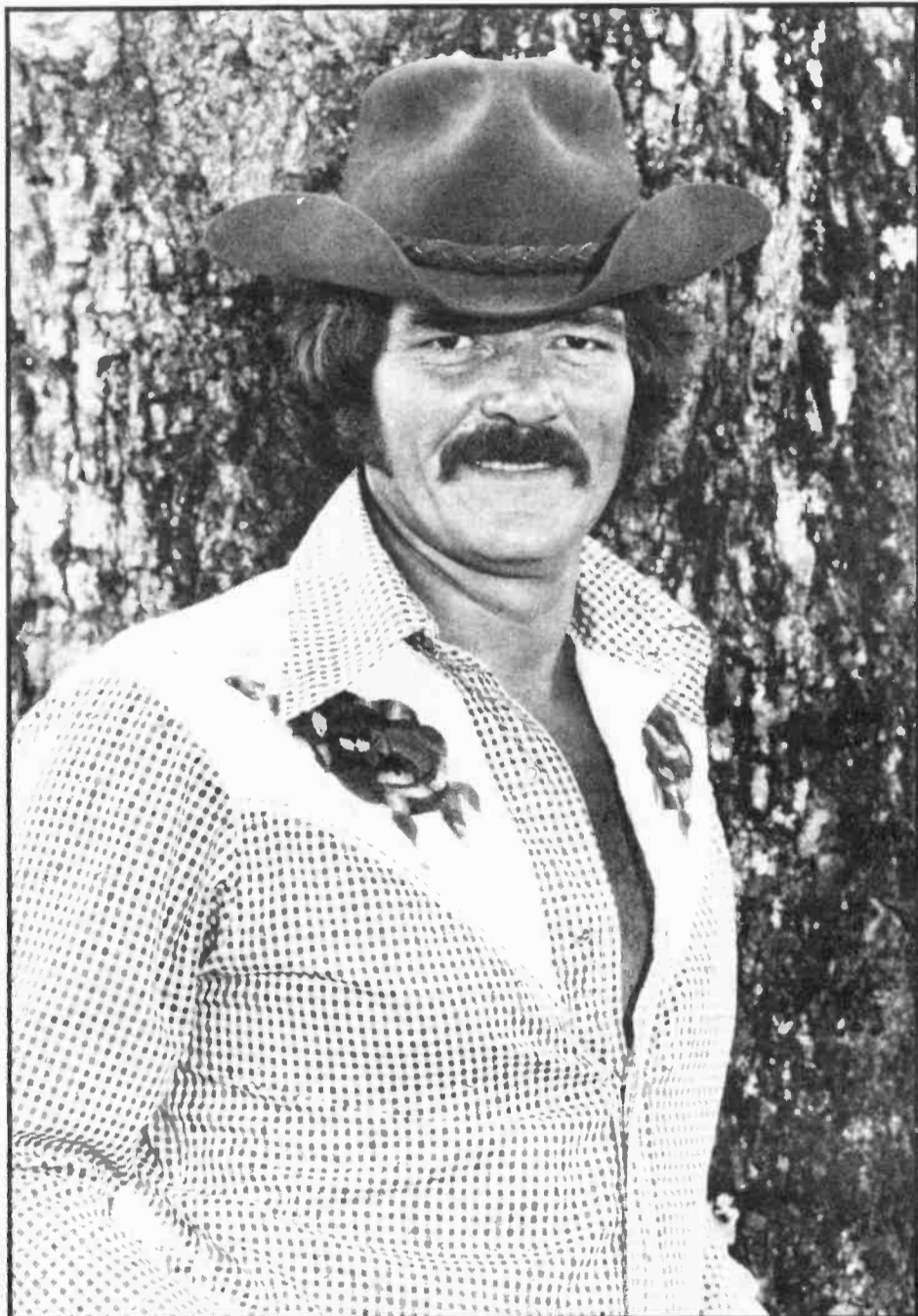
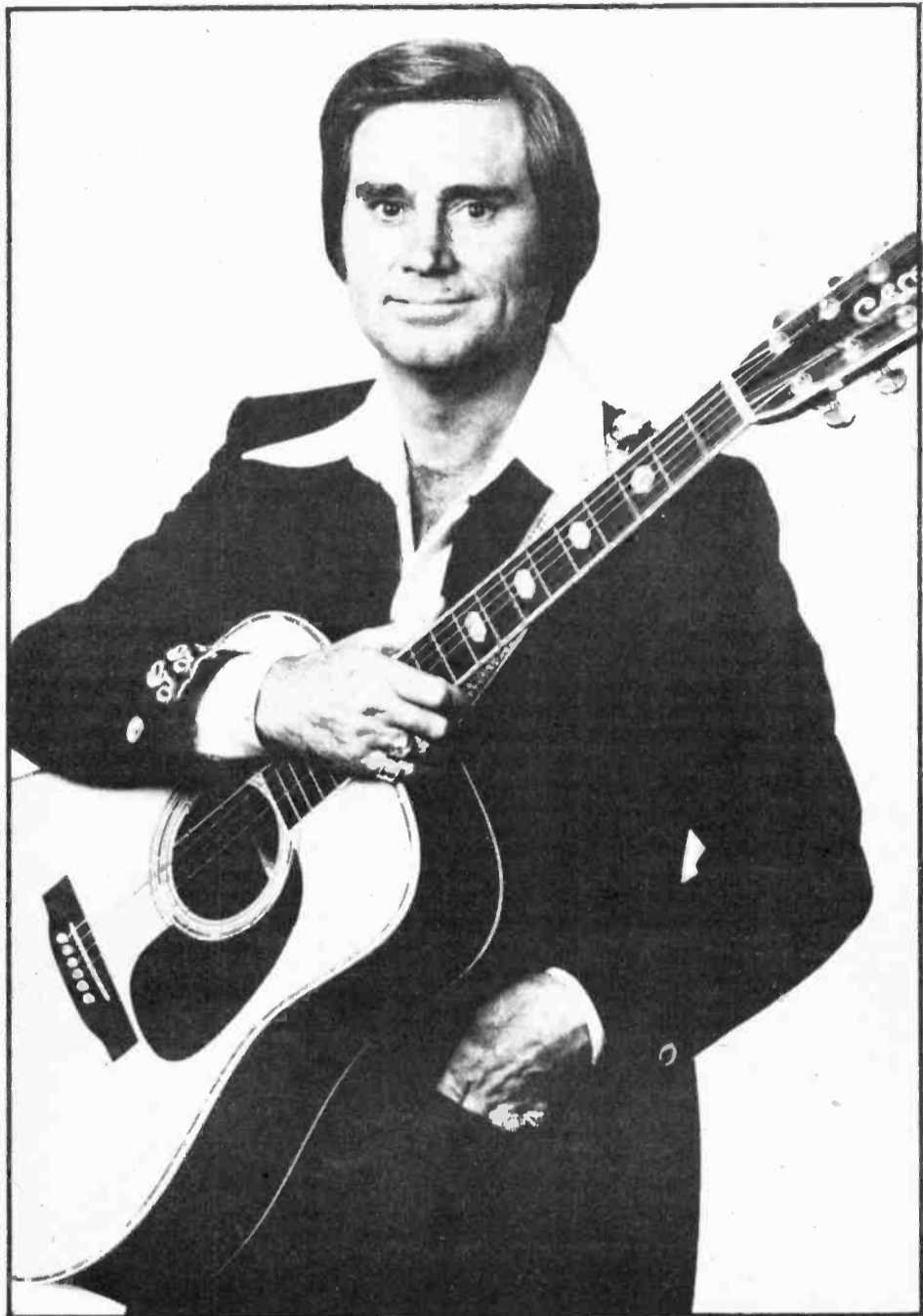
Active Re-currents

WAYLON JENNINGS/Luckenbach, Texas (RCA); **KENNY ROGERS**/Lucille (UA); **JIMMY BUFFETT**/Margaritaville (ABC); **BARBARA MANDRELL**/Married But Not To Each Other (ABC/Dot); **DONNA FARGO**/That Was Yesterday (WB).

COUNTRY ADDS

WSLR Akron, Oh. Mel Tillis Statler Bros. Jerry Reed Eddie Rabbitt WOKO Albany, N.Y. Don Gibson Mel Tillis Tanya Tucker Mundo Earwood Eddie Rabbitt KRZY Albuquerque, N.M. George Jones Billie Jo Spears Kendalls KDJW Amarillo, Tx. Kenny Price Alvin Crow Claude King Ed Bruce David Rogers Claude Gray WNRS Ann Arbor, Mi. Jim Reeves Kenny Starr Joni Lee Margo & Norro Susan Raye Johnny Cash Vernon Oxford Jerry Reed Daniel WPLD Atlanta, Ga. Freddie Hart Statler Brothers Dorsey Burnette Jerry Reed Gene Watson Brown & Cornelius Eddie Rabbitt David Rogers Kendalls Nick Nixon KUZZ Bakersfield, Ca. Oak Ridge Boys Kenny Rogers Susan Raye Tom T. Hall Freddie Fender Jerry Wallace Kenny Oale WPOC-FM Baltimore, Md. Don Gibson Freddie Hart Anderson & Turner KLVI Beaumont, Tx. Tanya Tucker Tom T. Hall Mel Tillis Darrell McCall Hank Williams Jr. Rex Allen Jr. WVMI Biloxi, Ms. Tanya Tucker Mel Tillis Jennifer Warnes Cristy Lane KHAK Cedar Rapids, Ia. Billie Jo Spears Sunday Sharpe Mel Tillis David Rogers Kendalls (nites) WAME Charlotte, N.C. Tanya Tucker Kenny Dale Mel Tillis Margo & Norro Dorsey Burnette WJJD Chicago, Il. Eddie Rabbitt Jerry Reed Kenny Dale Pal Rakes Don Williams WMAO Chicago, Il. None WUBE Cincinnati, Oh. Pal Rakes Jerry Reed Eddie Rabbitt Statler Brothers Kenny Starr Mel Tillis WGTO Cypress Gardens, Fl. Eddie Rabbitt Tanya Tucker (Col) Susan Raye Darrell McCall Stella Parton Faron Young Susie Allanson WONE Dayton, Oh. Loretta Lynn Tom T. Hall Rex Allen Jr. Mel Tillis	KERE Denver, Co. Dorsey Burnette Bob Luman Jerry Reed Roy Clark Sunday Sharpe KLAK Denver, Co. Alabama Kendalls Eddie Rabbitt Nick Nixon Billie Jo Spears Johnny Cash Statler Brothers KSD Des Moines, Ia. Billie Jo Spears Ronnie Sessions WDEE Detroit, Mi. Mel Tillis Loretta Lynn Jim Weatherly Darrell McCall Ronnie Sessions KFGO Fargo, N.D. John W. Ryles Pal Rakes Kendalls Doug Kershaw Carl Smith David Willis Wayne Cagle Nancy Sinatra WFNC Fayetteville, N.C. Pal Rakes Jim Weatherly KWMT Ft. Dodge, Ia. Billie Jo Spears Gene Watson Brown & Cornelius Tanya Tucker Jerry Reed George Jones KUGR Green River, Wy. John W. Ryles Jerry Reed Coon Elder Brown & Cornelius Ronnie Sessions Al Martino KENR Houston, Tx. James Pastell Cristy Lane Buck Owens Don Williams KIKK Houston, Tx. Mel Tillis Buck Owens Don Williams Kendalls Cristy Lane WIRE Indianapolis, In. Ed Bruce Floyd Cramer Narvel Felts Susan Raye Olivia Billy Thundercloud WJOS Jackson, Ms. Mel Tillis George Jones Dickey Lee Ronnie Sessions WLAS Jacksonville, N.C. Elvis "Pledging" Rex Allen Jr. Ronnie Sessions Statler Brothers Gene Watson Cristy Lane KCKN Kansas City, Ks. Jim Weatherly Kendalls John W. Ryles Ronnie Sessions WOAF Kansas City, Mo. Eddie Rabbitt Mel Tillis Oak Ridge Boys Jerry Reed WHOK-FM Lancaster, Oh. Jerry Reed Oak Ridge Boys Mel Tillis Rex Allen Jr. Alabama WITL Lansing, Mi. Sunday Sharpe Ray Sanders Ed Bruce Jim Reeves Loretta Lynn Tom T. Hall Rex Allen Jr. Mel Tillis	KFOX Long Beach, Ca. Ed Bruce John W. Ryles David Willis Billie Jo Spears Margo & Norro Brown & Cornelius Jim Reeves Billy Thundercloud Wilma Burgess KGBS Los Angeles, Ca. Freddie Hart Brown & Cornelius Jerry Reed Tanya Tucker KLAC Los Angeles, Ca. Susie Allanson Johnny Cash Jerry Reed Eddie Rabbitt Billie Jo Spears WINN Louisville, Ky. Don Williams Bobby Borchers WDDD Marion, Il. Billie Jo Spears Margo & Norro Statler Brothers Eddie Rabbitt Lori Parker Jerry Reed Carroll W. Roberson WMC Memphis, Tn. George Jones Tanya Tucker Gene Watson Susan Raye John W. Ryles WWOK Miami, Fl. Anderson & Turner Don Gibson Oak Ridge Boys Tom T. Hall WLLO Minneapolis, Mn. Roy Clark Ray Sanders Eddy Arnold Red Steagall Hank Snow KCEY Modesto, Ca. Mel Tillis Loretta Lynn Rex Allen Jr. Jerry Reed Roy Clark Susie Allanson WBAM Montgomery, Al. Barbara Mandrell Jim Reeves Kendalls Emmylou Harris Mike Boyd WMTS Murfreesboro, Tn. Cristy Lane Gary Rust Susan Raye Billie Jo Spears Wayne Kemp Statler Brothers WMUS-FM Muskegon, Mi. Mel Tillis Oak Ridge Boys Statler Brothers Mac McAnally Alabama John W. Ryles WSM Nashville, Tn. Tanya Tucker Barbara Mandrell Don Williams Mel Tillis Oak Ridge Boys Faron Young WHN New York, N.Y. Freddie Fender Anderson & Turner Don Gibson Kenny Rogers KNEW Oakland-S.F. Ca. Joe Stampley Mel Tillis Freddie Fender Kendalls K-15 Ontario, Ca. Margo Smith Kenny Dale Kendalls Narvel Felts Jerry Reed	WHOO Orlando, Fl. Narvel Felts Ronnie Sessions Cristy Lane Jim Reeves Brown & Cornelius Billie Jo Spears Kenny Starr WXCL Paoria, Il. John W. Ryles Ronnie Sessions Mel Tillis Gene Watson Ray Sanders David Houston Billie Jo Spears WRCP Philadelphia, Pa. Jerry Reed Mel Tillis Rex Allen Jr. Jim Weatherly KJJJ Phoenix, Az. Eddie Rabbitt Loretta Lynn Susie Allanson Jim Reeves Tanya Tucker KNIX Phoenix, Az. Margo & Norro Dorsey Burnette Susie Allanson Don Williams WPEP Pittsburgh, Pa. Nick Nixon Dottie West Faron Young Tom T. Hall WIXZ Pittsburgh, Pa. Kenny Rogers Don Gibson Freddie Fender Anderson & Turner WPOR Portland, Me. Rex Allen Jr. Tom T. Hall Loretta Lynn Jim Weatherly Eddie Rabbitt Susie Allanson KFTN Provo, Ut. Eddie Rabbitt David Rogers Brown & Cornelius KBET Reno, Nv. Statler Brothers Tom T. Hall Eddy Arnold Kendalls Eddie Rabbitt Narvel Felts Jim Mundy Lori Parker Cristy Lane Susie Allanson Kenny Starr Carroll W. Roberson Mary MacGregor (nites) Four Guys (nites) Zella Lehr (nites) WKKN Rockford, Il. Alabama Pal Rakes Jerry Reed John W. Ryles Sunday Sharpe Margo & Norro Cristy Lane Eddie Rabbitt Ronnie Sessions WHBF Rock Island, Il. Johnny Cash Tom T. Hall David Houston Bob Luman Kendalls Ronnie Sessions Gene Watson Brown & Cornelius KRAK Sacramento, Ca. Gene Watson Roy Clark Ronnie Sessions Ava Barber Kenny Dale David Rogers Sunday Sharpe Susie Allanson Jim Reeves Cristy Lane	WWJO St. Cloud, Mn. Jerry Reed Tanya Tucker Joe Stampley Mel Tillis WSUN St. Petersburg, Fl. Freddie Fender Freddie Hart Mundo Earwood Dorsey Burnette Faron Young John W. Ryles Eddie Rabbitt KCKC San Bernardino, Ca. Don Williams Merle Haggard (Cap) KSON San Diego, Ca. Freddie Fender Jerry Wallace Brown & Cornelius Dorsey Burnette George Jones Tanya Tucker Z-104 San Diego, Ca. John W. Ryles Stella Parton Jerry Reed Cristy Lane Kendalls Don Williams KAYO Seattle, Wa. Stella Parton Dickey Lee Nancy Sinatra Willie Nelson KMPS Seattle, Wa. Jim Reeves Sunday Sharpe KRMD Shreveport, La. Sunday Sharpe Tanya Tucker Statler Brothers Johnny Cash Alabama KGA Spokane, Wa. Jerry Reed Mel Tillis KHOS Tucson, Az. Jerry Reed Tanya Tucker Statler Brothers KVOO Tulsa, Ok. Stella Parton Cristy Lane David Willis Billie Jo Spears Narvel Felts Kenny Starr Carl Smith Eddie Rabbitt Joni Lee Margo & Norro John W. Ryles WPIK Washington D.C. George Jones Mary MacGregor Tanya Tucker (Col) Jerry Reed Ronnie Sessions Narvel Felts Cates Sisters WIRK-FM W. Palm Beach, Fl. Rex Allen Jr. Loretta Lynn Willie Nelson Kendalls Bobby Trinity Jim Weatherly John W. Ryles Eddie Rabbitt KFDI Wichita, Ks. Cristy Lane Kenny Price Wilma Burgess David Rogers Floyd Cramer P. Jim Reeves
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**They're Both Country,
They're Both Hits**



**GEORGE
JONES**

**If I Could Put
Them All Together
(I'd Have You)**

**ED
BRUCE**

**When I Die
Just Let Me
Go To Texas**

... and they're both on Epic



POP/ADULT

Radio & Records

POP/ADULT/40

TWO WEEKS AGO	LAST WEEK		
1	1	①	JAMES TAYLOR/Handy Man(Columbia)
2	2	2	BARBRA STREISAND/My Heart Belongs To Me(Columbia)
5	4	③	CROSBY, STILLS & NASH/Just A Song Before I Go(Atlantic)
7	5	④	B.J. THOMAS/Don't Worry Baby(MCA)
3	3	5	ANDY GIBB/I Just Wanna Be Your Everything(RSO)
8	7	⑥	GLEN CAMPBELL/Sunflower(Capitol)
10	9	⑦	COMMODORES/Easy(Motown)
4	6	8	RITA COOLIDGE/Higher & Higher(A&M)
20	12	⑨	STAR WARS/Main Theme(20th)
12	10	⑩	JOHNNY RIVERS/Swayin' To The Music(Big Tree)
18	11	⑪	STEPHEN BISHOP/On And On(ABC)
33	18	⑫	FLEETWOOD MAC/Don't Stop(WB)
26	16	13	CARLY SIMON/Nobody Does It Better(Elektra)
25	20	⑭	LEO SAYER/How Much Love(WB)
6	8	15	BARRY MANILOW/Looks Like We Made It(Arista)
13	13	16	ELVIS PRESLEY/Way Down(RCA)
35	26	⑰	MAC McANALLY/It's A Crazy World(Ariola America)
21	21	18	RONNIE MILSAP/It Was Almost Like A Song(RCA)
11	14	19	PETER FRAMPTON/I'm In You(A&M)
37	25	⑳	CAROLE KING/Hard Rock Cafe(Capitol)
14	17	21	ALICE COOPER/You And Me(WB)
28	24	22	JENNIFER WARNES/I'm Dreaming(Arista)
19	19	23	BAY CITY ROLLERS/You Made Me Believe In Magic(Arista)
15	22	24	PETER McCANN/Do You Wanna Make Love(20th)
9	15	25	ENGLAND DAN & J.F. COLEY/It's Sad To Belong(Big Tree)
-	37	㉑	KENNY ROGERS/Daytime Friends(UA)
-	32	27	NEIL SEDEKA/Alone At Last(Elektra)
39	36	㉒	BEE GEES/Edge Of The Universe(RSO)
24	28	28	PABLO CRUISE/Whatcha Gonna Do(A&M)
34	34	30	ELO/Telephone Line(UA/Jet)
38	33	31	YVONNE ELLIMAN/I Can't Get You Out Of My Mind(RSO)
36	35	32	SANFORD-TOWNSEND BAND/Smoke From A Distant Fire(WB)
-	40	33	CRYSTAL GAYLE/Don't It Make My Brown Eyes Blue(UA)
40	39	34	JOHNNY MATHIS/Arienne(Columbia)
23	23	35	HELEN REDDY/You're My World(Capitol)
-	→	36	MECO/Star Wars(Millennium)
30	30	37	CHARLIE RICH/Rollin' With The Flow(Epic)
-	→	38	EMOTIONS/Best Of My Love(Columbia)
17	29	39	JIMMY BUFFETT/Margaritaville(ABC)
-	→	40	FIREFALL/Just Remember I Love You(Atlantic)

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

Most Added:

- STARLAND VOCAL BAND
The Light Of My Life(Windsong)
- FIREFALL
Just Remember I Love You(Atlantic)
- CAROLE KING
Hard Rock Cafe(Capitol)
- KENNY ROGERS
Daytime Friends(UA)
- MECO
Star Wars(Millennium)

The Hottest

- JAMES TAYLOR
Handy Man(Columbia)
Still in the top spot on the P/A 40. 1-1 WSM, 1-1 WORG, 1-1 KRMG, 1-1 WGG, 2-1 WJAK, 3-1 KKYK, 3-1 WCHV, 2-1 WSIX, 2-1 WAKR, 2-1 WIBW, 15-7 KMPC, 12-9 KDWN, 14-10 14FBL, 10-8 WOWO, 10-5 KRNT, 10-7 WGAR, 8-4 WFYR, 4-3 WBEN, 9-5 WBT, 5-3 KULF...plus hot reports from WNEW, KHOW, WTAE, WJNO, WGY, KNBR, WMAL, KXLY, KCRA, WCBM, KVI, WTMJ, KMBZ and many more.
- B.J. THOMAS
Don't Worry Baby(MCA)
Moving nicely in many areas...3-1 KAKE, 6-3 WATR, 10-7 WSM, 4-3 WORG, 11-8 KDWN, 8-4 KBLF, 24-14 WDAE, 10-7 WAKR, 7-5 WIBW, 12-8 WBT, 8-3 WLNH, 3-3 WSIX and reporting hot at KVI, KCRA, KXLY, WNEW, KNBR, WGY, WHOK.
- STAR WARS
Main Theme(20th)
Now getting a little competition, but still in front on most P/A stations...35-14 WFTL, 18-13 KMPC, 19-12 KRMG, 24-15 KBLF, 8-4 WSIX, 26-9 WBEN, 14-10 KAKE, 14-8 WIBW, 20-16 14RKO, debut 16 WFYR, 13-7 WATR and reporting hot at K101, WHIO, WKIQ, WJNO, KEX, WSBA, KMBZ, KVI, KCRA, K96, WNEW.

COMMODORES

Easy(Motown)
Continues strong...11-2 WDAE, 23-11 WAKR, 10-7 WBT, 9-6 14RKO, 11-8 WATR, 14-9 WOWO, 8-5 14FBL, 10-9 KRMG, 10-8 WORG, 11-5 KFI, 36-20 WFTL, 4-4 WSM...other hot reports from WGY, KMBZ, KVI, WCBM, KMAL, KNBR, KEX, K96.

Others Getting Significant Hot Reports:
CROSBY, STILLS & NASH/Just A Song Before I Go(Atlantic); JOHNNY RIVER/Swayin' To The Music(Big Tree); STEPHEN BISHOP/On And On(ABC); FLEETWOOD MAC/Don't Stop(WB); GLEN CAMPBELL/Sunflower(Capitol).



Although hardly a new kid in town, KHOW Music Director, Scott Fischer, had never received a gold record until recently. Elektra/Asylum promotion men Lou Galliani (left) and Charlie Reardon (right) are seen presenting Fischer a gold record for the Eagles' "New Kid In Town."

NEW & ACTIVE

FIREFALL

Just Remember I Love You(Atlantic)
Picked up a lot of P/A heavies this week...WIP, KVI, WMAL, WBT, WHIO, KNBR, K101, WHIZ, KUKI, WCHV.

KENNY ROGERS

Daytime Friends(UA)
Continues to cross-over in a big way. Add KEX, WJNO, KULF, WBT, WCHV, WDAE, KRKK, WCER, K96.

STARLAND VOCAL BAND

The Light Of My Life(Windsong)
Very strong first week...Adds include KHOW, WJNO, WHOK, K101, WHIO, KCRA, KWAV, WIBW, KUKI, KKYK, KMBZ, WBAL, WJAK, WATR.

CAROLE KING "Hard Rock Cafe" (Capitol) Add WCBM, KQRA, WHAM, WBEN, WGAR, KRNT, WGG, KRMG.
MECO "Star Wars" (Millennium) Add K101, WAKR, K96, WGAR, WCHV, 14FBL, KMPC, KDWN, KBLF.
CLIFF RICHARD "Try A Smile" (MCA) Add KOGO, KXLY, WHOK, WKIQ, WYMC, WHIZ, KRKK, KDWN, KBLF, WJAK.
JIM WEATHERLY "All That Keeps Me Going" (ABC) Add KCRA, K96, WHOK, KGIL, KRNT, WORG, KBLF, WATR.
McCOO & DAVIS "Look What You've Done To My Heart" (ABC) Add WHIO, WSM, KRMG, WCHV, WHIZ, WKIQ, WHOK, WJAK.
GEORGE BENSON "The Greatest Love Of All" (Arista) Add WMAL, KOGO, WASH, WGY, WYMC, WSM, WDAE.
CRYSTAL GAYLE "Don't It Make My Brown Eyes Blue" (UA) Add KVI, WMAL, KNBR, WCER, WGY, WJNO, WHIZ.
DAVID SOUL "Silver Lady" (Private Stock) Add WSB, KMBZ, KCRA, K101, WCER, WGG, WKIQ, WATR.
SANFORD-TOWNSEND BAND "Smoke From A Distant Fire" (WB) Add KFI, WAKR, KAKE, KHOW, KVI, K96.
HOT "The Right Feeling At The Wrong Time" (Big Tree) Add WSB, KCRA, KWAV, KUKI, KDWN, KRKK.
POCO "Indian Summer" (ABC) Add KCRA, WYMC, 14RKO, KUKI.
BEE GEES "Edge Of The Universe" (RSO) Add KVI, WGAR, WDAE, WOWO.
ERIC CARMEN "She Did It" (Arista) Add WASH, 14RKO, KFI, WGG.
YVONNE ELLIMAN "I Can't Get You Out Of My Mind" (RSO) Add WHAM, WCMB, WFTL, KKYK.
SUPERTRAMP "Give A Little Bit" (A&M) Add WTAE, WOWO, K101, WCBM.
AL MARTINO "Kentucky Mornin'" (Capitol) Add KMBZ, KRNT, KUKI.

POP/ADULT NOTES

MIKE KASABO



One of Pop/Adult radio's best Program Directors, Ted Johnson, is moving on to conquer new horizons. After a total of ten years at WSM (five of them as PD), Johnson is leaving the station to get involved in radio syndication and the radio jingle business with JAM Productions in Dallas. As I mentioned, Ted is one of the best Pop/Adult programmers around and we wish him well in his new venture.

Again, we'd like to thank all of those PD's who have responded to our note several weeks ago concerning the Pop/Adult section taking on more reporting stations. We have each and every one's letter on file and we will be getting back to you shortly.

A lot of comments noted this week from PD's and MD's about the new product "summer slump"...something like ten or twelve stations had no adds to report at all. Actually, it's quite typical for this time of year...after all, recording stars and record producers go on vacation too.

George Benson's first for Arista "The Greatest Love Of All" looks better and better each week. It moves 33-18 WJAK. See above for latest play.

George Fischhoff's piano keeps dancing...add KOGO and WKIQ. Already a big item with Rock stations and now moving over to P/A's is The Floaters' "Float On." It shows up as hot at KMPC and K101.

Crystal Gayle (who, by the way, is Loretta Lynn's sister) came very close to crossing over from Country to Pop/Adult last time, seems to really be pouring it on with "Don't It Make My Brown Eyes Blue." It's already hot at WHIO and moves 10-6 at WIBW. See New & Active for key new play.

K.C. & The Sunshine Band's "Keep It Comin' Love" still getting good play at WBT, KEX, WGAR, WGN, WSJS and others.

The Meco version of "Star Wars" appears to be picking up nicely with many Pop/Adult stations. A good move is noted at KFI 7-4. Check New & Active for this week's adds.

Ronnie Millsap continues to grow in many areas...hot reports registered at WMAL, KMBZ, KCRA, KRMG, KAKE, WGST, WFTL, WCER and WKIQ.

Dave & Sugar

*“That’s the Way Love Should Be”
(That’s the way a Hit should sound!)*



Three For Three.



LEO SAYER
"How Much Love"

His third consecutive hit on Warner Bros. Records

Produced by Richard Perry



