

Radio & Records

R&R CONVENTION '78 PICTORIAL COVERAGE

BEGINSON PAGE 10

ISSUE NUMBER 222

THE INDUSTRY'S NEWSPAPER

FRIDAY, MARCH 10, 1978

Arbitron Summaries

FORMAT LEGEND: A-AOR, B-Black, BM-Beautiful Music, C-Country, CL-Classical, N-News, O-Oldies, PA-Pop/Adult, R-Rock, RL-Religious, S-Spanish, T-Talk.

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All figures are January/February 1978, Monday through Sunday 6am-12midnight, Metro Survey Area, Total Persons 12 plus, unless otherwise indicated.

New York

WOR (PA) back up to number one with 7.8 from 7.1, WINS (N) also up 5.1 to 5.5. WABC (R) 8.4 to 7.0, WBLS (B) 7.2 to 5.8, WNBC (R) 3.2 to 2.7. WRFM (BM) had its best book during the snow, jumping up 3.2 to 5.2 and sixth in the market. WPLJ (A) 3.7 to 3.8, WNEW-FM (A) 2.0 to 1.8, WKTU (A) 1.7 to 1.8, WPIX (A) 1.6 to 1.5, WXLO (R) held at 2.9, WWRL (B) 1.4 to 1.5. WCBS (N) 5.5 to 5.6, WCBS-FM (O) 3.2 to 2.4, WHN (C) 3.1 to 3.3, WMCA (T) 2.6 to 2.5, WNEW (PA) 2.3 to 2.4. WPAT (BM) 3.6 to 2.8, WPAT-FM (BM) 3.2 to 3.1, WYNY (BM) 1.2 to 1.3, WLIR (A) holding at 0.5, WRVR (Jazz-AOR) 1.2 to 1.1. Adults 18-34: WBLS 11.2, WABC 9.3, WPLJ 6.8, WCBS-FM 5.3. Adults 18-49: WBLS 8.3, WABC 7.8. Adults 35-65: WOR 9.9, WRFM 8.9, WCBS 7.0, WINS 6.5. Teens: WABC 18.5, WBLS and WPLJ 14.0, WXLO 12.2, WNBC 7.1.

Chicago

WGN (PA) fared well 10.7 to 10.8 and number one in the Windy City. WLS (R) slipped 8.7 to 7.4, WMET (R) 3.9 to 3.5. WBBM (N) up 7.4 to 7.6, WLOO (BM) 6.7 to 7.4. WMAQ (C) had a great book 4.7 to 6.0. WBMX (B) had their best book, up 3.3 to 4.4, WVON (B) also increased 3.4 to 3.8. WIND (PA) held at 3.8, WKQX (A) regained their losses of last book, up 2.6 to 3.6. WDAI (A) 2.2 to 2.5, WLUP (A) 2.7 to 2.2, WBBM-FM (A) 2.3 to 1.6, WXRT (A) holding at 1.2. WJJD (C) 2.4 to 2.1, WFYR (PA) 3.7 to 3.2, WCFL (BM) 3.4 to 1.8, WCLR (PA) 2.4 to 3.7, WGCI (B) 1.8 to 2.1, WJEZ (C) 1.7 to 1.8, WJPC (B) 0.7 to 0.6, WLAK (BM) 5.9 to 5.3. Adults 18-34: WLS 10.5, WKQX 7.2, WBMX 7.0, WFYR 6.8. Adults 18-49: WLS 7.9, WGN 6.7, WMAQ 6.5, WLOO 6.4. Adults 35-64: WGN 16.4, WLOO 11.5, WBBM 9.9, WLAK 8.0, WMAQ 7.6. Teens: WLS 20.2, WMET 16.7, WBMX 9.6, WDAI 8.7, WVON 7.9.

Los Angeles

KBIG (BM) is number one second book in a row, moving up a bit 6.8 to 7.1. KABC (N/T) 5.8 to 5.7. KNX (N) increased 4.0 to 4.8, firmly passing KFVB (N) 3.9 to 4.0. KLAC (C) had a great book, up 2.9 to 3.5, beating KHJ (R) which continued to decline 3.5 to 3.3. KIIS-FM (R) increased 2.7 to 3.1, KIQQ (K100) (R) 2.4 to 1.9, KFI (R) 3.1 to 2.3. KNX-FM (A) slipped a share 3.6 to 2.7, KTNQ (TEN-Q) (R) 2.1 to 2.2, KLOS (A) holding at 3.6, KMET (A) 2.8 to 3.4, KPOL-FM (A) 2.0 to 2.2, KWST (A) 1.8 to 1.2, KRTH (R/O) 3.4 to 2.9, KRLA (R/O) 2.5 to 2.1. KMPC (PA) 3.5 to 3.2, KDAY (B) holds at 2.6, KKTT (B) 1.0 to 1.1, KEZY (R) 1.0 to 1.6, KIIS (PA) 1.6 to 1.7, KJOI (BM) 4.4 to 4.9, KUTE (B) 1.1 to 1.2, KOST (BM) 1.7 to 2.8. Adults 18-34: KMET 6.3, KLOS 5.9, KNX-FM 5.5, KRTH 5.1, KHJ 4.5, KBIG 4.1. Adults 18-49: KBIG 6.1, KMET 4.3, KLOS and KNX-FM 4.0 each, KLAC 3.5, KJOI 3.4. Adults 35-64: KBIG 11.5, KABC 7.9, KNX 7.2, KLAC 5.9. Teens: KIIS-FM 12.0, KLOS 11.5, KHJ 9.4, KDAY 8.0, KTNQ 7.8.

Arbitron Bows Extended Measurement, Monthly Programmer's Guides

Arbitron Radio will debut its new Extended Measurement features in the New Orleans and Seattle/Tacoma markets in the April/May 1978 survey period. The survey periods for those markets will be extended to 12 weeks instead of four, to be surveyed twice a year. Eventually Arbitron

plans to measure four-times-a-year markets over the full 52 weeks in the year. The company hopes to "reduce the effect of special conditions" (holidays, unusual weather, sports events, etc.) and provide a "more stable demographic report" with the extended

(Continued on page 8)

Convention '78 Expands Industry's Horizons

R&R Convention '78 proved a resounding success as representatives of the radio and record industries assembled in Dallas for the annual event, largest of its kind. The convention was highlighted by a thought-provoking keynote address by famed media theorist Marshall McLuhan; and an innovative marketing and research seminar, conducted by UCLA Marketing Professor Richard Lutz, which was acknowledged as a crucial first step in clarifying the long-standing questions of active vs. passive radio research. A discussion of the impact of music on society by Vanderbilt Sociology Professor Richard Peterson, a spirited dialogue with two FCC representatives, a speed-reading demonstration, a gala banquet and concert featuring Dolly Parton, Steve Martin, and the Dirt Band, and four free-swinging format rap rooms also contributed significantly to the success of the three-day convention.

Giving The Medium The Message

The keynote address by McLuhan Friday morning set the tone of the

(Continued on page 14)



Two New Offers For Starr Stock From LIN, Private Investor

Starr Broadcasting Group, the subject of acquisition attempts since the beginning of 1978, announced two new competing bids to acquire the company's shares. Two unidentified directors of the company owning together about

30 percent of Starr's stock received a bid of \$14.50 per share from an unidentified private investor, who reportedly planned to make the same offer to all shareholders. The offer is subject to a number of conditions, including FCC ap-

proval on Starr broadcast property transfers, a financial analysis, and the execution of a purchase agreement by a limited number of holders (including the two directors contacted) owning 51 percent of the company's stock.

The second bid, as forecast in R&R last week, comes from LIN Broadcasting Corp., which recently broke off negotiations to acquire about 30 percent of the shares at \$14 per share. The new bid is \$15 a share, extended to all Starr shares outstanding, again subject to FCC approval, as well as a definitive agreement and

(Continued on page 8)

Casablanca Expands, Promotes Top Executives

Casablanca Record and Film-Works has announced a major expansion, highlighted by the promotion of three top company executives, Larry Harris, Cecil Holmes, and Bruce Bird. Citing Casablanca's growth, President Neil Bogart stated, "The need for internal expansion was inevitable. Harris, Holmes and Bird have contributed enormously to the direction and success of Casablanca, and their growing leadership will help to continue that success." In addition to the promotions, the company has formed a new Marketing Department headed by Robert Gold, and has substantially restructured its Press Department.

Larry Harris, an original Casablanca partner, becomes Senior

Vice President and Managing Director, responsible for the company's daily management, A&R, and distributor and custom label relations. Harris was previously Executive Vice President. Cecil Holmes becomes Special Assistant to the President in addition to his duties as Senior Vice President. Holmes was also an original partner in the company. Bruce Bird has been promoted to Executive Vice President, and continues to direct promotion activities as he did while Vice President of Promotion, in addition to becoming involved with Harris in the company's daily operations.

The new Marketing Division will be headed by National Director Robert Gold, and will focus on

(Continued on page 8)

Congressman Calls For 2% Broadcast Fee To Support PBS

Rep. Lionel Van Deerlin of California, Chairman of the House Communications Subcommittee, called for a 2 percent "spectrum fee" to be levied against all TV and radio stations in order to fund the Public Broadcasting System. Van Deerlin introduced the new tax notion at the NATPE convention of television affiliates, and indicated that he would advocate

(Continued on page 8)

"The Circle Is ~~S~~ BIG!!!"

KRSP add
KGW 27-24
KERN add
WJBQ add
WGUY 21-17
WAQY debut 24
K104 add
92Q 30-26
WABB debut 30
WAKX add
WJON debut 22
WISM add
WKNX debut 22
KDON debut 27

WKBW debut 26
CHUM 11-9
KSTP 24-20
96KX 27-23
KTLK debut 30
WDRC 30-26
WICC 26-23
WPHD 21-18
WKBO 27-24
WAYS 26-24
WBBQ 26-24
WHOT add
KENO add
KYSN add 34

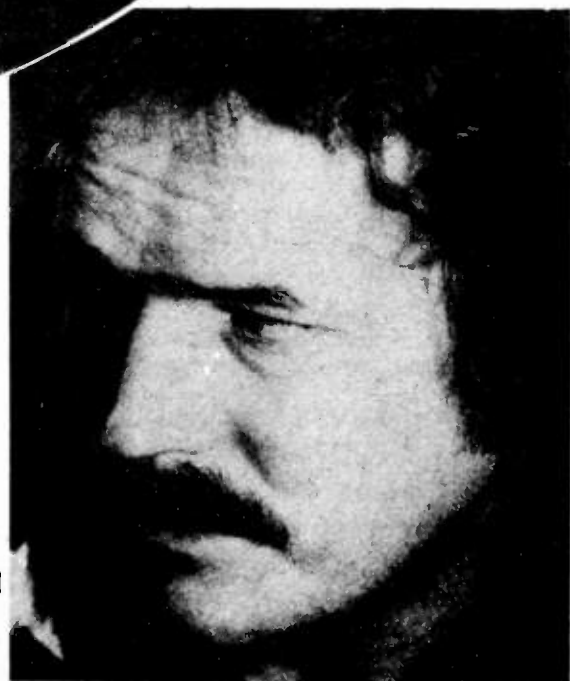
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WAAY KKLS
WAIR WGBF
WANS KSLY
WTMA KDZA
KISD KAFY
WRKR KCBN
WACI KRKE
WSPT KQDI

WFIL
KLIF
JB105
WTRY
94Q
Z98
WERC
WRJZ
KAKC
KING
KYYX
KJRB
KIMN
KNDE
WEEO
WTSN
WVAM
WHHY
WRFC
98Q
WLOF
WFLB

"The Circle Is Small"

(I Can See It In Your Eyes)

GORDON LIGHTFOOT



Produced by
Lenny Waronker &
Gordon Lightfoot

on Warner Bros. Records

AFTRA In Radio Deadlocks On Both Coasts

Contract talks between AFTRA and KPOL-AM-FM/Los Angeles and WINS/New York are deadlocked at present. The KPOL contract expired Saturday (3/4), but although discussions toward a new three-year contract were unproductive, no strike has been called. The WINS contract expired February 28, with AFTRA officials warning of a strong strike possibility. AFTRA members at both stations are working on a day-to-day basis.

At KPOL, AFTRA reportedly seeks a 9 percent increase for the first of three years, with the station offering about 7 percent.

According to a KPOL-FM air personality, negotiations will resume March 16. "I don't think there will be a strike," the KPOL spokesperson told R&R. "There has been the threat of a strike. It's very serious. We've voted to take it day by day." KPOL-AM is a Beautiful Music station; the FM is AOR.

At WINS, an All-News station, Group W management is seeking a 50 percent increase in air-time coverage by newspeople and a general workload increase, according to union sources, along with a 20 percent staff reduction. AFTRA

threatens "strong action" against WINS and "all Group W markets." Westinghouse holds that WINS employees have one of the "best contracts in the industry." AFTRA also accused Group W of attempting to have AFTRA members take over responsibilities now held by engineers and Writers Guild members. Group W denies any such intention.

Cuban Broadcasters Eager For American Pop Music

Cuban radio and television officials are avidly seeking records and videotapes of American pop performers, with a few radio programs already airing American discs, according to entertainment consultant Paul Drew, who recently returned from meetings with Premier Fidel Castro and several Cuban broadcasting officials. Cuban appetites for American music have been whetted by the penetration of Miami radio signals, Drew said; he reported picking up WQAM, WGBS, WAXY, Y100, and 96X in Cuba. Y100, Radio Progreso in Havana has a one-hour show which plays international records, including American artists and Radio Guanaboa in the same city airs some American records during its 8am-8pm daily operations.

Cuba boasts four national radio networks, with five or six stations in each city, along with provincial networks and a few local stations in certain areas. All Cuban radio is noncommercial. 25 percent of the population is under 21, and the occasional radio play and frequent disco playing of American artists has triggered a strong desire on the part of radio

| | |
|------------------------|----|
| INSIDE R&R: | |
| MEDIASCOPE..... | 6 |
| STREET TALK..... | 8 |
| TOP 40 SECTION..... | 26 |
| PICTURE PAGE..... | 38 |
| AOR SECTION..... | 40 |
| COUNTRY SECTION..... | 50 |
| POP/ADULT SECTION..... | 56 |
| OPPORTUNITIES..... | 60 |

and television officials to acquire more such programming. Drew told R&R that the strongest interest was shown by television officials seeking videotapes or films of individual song performances, and added that he would coordinate the introduction of such per-

formances in anticipation of the Cuban market opening up in the near future. Drew also reported an intense desire for American children's TV programming and films, and said that Castro told him that he'd "like to see the children's films himself."

House Sets Its Own Communications Act Deadline

The House Communications Subcommittee has set itself a deadline of June 1 to finish its long-planned rewriting of the 1934 Communications Act. The new schedule began with four days of discussions featuring committee members and staffers starting

March 7, which were opened to the public. Topics scheduled included regulation versus competition in radio broadcasting; cable and citizen's band concerns; and satellite communications. The Subcommittee also plans to introduce its new proposals to the House by the June 1 deadline.

FCC Asks Aid On Broadcast Procedure Manual

The FCC is planning to publish an improved edition of its pamphlet "The Public And Broadcasting...A Procedure Manual," a guide to the public and industry

on "ways to participate in Commission rulemakings and in the overall regulation of the broadcast industry." According to a letter sent to licensees by Chairman Charles D. Ferris, the Commission had received comments that the present manual is "difficult to read and understand." Therefore, the letter asks broadcasters and concerned members of the public for suggestions on improvements that could be made in the areas of information, terminology, graphics, and format. Deadline for comments and suggestions is March 31; they should be sent to the Consumer Assistance Office, Room 258, FCC, Washington D.C. 20554.

Carter Considering Talk Radio Format

President Carter is considering a second call-in program over radio, according to the Hollywood Reporter. The President answered questions from the public over CBS Radio last year. A CBS Radio spokesman said at that time that the network would turn down sub-

sequent requests from the White House to give the other networks "a shot." White House Press Secretary Jody Powell anticipated no problems in clearing broadcast time for the new Carter call-in program, which at present is planned for some time around midyear.

CBS Sued For \$1.6 Million By Chalice Productions

Independent production company Chalice Productions has sued CBS Records for \$1.6 million over an alleged breach of contract regarding Chalice artist Rusty Wier. The suit alleges that CBS failed to live up to an oral modification of Wier's contract calling for a payment of the difference between the original \$100,000-per-album fee and the actual cost of Wier's last album if further album projects did not follow (which they did not).

An accompanying cross-complaint action against CBS, responding to a suit against Chalice filed by Wier's former label, 20th Century, states that CBS

agreed to purchase Wier's two 20th albums. According to the complaint, CBS failed to do so, resulting in the 20th Century suit.

A CBS spokesman declined to comment on the suit to R&R, citing company policy against comments on matters of litigation.

NARAS Sued For Withholding Information

The National Academy of Recording Arts & Sciences (NARAS) has been charged with failing to inform members of various financial and organization-related decisions in a suit filed by Oliver Berliner, President of Gramophone Record Company. The suit was described as "altruistic" in na-

ture, and names several NARAS executives as well as the organization itself. Among other charges, the action alleges that NARAS has failed to provide full financial accounting, and "squandered" funds on its Burbank Hall of Fame without the approval of the membership. A full financial accounting is sought as part of the suit.

"AN HONEST ANSWER TO A DARN GOOD QUESTION"

As the management of radio station 96X (WMJX), we are appealing an initial decision by an Administrative Law Judge which did not grant our application to renew our license.

In the meantime, we face the question, "Where do we go from here?" 96X feels that we may be justifiably proud of all the things we have done for our listeners, our community, our advertisers and the whole broadcast industry.

We have tied in with many charitable organizations, helping to raise money for Cerebral Palsy, Muscular Dystrophy, Multiple Sclerosis and the National Asthma Center to name just a few.

The only way we could have built our following of devoted listeners, faithful advertisers, and continued support of

those in our industry, is by providing consistently good programming and professional service to our community and the broadcasting industry.

"Where do we go from here?" We'll keep doing the great things just as we have for the past 2 years. We'll offer the finest programming possible, serve our community and grow with our fellow broadcasters.

We ask for your continued support, because we will continue to support only the highest standards of broadcast integrity.



Bartell Broadcasting Of Florida, Inc.

96X FIGHTS FOR ITS IMAGE—WMJX (96X)/Miami, whose application for license renewal was recently denied by an FCC Administrative Law Judge (R&R 1-27), has taken dramatic steps to combat any public uncertainty as to the station's future that may have developed. The station took out full-page newspaper ads like the one above, announcing its intention to appeal the FCC decision, citing its numerous community and charity services, and pledging to "support only the highest of standards of broadcast integrity." The unusually forthright campaign is believed to be unprecedented in recent broadcast history.

LETTER:

Female Jocks Defended

Dear R&R:

I am compelled to address a remark by E. Alvin Davis in his recent R&R interview. Responding to a question on the public's reaction to a female doing Top 40, he replies, "My experience has been that it has been quite bad...I've heard very few ladies do it well."

The reason for this is that women have been allowed too few opportunities in Top 40 for many to have developed the skills. Not too long ago, this was said about all women on the air.

The sad thing is smaller market programmers will read E. Alvin Davis'

wisdom and compound this deplorable situation, rather than hiring a promising female talent to develop (as they would with a man). While if they took the chance, they would probably get the same favorable reaction as WSAI does with Susan Kennedy.

I can't think of an air personality who can look back on his beginning in the business without wincing. Women will fare no better their first show, first month or first job.

It's not magic, gentlemen, it takes experience.

Denise Oliver
Program Director
98 Rock/Baltimore

MILLION-DOLLAR 'LEGS'!



Back Page Debut — 30!

"HOT LEGS" ROD STEWART

Produced by Tom Dowd



What's New?

Mollica New National Promotion Director at UA

Peter Mollica has been appointed Director of National Promotion at United Artists Records, according to Stan Monteiro, Vice President of Promotion and Artist Development. Mollica is responsible for pop record promotion and will act as a trade liaison as well. He was most recently Assistant National Promotion Director at A&M, and previously was MCA's New York Promotion Manager and an ABC Sales Representative.



Regional Home Costs Surveyed

U.S. News & World Report has published a study on comparative new and used home prices in 20 metropolitan areas, with New York barely edging the San Francisco Bay Area for most expensive new home region while San Francisco tops Washington D.C. in the used home area. Miami and Tampa/St. Petersburg are the least expensive for new homes by a considerable margin, while St. Louis has the lowest average used home prices. Overall, prices for new homes nationwide are up 8.4% over January 1977 levels; 7.2% for used homes.

In the new home category, joining New York's \$80,600 average and San Francisco's \$79,800 in the high brackets are Boston and Los Angeles at \$74,900, Cleveland at \$71,400, and Chicago and Minneapolis at just under \$70,000. Highest percentage increases over the last year were registered in St. Louis (38.1% to \$66,700), Boston (36.9%), and Denver (34.2%) to \$64,400. Detroit, dropping 6.5% to \$53,500, and Atlanta (down 3.6% to \$55,700) registered the only price declines. Detroit, Philadelphia (\$54,100) and Seattle (\$50,500) were also in the lowest price category.

Washington D.C. and Houston have higher average used home prices than their new home averages, with both used levels among the highest recorded. Los Angeles, Chicago, and New York are also above a \$60,000 average in that category, with Kansas City, Detroit, and Philadelphia hovering just above a \$40,000 average in the inexpensive standings. Biggest percentage jumps in used prices were Houston's 31.4% and Seattle's 30%, with Philadelphia, St. Louis and Dallas showing drops.

Schnabel Named Senior VP For Polydor, Phonogram

Dr. Ekke K. Schnabel has been appointed Senior Vice President for Polydor Inc. and Phonogram Inc. Dr. Schnabel, formerly Vice President of Business Affairs for both companies, will continue to concentrate on business matters in his new position. He has worked with the Polygram Group in the U.S. and abroad for over ten years.



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Mediascope

FCC Cable TV Access Rules Overturned

FCC regulations calling for sizable cable TV operations to supply four access channels were struck down by a **Federal Appeals Court** in St. Louis last week. The three-judge panel said that the Commission had exceeded its jurisdiction in its 1976 rules.

Cable TV operators with over 3500 subscribers were required to designate channels for public access, educational access, local government access, and leased access, on a first-come "nondiscriminatory" basis, with a least one public access channel to be provided free and educational and local government channels free for the first five years. Lotteries, obscene matter, and commercial and political advertising were prohibited by the FCC, but cable operators were given no control over program content on the access channels, and were instructed to supply equipment and facilities for local production, with a "reasonable charge" allowed for programs over five minutes long.

Midwest Video Corp. challenged the FCC, maintaining it had exceeded its jurisdiction and violated free speech rights, and the judges' opinion held that the FCC had overstepped by embarking on "a crusade to create a public right to use cable facilities" and had conceivably violated Fifth Amendment due process strictures by establishing access rules without providing "just compensation."

Paycheck Sings Ads For United Mine Workers

Country singer **Johnny Paycheck**, more famous for advising workers in song to take their jobs and shove them, cut a TV spot for the **United Mine Workers** urging union members to support the organization's proposed settlement for the national coal strike. The Paycheck spot was saved for airing just before the crucial referendum on the settlement, and although his spot did not prevent eventual government intervention in the bitter strike, its use and positioning represented a strong union belief in the influential power of Paycheck's music and pro-worker image.

TV News

Two New TV Pilots About Radio Planned

Two TV networks have pilots in the works which revolve around radio themes. **ABC** is considering a comedy pilot for next fall which centers on a female air personality at a metropolitan radio station. **CBS**, meanwhile, will look over an **MTM Enterprises** project titled "WKR," described as concerning a young man trying to revive miserable ratings at a Cincinnati station. Interest in radio industry circles, at least, should be very high.

MUSIC ON TV—A Country edition of the "Midnight Special" March 10 features **Crystal Gayle**, **Conway Twitty**, and **Larry Gatlin**, with a special tribute to **Jerry Lee Lewis**. **Ronnie Milsap** hosts the show...The **Tavares** are scheduled for the "Chuck Barris Rah Rah Show" March 14 and "Dinah" March 17...The **Bay City Rollers** tape the "Hanna Barbera Happy Hour" for future airing...The **Four Tops** pop up on "Soul Train" March 11, while **McCoo & Davis** appear on the same show March 25...Elvis impersonator **Alan** appears on an ABC "American Hot Wax" premier special upcoming...And **Stephen Bishop** hits two in one night March 11 with spots on "Saturday Night Live" and "Rock Concert."

ABC Wins Another One; Grammys Hit Top Ten

ABC matched its season rating average with a 21.1 in the week ending February 26. **NBC** registered a comeback by finishing second with an 18.9 **Nielsen** rating, while **CBS** had a disappointing week with an 18.0 and only one top ten entry. That was the **Grammy Awards**, which became the second consecutive music award special to reach the top ten with its seventh place finish. The American Music Awards also placed in the top ten late in January.

"Laverne & Shirley" topped all comers, followed by "Happy Days" and "Three's Company" as ABC's Tuesday comedy slate continued its season-long domination. ABC also took fourth and fifth places with "Charlie's Angels" and "Eight Is Enough." NBC's "Little House On The Prairie" was sixth, followed by the Grammys in seventh, and 8) "Live And Let Die" (ABC's Sunday night movie) 9) "How The West Was Won" (ABC) in its first regular week, and 10) the concluding episode of NBC's three-part "The Awakening" special, which rallied from a dismal start (32nd) last week to an impressive finish.

ABC dominated both New York and Los Angeles Arbitron results for the week ending February 24, although **CBS** made some inroads in the lower portions of the New York top ten. ABC took the first six places in New York with "Happy Days," "Charlie's Angels" and "Laverne & Shirley" (tied for second), "Three's Company," "Soap," and "Eight Is Enough." 7) was CBS' "MASH" and "People's Choice Awards" in a tie, followed by 9) "Starsky & Hutch" (ABC) and 10) a tie between CBS' "Grammy Awards" and "Baby I'm Back."

In Los Angeles, "Three's Company" was on top, with 2) "Happy Days" 3) "Charlie's Angels" and "Laverne & Shirley" tied 5) "Eight Is Enough" and "Soap" in a tie 7) ABC's "How The West Was Won" and "Starsky & Hutch" tied 9) NBC's Monday Movie and 10) a three-way tie between ABC's Monday Night Movie and "Love Boat" and CBS' "MASH."

FTC Starts Children's TV Ads Controversy

An FTC staff report recommending a ban on all TV advertising aimed at children under 8 as well as ads for sugary foods on primarily 8-11 age appeal TV programs shows signs of triggering substantial controversy. Public hearings on the subject of children's TV advertising have been set by the FTC for July, with another industry-oriented series set for December, and advertising and broadcasting organizations are mounting counterattacks.

The staff report, issued at the end of February, called for a ban on all advertising on TV shows seen by "substantial audiences" of children under the age of 8, citing their inability to understand advertising's selling intent. It also urged banning all advertising of sugary foods posing dental health risks from TV shows seen by large numbers of 8-11 aged children, and would allow advertising of less hazardous sugary foods to that 8-11 age group only if advertisers funded "balancing" nutritional and health disclosures. The report stated that "television advertising of any product to children too young to understand the selling intent of...commercial is both unfair and deceptive."

The following week, the FTC voted unanimously to begin rulemaking procedures on the three recommendations, as well as other suggestions from the public. In its official list of questions for industry and public hearings, the Commission announced it will discuss specific age limits and percentages of young children in TV audiences, as well as the larger questions of ad bans and balancing disclosures. After the two sets of hearings, final staff recommendations are not expected till mid-1979, at which time a decision on final regulations will be made. The **Association of National Advertisers** and the **NAB** are reported preparing counter-campaigns, and the NAB issued a statement invoking First Amendment free speech guarantees and maintaining "the government should not assume the role of scriptwriter for the media."

Hang Ten Hangs Contest On Radio Stations

Hang Ten International, a San Diego-based clothing firm, is breaking its "most extensive" campaign ever on 18 Southern California radio stations as a prelude to a national campaign in the fall. A 3 1/2 week saturation flight will herald a consumer sweepstakes offering Hawaii vacations, with 400 retail outlets participating along with **Jack-In-The-Box** restaurants. The company is also promoting a "Skateboard Olympics."

Poultry Radio Campaign Not Paltry

Foster Farms is using radio to launch a new \$1.5 million campaign on behalf of its poultry products in California and other Western regions. 60-second radio spots promoting the company's fresh chickens, turkeys, and a new product called the "chicken hot dog" feature a customized Foster Farms in a "California sound" vein. TV, print, and point of sale ads will follow.

Combined Communications Proposes Stock Split

Combined Communications Corp. has proposed, through its Board of Directors, a 3-for-2 stock split. The split proposal and an increase in authorized capital stock are subject to shareholder approval at the company's annual meeting May 2. If approved, the split would become effective in mid-May, with additional shares to be issued later that month. A 5 percent quarterly dividend was also declared.

Radio & Records

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Classified

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"We've never really
not been together as a band."

The Return of The MOODY BLUES
on the Robert W. Morgan Special of the Week
WATERMARK, INC. 10700 Ventura Blvd.,
No. Hollywood, CA 91604 • (213) 980-9490

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RITA COOLIDGE — ENGLAND DAN AND JOHN FORD COLEY — FIREFALL — DARYL HALL AND JOHN OATES
KC AND THE SUNSHINE BAND — MOODY BLUES — JOHNNY RIVERS — BOZ SCAGGS — THE SPINNERS

THE ROBERT
W. MORGAN
SPECIAL OF
THE WEEK

KARLA BONOFF



"ISN'T IT ALWAYS LOVE"

From The Year's Most Highly Acclaimed Debut Album

Karla will soon resume touring with Jackson Browne!

JOURNEY



"WHEEL IN THE SKY"

The First Single from 'Infinity'
Produced by Roy Thomas Baker

*See Journey on tour
coming soon
to your market!*

TWO IMPORTANT NEW SINGLES FROM COLUMBIA RECORDS.



VAN HALEN HAS REALLY GOT IT!



**"YOU
REALLY
GOT ME"**

The smash single from the
hottest new AOR group
of 1978!

VAN HALEN

Produced by
Ted Templeman



on Warner Bros. Records

Starr

(Continued from page 1)

Starr approval.

Starr stated that details of both proposals did not accompany the bids, and declined to comment on the adequacy of either proposal. The company, which had been troubled financially in recent years, completed refinancing of \$11 million in defaulted loans last September.

Previous bids for Starr shares included an offer to Chairman William F. Buckley, Jr. and director Jim Long of \$12 a share from an undisclosed communications company for their 30 percent holdings, and LIN's \$14 a share offer.

Casablanca

(Continued from page 1)

merchandising and marketing strategies. Gold comes to the label from WEA, where he was National Manager of Marketing Services.



Larry Harris Cecil Holmes



Bruce Bird

He is joined by Jaye Howard as National Marketing Coordinator, taking charge of R&B marketing campaigns and working closely with Gold. Howard was previously Southern Regional Marketing Manager for Casablanca. Both Gold and Howard report directly to Vice President of Marketing and Sales Dick Sherman.

Congressman

(Continued from page 1)

the fee's inclusion in the upcoming Communications Act rewriting. The fee would be based on a percentage of total sales revenue, he added, comparing it to a grazing rights fee for cattlemen rather than a tax. FCC Commissioners James Quello and Abbott Washburn indicated their agreement with Van Deerlin's proposal.

Arbitron

(Continued from page 1)

measurement periods.

Another feature which will debut in the two markets is the Monthly Station Programmer's Guide, which contains rating and share data for six major day-parts on a monthly basis. According to Arbitron, this report will be issued "to stations only, and we have received assurances from the radio broadcasters that these monthly reports will be used for programming purposes only." The company states that sample size "does not allow" it to be used in the "decision-making process of buying and selling of broadcast time."

Arbitron hopes to extend its new features into more markets, and hopes they will "improve several areas of concern about Arbitron's present measurement techniques."



STREET TALK

WIFE/Indianapolis has a new Program Director. He is Lee Logan, former morning man at 96X/Miami. Lee was the Program Director of 96X under Jerry Clifton during the much publicized troubles surrounding the current license problems.

Joe Isgro has left Motown Records. Joe had recently been made a Vice President of Promotion for the Los Angeles based label.

A whole lot of Street Talk about still another rock station surfacing on the FM band in Los Angeles. How many more can there be?

West Coast manager for the superstars (Eagles, Boz Scaggs, etc.) Irving Azoff will be married around the Easter holidays to his long time close companion Shell Cumsky.

There will not be a new Program Director named any time soon at WVBF/Boston. In fact, the station will be programmed by "a coalition of jocks" through the Spring book. This should be an interesting experiment to keep an eye on.

John Rook, Program Director of KFII/Los Angeles, has been bed-bound by a pinched sciatic nerve and at this point can neither stand or sit. John hasn't been able to get into the station for the past few weeks. We wish him a speedy recovery from his very painful ailment.

Look for Howard Rosen to move up into the Vice Presidency of Promotion for Casablanca Record and FilmWorks.

An interesting note...seems the recent Starship radio special "Earth," which ran on stations all over the country, aired on four different stations in the Miami market. Y-100, 96X, WSHE, and Zeta-4 all aired the special on the same night. Strange, since the show was presumed to be exclusive to one station in each market.

Edd Routt, former GM at KLIF/Dallas, is now managing WKRG-FM/Mobile, Ala. The station kicked off its live Top 40 programming on Monday (3-6) billing itself as G-100 with new Program Director Blaine Kelley, from Z-97/Ft. Worth.

Paul Simon has signed with Warner Bros. Paul wants to move into television, movies and theater and feels his move to WB will make it easier for this to happen. Simon still owes Columbia some music; just exactly how much is still to be determined. Look for Paul Simon's next album to be on Columbia, though, not Warner Bros.

Kevin O'Day has left KOIL/Omaha to join KMJC/San Diego. Kevin replaces Lincoln Chase, who moved to KHJ/Los Angeles.

Question: Why was Charlie Van Dyke not on the air during last week's R&R convention in Dallas? And if he wasn't on the air, where was he?

RICK DEES, EAT YOUR HEART OUT: Jim Quinn, morning man at 13Q/Pittsburgh, has recorded a local "smash" entitled, "Undercover Pothole." The song, based on the recent "pothole" problem that winter has brought upon the streets and highways in Pittsburgh, is sung to the tune of "Undercover Angel" and is a big request hit at Pittsburgh's Nationwide Communications outlet.

Street Talk about a final final Beach Boys farewell concert at the Hollywood Bowl this May seems to be just that: Street Talk. The concert may happen but it would not be a final farewell appearance.

Talk on the street is that through a very amiable agreement, Jimmy Ienner will purchase Irv Biegel's interest in Millennium Records. Irv is rumored to be starting his own label with distribution reportedly tied to Casablanca.



PRE-TEEN KING—March 14th, Tony King, Executive Vice President of Rocket Records, will celebrate his 20th anniversary in the music business. We thought it would be nice (and sneaky) to catch Tony at a very tender age just to remind him how long twenty years really is. Happy Anniversary to Tony King!



PRESENTS

THE AOR STORY

...as no one else could tell it!

FEATURING:

The History

A definitive look at the first decade... including pictorial documentation.



KPPC-FM/Pasadena staffers go on strike, 1969



Allen Shaw

The Big Groups

Top executives from ABC-FM, Metromedia, CBS-FM, and Century tell their stories.

The Faces & Places

A coast-to-coast pictorial tour of AOR stations.

The Consultants

A look at the key AOR innovators who have gone on their own. Lee Abrams, Tom Yates, Tom McKay, and several more.



Lee Abrams

Superchart

AOR Radio's Top-40 songs of all time.

The AOR Directory

A complete, informational listing of all AOR stations across the U.S. & Canada.



IN FULL COLOR!

All this and much more in "The AOR Story," coming in May!

RADIO & RECORDS CONVENTION/78

Key Meetings



Marshall McLuhan delivering the keynote address.



Dr. Richard Lutz, Professor of Marketing at UCLA, whose three and a half hour session was a highlight of the convention.



The FCC session, with Arthur Ginsberg (left) of the Commission, Jason Shrinsky (center) moderator and Larry Bernstein (right) who is in charge of the current payola probe by the FCC.



Dr. Lutz answering marketing questions on a one to one basis after his session.



A look at part of the crowd that packed a key session room.



Richard Peterson, Professor of Sociology, Vanderbilt University, pointing out to the convention many of the programming pitfalls that can put radio "out of tune with the times."

"When (Jimmie) Hall embraces a joyous ballad like "Make You Feel Love Again", he sounds as close to Otis Redding as a white boy from Mobile could ever hope for..."

**Patrick Goldstein
CREEM Magazine**

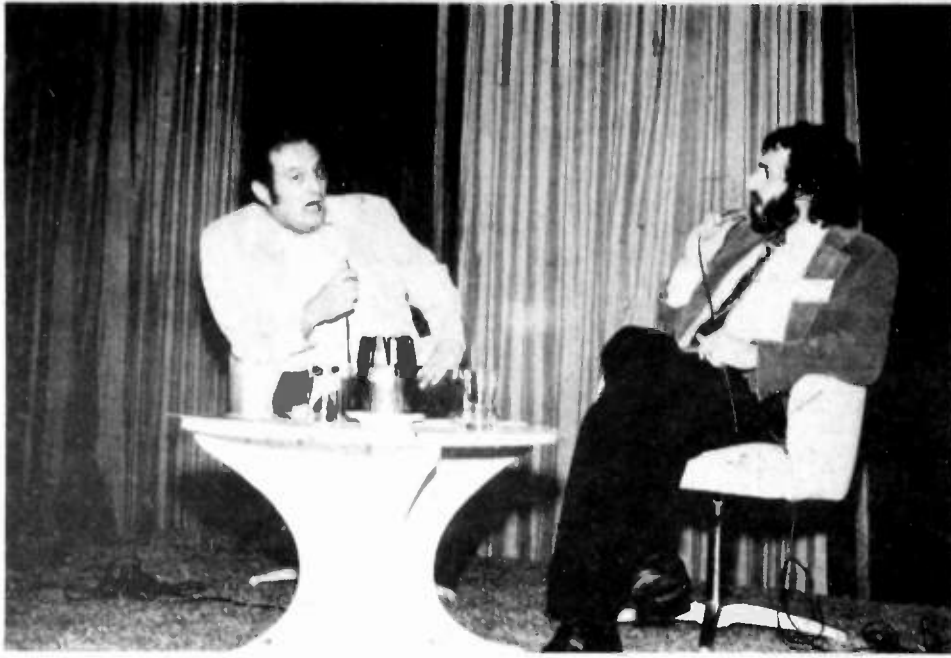
Now in the mail or in your hands...Wet Willie's new single, "Make You Feel Love Again" from their smash album, "Manorisms".



on Epic Records

RADIO & RECORDS CONVENTION/78

Format Seminars



Paradise Rising

THE CONCERT OF YOUR WILDEST DREAMS

Featuring Special Narration by Orson Welles
Updated for the Spring, 1978 ARB

"Extremely effective... a tremendous programming tool designed especially to increase ratings and revenues."

Lee Abrams
Burkhart/Abrams Associates

DEVASTATING PERFORMANCES BY THE WORLD'S TOP ROCK ARTISTS

A mythical 48 hour concert/entertainment event featuring: Fleetwood Mac, The Eagles, Linda Ronstadt, Pink Floyd, Crosby, Stills, Nash & Young, Led Zeppelin, Heart, Bob Seger, Jethro Tull, Bob Dylan, Eric Clapton, The Stones, Wings, Joni Mitchell, Yes, Rod Stewart and over 50 others.

BACKSTAGE INTERVIEWS WITH THE PERFORMERS

TWO DOZEN VIGNETTES/TWENTY HIGHLY PRODUCED PROMOS/ UNRIVALED AUDIO QUALITY

PHENOMENAL SALES RESPONSE

With no bartered spots, you have a full 7½ minutes per hour available to sell. Sponsorship packages have sold out early to some of the biggest advertisers in the country. Steve Lapa of WGRO, Buffalo, termed the response "absolutely dynamite," and said "merchandising is pure profit."

UNPRECEDENTED RATINGS SUCCESSES

In both quarter hours and cumes, "Paradise Rising" debuted stronger last fall than any syndicated radio special in history. It captured audiences in places as diverse as Atlanta, Denver, Milwaukee, and Wellington, New Zealand

ACT RIGHT NOW TO RESERVE PARADISE RISING IN YOUR MARKET THIS SPRING

WAVEFORMS

ELECTRONIC MUSIC FOR AUDIO PRODUCTION

When you ask someone in radio to buy music from you, it better be music from another world. This is!
Swiftly clearing major radio stations across the country.

Composed by the creator of the Electronic Music Ensemble, Mike Bunnell, Waveforms is the most dazzling array of beds, logos, and sound effects in any world.

brown bag productions

Contact us immediately for demo tapes, brochures, and rates.
482 S. JASMINE ST. DENVER, CO 80224 (303) 388-9245

RADIO & RECORDS CONVENTION '78



Convention

(Continued from page 1)

Convention by covering a wide range of stimulating topics directly and indirectly related to the communications industry. R&R Publisher/Editor Bob Wilson heralded the course of events by announcing the convention's intent to expand the industry's horizons and "total perspective." Managing Editor Mike Harrison, referring to McLuhan's most famous catch phrase, "the medium is the message," introduced the speaker by declaring "McLuhan the medium has had as much of an impact as his message."

McLuhan proceeded to tell the audience that he coined his "medium is the message" slogan at a Canadian radio conference in 1957. He assured the audience that each communications medium has "structural characteristics that are unique," and that therefore radio has nothing to fear from television. Taking a broader tack, McLuhan observed that North Americans are the only culture to go outside to be alone and inside to socialize. Extending that reasoning, he termed the automobile "the only form of privacy in North America," the place where most people do their daily planning. Programming for motorists thus "calls for a special kind of music," different than home-oriented radio programming, and oriented towards the solitude rather than the movement of the car. He called radio music programming a "service environment prepared for every need and shifting constantly."

Moving To The Right Hemisphere

Expanding his observations further, McLuhan introduced the subject of a "big revolution" in the perceptions and cultures of the world. Primitive man, he explained, was oriented toward the right hemisphere of the human brain, which was dominated by the ear. The invention of the alphabet 2500 years ago, followed by the inven-

tion of the printing press in the 15th century, caused the left hemisphere, dominated by the eye and oriented towards linear thought, analysis of the printed word, and planned goals, to take over. However, today's generation, McLuhan said, has grown up in an "electronic environment where everything is simultaneous." The right hemisphere has come into its own again, and "the world has been handed over to you acoustic people," McLuhan told the audience. Music, he continued, has the power to unite both hemispheres because it "humanizes the chaotic noise of the environment" (a right hemisphere perception) by passing it through the medium of language (a left hemisphere function). He added that the industry faces a great "challenge" in programming for an audience caught in the midst of the right hemisphere revolution.

Turning to television momentarily, he called the medium a "much more powerful drug than any chemical ever created. Television," he continued, "has resulted in among other things the shortening of attention span among humans." Radio responded to that change by shortening its music lists and cutting down on talk segments. In addition, thanks to both TV and radio, McLuhan said, "news has become entertainment."

English Language Spread By Rock & Roll

McLuhan addressed himself to the subject of music and rock & roll in particular, calling rock "a quest for group identity." He also termed violence and terrorism quests for identity, and referred to nostalgia as an attempt to prop up the ego with artifacts (like music) from more secure times. He stated that the American South was the source of all modern forms of music (for instance, jazz and rock), and added that much of the world learned English primarily to be able to sing our music.

McLuhan concluded his remarks by advising the audience that the future is an important part of the

present and should be monitored closely. He suggested paying close attention to the jokes, the fashions, and the artists of the culture, declaring that "the artist's job is to tune in on trends" first. McLuhan received a standing ovation for his provocative address, followed by a rare 30-minute question-and-answer session.

Market Session On Target

The two-part Saturday afternoon Marketing Research session administered by Professor Lutz was also generally acclaimed as a Convention highlight. In a straightforward and pertinent format, aided by an informative printed outline booklet, Lutz explained and clarified the basic principles of marketing research and then applied them to the controversial question of music research, dispelling a great deal of confusion in the process.

Lutz defined marketing as not merely selling and advertising, but "satisfying consumer wants and needs." He stated that marketing is a business philosophy with certain rules that must be followed in order to be successful. He emphasized that music research is just one aspect of an overall marketing "mix" or program, which includes an analysis of "benefits" a station offers listeners, a clear perception of a station's competition, a broad view of the industry in relation to the real world, and considerations of promotion, price, and "place" (where programming is delivered—home, car, etc., dovetailing with McLuhan's earlier remarks on the same subject).

He stressed the importance of centering on a target market before conducting research, and mentioned the continuing upward demographic shift in America and the importance of psychographics—the attitudes, opinions, and activities of potential listeners. "Techniques exist," he told the audience, "for a more systematic approach" to research than those currently in general use.

Intuition Still In Prime Position

Defining marketing research, Lutz stated it "consists of those activities involved in providing the manager with information relevant to marketing decision making." He impressed upon the audience that research is a supplement, not a substitute for "managerial intuition," which he defined as "seat-of-the-pants" thinking and radio programmers usually refer to as "gut feel." "There has to be art in marketing," he summed up.

He compared mail, telephone, and personal interview methods of opinion surveying, exploring their relative costs, time factors, flexibility, bias, and execution difficulties; and concluded that telephone surveys were generally the most practical. Continuing the discussion, he recommended the supplemental use of "focus groups", six to ten people under a trained moderator who can discuss in detail specific research questions. He emphasized the importance of using professionally trained research personnel to avoid bias. In passing, he also inquired as to the efficiency of radio rating services' research and survey methods.

Call-Out Specifics Outlined

The second phase of the Marketing Session dealt specifically with music research. Lutz began by detailing the inefficiencies of "secondary sources" of information. Request call-ins reflected too narrow an audience segment, he said. Store sales reports also deal with a narrow audience segment; the "heavy half" syndrome dictates that generally 15-20% of the population accounts for up to 70-80% of sales, which he said is probably applicable to the record industry.

Lutz next pointed out that the practice which the radio industry commonly refers to as "passive research" actually reaches both passive listeners, those "who normally have nothing to do with radio," and actives. He suggested that "call-out research" is a more ap-

propriate and inclusive term. He examined a representative call-out research system, recommending that a minimum of 25-30 people per specific demographic group be established as a sample base, and that while familiar songs could be tested in segments, new material should be played in its totality.

He suggested, contrary to common radio practice, that the intros of records should be tested in call-out research rather than the "hook," which is often an interior chorus. He also warned that phone surveys are effective for only a limited amount of time before a burnout process sets in. He also cautioned that even though good call-out research includes active listeners, it tends to devalue their importance by lumping them in with predominant blocs of passives. He said that actives often serve as "opinion leaders" whose word of mouth, demonstrably the most influential form of promotion, can have a profound effect on passive listeners. He ended by calling call-out research "a good step toward the true marketing research" despite its problems.

Lutz concluded his session by reminding the audience that in the final analysis, research must be evaluated in a cost vs. value perspective—is the cost of the research worth the amount and quality of information gathered? He said that individual stations obviously must make their own evaluations, but that a planned, professionally-managed research system allows important marketing issues to be seen clearly and realistically.

Concerts And Contests In FCC's View

The FCC Session, moderated by communications attorney and R&R FCC Advisor Jason Shrinisky, triggered one of the most active question and answer sessions of the convention during its two-hour-plus Saturday morning duration. Representing the Commission were Larry Bernstein, Senior Trial Lawyer in the Hearings Division of the

(Continued on page 16)

AN ODE TO: Bill Bailey, Jerry Bishop,
 Charlie Brown,
 Greg Brown, Steve Campbell, Don Cannon, Al Casey & Lee
 Douglas, J. C. Chelman, Chuck Christiansen, C. C. Cortney, Jerry
 Daniels, Rick Dees, Carl Desuze, Jeff Devaney, Dale Dorman,
 John Driscoll, Ellie Dylan, Jim Elliot, Randy Hames, Harry
 Harrison, John Hines & Charlie Bush, Hudson & Harrison, Bob
 Lacey, Joe Light, Loman & Barkley, Larry Lujack, Dean Matela,
 Gary McKee & Willis the Guard, Kenny Miles, Bob Mitchell,
 Murdock in the Morning, Murphy in the Morning, Tom Murphy,
 Dan Neaverth, Chris O'Brien, Ed O'Brien, Sue O'Neal, Loren
 Owens, Jack Palvino, Dick Purtan, Jim Quinn, Lou Roberts, Dr.
 Don Rose, Richard Ruiz, Jerry St. James, Jim Scott, Tom Shannon,
 Frank Kingston Smith, Byron Tanaka, Jay Thomas, Lynn Thomas,
 Charlie Tuna, Charlie Van Dyke,
 John Wagner, Dr. Don West ... **AND**
EVERY OTHER
MORNING MAN

THE JOY
MORNING MAN
 FANTASY (F-817)



From the Album
The Joy —
Toni Brown &
Terry Garthwaite
 (F-9538)



RADIO & RECORDS CONVENTION '78



Convention

(Continued from page 14)

Broadcast Bureau and head of the FCC payola inquiry; and Art Ginsberg, Assistant Chief of the Complaints and Compliance Division.

Bernstein opened the session with a few brief remarks, humorously comparing his situation as an FCC payola investigator facing a radio audience to Israeli Prime Minister Begin "MCing a roast for the Palestine Liberation Organization." He then announced, to no one's great surprise, that "payola lives," and reviewed its history and penalties, stressing that payola (money, gifts, and other considerations in exchange for airplay) is illegal only if a station doesn't disclose on the air that payment of some sort has been received. "Failure to disclose is the key," he summed up, adding that jocks have a legal obligation to disclose to management all offers or incidents of possible payola.

Conflicts Of Interest To Radio Stations

Traditional outright cash payola is only the "least subtle" method, according to Bernstein. "Conflicts

of interest" are more common and operate in a "fuzzy gray area." Bernstein promised, however, that the FCC would take a "hard look" at any stations involved in possible conflicts of interest. He then detailed a number of examples.

Art Ginsberg then discussed contests and promotions with emphasis on proper logging procedures. He opened with a list of contest ideas frowned upon by the FCC as not in the public interest, which included treasure hunts that caused property damage, scare announcements which frightened large segments of the public, contests causing the diversion of police, phone call-outs at inconvenient times, contests which jammed the phone lines, "hoax" contests such as "kidnapped jock" promotions, and "phony hoax" contests in which, for example, a jock "disappears" and a reward is offered for finding him, which is made difficult by the jock's having travelled 3000 miles away from the local area. He stated that licensees must fully and accurately disclose terms of their contests and abide by them.

Questions Mark Remainder Of Session

An extended question and answer

session followed, with both FCC representatives on the receiving end. Topics briefly touched upon include the government entering the rating field ("Heaven forbid that we should become an Arbitron," said Ginsberg), public interest obligations, and "dirty words" on the air (caution was advised). Moderator Shrinisky concluded the proceedings with some sound advice and a sharp parting shot: "Very simple policing can avoid a lot of problems" and "The only consistent thing about the FCC is their inconsistency."

Radio: Out Of Tune With The Times?

In a Friday afternoon session, Prof. Richard Peterson opened by declaring that radio was "out of tune with the times." He stated his belief that radio, with increased concentration on crossover-style hits and broad audiences, was running against a national trend toward fragmentation and segregation of people with different tastes, attitudes, ages, and income levels.

Much of his concern revolved around Country music, as he described the revolution in Country radio caused by the influx of programmers from other formats in

the early 70's who applied accepted Top 40 techniques to Country. Peterson held that this trend caused a general watering down of traditional Country programming, but his contention that the radio programmers were responsible for causing the development was contested by several audience members, who stated their belief that modern Country programmers were merely responding to the wishes of their listeners for more pop-oriented records and more frequent rotation of hits.

Reading And Rocking

Diane Stewart of the Evelyn Wood Reading Dynamics organization conducted an introductory speed reading session on Thursday afternoon, supplying basic tips on improving reading speed and concentration. She also informed the audience that the fastest reading speed ever attained was in excess of 80,000 words per minute, and while she could not promise such dramatic increases through speed reading courses, a distinct improvement was guaranteed. Line-by-line reading habits and wandering eye concentration were cited as the major roadblocks to good reading speed and comprehension, and Ms.

Stewart gave the audience an introduction to techniques designed to correct those problems.

Wrapping Up The Rap Rooms

On Thursday night, four simultaneous format rap rooms were staged, with the general consensus of opinion being that they were among the most productive sessions yet held. Instead of the panel discussions employed previously, rap room hosts spoke to one programmer at a time, with question periods following, to provide greater concentration on specific issues.

Top 40, hosted by John Leader, featured former WMCA Good Guy Gary Stevens, now President of Doubleday Broadcasting, speaking on jock-to-management transitions. Stevens advised planning ahead, knowing when to leave the air, and taking a serious, committed attitude to impress management. WSAI/Cincinnati P.D.E. Alvin Davis suggested being selective in your programming goals and taking care not to oversell your ideas to management. KHJ/Los Angeles PD John Sebastian spoke on call-out research, previewing some of the same ideas Prof. Lutz would later introduce, and facing

(Continued on page 18)

WOMAN-CHILD
"THE ALBUM THAT TELLS A STORY"



HELENE FRANCES

"Woman-Child" HIR 7777

Pick Album Of The Week—Billboard & Record World, 3/11

Contains Two HIT singles:

"Woman-Child" (Disco Version) HIR 7772

"A Woman Alone" *Pick Single—Billboard, 2/25*
HIR 7771



HIR 7777

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Convention

(Continued from page 16)

the most heated question session of the proceedings with composure. 94Q/Atlanta PD Don Benson, WOKY/Milwaukee PD Jim Smith, and KFRC/San Francisco PD Les Garland also spoke to enthusiastic receptions. The Top 40 rap room also featured a video presentation of TV commercials designed by radio stations, assembled and introduced by KHLJ Promotion Director Larry White. This event was a huge favorite, and the presentation was later played in the lobby at various junctures during the convention, attracting large and appreciative crowds.

The AOR session, hosted by Mike Harrison and Jeff Gelb, centered on community service issues and questions concerning consultancies, sounding "human" on the air, and various incarnations of the staple AOR topic, "tight" vs. free-form programming approaches. Research was relatively downplayed as a topic, unlike in other

rap rooms. Most of the currently successful AOR figures, including consultants Lee Abrams and Tom Yates, WMMS PD John Gorman and his MD/air personality Kid Leo, KNX-FM MD Michael Sheehy, WNEW-FM PD Scott Muni, newly-appointed WPIX-FM PD George Taylor Morris, and many others, spoke during the session.

The Country session focused on "modern" vs. "traditional" approaches to programming, with WMAQ/Chicago PD Bill Hennes, WDEE/Detroit Operations Director Tom Collins, and WDGY/Minneapolis PD Dan Halyburton boosting the modern side and KSON/San Diego PD Ed Chandler advocating the traditional pattern. WSM/Nashville MD Mary Catherine Murphy brought up the role of women in broadcasting, while WHN/New York PD Ed Salamon discussing maximizing promotion capabilities. KRMD/Shreveport GM Smokey Hyde and his Operations Director Marty Sullivan also spoke, as did WDAF/Kansas City PD Randy Michaels. The session, hosted by Jim Duncan and Hugh Cherry, also featured a 15-

minute audiovisual presentation produced by the CMA promoting the growth of the Country music industry.

Pop/Adult representatives, lead by Mike Kasabo, discussed the two main contrasting approaches to their format—the traditional "old-line" conservative style and the modern, "contemporary" approach. John Lund of Rust Communications was particularly eloquent on that subject. Bruce Holberg, WIP/Philadelphia PD, and others introduced the subject of private weather agencies, with good results reported. Music content and research were discussed by WTAE/Pittsburgh VP/GM Ted Atkins, KMBZ/Kansas City PD Steve Bell, and KVI/Seattle PD Mike O'Shea, among others, with ratios of current records to reissues and oldies a prime topic of concern. WNEW-AM PD Dean Tyler caused some comment by proclaiming his station's ratio of 70-30 in favor of reissues and gold. Another session highlight was the appearance of KGIL/San Fernando morning man Dick Whittington, who described morning men in general

as an "endangered species" owing to more restrictive programming trends. More specific details on all four rap rooms can be found in their respective sections in this issue.

Movies, Concerts, Parties, Suites, And A Big Production Room
KHLJ air personality and R&R cartoonist Bobby Ocean hosted a production seminar which proved a great success, attracting overflow crowds and developing into a "mutual sharing" experience, according to Ocean. The Progressive Radio Network's Ben Manila joined Ocean to uphold the FM side of production, while Ocean espoused AM, and both fielded questions and shared techniques with the enthusiastic participants.

The industry premiere of Paramount's "American Hot Wax" movie, treating the life of pioneer rock & roll jock Alan Freed, was very well attended, with the audience cheering loudly for favorite 50's numbers and declarations of faith in rock & roll. Also extremely well received were the Friday night cocktail party/buffet and of course the numerous hospitality suites,

which offered fun of various kinds throughout the nighttime hours.

The climax to the convention was the Saturday night Superstar Banquet and Concert. Steve Martin demonstrated why he is setting virtually unprecedented sales records and causing the entire country to do impressions of his bits, as his performance provoked standing ovations midway through and near-constant convulsive laughter (not to mention many post-banquet imitations). Special guests the Dirt Band backed Martin on his new musical number, "King Tut," then segued into a well-received performance of their own recent material. And Dolly Parton capped the evening with a high-spirited, exciting show which warmed the hearts of her longtime Country supporters and dazzled listeners of other formats as well.

R&R Convention '78 aspired to set new standards for learning experiences as well as good times. Gauging the general reaction, it appeared that both goals were accomplished.

—Ken Barnes & David Hirsch

**THEY'RE PLAYING THE SONG
THAT JOHN TRAVOLTA
FELL IN LOVE TO!**

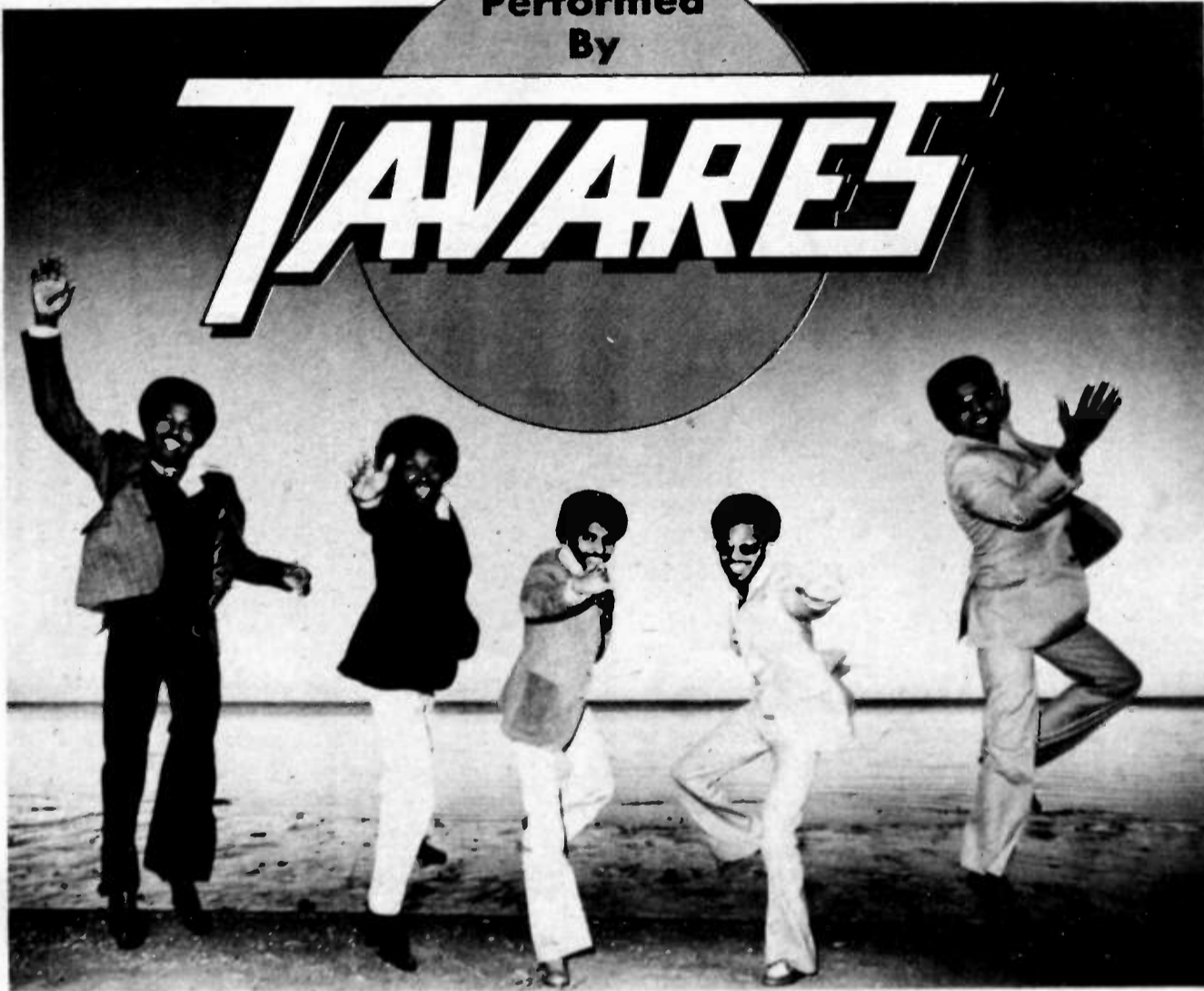
**"MORE THAN
A WOMAN"**

IN THE HOTTEST MOVIE OF THE YEAR!

**SATURDAY NIGHT
FEVER**

Performed
By

TAVARES



**WHBQ new
KRBE
WQAM 21-17
Y100 5-4
96X 8-6
WPRO-FM debut 28**

**WPRO-AM
KSTN 8
WEIM 11-9
JB105
KILE**

**KNDE
WMFJ new
WLOF ra 35
WWCO
WLCY 16
BJ105 add 38**



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Everybody's Picking Cotton!

GENE COTTON

"Before My Heart Finds Out"

THIS WEEK'S ADDS:

**WPGC
WKBW
96KX
TEN-Q**

**WAYS
WLEE
WJDX
WAVZ**

**WABB
KHFI
KNOW
WKAU**

**WKNX
WPHD
KTOP
WAPE**

LAST WEEK'S ADDS:

**WFIL
WCAO
WHB**

**KJR
KTKT
KRUX**

**WEAQ
WRJZ
WORD**

**KQWB
Z-93
WQPD
WEEQ**

THIS WEEK'S ACTION

**KLIF 26-22
KSLQ 31-29
B100 18-14
KTLK 18-15
WBBF debut 30
94Q 28-26**

**WAKY 26-21
WSGA 30-27
WERC 28-25
WSGN 34-29
WKIX 30-26
WCOL 17-15**

**WFOM 2-2
KRSP 25-18
WRFC 13-7
KYYX debut 27
WISE 17-11
WIRK 27-22**

**CK101 9-4
KQWB deb 28
KKLS 25-20
KAFY 26-22
KPAM 25-20**





**BENSON'S
BEST!**



LATE ADDS!
KFRC - WTIX
WKNX - WBBQ

**"ON BROADWAY"
GEORGE BENSON**

CKLW 28-21
WDRQ 27-25
94Q debut 29

KSLY 27-22
KNDE
WRFC

WTMA
WKNX
KCBN



Produced by Tommy LiPuma

on Warner Bros. Records

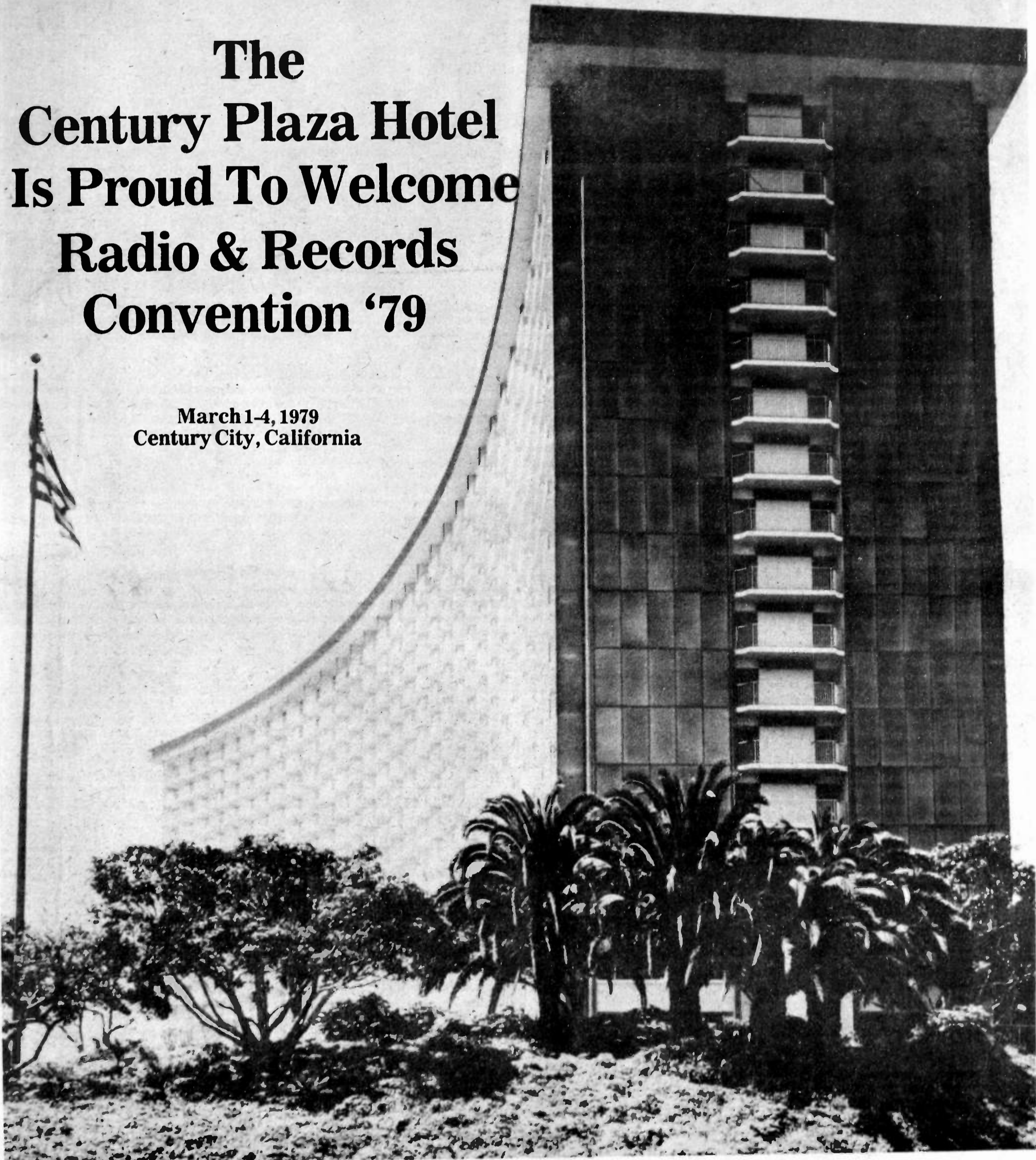
RADIO & RECORDS CONVENTION '78



We're Ready For Next Year...

The Century Plaza Hotel Is Proud To Welcome Radio & Records Convention '79

**March 1-4, 1979
Century City, California**



**For Information & Advance Reservations
Contact Dave Karcher 213-277-2000**

TOP-40



John Leader

I feel very good about the future of our craft! After spending three days at Radio & Records Convention '78, my optimism has increased. Personally it was a pleasure to meet so many of the people that I had previously only known via telephone. It was also very exciting to see that the programs we put together for the convention were not only well attended but well received.

The practitioners of Top 40 radio are changing. I got a sense that the "sheep syndrome" may be gone forever. People no longer seem ready to "photocopy" a successful approach but rather are seeking a way that will work for them in their specific situation. I don't mean that we are all running off in opposite directions, but we are formulating new approaches to a format that some were ready to bury not too long ago.

Convention '78 presented so many new and exciting views that it was impossible not to "feel the fire." The hunger for knowledge and the desire to practice our craft better were evident in almost every conversation I had with programmers in Dallas. And as is always the case, the first step in learning is a desire to learn and in that area there is no deficiency.

Rap Room Wrap

This year at Convention '78 we decided that rather than have the usual panel discussions for the various formats we would have "rap rooms" with individual guests before an audience. Besides giving me a chance to be Johnny Carson for a night (my secret ambition) it gave everyone in attendance a chance to see and question some of Top 40 radio's key programmers and personalities.

Our first guest on Thursday night was Gary Stevens, President of Doubleday Broadcasting. The chat could have been titled "good guy to big guy," since Gary was formerly a major-market air talent at WMCA/New York and has moved through the management ranks to his current position as head of a large broadcast group. Gary spoke about a problem most programmers have faced from time to time: that Program Directors are not taken "seriously" by their managers in many cases. Those of us who have aspirations to be managers one day find that as programmers we are not considered management calibre. Gary took strong exception to this attitude and felt that more and more managers will be coming out of the programming ranks as a matter of necessity. Gary stated, "Programming people are sales people," refuting the notion that sales experience is an area in which most programmers are lacking. Gary also talked about the "allocation of blame syndrome" in which many Program Directors will be hired and then fired at radio stations because of poor ratings performance. Gary felt that the allocation of blame to the PD in many of those cases was incorrect placement. He felt that the manager was the problem or at least equally responsible for poor performance in ratings, and that sentiment was well received by many of the PD's in attendance. Overall Gary felt that too many jocks and programmers who desire management positions some time in their careers fail to make plans for the future. He termed being a disc jockey as "the classic easy way to make a good buck." Since the on-air position is a rather comfortable one for most, disc jockeys tend to prolong their careers, when in fact they are capable of moving up into management earlier. Gary stressed the importance of having a plan for your future and not being timid in acting it out. If your sights are on managing, then make your moves in that direction early as opposed to when your most effective days of on-air work are long gone.



DAVIS ON STAGE—R&R Top 40 Editor, John Leader and E. Alvin Davis, Program Director of WSAI/Cincinnati go over a point in the "Rap Room."



OLD FRIENDS MEET—Pictured at R&R Convention '78 are (l-r) John Sebastian, Program Director of KHJ/Los Angeles, his former boss and current President of Doubleday Broadcasting, Gary Stevens, Bob Hooper of Tom Ingstad Broadcasting and Dave Thomson, PD of KDWB/Minneapolis.

My next guest was E. Alvin Davis, Program Director of WSAI/Cincinnati. Alvin was the recent subject of an R&R profile and we talked about moving into a new situation, as he did at WSAI, and how you approach management with your plans for programming. "Go with the assets you have, when you move into a station," is the way Alvin described it. In other words don't set your goals so high in the eyes of your manager that you can't possibly live up to them. Be realistic about what you can accomplish and how long it will take. And if you are mapping out your current game-plan for management, underestimate slightly in your projections if for no other reason than to cover the unexpected things you may encounter. We also spoke with Alvin about the image problems that AM Top 40 stations have suffered since the advent of FM. Alvin does ongoing market research and he has found that in Cincinnati people tended to give the same negatives when describing WSAI that he ran into as PD of WNOE/New Orleans. Those negatives included too many commercials, screaming jocks and repetition of music. He felt that FM had the distinct image advantage over AM and that one of his major problems in bringing back WSAI was counteracting those image problems usually associated with AM radio.

Next up on the hot seat was John Sebastian, Program Director of KHJ/Los Angeles. John is widely known for his passive music research systems and much of our discussion and questions focused on that. John stressed that "passive or call-out research reaches actives as well as passives." He uses his research to determine rotations and burnouts, but is quick to add, "You have to use your own intellect... anyone who goes totally by figures on paper is leaving himself in a precarious position." Interpretation is the key to any research and John stressed the importance of that point. John also revealed that his first Arbitron rating in Los Angeles (the Jan-Feb sweep) was programmed without the benefit of his usual research. John relied on his "gut" as opposed to his systems since he did not have the time to get his systems set up and working before the rating period began. The questions from the floor came fast and furious but Sebastian was completely honest and up front regarding certain specifics of his systems. However, there were other specific areas that John would not discuss, since he saw many of his competitors in the audience, and that was completely understandable. John summed up the new KHJ approach as "programming to Los Angeles, not to Hollywood's idea of Los Angeles."

Don Benson, Program Director of 94-Q/Atlanta, joined me next and we discussed the positioning of his radio station within Atlanta. Don has recently pushed 94-Q into some very impressive ratings and we spoke of the unfilled niche he found for his station's identity. Pointing out that Atlanta is one of the youngest cities in America, Don programs his station with elements of both Top 40 and AOR. He plays album product and is usually early with new single releases that he feels are "right for the audience."

Jim Smith, the new Program Director of WOKY/Milwaukee, was up next, but we spent some time dealing with Jim's previous position as Music Director of WLS/Chicago before discussing his new job in Milwaukee. Doing music for an ABC-owned station seemed to be a very interesting subject for the audience and Jim was willing to talk about it. Because of the size of the ABC corporation Jim felt that caution was the standard of musical behavior. He didn't feel that he was held back by this policy but rather was more acutely aware of the possible problems WLS could be subject to if procedure was not followed. Moving on to his new position as PD in Milwaukee, Jim felt he was moving into a station that needed maintenance of its audience rather than a rebuilding program. He was aware of the problems in maintaining an already large audience and felt he could definitely use his corporate experience to help WOKY.

Les Garland of KFRC/San Francisco joined us for a discussion on making the transition from one programming position to another. Les has made several market moves within the RKO radio chain and in each case has lost very few people within his new situation after the move. This staff stability is commendable in light of certain jock purges we have all seen happen. Les said that when he takes over a new staff he is totally "up front" with them and discusses mutual objectives. He feels it is also very important to create the excitement of "team effort" by letting his staff participate in the actual running of the radio station. We also talked about the highly creative promotions that KFRC has come up with in the past. Les said the key to any good promotion was not big money but rather creativity and topicality. The promotion should be as fun to listen to as your regular music and feature

(Continued on page 28)

FAMILIARITY- A PROVEN INGREDIENT IN SUCCESSFUL RADIO PROGRAMMING.

Time and time again, contemporary stations whose formats are built on familiarity are winning the numbers. "Tight" playlists with strategic rotation of current hits and oldies are proven ingredients of familiarity.

And so is Wolfman Jack.

In fact, Wolfman Jack is the most familiar radio personality in the nation.* And the Wolfman Jack Show could easily become the most-listened-to time slot on your station.

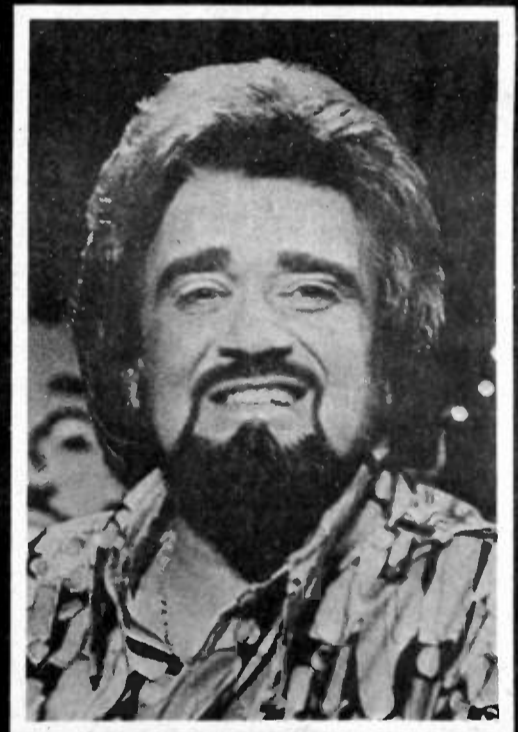
Your listeners know Wolfman Jack. They relished his role in "American Graffiti", follow him weekly as host of NBC-TV's "Midnight Special" and his own syndicated TV series - in addition to his network appearances on such high-rated productions as "Police Story" and "James AT 15". As a major product spokesman, your listeners already buy what he endorses nationally, and they'll buy your sponsors' products with the same assurance.

Wolfman Jack is a known programming success on radio stations in over 42 countries.

Six hours of programming each week features Wolfman's famous and unmatched style with a perfected blend of the most effective contemporary hits. A

flexible, experienced format compatible with any contemporary programming - all priced to put Wolfman Jack on your station right now!

Familiarity wins the numbers... and Wolfman Jack is familiar. *A recent national survey of Hosts and Announcers showed Wolfman Jack to be the 3rd most familiar, tied with TV's Johnny Carson, and just behind Bob Barker and Monty Hall.



THE WOLFMAN JACK SHOW

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Call Mary White collect. (213) 462-6421

Produced By Audio Stimulation, Inc.

John Leader

(Continued from page 26)

programming and should not require any special effort of your listeners.

Finally, Larry White, Promotion Director of KHJ/Los Angeles, presented a video presentation of some of the finest TV commercials run by radio stations over the past few months. The presentation was a big hit with open applause in several spots, especially the Larry Lujack take-off on the American Express commercial. After the showing, Larry fielded questions on production costs and uses of television for promoting radio. I'm sure lots of us left with our creative juices flowing, ready to do some television for the Spring Sweep.

Overall the Top 40 rap room was a large hit! We all got the chance to see and question several key radio people and the ideas and questions exchanged were very beneficial for both the guests and the audience.



ANIMATION IN ACTION FOR TEN-Q—Here is a still frame from one of the many TV commercials shown at Convention '78. The animated spot from TEN-Q/Los Angeles was a favorite.



PACKED HOUSE—Some of the many who took part in the Thursday night Top 40 Rap Room at R&R Convention '78.

snow-DJ complete with headphones, molded in the station's print logo. Not stopping there, the station then held "The World's Biggest Snowball" contest encouraging the audience to create giant snowballs. The winner for this one measured 28 feet in circumference and was over 8 feet tall! A great way to make the snow situation more fun in Oklahoma City.

CRABS BATTLE FEVER: WCUE decided to do something about the outbreak of "cabin fever" that had been affecting everyone in blizzard-ravaged Akron. "Cabin fever" is brought on by long period of being unable to leave your residence owing frequently to severe weather conditions. It is usually recognized by its symptoms which include extreme "crabiness." Reacting to this, WCUE put together the WCUE Great Crab Race. Two weeks prior to the event, WCUE began giving away real live hermit crabs and T-shirts that read, "WCUE gave me crabs." The actual race, hosted by morning man Townsend Coleman, was held in a local shopping center and attended by over 500 participants and spectators. The ultimate winner received a deluxe aquarium outfit, an official crap cape and a diamond studded crab leash. Doubtless this is the first time 'cabin fever' has been cured by crabs!

Bits

LOVE IS... KISD/Sioux Falls recently completed a two week promotion asking listeners to tell the station what "love is..." As entries were received and aired, prizes were awarded with all becoming eligible for a grand prize drawing. Some of the thousands of replies came from a third grade class at a local elementary school, who had turned the KISD contest into a class project. The entries from the third graders were both funny and touching and Music Director Tom Evans reported that the entire promotion was a big success, reaching all demographics and causing a lot of talk.

SNOW JOB: With a record amount of snow in Oklahoma City, KOFM gave their listeners a good chance to make the most of the unexpected white stuff and win some "green." The KOFM snow sculpture contest asked listeners to build any sort of snow sculpture, just so long as it related to KOFM in some fashion. Everything from snowmen to snowbunnies were entered, but the winner was a



PUT UP YOUR DUKES—Shown in this rather combative stance are the afternoon drive team of WNOE/New Orleans. On the left air personality Steve Casey with his faithful traffic reporter Zoom Zoom (Kim Stephens).



HAPPY 'CAUSE I'M HOME—WMET/Chicago's Vice President and General Manager, Harvey Pearlman smiles in the snow in front of a new billboard welcoming the station to their new studios. WMET had completed their move to 444 North Michigan Street in Chicago.

Motion

Dave Kirby, as revealed last week (Street Talk 3/3), has resigned his Program Director's position at WIFE/Indianapolis. Dave was only with WIFE a short time and apparently misunderstandings between Dave and management caused his resignation. He is currently looking for another programming position and can be reached at (303) 750-3689. Prior to joining WIFE, Dave was the Music Director at 96KX/Denver.

Doug Paul has left his PD slot at WRBK/New Bern, N.C. and has joined the staff of WITN/Washington, N.C. as Music Director and morning drive announcer. WITN is a 100,000 watt FM in eastern North Carolina billing itself as "Rock 93."

"FANTASY" IS A REALITY!

HERE'S THE PROOF...



Earth Wind & Fire

From their biggest selling album ever
"All 'N All"



on Columbia Records

| MIDWEST | | WEST | |
|--|---|---|---|
| Most Added | Hottest | Most Added | Hottest |
| Jackson Browne Yvonne Elliman Jefferson Starship | Bee Gees "Fever" Barry Manilow Eric Clapton | Jefferson Starship Jackson Browne Bee Gees "More Than A Woman" | Bee Gees "Fever" Barry Manilow Bob Welch |

WEST

| | | | |
|--|--|---|---|
| <p>WEAQ/Eau Claire, WI Sean McCartney</p> <p>Barry Manilow Abba Yvonne Elliman HOTTEST: Bee Gees Alive 1-1 LeBlanc & Carr 4-3 Kansas 6-4 Jay Ferguson 16-9 David Gates 28-21</p> <p>WGBF/Evanville, IN Gary Spears</p> <p>David Gates Jackson Browne HOTTEST: Bee Gees Fever 1-1 Eric Clapton 7-3 Kansas 10-5 Barry Manilow 14-9 Heatwave 15-12</p> <p>KLMS/Lincoln, NE Gary Collins</p> <p>None HOTTEST: Andy Gibb 2-1 Queen 3-3 Eric Clapton 7-6 Bee Gees Fever 9-8 Jay Ferguson 11-10</p> <p>WISM/Madison, WI Jonathan Little</p> <p>Jefferson Starship Gordon Lightfoot Flack & Hathaway Diana Ross HOTTEST: Barry Manilow 9-5 Eric Clapton 13-7 Kansas 20-13 LBB 21-17 Jackson Browne 25-20</p> <p>KQWB/Fargo, ND John Messenger</p> <p>Andrew Gold Abba Jefferson Starship Steely Dan Blues HOTTEST: Tom Petty 9-6 Kansas 11-9 Bee Gees Fever 14-10 Bob Welch 17-13 Jackson Browne 21-17</p> <p>WEBC/Duluth, MN Beau Elliott</p> <p>None HOTTEST: Samantha Sang 1-4 Barry Manilow 4-3 Kansas 6-5 Jay Ferguson 10-7 Bob Welch 13-8</p> <p>WAKX/Duluth, MN Bruce McGregor</p> <p>Gordon Lightfoot Chuck Mangione Richard Torrance HOTTEST: Bee Gees Fever 2-1 Kansas 5-2 Barry Manilow 9-4 Bob Welch 10-7 Heatwave 26-15</p> <p>KEWI/Topeka, KS J.R. Grasley</p> <p>Bob Welch ELO KC & Sunshine Andrew Gold Rubicon HOTTEST: Bee Gees Alive 1-1 Bee Gees Fever 7-5 Heatwave 10-9 David Gates 27-21 Styx 30-22</p> <p>WROK/Rockford, IL John Arthur</p> <p>Jackson Browne HOTTEST: Eric Clapton 5-3 Bee Gees Fever 11-7 Barry Manilow 16-10 Linda Ronstadt 23-19 England Dan 27-19</p> | <p>KTLE/Denver, CO Randy Jay</p> <p>Jackson Browne (dp) Abba (dp) ARS (dp) Barry Manilow (RA) HOTTEST: Bee Gees Fever 4-1 Samantha Sang 6-4 Jay Ferguson 12-10 Paul Davis 15-11 Eric Clapton 23-18</p> <p>B100/San Diego, CA Ludy Rich</p> <p>Yvonne Elliman Bee Gees Woman Jefferson Starship HOTTEST: Bee Gees Fever 6-1 Bob Welch 3-2 ELO 17-12 LeBlanc & Carr 23-18 England Dan 24-19</p> <p>KFI/Los Angeles, CA Eric Chase</p> <p>David Gates Heatwave HOTTEST: Eric Clapton 11-6 Chic 10-7 Andrew Gold 13-10 Bob Welch 25-15 Natalie Cole 28-22</p> <p>KFRC/San Francisco, CA Les Garland</p> <p>Jackson Browne George Benson Bee Gees Woman HOTTEST: Samantha Sang 2-1 Bee Gees Fever 6-4 Heatwave 14-8 Barry Manilow 17-9 Yvonne Elliman 24-18</p> <p>Parallel Two</p> <p>KFXM/San Bernardino, CA Rick Kymala</p> <p>Bee Gees Fever Kansas LeBlanc & Carr Yvonne Elliman HOTTEST: Paul Davis 6-5 Barry Manilow 9-8 Bob Welch 16-9 Steely Dan 20-15 Bee Gees Fever A-16</p> <p>KTKT/Tucson, AZ Ed Alexander</p> <p>Heatwave Chuck Mangione Jefferson Starship Jackson Browne HOTTEST: Bee Gees Fever 1-1 Eric Clapton 8-5 Kansas 9-6 Chic 14-8 LeBlanc & Carr 20-17</p> <p>KJRB/Spokane, WA Tom Huttyler</p> <p>Jackson Browne Steely Dan Blues Don Brown (dp) Jefferson Starship (dp) Eric Clapton Tonite (dp) Warren Zevon (dp) HOTTEST: Barry Manilow 5-3 Bee Gees Fever 6-5 Yvonne Elliman 13-8 Heatwave 16-11 Jay Ferguson 25-16</p> <p>KEZY/Anheim, CA Larry Groves</p> <p>Jay Ferguson HOTTEST: Samantha Sang 1-1 Barry Manilow 8-6 Bee Gees Fever 13-9 Eric Clapton 16-13 Linda Ronstadt 23-20</p> <p>KQEO/Albuquerque, NM Frank Rogan</p> <p>Bonnie Tyler Flack & Hathaway Bee Gees Woman Warren Zevon Jefferson Starship Crystal Gayle Katy Moffatt Angel HOTTEST: Bee Gees Fever 3-1 LBB 13-9 Andrew Gold 30-24 England Dan 36-30 ELO 37-31</p> <p>KRIZ/Phoenix, AZ Anna Reyes</p> <p>Jackson Browne LeBlanc & Carr Bonnie Tyler Jefferson Starship Rod Stewart Samy Hagar Styx HOTTEST: Bee Gees Fever 2-1 ELO 6-2 Barry Manilow 14-8 Andrew Gold 22-14 Abba Game/Soul 32-23</p> | <p>KIIS-FM/Los Angeles, CA Staub/Cohen</p> <p>None HOTTEST: Samantha Sang 1-1 Bee Gees Fever 7-3 Eric Clapton 14-13 Kansas 21-17 ELO 25-21</p> <p>KGW/Portland, OR Terry Danner</p> <p>Rubicon Jackson Browne Steely Dan Jolie HOTTEST: Samantha Sang 4-1 Kansas 16-11 Bee Gees Fever 0-14 Bob Welch 23-19 England Dan 25-20</p> <p>KROY/Sacramento, CA Kris Mitchell</p> <p>Raydio Kiss Dolly Parton HOTTEST: Andy Gibb 1-1 Samantha Sang 3-2 Bee Gees Fever 5-3 Jay Ferguson 15-10 Barry Manilow 21-14</p> <p>KCPX/Salt Lake City, UT Gary Waldron</p> <p>Chuck Mangione EMF Ramones (dp) HOTTEST: Bee Gees Fever 4-1 Eric Clapton 9-7 Barry Manilow 14-9 LBB 27-20 England Dan 29-21</p> <p>KCBO/San Diego, CA Jimi Fox</p> <p>Parliament Bee Gees Woman Kiss Michael Zager Andrew Gold Jefferson Starship HOTTEST: Bee Gees Fever 11-5 Paul Davis 18-8 Heatwave 22-16 Parliament A-25 Jay Ferguson 34-26</p> <p>KING/Seattle, WA Rick Scott</p> <p>KC & Sunshine Yvonne Elliman Jefferson Starship HOTTEST: Bee Gees Fever 3-1 Samantha Sang 2-2 Kansas 9-5 David Gates 17-11 Andrew Gold 21-16</p> <p>KRSP/Salt Lake City, UT Alan Hague</p> <p>Styx Gordon Lightfoot HOTTEST: Bee Gees Fever 3-1 Raydio 13-5 David Gates 15-7 Gene Cotton 25-18 Delby Boone 24-19</p> <p>KYYX/Seattle, WA Jonathan Walker</p> <p>Flack & Hathaway England Dan Eddie Money Jefferson Starship Chuck Mangione (dp) HOTTEST: Jackson Browne 9-4 Bob Welch 10-5 LBB 20-10 Jay Ferguson 18-13 Andrew Gold 22-16</p> <p>KERN/Bakersfield, CA Pete Shannon</p> <p>Gordon Lightfoot Jackson Browne HOTTEST: Bee Gees Alive 1-1 Bee Gees Fever 5-2 Barry Manilow 11-8 Bob Welch 19-14 Heatwave 0-24</p> <p>TEN-Q/Los Angeles, CA Diamant/Baird</p> <p>Stargard ARS Gene Cotton HOTTEST: Samantha Sang 2-1 Dan Hill 6-4 Barry Manilow 14-7 Eric Clapton 16-11 Steely Dan 25-19</p> <p>KNDE/Sacramento, CA Jeff Hunter</p> <p>Player Tavares Olana Ross HOTTEST: Bee Gees Fever 2-1 Barry Manilow 4-4 Heatwave 6-5 LeBlanc & Carr 12-7 David Gates 22-18</p> <p>Parallel Three</p> <p>KYSN/Colorado Springs, CO Max McCoy</p> <p>Styx Gordon Lightfoot Jefferson Starship HOTTEST: Barry Manilow 6-2 David Gates 10-5 Bee Gees Fever 17-12 Jay Ferguson 21-16 ELO 25-20</p> | <p>KFXD/Boise, ID Charlie Fox</p> <p>Natalie Cole Bee Gees Woman Jefferson Starship HOTTEST: Abba 3-2 Eric Clapton 7-4 Yvonne Elliman 10-5 Kansas 13-6 Barry Manilow 16-9</p> <p>KPAM/Portland, OR Michael O'Brien</p> <p>Jefferson Starship Rubicon HOTTEST: Bee Gees Fever 2-1 Jay Ferguson 7-3 Raydio 14-7 Kansas 16-11 Jackson Browne 23-18</p> <p>KQDU/Great Falls, MT Dave Masters</p> <p>Styx Andrew Gold Yvonne Elliman EMF HOTTEST: Bee Gees Fever 6-2 Steely Dan 10-8 Bob Welch 21-11 David Gates 19-15 Natalie Cole 26-22</p> <p>KDON/Salinna, CA A.J. Roberts</p> <p>Rubicon Chuck Mangione Jefferson Starship Flack & Hathaway Stargard HOTTEST: Yvonne Elliman 7-2 Eric Clapton 8-3 David Gates 13-6 Linda Ronstadt 14-7 Jackson Browne 16-9</p> <p>KDZA/Pueblo, CO Rip Avina</p> <p>Jefferson Starship Styx Gordon Lightfoot ARS HOTTEST: Andy Gibb 1-1 LBB 10-7 Paul Davis 11-8 Barry Manilow 19-14 Kansas 21-15</p> <p>KAFY/Bakersfield, CA Richard Irwin</p> <p>Crystal Gayle Billy Joel ARS Flack & Hathaway HOTTEST: Barry Manilow 5-3 LeBlanc & Carr 15-8 Bob Welch 21-13 Andrew Gold 17-15 Heatwave 20-16</p> <p>KTAC/Tacoma, WA Ric Hansen</p> <p>Jackson Browne Styx ELO LeBlanc & Carr HOTTEST: Bee Gees Alive 1-1 Paul Davis 13-8 LBB 15-12 Natalie Cole 25-20 Jay Ferguson 24-21</p> <p>KRKE/Albuquerque, NM Debi Hines</p> <p>Yvonne Elliman Bee Gees Woman HOTTEST: Bee Gees Alive 1-1 Odyssey 8-4 Bob Welch 12-10 Natalie Cole 18-13 Styx 21-16</p> <p>KENO/Las Vegas, NV Steve Summers</p> <p>Jackson Browne David Gates Natalie Cole Gordon Lightfoot HOTTEST: Samantha Sang 6-2 Bee Gees Fever 11-7 Paul Simon 12-9 Yvonne Elliman 21-12 Jay Ferguson 23-14</p> <p>KCBN/Reno, NV Red Min</p> <p>Bee Gees Woman Hotel Montrose Ramones (dp) HOTTEST: Bee Gees Fever 1-1 Kansas 2-2 England Dan 29-17 Raydio 24-19 Andrew Gold 30-25</p> <p>KSLY/San Luis Obispo, CA John Totán</p> <p>Jefferson Starship Michael Zager Robert Palmer Dolly Parton Warren Zevon Rubicon HOTTEST: Bee Gees Fever 1-1 Andrew Gold 12-6 ELO 20-13 Bob Welch 22-14 Yvonne Elliman 24-15</p> |
|--|--|---|---|

DRAW BLOOD


Warren Zevon



"Werewolves Of London"
E-45472

The single from
Warren Zevon's
'Excitable Boy'
6E-118

Available from Asylum.



PARALLELS

Parallel I: Selected major market stations that are format dominant* in their market and/or are the major sales influence. These stations usually play under 35 records in total.
Parallel II: Key stations in selected markets that are format dominant in their respective markets, and influence rack buying patterns for their region. This category also will include some major market stations that are not the dominant ratings/sales influence, but have demonstrated importance in their respective markets.
Parallel III: All other reporting stations. This parallel also covers stations with longer playlists. It also includes secondary reporters that are not the format dominant station in their market but influence the market considerably.

* Format dominance determined from the latest Arbitron survey available in that market.

★ DENOTES FIRST WEEK IN PARALLELS.

ERIC CLAPTON Lay Down Sally (RSO) LP: Slow Hand. Includes station lists for Northeast, South, and Midwest.

YVONNE ELLIMAN If I Can't Have You (RSO) LP: Saturday Night Fever. Includes station lists for Northeast, South, and Midwest.

JAY FERGUSON Thunder Island (Asylum) LP: Thunder Island. Includes station lists for Northeast, South, and Midwest.

ANDY GIBB (Love Is) Thicker... (RSO) LP: Flowing Rivers. Includes station lists for Northeast, South, and Midwest.

ABBA Name Of The Game (At) LP: The Album. Includes station lists for Northeast, South, and Midwest.

BEE GEES Stayin' Alive (RSO) LP: Saturday Night Fever. Includes station lists for Northeast, South, and Midwest.

NATALIE COLE Our Love LP: Thankful. Includes station lists for Northeast, South, and Midwest.

ELO Sweet Talkin' Woman (J&J) LP: Out Of The Blue. Includes station lists for Northeast, South, and Midwest.

ART GARFUNKEL Wonderful World (Columbia) LP: Watermark. Includes station lists for Northeast, South, and Midwest.

ANDREW GOLD Thank You... (Asylum) LP: All This & Heaven Too. Includes station lists for Northeast, South, and Midwest.

BEE GEES Night Fever (RSO) LP: Saturday Night Fever. Includes station lists for Northeast, South, and Midwest.

JACKSON BROWNE Running On Empty (Asylum) LP: Running On Empty. Includes station lists for Northeast, South, and Midwest.

RITA COOLIDGE The Way... You Do (A&M) LP: Anytime, Anywhere. Includes station lists for Northeast, South, and Midwest.

ENGLAND DAN & J.F. COLEY We'll Never Have... (Big Tree) LP: Somethings Don't Come Easy. Includes station lists for Northeast, South, and Midwest.

DAVID GATES Goodbye Girl (Elektra) LP: Goodbye Girl. Includes station lists for Northeast, South, and Midwest.

HEATWAVE Always & Forever (Epic) LP: Too Hot To Handle. Includes station lists for Northeast, South, and Midwest.

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BEE GEES Night Fever (RSO) LP: Saturday Night Fever. Includes station lists for Northeast, South, and Midwest.

JACKSON BROWNE Running On Empty (Asylum) LP: Running On Empty. Includes station lists for Northeast, South, and Midwest.

RITA COOLIDGE The Way... You Do (A&M) LP: Anytime, Anywhere. Includes station lists for Northeast, South, and Midwest.

ENGLAND DAN & J.F. COLEY We'll Never Have... (Big Tree) LP: Somethings Don't Come Easy. Includes station lists for Northeast, South, and Midwest.

DAVID GATES Goodbye Girl (Elektra) LP: Goodbye Girl. Includes station lists for Northeast, South, and Midwest.

HEATWAVE Always & Forever (Epic) LP: Too Hot To Handle. Includes station lists for Northeast, South, and Midwest.

...And now a few words from our artists:

"I love my music, sweet music...
It's the only thing that makes
me feel alright" *

WILD CHERRY

"I Love My Music"

| | | |
|-------|------|------|
| WZZP | WCUE | WROV |
| WPEZ | WKNX | KOBO |
| WLAC | WOSH | KFIV |
| WFOM | WORD | WANS |
| WBBQ | WALG | WFLB |
| KMHT | WFLI | WINW |
| 14ZYQ | WQDE | WXIL |
| WGOW | WNEX | WFMJ |
| 98Q | WGNI | WREO |
| BJ105 | WVLD | WIFC |
| WKWK | WAUG | |

*Berna Music / R.W.P. Music ASCAP



Distributed by Epic/Sweet City Records

"I want you, I need you, but—
there ain't no way I'm ever gonna
love you. Now don't be sad 'cause
two out of three ain't bad." *

MEAT LOAF

"Two Out Of
Three Ain't Bad"

| | |
|--------|------------------------|
| WGCL | KSDN |
| WZZP | KRLC |
| WCUE | WREO |
| WZUU | KELP |
| WTRY | KSEE |
| JB-105 | WGAR |
| WSM-FM | WXIL |
| WCCO | WFMJ |
| WPJB | WNDR |
| WINW | 3WD |
| K104 | WVLD |
| WLYT | WCOD |
| KGIL | KRPL |
| WALG | plus many, many, more. |

*Edward B. Marks Music Corp / Neverland Music Co / Peg Music Co. BMI



On Epic/Cleveland International Records

Heatwave continued

Table with radio station call letters and frequencies for various regions including Midwest, West, and Northeast.

DAN HILL Somatimes When... (20th) LP: Longer Fuse

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

KANSAS Dust In The Wind (Kishner) LP: Point Of Know Return

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

Barry Manilow continued

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

LITTLE RIVER BAND Happy Anniversary (Harvest) LP: Diamantina Cocktail

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

BARRY MANILOW Can't Smile... (Arista) LP: Even Now

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

Samantha Sang continued

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

RAYDIO Jack & Jill (Arista) LP: Raydio

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

LINDA RONSTADT Poor, Poor Pitiful Me (Asylum) LP: Simple Dreams

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

ROD STEWART Hot Legs (WB) LP: Foot Loosin' & Fancy Free

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

STEELY DAN Peg (ABC) LP: Aja

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

BOB WELCH Ebony Eyes (Capitol) LP: French Kiss

Table with radio station call letters and frequencies for various regions including Northeast, South, Midwest, and West.

FRUITBOWL

As three weeks of intense rain had thousands of Californians fleeing the threat of floods, the Water Resources Board in Sacramento took down the sign that said "Drought Information Center" and replaced it with "Flood Control Center"...

National Request Tabulation

Table with columns for Teens and Adults, listing radio stations and song titles.

Active Re-Currents

Table listing radio stations and song titles for active re-currents.

ACR HOTTRACKS

These tracks are those which have received concentrated airplay and positive reaction on ACR Radio over an extended period of time, and in many cases are still being programmed...

Television ratings and demographic analysis
prove...all America is sold on **Donnie & Marie**
so it's time for radio to be sold on their
brand new single:

"Baby, I'm Sold On You"



From their chart album:

"Winning Combination"

A Holland-Dozier-Holland Production

Produced by Brian Holland

Executive Producer—Edward J. Holland



THE PICTURE PAGE

Valentine's Day For Transfer



Atlantic recording group Manhattan Transfer recently appeared at the First Annual Valentine's Day Dance and Concert at the Hollywood Palladium. Shown at the event (from left to right): group member Janis Siegel, Manhattan Transfer manager Brian Avnet, group member Laurel Masse, Atlantic Records Vice President West Coast General Manager Bob Greenberg, and group members Tim Hauser and Alan Paul.

Capricorn Caperings



Capricorn Records recently held its first major convention at Capricorn Sound Studios in the label's home of Macon, Georgia. The meetings were attended by 35 of the label's executives, sales, promotion, advertising, publicity, production, and special services staffs. A highlight of the meeting was a question and answer seminar with Lee Michaels of the Burkhardt-Abrams Consulting Firm. Pictured (left to right) Lee Michaels of the Burkhardt-Abrams consulting firm, Phil Rush, Vice President of Promotion and Phil Walden, President of Capricorn.

Starship's "Earth" Party



The Jefferson Starship celebrated the release of their fourth album, "Earth" with a party at their San Francisco mansion. Pictured are (from left to right): Jefferson Starship's Craig Chaquico; RCA Division Vice President/USA Bob Summer; Marty Balin of the group; RCA Vice President of Promotion Ray Anderson; promoter Bill Graham; and the Starship's Paul Kantner and David Freiberg.

Durrill Debut



Singer/songwriter John Durrill has just released his debut solo recording on United Artists as a result of Snuff Garrett's new production pact with the label. Pictured at a UA product meeting are (bottom left to right) Durrill; Sten Montelro, UA's Vice President in charge of Promotion, Publicity, and Artist Relations, (top l-r) Bud Dain, Executive Vice President Garrett Music; Danny Alvino, UA's Vice President in charge of Sales.

Travers At The Civic



Polydor recording artist Pat Travers, currently on a major U.S. concert tour, was feted following his concert at the Santa Monica Civic Center. Shown (from left to right) are: Polydor's Album Promotion Director, Jerry Jaffe; Mars Cowling, Traver's bassist; Pat Travers; former Runaway member Jackie Fox; and Polydor's VP Marketing Harry Anger.

Backstage With EW&F



Columbia Records recently hosted a party for Earth, Wind & Fire, celebrating the double platinum status of the group's latest album. Pictured backstage at Nassau Coliseum after a recent performance are (from left to right): Bob Sherwood, VP National Promotion, Columbia Records; Maurice White, producer; Walter Yetnikoff, President, CBS/Records Group; and Verdine White of EW&F.

The fever is spreading!



PRS-1022

The hottest new sound coming out of the midwest
is sweeping the country.

After blockbuster performances with Ted Nugent,
Blue Oyster Cult, Gary Wright, Nazereth, Jay Ferguson, and others,
American audiences have caught Missouri fever.

Now, Missouri announces their new single release.

Movin' On

(PRS-2202)

Missouri

TAKING A SHORT CUT FROM THE HEART OF AMERICA TO THE WORLD ON

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Management by:
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AOR

(ALBUM ORIENTED ROCK)



Jeff Gelb



The AOR rap session was attended by an overflow crowd of AOR programmers and broadcast and record industry executives.

R&R Convention '78 is history now, its three days of programs having given us all a wealth of information to aid us in our programming efforts until next year's gathering in Los Angeles' Century Plaza.

From an AOR standpoint, especially helpful was Thursday night's rap session. Mike Harrison and I guided an array of AOR talents through short interviews and questions from an overflow audience of AOR programmers and broadcasting and record company executives.

First to join us onstage was Michael Sheehy, Music Director of KNX-FM/Los Angeles, popular proponent of Soft AOR. He stressed the importance of the ear in choosing KNX's unique musical recipe. The main research he does in programming the station's music is "research on a gut level," quite different from the attitude of many of today's active research AOR Music Directors.

KNX-FM, according to Sheehy, "programs to a lifestyle. We are an environment in which everything relates. What our listeners don't need to know we don't tell them." He stressed the station's consistency as a major contributing factor to its ongoing success.

When asked why Soft AOR hasn't taken off in other markets as well as it has at KNX-FM, Sheehy answered, "You can't do it overnight. A lot of money has been poured into this station for a long time."

Next on the podium with Mike and myself was Frank Felix, PD at KBPI/Denver, one of the AORs to break into two digits in the last ratings period. Frank's winning formula is "playing hit albums. We aim to be the mass appeal format of 1978, and music is 99 percent of our image. We give the listeners what they want... our obligation is to play what they want to hear."

George Taylor Morris, highly successful programmer of WCOZ/Boston who has just moved to New York City to program WPIX, was our next guest. His entertaining remarks mirrored his programming philosophy: "You have to be a person on the radio. When I am happy on the radio my audience likes me. You can't hide behind the microphone, you have to make radio come alive. A station's obligation is to get into the community, into the streets, the bars."

Morris agreed with Mike Sheehy's method of music research when he said, "It's in your gut and in your ear and then you can try and find it in the trades." He does not apply call-out research ("it stinks!") but does depend on the research record promoters do in determining what stations are playing each album. Morris also had a word of warning for promoters: "If you are going to hype a record it had better be good."

While it's still too early to predict what he will do in New York radio, Morris did say he hoped to program more local music. "Local music never gets on," and it's a gap he hopes to fill at WPLX.

Throughout the evening many of our speakers and audience members made reference to the perennial success of Cleveland AOR giant WMMS. Our next guests, WMMS PD John Gorman and MD Kid Leo illuminated on what it's like behind the scenes with the "Bizzard Nuclear Army." Reiterating one of the points he made in last month's R&R feature on WMMS, Kid Leo explained the station's programming approach: "We aim for the adolescent in everybody. We create a lifestyle for our

listeners, and they stay with us. The average listener has lots of interests. We find out what they're interested in and we get there. Currently WMMS is inviting its listeners to try out for a rock ballet, for example."

At a time when "free-form" AOR is giving way to more limited playlists, there is some concern that new music will no longer have as great a chance to be showcased. WMMS takes a different stance. "It's not our responsibility to break acts," Kid Leo clarified, "it's our pleasure."

John Gorman summed up the WMMS magic when he explained how the station came into being in its current, highly-successful incarnation: "We put a station on the air that we wanted to hear."

AOR southern-style was explored when WKDF/Nashville PD Jack Crawford took the stage. He started by shattering the industry myth that Nashville is essentially a Country market. "There's really not all that much Country in Nashville. Most people don't realize, for example, that albums by Kansas, Bob Dylan, and Neil Diamond have been recorded here. While WKDF programs some progressive Country artists, we would

(Continued on page 48)

Kendall Exits KWST/Los Angeles

A recent medical problem has forced KWST/Los Angeles Music Director and morning air personality Charlie Kendall to tender his resignation, effective Monday March 6th. In a letter to KWST PD Paul Sullivan, Kendall stated: "The effects of my recent surgery have proved to be greater than either myself or my position anticipated. It seems I can not regain full strength for several months. This, coupled with the fact that I've had no real vacation for three years would probably prove further hindrance to my own health and the future growth of KWST." Kendall intends to recuperate for at least a month before returning to radio.



He emphasized that his split from KWST was amiable. "My stay with Century Broadcasting has been an exciting, challenging and growing experience. Working with Paul Sullivan, Bob Burch and Shelley Grafman has been an enlightening adventure... I do consider this a most unfortunate turn of events but one that can not be avoided."

KWST PD Paul Sullivan commented on Kendall's resignation: "I feel that Charlie has been very instrumental in the organization of KWST, and he is leaving a very positive impression on L.A. There's a lot of people who have found Charlie to be a very likable and professional man. We'll miss his input tremendously and I hope that we can fill his position with someone half as strong."

Production Director and relief person Bob Gowa is doing the morning airshift at KWST while Century searches for Kendall's replacement.

Evolution

KGON/Portland PD Jim Robinson and MD Mark Newell have exited the station. 3-8 pm airperson Gloria Johnson has been named the station's new MD. No new PD has been announced...3-7 pm airperson at KGB-FM/San Diego, Billy Paul, has exited the station and is available. Contact him at (714) 273-6137...KGOT/Anchorage has joined Drake-Chenault's AOR programming service...Marshall Phillips has exited KMET/Los Angeles, where he was afternoon newscaster. His replacement is former freelancer Pat Kelly...Mike Owens has exited as GM of KKXX/Bakersfield to join KNIX/Phoenix. New GM at KKXX is Lee Jensen, formerly the station's Sales Manager...Gary Beck is the new General Manager at 99FM/Wheeling. He is from KAUM/Houston...WAAF/Worcester has a new MD: John Duncan, who does their 7-12 midnight slot...Dave Van Dyke has joined Zeta 4/Miami for the 6-10 pm show...Two changes at QFM96/Columbus: John Fisher, former WMHE/Toledo PD is now QFM96's morning man, and Bill Pugh, from WCOL-FM/Columbus, is doing nights at QFM96...Richard Procter and Mark Ward have joined KMEL/San Francisco as their new morning team...Ernest Fears has been named VP and GM at WRQX/Washington D.C. Fears had been Manager of Personnel and Community Relations for WMAL and WRQX.



KNX-FM/Los Angeles' Mike Sheehy (middle) answers a point raised in an interview by Mike Harrison (left) and Jeff Gelb (right) during the AOR rap session.

Four The Record...

Michael Murphey

Radio & Records— Debut 39-22 "2 Most Added" March 3rd

Record World— "2 Most Added" March 4

Cash Box— "3 Most Added" March 4

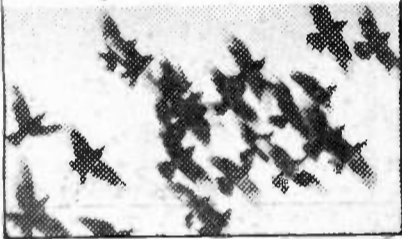
Billboard— "National Breakout" March 4

Bill Hard Album Report— March 3 "In an impressive show of strength "Lone Wolf" finished "2 Most Added...great image turnaround for Epic."

Gavin Sheet— "Album of the Week" March 3... "Lone Wolf" strong cuts show a little more electric energy than in the past albums, making it more representative of the real Murphey." PARADISE TONIGHT, NO MAN'S LAND, NOTHING IS YOUR OWN, LONERS, and ARROWS IN THE DARKNESS are all winners."



Crack the Sky
Safety In Numbers

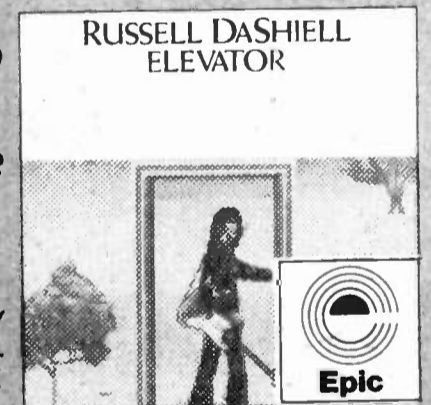


Crack The Sky

Crack The Sky was formerly a regional band with special popularity in Buffalo, Baltimore, New York, and Philadelphia. Now the word is spreading nationally to Dallas, St. Louis, Detroit, Cleveland, Atlanta, Washington, and Chicago. To quote WKQX Program Director Bill Hennes, "Crack The Sky is HOT."

Russell DaShiell

Russell DaShiell has made his reputation as a highly skilled studio musician with artists like Harvey Mandel and the Don Harrison Band. This is his first solo album. Joining him on his record are Creedence Clearwater Revival alumni Stu Cook and Doug "Cosmo" Clifford. As the Bill Hard Album Report noted, "Look out for Russell DaShiell. Positives on this album from KZOK's Mavis Mackoff and Norm Gregory and WIOQ's Helen Leicht. The cuts are WILD PARTY, IN THE FIRE and ELECTRICAL WAVE OF SOUND."



Epic

Dragon

DRAGON



Along with the Little River Band, **Dragon** is the most popular rock & roll band in Australia. Their current Australian album release is now Top 10 Down Under. Their first U.S. album has just been released and is already receiving airplay on WINZ-FM, WBUF, WHFS, WNEW-FM, WAVA, and KFML. As noted in Walrus (March 6 issue) "Solid in all departments. Their level of consistency, track to track, is uncommon." Listen to SAME OLD BLUES, NEW MACHINE, GET THAT JIVE, and their new single IN THE RIGHT DIRECTION.

Portrait

Radio & Records

Album Airplay/ 40

Chart Summary

March 10, 1978

| | | | |
|----|--------------------|------------------------------------|---|
| 1 | JACKSON BROWNE | Running On Empty (Asylum) | "Thunder" Title "Load-Out/Stay" |
| 2 | ERIC CLAPTON | Slow Hand (RSO) | "Cocaine" "Sally" "Core" |
| 3 | JEFFERSON STARSHIP | Earth (GrunT) | "Count" "Love Too Good" "Nite" |
| 4 | BILLY JOEL | Stranger (Col) | "Moving" "Woman" "Way You Are" |
| 5 | LITTLE FEAT | Waiting For Columbus (WB) | "Atlanta" "Willin'" "Fail" "Moon" |
| 6 | QUEEN | News Of The World (Elektra) | "Rock/Champs" "Late" |
| 7 | STEELY DAN | Aja (ABC) | "Josie" Title "Peg" "Cow" |
| 8 | ROD STEWART | Foot Loose & Fancy Free (WB) | "Legs" "Joking" "Heart" "Loose" |
| 9 | WARREN ZEVON | Excitable Boy (Asylum) | "London" "Johnny" Title |
| 10 | JOURNEY | Infinity (Col) | "Wheel" "Anytime" "Lights" |
| 11 | KANSAS | Point Of Know Return (Kirshner) | "Dust" leads |
| 12 | ELVIS COSTELLO | My Aim Is True (Col) | "Detectives" "Angry" "Waiting" |
| 13 | BOB WEIR | Heaven Help The Fool (Arista) | "Easy" "Bombs" Title |
| 14 | TED NUGENT | Double Live Gonzo (Epic) | "Baby" "Wang Dang" lead |
| 15 | ELO | Out Of The Blue (Jet) | "Sweet Talkin'" "Stone" |
| 16 | LYNYRD SKYNYRD | Street Survivors (MCA) | "Right" "Smell" |
| 17 | MANFRED MANN | Watch (WB) | "California" "Quinn" "Circles" |
| 18 | GORDON LIGHTFOOT | Endless Wire (WB) | Title "Circle" "Katy" |
| 19 | BOB WELCH | French Kiss (Capitol) | "Ebony" "Hot Love" |
| 20 | ANDREW GOLD | All This & Heaven Too (Asylum) | "Thanks" "Genevieve" |
| 21 | EMMYLOU HARRIS | Quarter Moon In A 10¢ Town (WB) | "Louisiana" "Bottles" |
| 22 | MICHAEL MURPHEY | Lone Wolf (Epic) | Variety Of Cuts |
| 23 | SEA LEVEL | Cats On The Coast (Capricorn) | "Storm" "Secret" |
| 24 | ROBERT PALMER | Double Fun (Island) | "Overwhelm" "What's Coming" "Best" lead |
| 25 | ART GARFUNKEL | Watermark (Col) | "World" "Saturday" Title |
| 26 | VAN HALEN | Van Halen (WB) | "Jamie" "Got Me" |
| 27 | GEORGE BENSON | Weekend In L.A. (WB) | "Blue" "California" |
| 28 | ROBERT GORDON | Fresh Fish Special (Private Stock) | Variety Of Cuts |
| 29 | EDDIE MONEY | Eddie Money (Col) | "Two Tickets" "Hold On" |
| 30 | SAT. NIGHT FEVER | Soundtrack, Various Artists (RSO) | "Alive" "Night Fever" |
| 31 | KAYAK | Starlight Dancer (Janus) | "Be Mine" "Care" |
| 32 | BE BOP DELUXE | Drastic Plastic (Harvest) | "Language" leads Variety Of Cuts |
| 33 | FOTOMAKER | Fotomaker (Atlantic) | "Plaything" leads |
| 34 | RONNIE MONTROSE | Open Fire (WB) | "Mystery" "Town" |
| 35 | WALTER EGAN | Not Shy (Col) | "Nights" leads |
| 36 | LINDA RONSTADT | Simple Dreams (Asylum) | "Pitiful" "Easy" |
| 37 | STYX | The Grand Illusion (A&M) | "Sail Away" "Fooling" |
| 38 | BOZ SCAGGS | Down Two Then Left (Col) | "Goods" "Hollywood" |
| 39 | YVONNE ELLIMAN | Night Flight (RSO) | "Man" leads |
| 40 | MEAT LOAF | Bat Out Of Hell (Cleve. Int) | Variety Of Cuts |

With so many of our reporters in Dallas for last week's convention when this week's reports were taken, this week's chart represents 16% fewer reporting stations than usual. Jackson held onto the top slot, with hits at 80% of our reporters. Clapton stayed at number 2, with hits at 68% of our reporters. Starship rocketed straight into the top five as this week's highest debut, with adds at 80% of our reporters. Feat shuffled up. Zevon maintained. Journey jumped upwards, as did Costello and Weir. Gold had a good week, as did Emmylou. Murphey jumped up, with adds at 36% of our reporters plus significant hits. Gordon debuted with significant adds and hits. Fever inched up. Fotomaker debuted with adds at 24% of our reporters plus significant hits. Egan debuted with adds at 25% of our reporters. Ronstadt maintained while Yvonne debuted. Meat Loaf held steady. Sweet 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.

IN THE BIN

CRACK THE SKY
Safety In Numbers (Lifesong)
BOB DYLAN
Music From Renaldo & Clara (Col)
HEAD EAST
Head East (A&M)
DAN HICKS
It Happened One Bite (WB)
JONI MITCHELL
Don Juan's Reckless... (Asylum)
SWEET
Level Headed (Capitol)
TUBES
What Do You Want From Live (A&M)

The albums listed in The Bin are those which received enough AOR reports to come significantly close to qualifying for this week's trendless 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 bounce backs. In The Bin albums are listed in alphabetical order.

MOST ADDED

JEFFERSON STARSHIP *Earth (GrunT)*—Added at 80% of our reporters.
MICHAEL MURPHEY *Lone Wolf (Epic)*—Added at 36% of our reporters.
ROBERT PALMER *Double Fun (Island)*—Added at 32% of our reporters.
WALTER EGAN *Not Shy (Col)*—Added at 25% of our reporters.
FOTOMAKER *Fotomaker (Atlantic)*—Added at 24% of our reporters.

THE HOTTEST

JACKSON BROWNE *Running On Empty (Asylum)*—Reported hot at 80% of our reporters.
ERIC CLAPTON *Slow Hand (RSO)*—Reported hot at 68% of our reporters.
BILLY JOEL *Stranger (Col)*—Reported hot at 61% of our reporters.
QUEEN *News Of The World (Elektra)*—Reported hot at 48% of our reporters.
STEELY DAN *Aja (ABC)*—Reported hot at 44% of our reporters.

PROGRESSIVE SINGLES

1 ATLANTA RHYTHM SECTION
"Imaginary Lover (Polydor)
2 JAY FERGUSON
"Thunder Island" (Asylum)
3 ENGLAND DAN & JFC
"We'll Never Have..." (Big Tree)
4 LeBLANC & CARR
"Falling" (Big Tree)
5 LITTLE RIVER BAND
"Happy Anniversary" (Harvest)
6 HOTEL
"You'll Love Again" (Mercury)
7 TOM PETTY
"Breakdown" (Shelter)
8 BEE GEES
"Stayin' Alive" (RSO)
9 ALLAN CLARKE
"Shadow In The Street" (Atlantic)
10 JAMES TAYLOR
"Honey Don't Leave LA" (Col)
11 WINGS
"Girls Mull" (Capitol)
12 WET WILLIE
"Street Corner Serenade" (Epic)

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. The chart represents airplay only and does not attempt to fabricate a trend.

NORTHEAST

ADDED

| | | |
|--------------------|------------------------|-----|
| JEFFERSON STARSHIP | Earth (GrunT) | 71% |
| MICHAEL MURPHEY | Lone Wolf (Epic) | 54% |
| ROBERT PALMER | Double Fun (Island) | 33% |
| FOTOMAKER | Fotomaker (Atlantic) | 29% |
| WALTER EGAN | Not Shy (Col) | 25% |
| ROBERT GORDON | Fresh Fish (Pvt. Stk.) | 25% |

HOTTEST

| | | |
|----------------|-----------------------------|-----|
| JACKSON BROWNE | Running On Empty (Asylum) | 75% |
| ERIC CLAPTON | Slow Hand (RSO) | 71% |
| BILLY JOEL | Stranger (Col) | 71% |
| ELVIS COSTELLO | My Aim Is True (Col) | 63% |
| QUEEN | News Of The World (Elektra) | 54% |
| STEELY DAN | Aja (ABC) | 54% |

SOUTH

ADDED

| | | |
|--------------------|----------------------|-----|
| JEFFERSON STARSHIP | Earth (GrunT) | 94% |
| ROBERT PALMER | Double Fun (Island) | 50% |
| WALTER EGAN | Not Shy (Col) | 22% |
| FOTOMAKER | Fotomaker (Atlantic) | 22% |
| MICHAEL MURPHEY | Lone Wolf (Epic) | 22% |
| MANFRED MANN | Watch (WB) | 22% |

HOTTEST

| | | |
|----------------|---------------------------------|-----|
| JACKSON BROWNE | Running On Empty (Asylum) | 89% |
| ERIC CLAPTON | Slow Hand (RSO) | 61% |
| ROD STEWART | Foot Loose & Fancy Free (WB) | 56% |
| BILLY JOEL | Stranger (Col) | 50% |
| KANSAS | Point Of Know Return (Kirshner) | 44% |

REGIONAL BREAKOUTS: The numbers refer to the percentage of stations in each area that reported the album as either a hot or an add.

MIDWEST

ADDED

| | | |
|--------------------|----------------------|-----|
| JEFFERSON STARSHIP | Earth (GrunT) | 86% |
| FOTOMAKER | Fotomaker (Atlantic) | 44% |
| MICHAEL MURPHEY | Lone Wolf (Epic) | 44% |
| ROBERT PALMER | Double Fun (Island) | 44% |
| WALTER EGAN | Not Shy (Col) | 38% |

HOTTEST

| | | |
|----------------|-----------------------------|-----|
| JACKSON BROWNE | Running On Empty (Asylum) | 85% |
| ERIC CLAPTON | Slow Hand (RSO) | 85% |
| JOURNEY | Infinity (Col) | 65% |
| BILLY JOEL | Stranger (Col) | 60% |
| TED NUGENT | Double Live Gonzo (Epic) | 55% |
| QUEEN | News Of The World (Elektra) | 55% |
| STEELY DAN | Aja (ABC) | 55% |

WEST

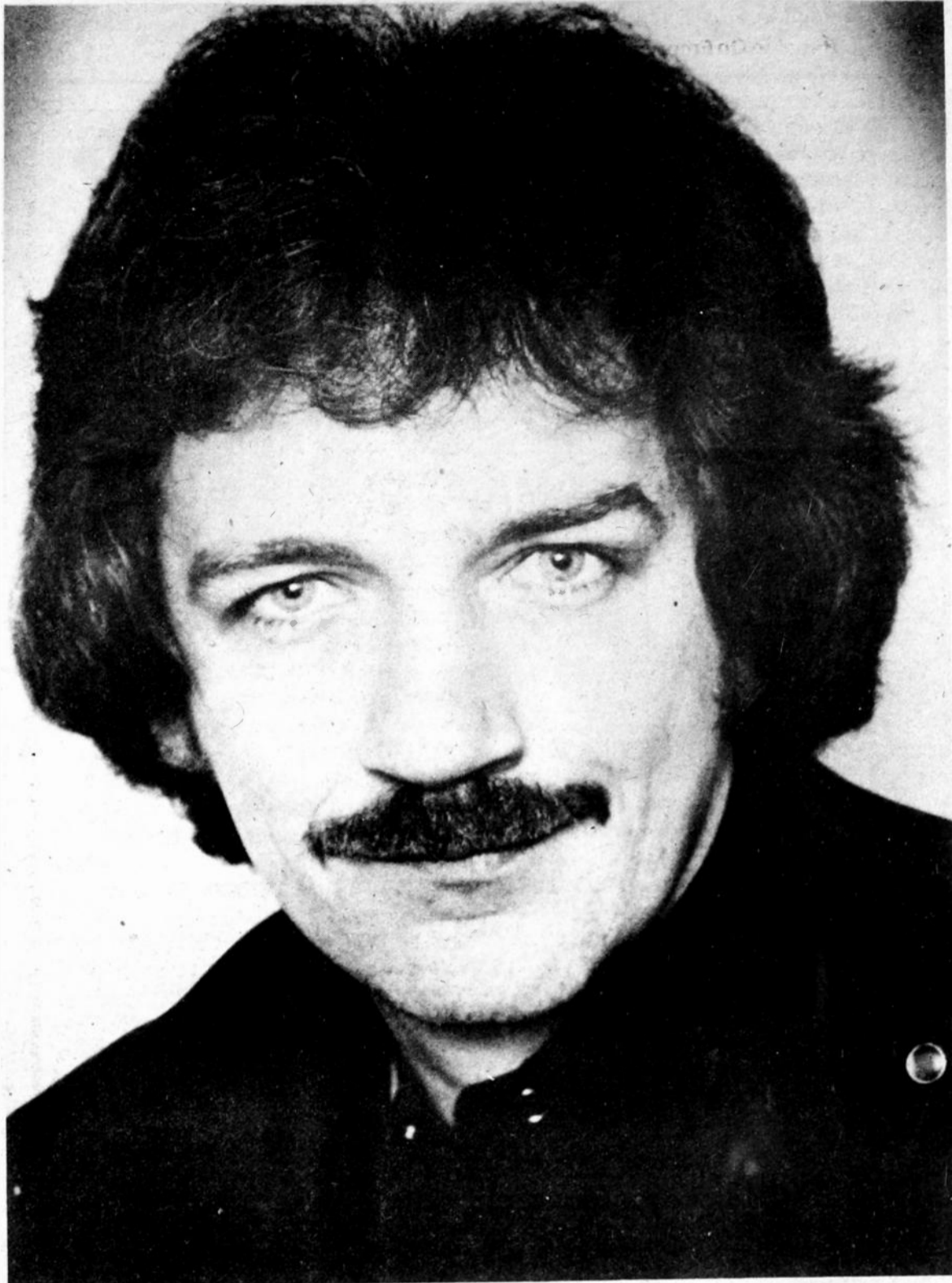
ADDED

| | | |
|--------------------|---------------------------|-----|
| JEFFERSON STARSHIP | Earth (GrunT) | 77% |
| MICHAEL MURPHEY | Lone Wolf (Epic) | 27% |
| WALTER EGAN | Not Shy (Col) | 23% |
| ROBERT GORDON | Fresh Fish... (Pvt. Stk.) | 18% |
| MANFRED MANN | Watch (WB) | 18% |
| BAT McGRATH | The Spy (Ambers) | 18% |

HOTTEST

| | | |
|----------------|-------------------------------|-----|
| JACKSON BROWNE | Running On Empty (Asylum) | 77% |
| ERIC CLAPTON | Slow Hand (RSO) | 55% |
| BOB WEIR | Heaven Help The Fool (Arista) | 45% |
| WARREN ZEVON | Excitable Boy (Asylum) | 45% |
| JOURNEY | Infinity (Col) | 41% |
| LITTLE FEAT | Waiting For Columbus (WB) | 41% |
| QUEEN | News Of The World (Elektra) | 41% |

Mike Finnigan's



"Black & White"

Featuring:

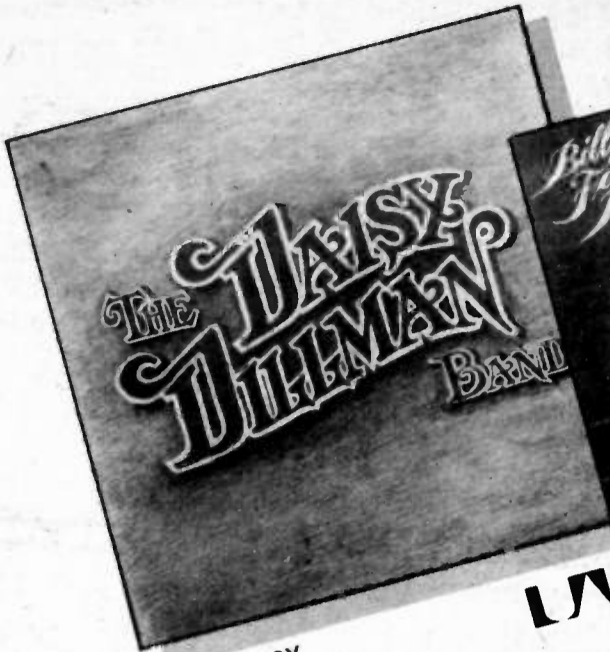
"Just One Minute More"

&

"Expressway To Your Heart"

**Picture-Perfect Rock 'N Roll
From Columbia Records** 

LOOKING FOR ACTION?



THE DAISY
DILLMAN BAND
UA-LA 838-G

UA



BILLY FALCON
BILLY FALCON'S BURNING ROSE
MR-LA 832-G



NOEL POINTER
HOLD-ON
UA-LA 848-H

UA



MILLINGTON
LADIES ON THE STAGE
UA-LA 821-G

UA



GERRY RAFFERTY
CITY TO CITY
UA-LA 840-G

UA



LAVENDER
HILL MOB
UA-LA 818-G

UA



DARTS
UA-LA 850-G

G
MAGNET
RECORDS



JERICO HARP
UA-LA 812-G

UA



LONNIE DONEGAN
PUTTIN' ON THE STRIP
UA-LA 827-H

UA

HEAVY PLAY. ON UNITED ARTISTS RECORDS AND TAPES.

NOVA. MUSIC CREATING ITS OWN SPACE.



ELIO DANNA



BARRY JOHNSON



CORRADO RUSTICI

KILLER KUT
WALRUS MARCH 6, 1978
"YOU ARE LIGHT"
FROM THEIR NEW ALBUM
"WINGS OF LOVE"



RENATO ROSSET



RIC PARNELL

NOVA

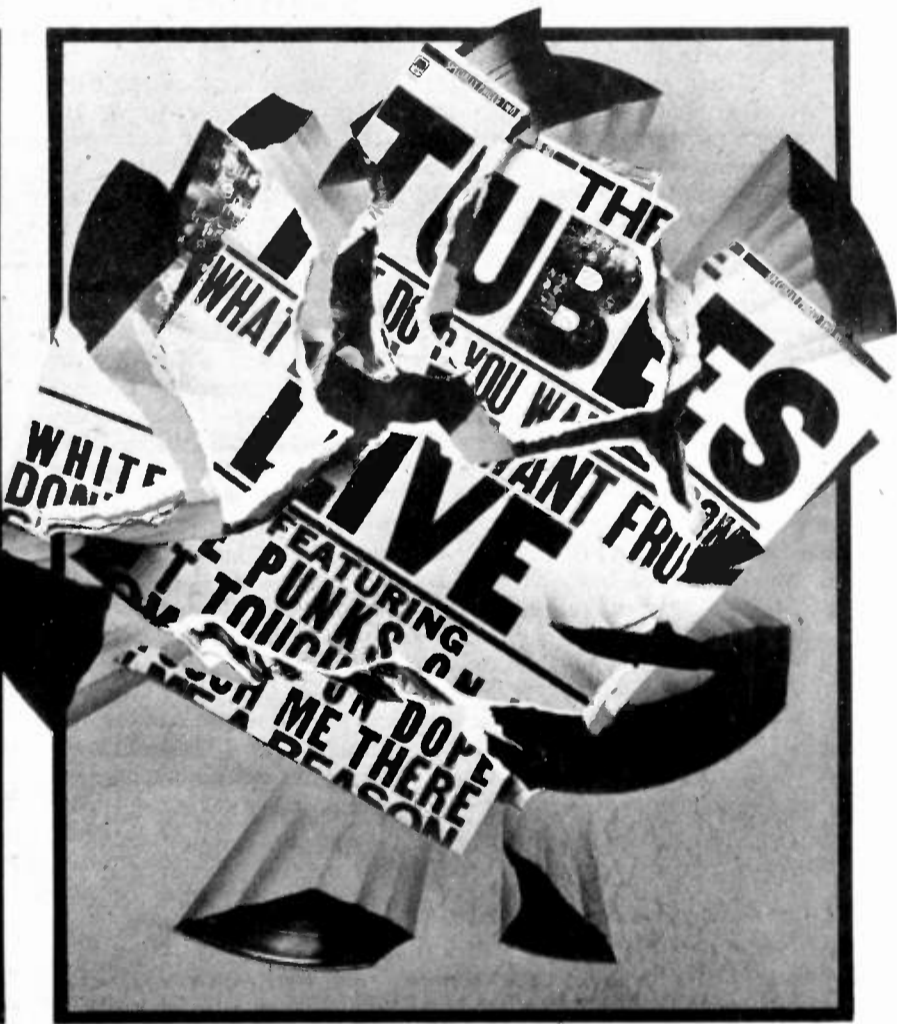
SRO Denver. Cheering audiences herald a major new group. Nova's brilliant musicianship is winning critical raves and excitement builds as they cross the country. Their appearances at The Golden Bear, Huntington Beach and The Roxy in L.A. justified all the advance raves. Now The Old Waldorf in San Francisco—March 8th & 9th. Nova's space is growing.

ON ARISTA RECORDS & TAPES


IS IT LIVE OR IS IT THE TUBES?



Produced by Pete Henderson & Rikki Farr



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**STOP! IT'S BOTH! THE TUBES: WHAT DO YOU
WANT FROM LIVE! ON A&M RECORDS & TAPES** 
NOW YOU WON'T HAVE TO SEE IT TO BELIEVE IT.

SP-6003

COUNTRY



Direct From Duncan

by Jim Duncan, Country Editor

Convention Recap

It is hard to believe I am looking at a blank piece of paper preparing to write this column about the fourth R&R Convention. What took many months to put together just took a few fast-paced hours to run its course. Right now there is so little space and so much to tell about my experiences. Here's the way I saw it:

There were many personal goals set prior to the convention. Besides wanting to see many old friends, and make some new ones, I honestly wanted to learn something to make me better at what I do, both as a writer/music researcher and as a radio broadcaster. I'm happy to report the R&R Convention '78 paved an easy path to higher learning. Keynote Marshall McLuhan was an inspiration to us all. Richard Lutz helped direct and answer so many questions about research. The pace of the convention was designed to make it easy to find time to share a thought or two with many colleagues.

R&R Convention '78 was designed as a total convention, without an emphasis on any one format. The topics of discussion were of interest to everyone. The individual-format rap rooms were the only times formats were discussed separately.

The Country rap room was kicked off with an audio-visual presentation prepared by the Country Music Association. It featured a look at the continued growth of the Country radio and record industries. Many will find this a useful tool to sell Country radio to advertisers. It was suggested as a presentation at local or state broadcasting seminars. I would like to thank the CMA's Pat Zimmerman and Cindy Rose for bringing it to Dallas.

My first guest was WMAQ/WKQX/Chicago Program Manager Bill Hennes. This was his first exposure as a Country programmer. He talked about his conversion to this format and the changes he has made at WMAQ since Bob Pittman went to New York. One of the main topics of discussion, the use of album cuts, was the first question asked of Hennes. He responded that he tries to play only the best "songs," whether they're singles or album cuts. But he does not go out of his way to play just any album cut. The various versions of "Lay Down Sally," and which to play was a hot topic for awhile. I guess it wouldn't be a good Country rap session if we couldn't get into "what is Country and what isn't." As always there was no decisive conclusion. Each programmer has to make the choice based on the needs of his market. WBAP/Fort Worth PD Don Thompson brought up the question of the value of passive research. Hennes stated this is just one of many forms of research his station uses to determine the acceptability of a musical cut.

Working as a team was the focal point of discussion between KRMD/Shreveport GM Smokey Hyde and OD Marty Sullivan. I found their attitude toward the new 50,000 watt Country station in their market interesting. They both stated no changes were made in programming against their new competition. Hyde said the reason for their continued success is because everything they do is based not on a "sales clock," but rather a "programming clock." They find out what the program is and sell it, not the other way around. Again the argument of research vs. gut was brought up. "What works best for your market..."

WDAF/Kansas City PD Randy Michaels, who was recently featured in an R&R interview, was our next guest. Associate Country Editor Hugh Cherry led this discussion. The recent success of WDAF was the main topic of interest. Another topic dealt with the air staff implementing the format. Michaels spoke about making a station a total-service radio station to a community, and their use of call-out research.

Next, our Country rap session focused on WDEE/Detroit Director of Operations Tom Collins and KSON/San Diego PD Ed Chandler. Both are at opposite ends of the pole regarding programming techniques. Collins feels the only way to win is to be a personality station, with a modern feel, and to involve yourself with the best research techniques. Chandler on the other hand feels his recent success at KSON was due to a dropping in the modern, almost rock, approach to a Country audience. He stated he has dropped all use of any kind of research. Collins got into a conversation about the rotation of music within a format and the total involvement of the "Big D" air personalities in the city. He also delved into outside promotional tools and marketing.

Dan Halyburton, PD of WDGY/Minneapolis, another one of the new Country radio success stories, provided a look into his programming techniques. He is a very research-oriented PD and went beyond the typical arguments. He provided copies of his research forms for those in attendance, and talked about the process of interpreting research information.

The Music Director of WSM/Nashville, Mary Catherine Murphy, and Ed Salamon, Program Director of WHN/New York, were the final guests in the Country rap room. Both are very music-oriented, but since the evening had covered about every

argument regarding music for Country radio, I tried to stay clear of that topic. Ms. Murphy was asked to discuss the role of the female in broadcasting today. She feels they have come a long way, but are nowhere near where they should be. She, along with Salamon, talked about the use of live concerts as a programming tool. Salamon suggested the best time for any specialized programming would be at night when a big chunk of regular listeners are watching television. Salamon spoke on promotions and getting publicity for a radio station, and working with his air personalities and making them feel a part of the total team of a radio station.

It is very difficult to summarize all the various topics we discussed that night in one column. It was a good learning experience for everyone in attendance.

At one point during the Country rap session, a photographer came in to the session. Since one of the biggest complaints I get year-after-year is: "How come you didn't take my picture?", I called everyone in the room at the time up to the stage and had the photographer take a picture of all of us (you will find it in the section featuring the photo coverage of R&R Convention '78.)

I would like to thank all of my special guests for their help at the rap room. Plus a big Thank You to Dolly Parton for a tremendous show at the Saturday night banquet. I was proud to be the Country Editor that night. Country looked and sounded good!! Thank you to RCA's Jerry Bradley, Joe Galante, Wayne Edwards, Carson Schreiber and all the rest for making the Country guys feel right at home in Dallas.

At about three in the morning, a couple hours after the Country rap session concluded, I just happened to be walking by the room, which earlier had been filled with the top names in the Country radio and record industries. I peeked inside and found Randy Michaels (WDAF) and Dan Halyburton (WDGY) sharing ideas and a few stories. Throughout the convention I did a great deal of observing. Sure, the R&R Convention was the best party ever organized for an industry, but it was the sharing of ideas and the learning process that made the R&R Convention '78 the best yet. Hope to see you in 1979 here in Los Angeles. It's an experience you will not soon forget.

Country Seminar "New Faces Show" Announced

The talent line-up for the ninth Country Radio Seminar's "New Faces Show" and banquet has just been made known. This year's show will feature the following talent: Janie Fricke, CBS; Vern Gosdin, Elektra; Con Hunley, Warner Bros.; Don King, Con Brio; Zella Lehr, RCA; Ronnie McDowell, Scorpion-GRT; Peggy Sue, Door Knob; Ray Sanders, Republic; Kenny Starr, MCA; and Gene Watson, Capitol.

The show will take place Saturday night, March 19, at the Nashville Airport Hilton. This is the site of this year's Country Radio Seminar. Sessions of interest to Country broadcasters will be held all day Friday, March 18 and Saturday, March 19, at the hotel.

Again this year, Charlie Monk will be the host for the Saturday night banquet. Nashville producer Eddie Kilroy and Monk will produce the show. Some of the top musicians of Nashville will provide musical support for the evening. They include Bobby Dyson, Jerry Whitehurst, Dave Kirby, Bobby Thompson, Stu Basore, Billy Sanford, Buddy Spicher, Eddie Anderson and the Lea Jane Singers.

For more details regarding seminar registration contact Ellen Tune, (615) 254-9461.



Biff Collie

Inside Nashville

AND THEN I WROTE: Quotable Red O'Donnell of the Nashville Banner notes that Nick Boone, Pat's brother, is moving home to Nashville from Memphis' Union Avenue Church of Christ as Song Leader and Children's Director to accept a similar position at the giant Madison Church of Christ. Nick replaces the Jordanaire's Ray Walker, who is in New York performing in that Broadway musical about Elvis called "A Legend Lives"...Nick recorded for DOT in the 60's under the name of Nick Todd...Tammy Wynette changed booking agencies, from Lavender-Blake to Jim Halsey...Warner Bros. Records are holding a benefit for NARAS (National Association of Recording Arts and Sciences) on Tuesday (March 14) at Possum Holler. Talent includes Margo Smith, Rex Allen Jr., Con Hunley, Pal Rakes, and John Anderson.... Dave Burgess, VP and General Manager of Republic Records, has just announced the signing of Randy Barlow to a recording

contract....Bon Vivant Charlie Monk and his wife Royce are "play-acting" in a local little theatre staging of "One Flew Over The Cuckoo's Nest." Ed Shea, Monk's old boss at ASCAP, and currently the president of the Gospel Music Association, is making plans for a "Gospel Music Night At The White House" in Washington...Shelly Davis, business manager at Mel Tillis enterprises and former GM at KBUL/Wichita, is trying to talk Mel Tillis into narrating a special cassette tape for this year's radio participants in Country Music Association's "Country Station Of The Year" competition. Winners I understand, will be seen on CMA's nationally televised awards presentation during country music month...(Mel Tillis—narrating??)...Top Billing agency boss Tandy Rice named to the Board of Directors of Williamson County Bank. Tandy manages Billy Carter, and now Cornelia (Mrs. George)

(Continued on page 55)

HOT!

Marty Robbins "Return To Me"

Moe Bandy "Soft Lights And Hard Country Music"

Johnny Cash "I Would Like To See You Again"

Janie Fricke "Baby It's You"

Johnny Duncan "She Can Put Her Shoes Under My Bed"

BREAKERS!

Sonny James "This Is The Love"

David Allan Coe "Divers Do It Deeper"

NEW & ACTIVE!

Bobby Bare "Too Many Nights Alone"

Mary Kay Place "Don't Make Love To A Country Music Singer"

Willie Nelson "Georgia On My Mind"

R.C. Bannon "(The Truth Is) We're Living A Lie"



on Columbia Records

COUNTRY

BREAKERS

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

KENNY ROGERS & DOTTIE WEST Every Time Two Fools Collide (UA)

Good moves in all regions. Some chart action includes 23-18 WUBE, 36-29 WHK, 35-30 KGBS, 33-26 KRMD, 34-24 KNIX, 40-32 KLAC, 28-23 KCKC, 24-15 KLVI, 28-23 KFDI, 24-16 CKLW-FM, 31-26 KD JW. Just added at WIXZ, WOKO, WVMI, WWJO, WFNC.

EDDIE RABBITT Hearts On Fire (Elektra)

Good phone action. Charted 23-17 KGBS, 35-28 WIL, 30-25 WUBE, debut 27 WWOK, 34-27 KRZY, 27-20 KNIX, 24-17 WSUN, 24-19 WOKO, 34-28 KSO, 27-19 KD JW, 29-15 KYNN. Just added at WIXZ.

NEW & ACTIVE

KENNY DALE "Red Hot Memories" (Capitol) Added at WWOK, WEEP, WHN, WIL, KIDN. Charts 10-7 KJJJ, 37-26 WDEE, 24-19 KSO, 28-22 WONE, 37-29 klac.

JOHNNY CASH "I Would Like To See You Again" (Columbia) Chart moves 18-14 KCKC, 30-22 KGBS, 35-29 KSO, 43-36 KLAC, debut 24 WWOK, 28-21 KYNN, 30-26 KRZY.

CARPENTERS "Sweet, Sweet Smile" (A&M) New at KRAM, KLAK, WHBF. Chart moves debut 19 WDAF, debut 22 WSUN, 33-27 KCKC, debut 32 WHOO, 26-18 WMUS.

JIM REEVES "You're The Only Good Thing" (RCA) Added at WOKO. Moves 20-11 KD JW, 21-17 KJJJ, 28-23 KBET, 25-19 KKYX, 30-24 WSUN.

CONWAY TWITTY "Grandest Lady Of Them All" (MCA) New at KFTN, WEEP. Moves 25-20 KFGO, 22-14 KSON, 24-18 KRAM, 36-28 KGBS, 26-19 WUBE, 35-27 KRMD, 33-29 KNIX.

DOLLY PARTON "It's All Wrong But It's All Right" (RCA) A "Most Added" record this week. New at KAYO, KSON, KGBS, KNIX, WIRE, WIL, WUBE, WPLO, KICK.

MERLE HAGGARD "I'm Always On A Mountain When I Fall" (MCA) KSON, KCKC, WUBE, WIL, WIRE, WJJD, WPLO, KICK. A "Most Added" record this week.

JOHNNY DUNCAN "She Can Put Her Shoes Under My Bed (Anytime)" (Columbia) A "Most Added" record this week. New at KSON, KGBS, KFDI, KSO, WEEP.

SUSIE ALLANSON "Maybe Baby" (WB) A "Most Added" record this week. Picked up in Midwest. Station adds include WJJD, WDEE, WHK, WIRE, WEEP, WHN, KSO.

STATLER BROTHERS "Do you Know You Are My Sunshine" (MCA) A "Most Added" record this week. New at KCKC, KJJJ, WINN, WPLO, KEED, KKYX, KD JW, WIRK-FM, KRZY, KNIX.

MICKEY GILLEY "Power Of Positive Drinking" (Playboy) New at KGBS, KCKC, KLAK, WHOO, KJJJ, WIRK-FM, KD JW, KKYX, WNRS, KHEY.

JOHNNY RODRIGUEZ "We Believe In Happy Endings" (Mercury) Added at WHK, WJJD, WDEE, WWOK, WSUN. Chart moves 12-10 KCKC, 35-27 KNIX, debut 28 KRGO, debut 29 KAYO.

JERRY LEE LEWIS "Come On In" (Mercury) Added at KAYO, WHK, WWOL, KBBQ, WITL, KFTN, KKYX, WXOR, KFDI.

DON GIBSON "Starting All Over Again" (ABC/Hickory) New this week at KRZY, WSUN, KRMD, WHBF, WXCL, WCOS-FM. Moves 28-22 KKYX, 32-26 WHK, 36-26 WIRE, 40-28 WOKO, debut 29 KRGO.

SONNY JAMES "This Is The Love" (Columbia) Added at WUBE, WDAF, WHK, WIRE, KEED, KRGO, WNRS, WLAS, KNIX, KFTN, KKYX.

WILLIE NELSON "If You Can Touch Her At All" (RCA) New at KSON, KCKC, KNIX, WPLO, KICK, KBBQ, WLAS, WIRK-FM, keed, kjjj.

WILLIE NELSON "If You Can Touch Her At All" (RCA) New at KSON, KCKC, KNIX, WPLO, KICK, KBBQ, WLAS, WIRK-FM, KEED, KJJJ.

JOE SAMPLEY "Red Wine" (Epic) Added at KICK, KRZY, WPLO, KRMD, KKYX, WUBE, KRGO, KYNN, KNIX, KHEY.

T.G. SHEPPARD "Don't Ever Say Good-Bye" (WB) Adds at KAYO, WDEE, WMAQ, WSUN, WONE, CKLW-FM, WFNC, WWOL, WADR. Chart moves 32-22 WUBE.

ERIC CLAPTON "Lay Down Sally" (RSO) Added at WINN, WSUN, KRGO, KFGO, WNYN, KD JW, WHK, Moves 28-9 CKLW-FM, 25-14 WMUS.

LINDA RONSTADT "Poor, Poor Pitiful Me" (Asylum) New at WONE, WHOO, KSO, KYNN, WFNC. Moves 35-29 KKYX, debut 13 WHN, debut 28 WSUN.

AVA BARBER "Bucket To The South" (Ranwood) Added at KICK, WJVA, KIDN, WNYN. Charts 44-29 KGBS, 46-39 KLAC, 16-12 KSON, 28-23 WSUN.

DOTTSY "Here In Love" (RCA) New this week at WNYN, WSUN, WADR. Charts 21-16 KSON, 20-15 KRAM, 34-24 KCKC, 48-42 KLAC.

Radio & Records COUNTRY AIRPLAY/40

March 10, 1978

| Three Weeks | Two Weeks | Last Week | | |
|-------------|-----------|-----------|----|---|
| 3 | 1 | 1 | 1 | WAYLON & WILLIE/Mamas Don't Let Your Bables Grow Up...(RCA) |
| 5 | 4 | 3 | 2 | MEL TILLIS/Whet Did I Promise Her Last Night (MCA) |
| 1 | 2 | 2 | 3 | MARGO SMITH/Don't Break The Heart That Loves You (WB) |
| 9 | 6 | 5 | 4 | RONNIE McDOWELL/I Love You, I Love You, I Love You (Scorpion/GRT) |
| 4 | 3 | 4 | 5 | BARBARA MANDRELL/Women To Women (ABC) |
| 14 | 9 | 7 | 6 | ZELLA LEHR/Two Doors Down (RCA) |
| 20 | 12 | 9 | 7 | ANNE MURRAY/Walk Right Back (Capitol) |
| 12 | 10 | 8 | 8 | GEORGE JONES/Bartenders' Blues (Epic) |
| 29 | 21 | 14 | 9 | CRYSTAL GAYLE/Ready For The Good Time (UA) |
| 39 | 27 | 12 | 10 | CHARLEY PRIDE/Someone Loves You Honey (RCA) |
| 23 | 13 | 10 | 11 | MARTY ROBBINS/Return To Me (Columbia) |
| 2 | 5 | 6 | 12 | DONNA FARGO/Do I Love You (WB) |
| 26 | 16 | 13 | 13 | TOMMY OVERSTREET/Yes Ma'am (ABC) |
| 22 | 17 | 15 | 14 | MEL STREET/If I Had A Cheatin' Heart (Polydor) |
| — | 28 | 19 | 15 | JACKY WARD/Lovers Question (Mercury) |
| 6 | 8 | 11 | 16 | LARRY GATLIN/I Just Wish You Were Someone I Loved (Monument) |
| — | 34 | 21 | 17 | THE KENDALLS/Don't Feel Like Sinner To Me (Ovation) |
| 32 | 23 | 18 | 18 | MOE BANDY/Soft Lights And Hard Country Music (Columbia) |
| 18 | 14 | 17 | 19 | MERLE HAGGARD/Running Kind (Capitol) |
| 36 | 31 | 26 | 20 | BILLY "Crash" CRADDOCK/I Cheated On A Good Woman's Love (Capitol) |
| 37 | 32 | 25 | 21 | B.J. THOMAS/Everybody Loves A Rain Song (MCA) |
| 13 | 15 | 16 | 22 | MEL McDANIEL/God Made Love (Capitol) |
| — | 36 | 28 | 23 | DON WILLIAMS/I Got A Winner In You (ABC) |
| 28 | 25 | 24 | 24 | DON DRUMM/Bedroom Eyes (Churchill) |
| — | — | 34 | 25 | KENNY ROGERS & DOTTIE WEST/Every Time Two Fools Collide (UA) |
| 7 | 7 | 20 | 26 | GENE WATSON/I Don't Need A Thing At All (Capitol) |
| — | 38 | 32 | 27 | KENNY DALE/Red Hot Memory (Capitol) |
| — | — | 38 | 28 | EDDIE RABBITT/Hearts On Fire (Elektra) |
| 30 | 26 | 23 | 29 | BILLIE JO SPEARS/Lonely Hearts Club (UA) |
| 8 | 11 | 22 | 30 | OAKRIDGE BOYS/You're The One (ABC) |
| — | 39 | 31 | 31 | BILL ANDERSON & MARY LOU TURNER/I'm Way Ahead Of You (MCA) |
| — | 37 | 33 | 32 | VERN GOSDIN/It Started All Over Again (Elektra) |
| — | 40 | 35 | 33 | FREDDIE HART/So Good, So Rare, So Fine (Capitol) |
| — | — | 39 | 34 | JOHNNY CASH/I Would Like To See You Again (Columbia) |
| 16 | 20 | 27 | 35 | JOHN WESLEY RYLES/Shine On Me (ABC) |
| 10 | 19 | 29 | 36 | LORETTA LYNN/Out Of My Head And Back In My Bed (MCA) |
| 11 | 18 | 30 | 37 | EMMYLOU HARRIS/To Daddy (WB) |
| — | — | — | 38 | CARPENTERS/Sweet, Sweet Smile (A&M) |
| — | — | — | 39 | JIM REEVES/You're The Only Good Thing (RCA) |
| — | — | — | 40 | CONWAY TWITTY/Grandest Lady Of Them All (MCA) |

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

CHART SUMMARY: For the third week in a row Waylon & Willie could not be moved from the top spot on the Country chart. Mel Tillis, Ronnie McDowell, Zella Lehr, Anne Murray, Crystal Gayle and Charley Pride all continue to look like strong contenders. Jacky Ward, The Kendalls, and Billy "Crash" Craddock are still doing very well. Biggest movers were the Kenny Rogers & Dottie West duet and Eddie Rabbitt. Both singles were also this week's Country Breakers. At the tail end of the chart Johnny Cash looks good. Carpenters, Jim Reeves and Conway Twitty all debuted this week.

Others Getting Significant Action

RAYBURN ANTHONY "Maybe I Should've Been Listenin'" (Polydor) New at KLAK, WSUN, KFDI, KYNN, KBBQ.

JIM ED BROWN & HELEN CORNELIUS "I'll Never Be Free" (RCA) Added at WSLR, KRAM, KIDN, WITL, WXOR.

JANIE FRICKE "Baby It's You" (Columbia) Added at KRMD, KRAM, WHBF, WITL, WNYN, WSUN.

CON HUNLEY "Cry Cry Darling" (WB) Added at WITL, WINN, WCOS. Moves 28-38 WIRK, 37-20 KLVI, 36-28 WONE.

DON KING "Music Is My Woman" (Con Brio) New at KHEY. Charts 32-27 KSO, 33-27 WHBF.

DICKEY LEE "Love Is A Word" (RCA) New at WIL, WJJD. Debut 30 WSUN, 34-24 WONE.

BOB LUMAN "Proud Lady" (Polydor) Added at WDEE, WONE. Charts 23-17 KYNN.

MARY K. MILLER "Right Or Wrong" (Inergi) Added at WIRE, KYNN, KLAK, KICK, WLAS.

DALE McBRIDE "A Sweet Love Song The World Can Sing" (Con Brio) Added at KJJJ, KRGO, KEBC, WLAS, WKYG.

JERRY NAYLOR "If You Don't Want To Love Her" (MC) Added at CKLW-FM, KRGO, WONE.

SANDY POSEY "Born To Be With You" (WB) Added at WIRE, WUBE, KAYO, KLAK, KFTN.

JERRY REED "Sweet Love Feelings" (RCA) Added at KCKC, KJJJ, KBBQ, WIRK-FM.

CONNIE SMITH "Lovin' You Baby" (Monument) Added at KCEY, KUGR,

Most Added

DOLLY PARTON "It's All Wrong But It's All Right" (RCA)

MERLE HAGGARD "I'm Always On A Mountain When I Fall" (MCA)

JOHNNY DUNCAN "She Can Put Her Shoes Under My Bed..." (Col)

STATLER BROTHERS "Do You Know You Are My Sunshine" (MCA)

SUSIE ALLANSON "Maybe Baby" (WB)

Hottest:

WAYLON & WILLIE (RCA)

CHARLEY PRIDE (RCA)

ANNE MURRAY (Capitol)

EDDIE RABBITT (Elektra)

ROGERS & WEST (UA)

THE KENDALLS (Ovation)

DON WILLIAMS (ABC)

R. McDOWELL (Scorpion/GRT)

CRYSTAL GAYLE (UA)

Most Requested

| LW | TW | |
|----|----|----------------------------|
| 1 | 1 | WAYLON & WILLIE (RCA) |
| 2 | 2 | CHARLEY PRIDE (RCA) |
| 3 | 3 | R. McDOWELL (Scorpion/GRT) |
| 4 | 4 | CRYSTAL GAYLE (UA) |
| 5 | 5 | THE KENDALLS (Ovation) |
| 6 | 6 | DONNA FARGO (WB) |
| 7 | 7 | JOHNNY PAYCHECK (Epic) |
| 8 | 8 | EDDIE RABBITT (Elektra) |
| 9 | 9 | ANNE MURRAY (Capitol) |
| 10 | 10 | MARGO SMITH (WB) |

*Mostly "Cool-Aid" slide



I really enjoyed
performing for you
at the
R&R Convention.

Thank you for a
beautiful evening!

Dolly

Her new single:

"It's All Wrong But It's All Right"

Most Added Record Of The Week in Radio & Records

BB *44 RW *49



Radio & Records

Country Regional Adds

West

KRZY Albuquerque, N.M. Dolly Parton Don Gibson Merle Haggard Stetler Bros. Joe Stampley
KNEW Oakland, S.F. Dolly Parton Stetler Bros. Mickey Gilley Jerry Wallace Ava Barber
KLAK Denver, Co. Red Sovine Johnny Lee Mary K. Miller Carpenters Sandy Posey Johnny Duncan Dolly Parton Mickey Gilley Rayburn Anthony
KEED Eugene, Or. Dolly Parton Billy Joe Shaver Willie Nelson Stetler Bros. Merle Haggard (Cous) Sonny James
KUGR Green River, Wv. Steve Young Connie Smith L.D. Wilkins Johnny Duncan Arlene Harden Gary Stewart
KRAM Las Vegas, Nv. Carpenters Brown & Cornelius David Rogers Janie Fricke B.J. Thomas
KIDN Pueblo, Co. Brown & Cornelius Ray Sanders Kenny Dale Jerry Wallace Tommy Cash Ava Barber Gary Stewart
KFTN Provo, Ut. Stetler Bros. Steve Young Sonny James Sandy Posey Howdy Glenn Merle Haggard Jerry Lee Lewis
KLAC Los Angeles, Ca. Carpenters T.G. Sheppard Susie Allanson Dolly Parton Merle Haggard

Midwest

WDLH Akron, Oh. Merle Haggard Dolly Parton Brown & Cornelius
WUHE Cincinnati, Oh. Kendalls Susie Allanson Dolly Parton Sonny James Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WVNS Ann Arbor, Mi. Mickey Gilley Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WYNY Canton, Oh. Dolly Parton Mickey Gilley Ava Barber Stetler Bros. Janie Fricke Dotsey Merle Haggard Doodle Owens Eric Clapton
WJJD Chicago, Il. Moe Bandy Dickey Lee Johnny Rodriguez Bob Luman Linda Ronstadt Johnny Paycheck
WMAO Chicago, Il. "Crash" Craddock Moe Bandy Jacky Ward T.G. Sheppard
WONE Dayton, Oh. B.J. Thomas Jerry Naylor T.G. Sheppard Susie Allanson Bob Luman Linda Ronstadt Johnny Paycheck
WJWS Des Moines, Ia. Susie Allanson Linda Ronstadt Faron Young Johnny Duncan Merle Haggard Tompall Glaser Brown & Cornelius
WUHE Dayton, Oh. Kendalls Susie Allanson Dolly Parton Sonny James Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WVNS Ann Arbor, Mi. Mickey Gilley Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WYNY Canton, Oh. Dolly Parton Mickey Gilley Ava Barber Stetler Bros. Janie Fricke Dotsey Merle Haggard Doodle Owens Eric Clapton
WJJD Chicago, Il. Moe Bandy Dickey Lee Johnny Rodriguez Bob Luman Linda Ronstadt Johnny Paycheck
WMAO Chicago, Il. "Crash" Craddock Moe Bandy Jacky Ward T.G. Sheppard
WONE Dayton, Oh. B.J. Thomas Jerry Naylor T.G. Sheppard Susie Allanson Bob Luman Linda Ronstadt Johnny Paycheck
WJWS Des Moines, Ia. Susie Allanson Linda Ronstadt Faron Young Johnny Duncan Merle Haggard Tompall Glaser Brown & Cornelius

WDEE Detroit, Mi. Johnny Rodriguez T.G. Sheppard Susie Allanson Bob Luman Jerry Wallace
WVNS Ann Arbor, Mi. Mickey Gilley Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WYNY Canton, Oh. Dolly Parton Mickey Gilley Ava Barber Stetler Bros. Janie Fricke Dotsey Merle Haggard Doodle Owens Eric Clapton
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WONE Dayton, Oh. B.J. Thomas Jerry Naylor T.G. Sheppard Susie Allanson Bob Luman Linda Ronstadt Johnny Paycheck
WJWS Des Moines, Ia. Susie Allanson Linda Ronstadt Faron Young Johnny Duncan Merle Haggard Tompall Glaser Brown & Cornelius

East

WOKD Albany, N.Y. Rogers & West Jim Reeves Merry Mitchell Dolly Parton
WKYG Parkersburg, W.V. Susie Allanson Cal Smith Jerry Foster Connie Smith Dale McBride
WIXZ Pittsburgh, P.A. Eddie Rabbitt Rogers & West Moe Bandy Billie Jo Spears
WVNS Ann Arbor, Mi. Mickey Gilley Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WYNY Canton, Oh. Dolly Parton Mickey Gilley Ava Barber Stetler Bros. Janie Fricke Dotsey Merle Haggard Doodle Owens Eric Clapton
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WJWS Des Moines, Ia. Susie Allanson Linda Ronstadt Faron Young Johnny Duncan Merle Haggard Tompall Glaser Brown & Cornelius

South

KDJW Amarillo, Tx. Stetler Bros. Mickey Gilley Narvel Felts Merle Haggard Howdy Glenn Donnie Rhort Eric Clapton
KLVI Beaumont, Tx. Johnny Duncan Jerry Lee Lewis Marty Mitchell Brenda Kay Perry Sandy Posey L.D. Wilkins
KHEY El Paso, Tx. Johnny Duncan Don King Joe Stampley Arlene Harden Mickey Gilley Dolly Parton
WVNS Ann Arbor, Mi. Mickey Gilley Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WYNY Canton, Oh. Dolly Parton Mickey Gilley Ava Barber Stetler Bros. Janie Fricke Dotsey Merle Haggard Doodle Owens Eric Clapton
WJJD Chicago, Il. Moe Bandy Dickey Lee Johnny Rodriguez Bob Luman Linda Ronstadt Johnny Paycheck
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WONE Dayton, Oh. B.J. Thomas Jerry Naylor T.G. Sheppard Susie Allanson Bob Luman Linda Ronstadt Johnny Paycheck
WJWS Des Moines, Ia. Susie Allanson Linda Ronstadt Faron Young Johnny Duncan Merle Haggard Tompall Glaser Brown & Cornelius

WLAS Jacksonville, N.C. Susie Allanson Johnny Lee L.D. Wilkins Mary K. Miller Brilamy Bros. Janie Fricke Paul Craft Dave Dudley Jerry Reed Willie Nelson Stetler Bros. Sonny James
WKDA Nashville, Tn. Net Stuckey Jerry Wallace Marty Mitchell
KEBC Oklahoma City, Ok. Red Steagall Howdy Glenn Bill Black Combo Peggy Forman Red Sovine Jerry Lee Lewis Dale McBride
WVNS Ann Arbor, Mi. Mickey Gilley Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WYNY Canton, Oh. Dolly Parton Mickey Gilley Ava Barber Stetler Bros. Janie Fricke Dotsey Merle Haggard Doodle Owens Eric Clapton
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WONE Dayton, Oh. B.J. Thomas Jerry Naylor T.G. Sheppard Susie Allanson Bob Luman Linda Ronstadt Johnny Paycheck
WJWS Des Moines, Ia. Susie Allanson Linda Ronstadt Faron Young Johnny Duncan Merle Haggard Tompall Glaser Brown & Cornelius

WSUN St. Petersburg, Fl. B.J. Thomas "Crash" Craddock Don Gibson Dotsey T.G. Sheppard Janie Fricke Jerry Wallace Johnny Rodriguez Moe Bandy Rayburn Anthony Eric Clapton
KRYX San Antonio, Tx. George Hamilton IV Sonny James Narvel Felts Red Sovine Joe Stampley Gary Stewart Sherry Bruce Dolly Parton Mickey Gilley Stetler Bros. Jerry Lee Lewis Jody Miller
WVNS Ann Arbor, Mi. Mickey Gilley Narvel Felts Susie Allanson Stetler Bros. Sonny James Dolly Parton Merle Haggard
WYNY Canton, Oh. Dolly Parton Mickey Gilley Ava Barber Stetler Bros. Janie Fricke Dotsey Merle Haggard Doodle Owens Eric Clapton
WJJD Chicago, Il. Moe Bandy Dickey Lee Johnny Rodriguez Bob Luman Linda Ronstadt Johnny Paycheck
WMAO Chicago, Il. "Crash" Craddock Moe Bandy Jacky Ward T.G. Sheppard
WONE Dayton, Oh. B.J. Thomas Jerry Naylor T.G. Sheppard Susie Allanson Bob Luman Linda Ronstadt Johnny Paycheck
WJWS Des Moines, Ia. Susie Allanson Linda Ronstadt Faron Young Johnny Duncan Merle Haggard Tompall Glaser Brown & Cornelius



Diamond Doings—MCA recording artist, Conway Twitty is shown presenting a diamond ring to Carol Pipkin, who was the winner in the "Georgia Keeps Pulling On My Ring" contest, sponsored by WKDA/Nashville. WKDA PD, Dale Turner is pictured next to Conway. Mrs. Pipkin's husband looks on.

Others Getting Significant Action

CKLW-FM, WXOR. RED SOVINE "Lay Down Sally" (Gusto) Adds at KJJD kbet, k!sk, kkyx. RED STEAGALL "The Devil Ain't A Lonely Woman's Friend" (ABC) Added at KEBC, WPLO, KAYO. GARY STEWART "Whiskey Trip" (RCA) Added at KRMD, WINN, KFDI, KIDN, KKYX. JERRY WALLACE "At The End Of A Rainbow" (BMA) New at WDEE, KIKK, WSUN. Charts 27-22 KFTN. LITTLE DAVID WILKINS "Don't Stop The Music You're Playing My Song" (Playboy) New at CKLW-FM, KGBS, KUGR, WLAS, KLVI.



MONTGOMERY MUSIC MAKERS—WLWI/Montgomery is the newest Country station in that market. To kick off their first week on the air, they held a special concert. Pictured backstage (left to right) WLWI PD Jon Anthony; Jeannie Kendall of Ovation Records recording group the Kendalls; and RCA's Helen Cornelius.

Country Albums

Album cuts receiving airplay and activity:

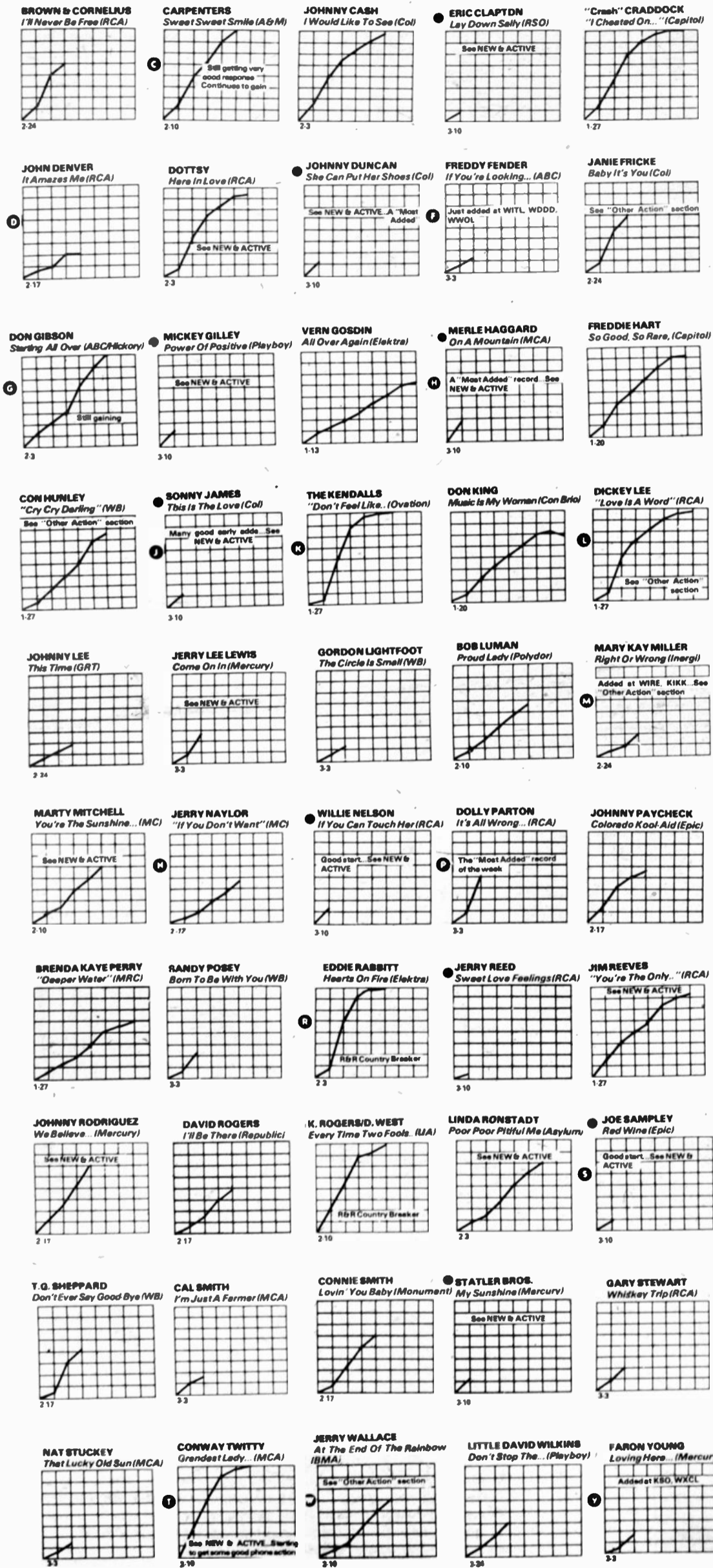
HOYT AXTON (A&M) "Free Sailer" "Honky Tonk Music"
JOHNNY DUNCAN (Columbia) "Cheatin' In The Key Of C" "Red, Red Wine" "Juke Box Cinderella"
TOM T. HALL (RCA) "BURNING BRIDGES" "Come On Back To Nashville"
EMMYLOU HARRIS (WB) "My Songbird" "Easy From Now On" "Two More Bottles Of Wine"
JERRY LEE LEWIS (Mercury) "Georgia On My Mind"
GORDON LIGHTFOOT (WB) "The Circle Is Small"
BARBARA MANDRELL (ABC) "How Long" "A Fancy Place To Cry"
C.W. MCCALL (Polydor) "Old Glory"
ANNE MURRAY (Capitol) "Tennessee Waltz"
RANDY NEWMAN (WB) "Rider In The Rain"
DOLLY PARTON (RCA) "Two Doors Down" "Cowgirl & The Dandy" "Me & Little Andy" "Loving You"
JOHNNY PAYCHECK (Epic) "Colorado Cool-Aid" "Georgia In A Jug"
MARY KAY PLACE (Columbia) "You Can't Go To Heaven" "Dolly's Dive"
CHARLEY PRIDE (RCA) "Heaven Watches Over Fool" "Days Of Our Lives"
MARTY ROBBINS (Columbia) "The Way I Loved You Best"
JOHNNY RODRIGUEZ (Mercury) "Remember Me" "Tall All Your Trouble"
BILLY JOE SHAVER (Capricorn) "You Asked Me To"
T.G. SHEPPARD (WB) "Where Do We Go" "Don't Ever Say Goodbye"
CONWAY TWITTY (MCA) "Honky Tonk Song" "Maybellene"
WAYLON JENNINGS (RCA) "Don't Cuss The Fiddle" "I Get Off On You"
DON WILLIAMS (ABC) "Rake & Ramblin' Man" "Sneakin' Around" "Louisiana Saturday Night"
FARON YOUNG (Mercury) "City Lights" "Lovin' There, Livin' There"

Active Re-Currents

DOLLY PARTON "Here You Come Again" (RCA)
THE KENDALLS "Heaven's Just A Sin Away" (Ovation)
ELVIS PRESLEY "My Way" (RCA)
RONNIE MILSAP "Almost Like A Song/What A Difference" (RCA)
DAVE & SUGAR "I'm Knee Deep In Loving You" (RCA)
EMMYLOU HARRIS "To Daddy" (WB)
JERRY LEE LEWIS "Middle Age Crazy" (Mercury)
DEBBY BOONE "You Light Up My Life" (WB)
JOHNNY PAYCHECK "Take This Job & Shove It" (Epic)
LORETTA LYNN "Out Of My Head" (MCA)
JOHNNY DUNCAN & JANIE FRICKE "Come A Little Bit Closer" (Col)
WAYLON JENNINGS "Luckenbach, Texas" "Wurlitzer Prize" (RCA)
CRYSTAL GAYLE "Don't It Make My Brown Eyes Blue" (UA)
OAK RIDGE BOYS "You're The One" (ABC)
KENNY ROGERS "Sweet Sweet Music Man" (UA)
LINDA RONSTADT "Blue Bayou" (Asylum)

COUNTRY SINGLES

• New entries • Circled letters indicate alphabetical order



Biff Collie

(Continued from page 50)

Wallace....Jim Ed Brown and Helen Cornelius would be hard to convince that winning CMA awards don't count. By the end of January, CMA's "Duo Of The Year" was booked for as many dates as they had in six months last year!... Tom T. Hall is on the Jim Nabors TV show March 15th....Kenny Rogers and Dottie West will host that "World's Largest Indoor Country Music Show" at the Pontiac Silverdome arena for NBC-TV this month in Pontiac, Michigan. The Silverdome is the home of the Detroit Lions pro football team.

WHO WAS ON FIRST: Original Country records of current hits, do you know? "Mamas Don't Let Your Babies" (Ed Bruce)... "Walk Right Back" (Everly Bros.)... "Return To Me" (Dean Martin?)... "Shake Me I Rattle" (Marion Worth)... "Lover's Question" (Del Reeves)... "Something To Brag About" (Charlie Louvin & Melba Montgomery)... "You're The Only Good Thing" (George Morgan)... "Cry, Cry Darlin'" (Jimmy Newman)... "I'll Never Be Free" (Kay Starr & Tennessee Ernie Ford).

DON'T TELL ANYBODY, BUT: I know a successful, cookin' DJ/MD who's ready for a next step up in the market ladder. If you want to know who, ask me (615) 833-7104 or write 407 Spring Valley Drive, Brentwood, Tenn. 37027.... Jan Howard is having a birthday. Ditto Ralph Emery, Carl Smith, Dick Curless, Margie Bowes, Charley Pride (this week)...I'm flattered to be asked to MC the super-show this Sunday (12th) following the "Wesley Roast" honoring-roasting Acuff-Rose President Wesley Rose at the Opryland Hotel (I haven't even been in there yet!)....This week's 9th Country Radio Seminar reminds

me of the first one we had, in 1907 (oops!) 1970 when Tex Ritter was our keynoter. I think we had 34 registrations that year, mostly those of us who worked to put the thing together. It also reminds me of Dave Olson, one of the six founders of the seminar (Tom McEntee) GRT, Jerry Seabolt—UA, Barbara Starling (she was with DECCA) and Charley Monk—April-Blackwood Music and Biff Collie were the others. Dave left Nashville and went back into radio a few years ago, but he should be remembered as one of those who labored to make the thing happen. Terry Wood (agenda chairman this year) says concurrent sessions will give more radio people more ways to learn this year than ever before. Nick Hunter and Stan Byrd are this year's industry chair-people, responsible for the logistics of puttin' it all together. If you're interested in a 'no nonsense' fellowship—learning—sharing experience, I hope you can make it this week (17th & 18th) to Nashville's Airport Hilton.

AT 1978's R&R CONVENTION IN DALLAS, EVERYBODY WAS SAYING IT: "When 'ja get in???" Thanks, Bob Wilson and staff, for another "best of" convention experience. If you've noticed, the secret to the phenomenal emergence of R&R as the most important operational publication for the radio and records industry is that every creative and editorial element of the staff, from the first day in 1973 until today, is radio oriented. R&R Publisher Bob Wilson was first a radio professional. The total editorial input is always from a radio viewpoint, and not a journalists' view of what radio is or should be. That's why I believe more radio people utilize more elements of R&R than any other form of radiology!



"HEAVY" CONVERSATION IN DURHAM—Pictured discussing his format convictions is WDCG-FM/Durham PD Joe Nuckols and Playboy recording artist Lil' David Wilkins, during Wilkins' recent trip to the North Carolina City. (Probably won't be nice to say they were just standing around "chewing the fat.")



HAPPY HOLIDAY HANGOVER—This is what was had by WYTL's Charlie Hart and PD Doug Lane on New Year's Day. Music Director Hart and Lane spent the evening getting drunk on-the-air. It was legally done under the supervision of Wisconsin law enforcement agencies, with full endorsement of the state. Hourly tests were taken to determine "how dry" they weren't. It was part of a campaign to remind listeners not to drink and drive during the holidays. The station also provided free bus rides from 8pm to 4am New Year's Eve and Day. Pictured left to right are Charlie Hart, Doug Lane and a State Trooper during the broadcast.

POP ADULT



Mike Kasabo

Based on comments from everyone who attended the Pop/Adult rap session on Thursday night at the Fairmont, it gives me great pleasure to report that the meeting was, by far, the most successful for our format since we began having a forum for our thoughts four years ago in Atlanta. Not only did the session allow varied observations from all in attendance, but also provided an unprecedented feeling of "common goal" objectives among all in attendance.

To further clarify my point, I should start with John Lund's observation that there are two kinds of Pop/Adult stations. There is the old-line type that has been dominant in the market for twenty or thirty years, relying heavily on news, weather and sports information interwoven with longterm personalities who have a great degree of latitude, with a relatively unregimented playlist that can run up to a hundred titles per week. This type of P/A station is represented by WGN/Chicago, WSB/Atlanta, WCCO/Minneapolis, WBAL/Baltimore, WJR/Detroit, and WMAL/Washington to name a few.

All of these stations have survived the changing times of contemporary radio by sticking with the above-mentioned basics, and continue to get ratings in double-digit numbers.

Point two of Lund's comments was the emergence of the "modern" approach to gaining adult listenership, which can best be illustrated by a policy he employed at WISN/Milwaukee. After determining he was going after the adult population of the city, he realized he was looking into the jaws of the established P/A station, WTMJ. Rather than going directly at his opposition, Lund carefully retained the values of adult listenership (i.e. news, sports, information and heavy personality, etc.) but contemporized each phase so that his station, which also employed a hit-oriented music approach, appealed directly to the younger adult. Other successful stations employing this method include WBT/Charlotte, WTAE/Pittsburgh, WGAR/Cleveland, and many more.

Simply put, Lund's observation gives us two types of P/A stations, one aiming for the young end and the other content with the higher level of the demographic picture.

With weather playing such a big part in our lives recently—snow in the East and Midwest plus heavy rain on the West Coast—the subject of a private weather agency called Accu-Weather was brought up by several programmers. Those who are using the service are extremely happy with it. Bruce Holberg, WIP/Philadelphia PD, explained that it's a private meteorological service based in State College, Pennsylvania and possessing all the sophisticated weather instruments that are used by the National Weather Bureau, including computers and radar. Holberg pointed out that two of the key features are better accuracy in detailing the weather and secondly, the weather is given in a personality style by the Accu-Weather reporters, who make weather a lot more understandable. There are other similar services available, and a quick survey showed that about 20 percent of those in attendance were using one of these services.

On the music scene, the room was divided about equally on the matter of research. Ted Atkins, WTAE/Pittsburgh VP and GM, stated that a major reason for his station's continued success was his use of the MARS method of research. KMBZ/Kansas City PD Steve Bell, on the other hand, stated that although music is important, he felt it was not such a critical element for adult programming to warrant, at least in his case, all the time that many others spend on music research. Bell, as did KVI/Seattle PD Mike O'Shea, admitted that beyond checking the trades, he relies on gut feeling.

The use of recurrenents and oldies played a bigger part in Pop/Adult radio than ever before. Again, a quick survey of those in attendance showed that most stations are running 60 percent current to 40 percent recurrenents and oldies. One big exception was Dean Tyler, running 70-30 in favor of recurrenents and oldies at WNEW/New York.

Dick Whittington, morning personality at KGIL/San Fernando, observed that he and a handful of other morning men were an "endangered species," with his free-spirited approach running head-on with what he views as a personality-choking format design at many stations. A number of programmers disagreed, stating that the few restrictions placed on their personalities are designed to benefit the "flow" and "image" of the radio station.

Many more subjects were discussed at the session, more than time and space will permit. Let me wrap up by thanking all those who attended with a special thanks to guest participants John Lund, Mike O'Shea, Steve Bell, Bruce Holberg and Dick Whittington. This truly was the most informative, interesting and entertaining Pop/Adult meeting ever.

May all your books be up!!!

Transition

Ken Honeyman, who has been with WHIO/Dayton for the past twenty-five years has decided to retire. Ken had been responsible for the success of the station's FM which programs Beautiful Music. Gary Calvert replaces Honeyman...KHOW/Denver's Ray Durkee has discontinued his nightly oldies show that ran from 10pm-2am, but will continue his popular "Sunday At The Memories" show...Roger Christian, MD of WBEN/Bufalo, reports that the station has been sold to the Algonquin Broadcasting Company for \$3.75 million....

R&R Convention '78 Poem

Russ Morley, WJNO/West Palm Beach PD, wrote the following poem during his flight back home from Dallas.

*With right hemispheres a-pounding we all went to Dallas
For to be hyped and pitched we would be quite callous
For camaraderie and learning is why we all went
But knowing all the while we would end up quite bent
Tales of seminars and lectures, wives and GM's were treated
But oh how we knew we'd be hospitality-suited
Ideas and promotions and rap rooms we exchanged
From Pop/Adult to Top 40 and AOR they ranged
The medium is the message Marshall McLuhan expounded
And with pseudo-intellectual thought our brains how they pounded
The FCC is our friend the law types did say
Just follow our rules and you won't have to pay
Focus groups and research we were told were quite good
To learn what they like and play what we should
Ramblin' Steve Martin on stage was oh such a fool
And Dolly's sweet charms made most of us drool
The plane ride back home was tiresome and boring
As an old fart in center F kept on snoring
Thoughts of old friends and new flashed through my mind
And Looking forward to R&R in L.A. in '79*



Pictured left to right at the Pop/Adult rap session are: Steve Bell, Program Director of KMBZ/Kansas City; Mike Kasabo R&R's Pop/Adult Editor; and Bruce Holberg, Program Director of WIP/Philadelphia.

Color

KNOCKOUT PROMOTION: WCBM/Baltimore tied in a recent appearance by Olympic Gold Medalist and nationally ranked welterweight boxer Sugar Ray Leonard. Leonard was in town to fight Rocky Ramon, and afternoon personality Elliott decided to challenge Sugar to a "grudge" match the following day. Leonard accepted and the promotion was underway. Listeners received free tickets to the fight by calling up and answering trivia questions about boxing. Elliott (center) appears to be confused about the decision since the judges gave all three rounds to Leonard. WCBM sportscaster Tom Davis looks on.

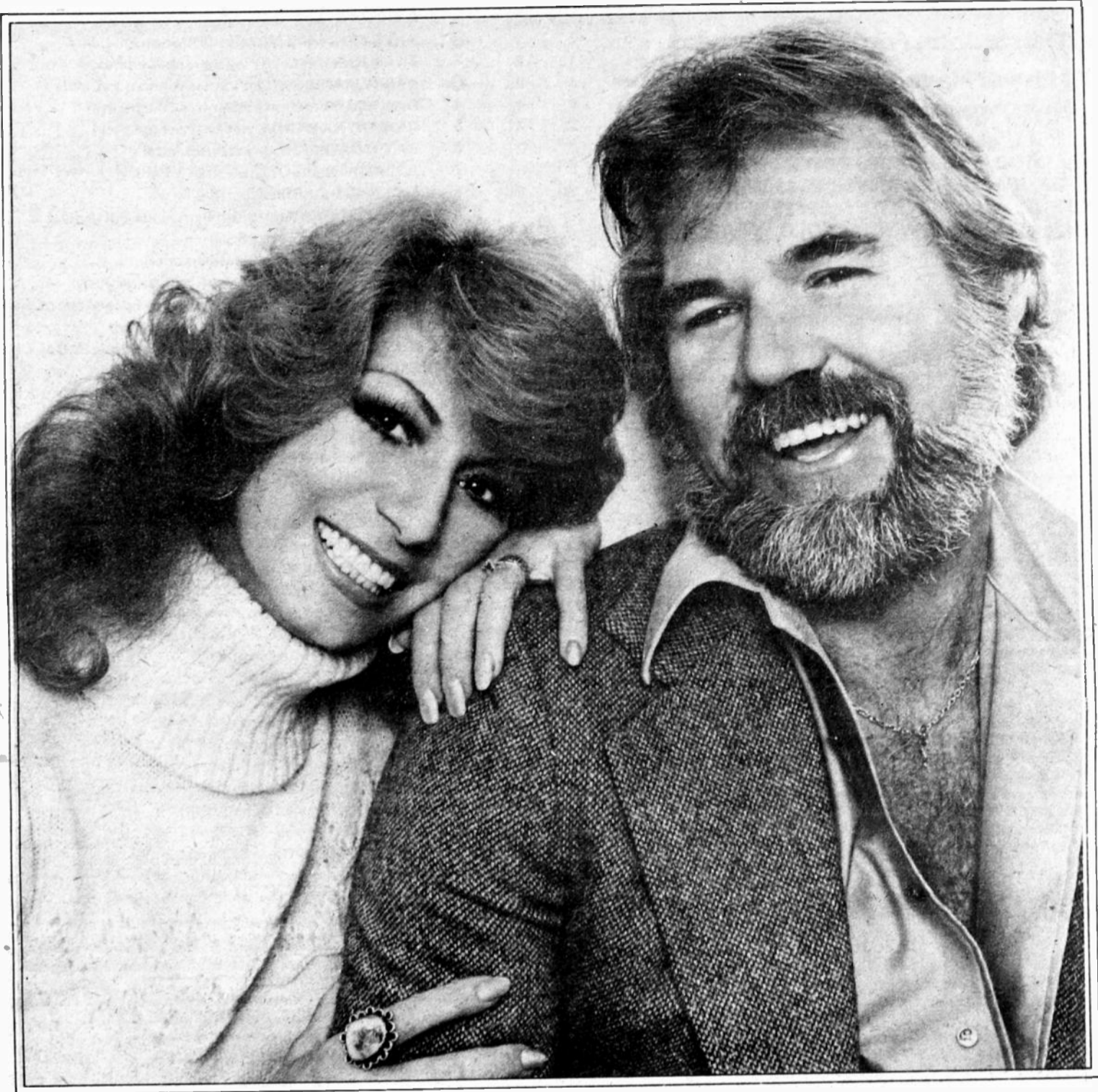


SPORTS REPORT: WIOD/Miami staffers participated in a bowling tournament recently that saw them take the measure of Miami Dolphins Coach Don Shula and members of his team. The promotion called for a three game set with total pins determining the winning team. Final score WIOD: 562...Shula & Co: 512. KBLF/Red Bluff also got involved in a promotion with a championship football team...the Oakland Raiders. Only this time the name of the game was basketball. The KBLF-sponsored event went to the benefit of local Retarded Children's Fund. Over 1,000 people showed up to see the Red Bluff All-Stars (a local semi-pro team) barely lost to the Raiders 86-84.

Update

KVI/Seattle afternoon personality Jack Morton has everybody green with envy at the station thanks to his two-week vacation in beautiful Tahiti...Word has it that Paul McCartney & Wings' release "Mull Of Kintyre" has become the best-selling single ever released in the United Kingdom, topping the Beatles' "She Loves You" which held the record for fifteen years...While attending a charity for the benefit of crippled children, Rod Tucker, KRKK/Rock Springs, MD, returned to his car to find that vandals had broken his windshield...Glen Colligan of WATR/Waterbury is happily celebrating his seventh year at the station....

ONE FOR ONE!



KENNY ROGERS' AND DOTTIE WEST'S
FIRST RECORD AND FIRST HIT.
EVERY TIME TWO FOOLS COLLIDE.

NOW PLAYING AT:

WTMJ
WCCO
KMOX
KPPL
WBAL

WFTL
WSM
KDWN
WJAK
KUGN

KWAL
WRJN
KFOR
WDXR
WMOB

SPREADING FAST. ON UNITED ARTISTS RECORDS. 

POP ADULT

BREAKERS

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

England Dan & John Ford Coley We'll Never Have To Say Goodbye Again (Big Tree)

In just three weeks this is getting virtually blanket airplay. Latest adds include WIOD, KULF, KOB, WAKR, WCHV, WKHM, WSAR, WFDF, KVI, WQUD. Moves: 25-21 WJAK, 36-30 WORG, 35-30 FM97, debut 26 WATR, debut 25 WPRO, debut 28 WLNH. Heavy rotation: WNEW, KOLO, WHIO, KSFO, WCER.

NEW & ACTIVE

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

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

ANDREW GOLD "Thank You For Being A Friend" (Asylum) 38/9 including KAKE, WGAR, WFDF, KOLO, KRKK, WORG, KMBY, WQUD. Moves: 28-16 KVI, 33-25 WCHV, debut 29 WPRO, debut 30 14RKO. Heavy rotation: KSFO, WNEW, WMAL.

DEBBY BOONE "California" (WB/Curb) 45/5 including WIOD, KOB, KAKE, WSAR. Moves: 25-20 WATR, 26-20 KRKK, 26-23 KUKI, debut 24 WFDF.

HEATWAVE "Always & Forever" (Epic) 25/4 add WLNH, WSAR, KAKE, WIOD. Moves: 14-9 WORG. Heavy rotation: WLW, WATR, WTAE, WSBA.

ROBERTA FLACK & DONNY HATHAWAY "The Closer I Get To You" (Atlantic) 27/5 add WGY, WFDF, WQUD, KAKE, 14RKO. Moves: 19-14 WJAK, 26-21 FM97. Heavy rotation: KMBY, WCER.

THE BABYS "Silver Dreams" (Chrysalis) 32/3 add KSFO, WHOK, KOLO. Heavy rotation: WTMJ, KMBZ, WLW, KBLF.

BOB WELCH "Ebony Eyes" (Capitol) 23/2 add WFDF, KAKE. Moves: 22-18 WCHV, 27-20 WGAR, debut 29 WLNH. Heavy rotation: WGR.

RAYDIO "Jack & Jill" (Arista) 26/1 add WPRO. Moves: 14-6 KULF, 18-15 WGAR, 17-14 WORG, 24-18 FM97 debut 27 WLNH.

Others Getting Significant Action

ROCKY & CHYANN "Rockin' In The Cradle Of Love" (Windsong) 27/1 add WHOK. Heavy rotation: WJAK, KRKK, WCER.

CHICAGO "Little One" (Columbia) 26/3 add WMAL, WQUD, WHOK.

NATALIE COLE "Our Love" (Capitol) 23/3 add WIND, WRIE, WCHV. Moves: 11-4 KULF, debut 27 KVI, debut 28 14RKO. Heavy rotation: WYMC.

KACEY CISKY "The One And Only" (ABC) 20/4 add WFDF, WCER, KBLF, WYMC. Moves: 30-24 WJAK, debut 28 WATR. Heavy rotation: WNEW, WJNO.

WAYLON & WILLIE "Mamas Don't Let your Babies Grow Up To Be Cowboys" (RCA) 20/1 add WCER. Moves: debut 19 KRMG, debut 19 KULF, debut 29 KRKK.

JOHNNY MATHIS & DENEICE WILLIAMS "Too Much, Too Little, Too Late" (Columbia) 18/6 add WFTL, WMAL, WFDF, WORG, WBEN, WCER. Heavy rotation: WNEW.

MARY TRAVERS "The Air That I Breathe" (Chrysalis) 17/2 add KAKE, WHIZ. Heavy rotation: KDWN, KMBZ.

ATLANTA RHYTHM SECTION "Imaginary Lover" (Polydor) 15/5 add WBAL, WRIE, WJAK, WYMC.

BARBARA MANDRELL "Woman To Woman" (ABC/Dot) 14/1 add WYMC. Heavy rotation: WKHM.

JAMES TAYLOR "Honey, Don't Leave L.A." (Columbia) 13/1 add WHIZ. Moves: 31-27 WCHV, debut 30 KRKK.

JACKIE DeSHANNON "To Love Somebody" (Amherst) 13/1 add WBEN. Heavy rotation: WSB, WNEW.

JACKY WARD "A Lover's Question" (Mercury) 12/2 add WMAL, WHIZ. Heavy rotation: WNEW, WSB.

ELO "Sweet Talkin' Woman" (UA/Jet) 11/2 add WGAR, WPRO.

MARGO SMITH "Don't Break The Heart That Loves You" (WB) 11/2 add WNEW, KCRA. Moves: 36-28 WJAK. Heavy rotation: KSL, WHIO.

FLO LACEY "What's Expected Of Me" (Krugerrand) 11/1 add WCER.

MARY McGREGOR "I've Never Been To Me" (Ariola) 9/5 add WJNO, KMBY, KPPL, KRKK, KBLF.

EARTH, WIND & FIRE "Fantasy" (Epic) 9/3 add WMAL, KSFO, WCHV. Debut 30 WRIE.

JACKSON BROWNE "Running On Empty" (Asylum) 9/2 add WGAR, KOLO. Moves: 25-20 WCHV.

AL MARTINO "One Last Time" (Capitol) 8/2 add WGY, WHIO.

FLOWER "The Magic Is You" (UA) 8/2 add WAKR, WCER.

RANDY RICHARDS "There's Always A Goodbye" (A&M) 8/1 add WFTL.

Radio & Records POP/ADULT AIRPLAY/40

March 10, 1978

| Three Weeks | Two Weeks | Last Week | | |
|-------------|-----------|-----------|----|---|
| 5 | 2 | 1 | 1 | ART GARFUNKEL/Wonderful World (Columbia) |
| 1 | 1 | 2 | 2 | BILLY JOEL/Just The Way You Are (Columbia) |
| 16 | 6 | 5 | 3 | BARRY MANILOW/Can't Smile Without You (Arista) |
| 3 | 4 | 4 | 4 | DAN HILL/Sometimes When We Touch (20th) |
| 2 | 3 | 3 | 5 | SAMANTHA SANG/Emotion (Private Stock) |
| 9 | 9 | 7 | 6 | DAVID GATES/Goodbye Girl (Elektra) |
| 8 | 8 | 8 | 7 | ABBA/The Name Of The Game (Atlantic) |
| 15 | 12 | 9 | 8 | LeBLANC & CARR/Falling (Big Tree) |
| 17 | 16 | 10 | 9 | GENE COTTON/Before My Heart Finds Out (Ariola) |
| 27 | 20 | 13 | 10 | BEE GEES/Night Fever (RSO) |
| 37 | 25 | 14 | 11 | KANSAS/Dust In The Wind (Kirshner) |
| 14 | 14 | 12 | 12 | ANDY GIBB/(Love Is) Thicker Than Water (RSO) |
| 4 | 5 | 6 | 13 | JOHN WILLIAMS/Theme From Close Encounters (Arista) |
| 23 | 18 | 16 | 14 | CARPENTERS/Sweet Sweet Smile (A&M) |
| 18 | 15 | 15 | 15 | B.J. THOMAS/Everybody Loves A Rain Song (MCA) |
| 31 | 23 | 19 | 16 | ERIC CLAPTON/Lay Down Sally (RSO) |
| 40 | 27 | 22 | 17 | CRYSTAL GAYLE/Ready For The Times To Get Better (UA) |
| 30 | 24 | 20 | 18 | YVONNE ELLIMAN/If I Can't Have You (RSO) |
| 19 | 19 | 18 | 19 | PAUL DAVIS/I Go Crazy (Bang) |
| - | 36 | 24 | 20 | GORDON LIGHTFOOT/The Circle Is Small (WB) |
| 10 | 11 | 11 | 21 | RITA COOLIDGE/The Way You Do The Things You Do (A&M) |
| - | - | 33 | 22 | ENGLAND DAN & J.F. COLEY/We'll Never Have To Say Goodbye Again (Big Tree) |
| 39 | 28 | 25 | 23 | LINDA RONSTADT/Poor, Poor Pitiful Me (Asylum) |
| 21 | 21 | 21 | 24 | STEELY DAN/Peg (ABC) |
| - | 32 | 29 | 25 | JOHN DENVER/It Amazes Me (RCA) |
| 28 | 26 | 26 | 26 | ANNE MURRAY/Walk Right Back (Capitol) |
| 7 | 7 | 17 | 27 | LOU RAWLS/Lady Love (Philadelphia Int'l) |
| - | 40 | 32 | 28 | CHUCK MANGIONE/Feels So Good (A&M) |
| 11 | 10 | 23 | 29 | BEE GEES/Stayin' Alive (RSO) |
| - | - | 36 | 30 | ANDREW GOLD/Thank You For Being A Friend (Asylum) |
| 25 | 22 | 27 | 31 | ODYSSEY/Native New Yorker (RCA) |
| 6 | 13 | 28 | 32 | NEIL DIAMOND/Desires (Columbia) |
| - | 37 | 37 | 33 | DEBBY BOONE/California (WB/Curb) |
| - | - | 39 | 34 | HEATWAVE/Always & Forever (Epic) |
| - | - | 40 | 35 | ROBERTA FLACK & DONNY HATHAWAY/The Closer I Get To You (Atlantic) |
| 33 | 31 | 35 | 36 | CHIC/Dance, Dance, Dance (Atlantic) |
| 24 | 30 | 31 | 37 | BEE GEES/How Deep Is Your Love (RSO) |
| - | - | - | 38 | THE BABYS/Silver Dreams (Chrysalis) |
| - | - | - | 39 | BOB WELCH/Ebony Eyes (Capitol) |
| - | - | - | 40 | RAYDIO/Jack & Jill (Arista) |

This chart is based solely on airplay statistics compiled weekly from our reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

NEW
ENTRIES

CHART SUMMARY: Mr. Garfunkel & Friends continue to top the chart again this week, but Barry Manilow continues to be a threat by moving into the number 3 slot. The only new entry in the top ten this week is by (who else?) the Bee Gees with "Night Fever" moving up from number 13. Former Breakers Kansas, Crystal Gayle, and Gordon Lightfoot continue to climb the ladder numbers 11, 17 and 20 respectively. This week's Breaker by England Dan & John Ford Coley gained impressively, from number 33 to number 22. Steady-as-she-goes awards to Billy Joel (still hanging at number 2), Dan Hill, B.J. Thomas, Paul Davis and Anne Murray. We welcome The Babys at number 38, Bob Welch at number 39 and one of our favorite subjects, Raydio, at number 40.

Most Added:

ENG. DAN & JOHN FORD COLEY
We'll Never Have To Say... (Big Tree)
Added at 20% of reporting stations

ANDREW GOLD
Thank You For Being A Friend (Asylum)
Added at 18% of reporting stations

JOHNNY MATHIS & DENEICE WILLIAMS
Too Much, Too Little, Too Soon (Col)
Added at 12% of reporting stations

CHUCK MANGIONE
Feels So Good (A&M)
Added at 10% of reporting stations

Pop/Adult Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations).

BEE GEES (RSO) "More Than A Woman"

GEORGE BENSON (WB) "Lady Blue" "Remember Wes"

JACKSON BROWNE (Asylum) "Love Needs A Heart"

CHICAGO (Columbia) "Take Me Back To Chicago"

JOHN DENVER (RCA) "Bet On The Blues"

NEIL DIAMOND (Columbia) "You Don't Bring Me Flowers"

FLEETWOOD MAC (WB) "Secondhand News"

ART GARFUNKEL (Columbia) "Crying In My Sleep" "Watermark" "Someone Else"

BILLY JOEL (Columbia) "Moving Out" "Stranger" "Always A Woman"

GORDON LIGHTFOOT (Reprise) "Daylight Katy" "Dreamland" "Sometimes I Don't Mind"

BARRY MANILOW (Arista) "Even Now" "Somewhere In The Night" "A Linda Song" "Where Do I Go From Here"

ANNE MURRAY (Capitol) "You Needed Me"

LOU RAWLS (Phil. Int.) "There Will Be Love"

PAUL SIMON (Columbia) "Stranded In A Limousine"

Hottest:

BARRY MANILOW
I Can't Smile... (Arista)
Reported hot at 68% of our stations

ART GARFUNKEL
Wonderful World (Col)
Reported hot at 48% of our stations

BEE GEES
Night Fever (RSO)
Reported hot at 46% of our stations

KANSAS
Dust In The Wind (Kirshner)
Reported hot at 34% of our stations

POP/ADULT SINGLES

New entries. Circled letters indicate alphabetical order.

ATLANTA RHYTHM SEC.
Imaginary Lover (Polydor)

See "Others"

THE BABYS
Silver Dreams (Chrysalis)

Chart at 25. See "Others"

BLOOD, SWEAT & TEARS
Blue St. (ABC)

KARLA BONOFF
Isn't It Always Love (Col)

DEBBY BOONE
California (WB/Curb)

JACKSON BROWNE
Running On Empty (Asylum)

CHICAGO
Little One (Columbia)

KACEY CRYK
The One And Only (ABC)

ALAN CLARKE
Shadow In The Street (A&T)

NATALIE COLE
Our Love (Capitol)

BING CROSBY
Yesterday When I Was... (UA)

JOHN DENVER
If I Am a Man (RCA)

JACKIE DeSHANNON
To Love Somebody (Amherst)

EARTH WIND & FIRE
Fantasy (Epic)

RANDY EDELMAN
Take My Hand (Arista)

ELO
Sweet Talkin'... (UA/Je)

ENGLAND DAN & J.F. COLEY
We'll Never Have... (Big Tree)

JAY FERGUSON
Thunder Island (Asylum)

FLACK & HATHAWAY
Clasher / Get To You (A&T)

FLOWER
The Magic Is You (UA)

LEIF GARRETT
Put Your Head... (A&T/bc)

CRYSTAL GAYLE
Ready For The Times... (UA)

ANDREW GOLD
Thank You For Being... (A&M)

JERICHO HARP
Is It Really Love At All (UA)

HEATWAVE
Always & Forever (Epic)

FLO LACEY
What's Expected Of Me... (Kruggerand)

GORDON LIGHTFOOT
The Circle... (WB/Reprise)

LITTLE RIVER BAND
Happy Anniversary (Mersey)

MAGGIE MacNEAL
The One & Only (Arista)

BARBARA MANDRELL
Woman To Woman (ABC/Dot)

CHUCK MANGIONE
Feels So Good (A&M)

AL MARTINO
One Last Time (Cap)

J. MATHEIS & D. WILLIAMS
Too Much, Too Little... (Col)

MARY McRENNOR
I've Never Been... (Arista)

ANNE MURRAY
Walk Right Back (Capitol)

DONNY & MARIE OSMOND
Baby, I'm Sold On You (Poly)

PLAYER
This Time I'm In It For Love (RSO)

RANDY RICHARDS
Always A Goodbye (A&M)

ROCKY & CHYANN
Cradle of Love (Windsong)

LINDA RONSTADT
Poor Poor Pitiful Me (Asylum)

DIANA ROSS
Your Love Is... (Motown)

BOZ SCAGGS
Hollywood (Columbia)

MARGO SMITH
Don't Break... (WB)

JAMES TAYLOR
Honey, Don't Leave... (Col)

MARY TRAVERS
Air That I Breathe (Chrysalis)

TUXEDO JUNCTION
Chetanooga Choo Choo (Butterfly)

JACKY WARD
A Lover's Question (Merck)

WAYLON & WILLIE
Mamas Don't Let... (RCA)

BOB WELCH
Ebony Eyes (Capitol)

BILL WITHERS
Lovely Day (Columbia)

ADDS & HOTS

WAKR/Akron Russ Knight
Linda Ronstadt England Dan
HOTTEST Billy Joel
Art Garfunkel Barry Manilow

14RKO/Everett Robert O'Brien
Tuxedo Junction Flack & Hathaway
Don Brown HOTTEST
Samantha Sang Art Garfunkel
Abba Gene Cotton
Barry Manilow

WHAS/Louisville Jerry Melloy
Gordon Lightfoot HOTTEST
Art Garfunkel Bee Gees
Fever David Gates
Eric Clapton Gordon Lightfoot

WYMC/Maryland Gary Morgan
ARS Carpenters
Barbara Mandrell Kacey Cryk
Venice HOTTEST
Samantha Sang Dan Hill
John Williams Steely Dan
Kansas Natalie Cole

WPRO/Providence Dave McNamara
Raydio ELO
John Denver HOTTEST
Bee Gees Alive & Fever
Art Garfunkel Eric Clapton
Barry Manilow

KVI/Seattle Mike O'Shea
Eric Clapton England Dan
HOTTEST Bee Gees
Art Garfunkel Barry Manilow
David Gates Gene Cotton

WGR/Buffalo Roger Christian
Yvonne Elliman J. Mathis/D. Williams
Donna McDaniel Crystal Gayle
Jackie DeShannon HOTTEST
Bee Gees Barry Manilow
Paul Davis Art Garfunkel
Kansas

WFTL/Ft. Lauderdale Mike Harvey
J. Mathis/D. Williams HOTTEST
B.J. Thomas Starland Vocal
LeBlanc & Carr Anne Murray
Manhattan Transfer

WIOD/Miami Yolanda Parapar
Heatwave England Dan
Debbie Boone HOTTEST
David Gates Gene Cotton
Barry Manilow Dan Hill
LeBlanc & Carr Art Garfunkel

WJAX/Jackson, MI John Sebastian
England Dan Bros. Johnson
Melanie Anne Murray
Paul Davis Olonne Warwick
Tom Kraft HOTTEST
Barbara Mandrell Bill Withers
Barry Manilow

WJAZ/Jackson, TN Dave Nichols
ARS George Benson
LeBlanc & Carr (RA) HOTTEST
Art Garfunkel Barry Manilow
Lou Rawls Bee Gees
Fever

WCR/Charlotte, MI Tom Scott
Flo Lacey Waylon & Willie
Kacey Cryk J. Mathis/D. Williams
Flower HOTTEST
Carpenters Gordon Lightfoot
David Gates Kansas
Flack & Hathaway Art Garfunkel
Gene Cotton

WCHV/Charlottesville Jim Roney
England Dan Gordon Lightfoot
KC & Sunshine John Denver
Natalie Cole Gene Cotton
EW&F HOTTEST
Bee Gees Fever
Art Garfunkel Yvonne Elliman
Kansas Barry Manilow

WGAR/Cleveland Tom McFadden
Jackson Browne ELO
Andrew Gold LeBlanc & Carr
HOTTEST Bee Gees
Alive & Fever Samantha Sang
Dan Hill Jay Ferguson
Barry Manilow

WLMH/Laconia Roger Curtis
Paul Davis Heatwave
Eric Clapton Donna Fargo
HOTTEST Billy Joel
Crystal Gayle LeBlanc & Carr
Bee Gees Fever
Barry Manilow

WHDK/Lancaster Tim Akers
Chicago Eric Clapton
Debbie Boone The Babys
HOTTEST Dan Hill
Barry Manilow Bee Gees
Fever

WDRG/Orangeburg Marion Garis
J. Mathis/D. Williams Andrew Gold
Chuck Mangione HOTTEST
Samantha Sang John Williams
Eric Clapton Art Garfunkel
Yvonne Elliman LeBlanc & Carr
Heatwave Barry Manilow

FM97/Pittsburgh Dave Popovich
Chuck Mangione Bee Gees
Woman Crystal Gayle
Michael Zager HOTTEST
Bee Gees Fever
Barry Manilow Art Garfunkel

KSL/Salt Lake City Flo Winesetter
Bee Gees Fever
Yvonne Elliman Chuck Mangione
HOTTEST John Williams
Margo Smith David Gates
Barry Manilow Paul Davis

KMRJ/Pittsburg, KS Gabe Bapjiste
HOTTEST John Williams
Margo Smith David Gates
Barry Manilow Paul Davis

KSFO/San Francisco Don Holmann
EW&F The Babys
HOTTEST John Williams
Barry Manilow Art Garfunkel
LeBlanc & Carr Gordon Lightfoot

KAKE/Wichita John Meyers
Andrew Gold Debby Boone
Bob Welch Flack & Hathaway
John Denver Heatwave
Mary Travers HOTTEST
David Gates Eric Clapton
Art Garfunkel Kansas
Bee Gees Fever

WHIZ/Zanesville Dave Crist
James Taylor Mary Travers
Sea Level Jacky Ward
Player Donna Summer
HOTTEST Barry Manilow
Bee Gees Fever
Eric Clapton

OPPORTUNITIES

Openings

Sleeping giant northeast Saw full-timer is gearing up for a new sound. Looking for experienced Pop/Adult PD and air staff. Music and research backgrounds helpful. Excellent salary and benefits. New facility. Become part of a team that will make this facility one of America's great radio stations. Tapes and resumes to John Kosinski, Executive Producer, 182 Sound Beach Ave., Old Greenwich, CT 06870. (2/27)

Lee Vegas needs entertainers! And KLUC is doing the hiring. If you're truly got a developed personality, package it up and zip it to us. Future openings are being considered right now. Contact Dave Anthony, KLUC, Box 14806, Las Vegas, NV 89114. (2/27)

KFYV/Arroyo Grande, CA has immediate opening for a talented morning drive jock. Must have experience and knowledge of Country music. Tapes and resumes to Larry Watts, PD, KFYV Radio, Box 220, Arroyo Grande, CA 93464. (2/27)

WCUS/Grand Rapids, MI looking for a communicating news-person with the energy to do it right. Strong, four person local operation needs right person? Send tapes and resumes to John Bry, ND, 1 McKay Tower, Grand Rapids, MI 49503 EOE M/F. (2/27)

WANS/Anderson, SC is expanding air staff need midday announcer. Good production a must. Send tapes and resumes to Bill McCowen, WANS, Box 211, Anderson, SC 29622. EOE M/F. (2/27)

WCUS/Springfield, IL needs afternoon drive person for the Capitol City's number one Top 40 station. Must be good in production. Great City, Great Company, Great Benefits. Send tapes and resumes to Greg Thomas, Box 2697, Springfield, IL 62703. EOE M/F. (2/27)

Opening for strong Country personalities in one of the nations Top 30 markets. Send air checks and resumes to Dan Duggins, PD, Jedun Production, Box 80808, Atlanta, GA 30341. (2/27)

SCONNIX GROUP BROADCASTING is looking for experienced broadcasters in four season resort area. Also looking for qualified news people. Modern facilities and good pay from New England's fastest growing company. Send tapes and resumes to Warren Baily, c/o WLNH Radio, Parade Rd., Laconia, NH 03246. (2/28)

KZ100 (KZZY)/San Antonio, TX is looking for traditional jock in fashion of mucho Morales-Sam Riddle. Good production a must. Tapes and resumes to Wayne Shayne, PD, GPM Building, South Tower, San Antonio, TX 78216. (2/28)

Hard working news director needed for 14 VOT and Y-106 in Wilson, NC. No rip and readers, please! This is a one person department and demands dedication. Tapes and resumes to Gary Edwards, OM, WVOT-WXY, Box 170, Wilson, NC 27893. EOE M/F. (2/28)

WHND-AM/Honeyradio Detroit, MI is accepting tapes and resumes for future news opening. Experience news pros only. Send to Peter Booker, 1 Radio Plaza, Detroit, MI 48220.

WMJC-FM/Detroit, MI has immediate openings for mellow but personable sounding jocks. We're not looking for hype or screamer. Soft rock, AOR or Pop/Adult experience helpful. Must have 3rd and 4th and experience. Send tapes and resumes to Peter Booker, 1 Radio Plaza, Detroit, MI 48220. EOE M/F. (3/1)

Z96/Grand Rapids, MI needs good weekend people. Send tapes and resumes to Chris O'Brien, Z96, Box 96, Grand Rapids, MI 49501.

Openings

KQWB/Fargo, ND is days away from being a 24 hour station. We need the following: air talent for AM drive and evening shifts and authoritative News Director. Excellent pay and benefits. Send tapes & resumes to Bob Denver, KQWB, Box 2963, Fargo, ND, 58102. (3/1)

Now is your chance to get out of record breaking winters. 100,000 watt Country facility looking for 7-12 midnight Country Communicator. Send tapes and resumes to Barry Grant, WIRK-FM, Box 3828, W. Palm Beach, FL 33402. (3/1)

KOBO/Yuba City, CA is accepting tapes and resumes for future air staff openings. If you can show that you can relate to your listeners and get involved in community activities send tapes and resumes to Jason W. Fine, PD, Box 1066, Yuba City, CA 95691. (3/2)

Air talent Contemporary and Country. Good Production. AM drive, MIDDAYS, Afternoons, 7pm-Midnight, all nights and weekends. Rebuilding after change of ownership. Good bucks. Send tapes and resumes to Ken Kuenzle, PD, Tiger Broadcasting, Box 468, Columbia, MO 65201. (3/3)

WYXE-FM/Madison, WI needs morning man, strong production capabilities. Contact Alan Young (800) 254-0092. EOE. (3/3)

WHCN/Hartford, CT is rebuilding. We need an intelligent, experienced, aware news personality; dedicated to street work and image as well as airwork. Must have a feel for what is relevant to our audience and how to make it interesting. We're out to gain credibility and a large audience. Tapes and resumes to Michael Picozzi, WHCN, 60 Washington St., Hartford, CT 06106. EOE (3/3)

WNRS/Ann Arbor has fulltime opening for qualified personality, good production, modern Country format. Tapes and resumes to Allen Jackson, PD, Box 8806, Ann Arbor, MI 48107. EOE M/F. (3/3)

KMTN-FM/Jackson Hole, WY is accepting tapes and resumes for an upcoming air-shift opening. Send to Walter John Ferl, KMTN-FM, Box 927, Jackson Hole, WY 83001. (3/3)

73 WDOS/Oneonta/Cooperstown, NY has immediate opening for a sharp pro to handle morning drive in an adult contemporary format. If you are interested in good bucks, a great city and room for advancement and stability—Rush tapes and resumes to Don Perry, PD, 73-WDOS, 104 Chestnut St., Oneonta/Cooperstown, NY 13820. (3/3)

KAGO/Klamath Falls, OR. Southern Oregon's Pop/Adult Top 40 station has an opening for MD/air personality. No smog or rat race. Send tapes and resumes to KAGO, c/o Jim Howe, Box 1150, Klamath Falls, OR 97601.

WGUY/Bangor, MN has immediate opening for afternoon drive jock. Tight, creative, Top 40 with good bucks for right person. Send tapes and resumes to Mark Lawrence, WGUY, 7 Main Street, Bangor, MN 54401 or call (207) 947-7364. (3/3)

KVOX/Fargo, ND has opening for midday personality. Tapes and resumes to Mark Renier, KVOX, Moorehead, MN 56560. No calls please. (2/21)

WLO/Orlando, FL has opening for jock. Tapes and resumes to Tom West, Box 16748, Orlando, FL 32808. (2/21)

WCLS/Columbus, GA needs two jocks. PM drive 7pm to midnight. Call (404) 327-3648 or send tapes and resumes to WCLS, Box 229, Columbus, GA 31802. (2/22)

KLYD/Bakersfield, CA is now accepting tapes for possible future opening for dedicated news personality for adult easy listening leader. Tell me what you know about news. First contact Ron Kilgore, KLYD, Box 1499, Bakersfield, CA 93302. No calls please. (2/22)

Openings

KEYE-AM/Anshelm, CA may possibly, in near future, have open, the position of PD. Send references and call Daniel P. Mitchell (714) 778-1191.

We are looking for an individual who will be a friend to our listeners. If you can handle a contemporary/Top 40 format with sincerity and a sense of humor, send tapes and resumes to Buddy Albert, WNNO, Box 990, Wisconsin Dells, WI 53986. No calls please. EOE M/F. (2/22)

FIRST PHONES: If you're a good entertainer within a rock format and you're looking for a stepping off point to Denver, Phoenix, San Francisco...an Ogden-Salt Lake rocker may be your answer. No maintenance involved. Send tapes and resumes to Box 328, Mink Creek Road, Pocastello, ID 83201. (2/22)

WISW/Topeka, KS needs air personality/production person. Send tapes and resumes to WISW, Box 119, Topeka, KS 66601. (2/23)

PD slot opening involving airshift. Tapes and resumes to Steve Norris, Operations Manager, WAJR, Box 2089, Winston Salem, NC 27102. No calls please. (2/23)

WERE/Cleveland, OH, all News, is looking for an afternoon anchor person. Send tapes and resumes to P.D., WERE, 1800 Chester Ave., Cleveland, OH 44114. (2/23)

KOLD/Reno, NV needs news director and chief engineer. Send tapes and resumes to Dave Finley, Box 821, Reno NV 89504. EOE M/F. (2/23)

KWTO/Springfield, MO is looking for up morning person. Experience required. Send Tapes and resumes to Keith O'Neil, Box 4688-OS, Springfield, MO 65804 or call (417) 863-6000. (2/23)

KULF/Houston, TX has morning drive opportunity. Great staff and company. Send Tapes and resumes to Steve Roddy, PD, KULF, 21 Travis, Houston, TX 77002. No calls please. (2/23)

WOW/Omaha, NE needs production pro/air talent. Money based on experience and performance. Rush tapes and resumes to Eric Fox, 11128 John Galt Blvd., Omaha, NE 68137. EOE (2/22)

WJON/St. Cloud needs newperson. Immediate opening. In the studio and on the street. Send tapes and resumes to Mike Diem, Box 220, St. Cloud, MN 56301. No calls please. (2/23)

KYNN/Omaha, NE is looking for all-night personality. Country experience desirable. Send tapes and resumes to Dave Martin, KYNN, 3616 Dodge St., Omaha, NE 68131. EOE (2/23)

WZZR/Grand Rapids, MI is now accepting tapes and resumes for future openings. Send to Chris O'Brien, Box 96, Grand Rapids, MI 49501. No calls please. (2/23)

WIFE/Indianapolis, IN has openings. No screamers. Send tapes and resumes to Dave Kirby, WIFE, 1440 No. Meridian, Indianapolis, IN 46202. No calls please. (2/23)

WRKR-FM/Racine/Milwaukee, WI accepting tapes for production/air-talent. Send to Tom Rivers, PD, 2200 N. Greenbay Rd. Racine, WI 53406. (2/23)

Experienced newperson needed for dedicated and creative small market news staff. Excellent salary and benefits. No beginners or major market retreads. Send tapes and resumes to Gary Wescott, Box 247, Stevencourt, WI 54481. EOE M/F. (2/23)

WOKY/Milwaukee, WI has opening for news combo on-air on-street person. Send tapes and resumes to WOKY, 3600 N. Sherman Blvd., Milwaukee, WI 53216. (2/23)

Openings

WOOV/Greenville, NC is looking for an up tempo 8pm-10pm or afternoon drive personality. A great place to live and learn. College town, good opportunity for someone with experience to expand. No Beginners. Stepping stone to major market as our roster shows. Send tapes and resumes to Henry Hinton, Box 847, Greenville, NC 27634. (2/23)

WKCO/Baginaw, MI is looking for on-air personality. Immediate opening. Send tapes and resumes to Tom Samora, WKCO, Box 1778, Baginaw, MI, or call (617) 782-8161. EOE (2/24)

Q-97-FM/Takoma, WA is looking for an outstanding AOR production air-talent to join a fast growing professional staff. Send tapes and resumes to Mike Russell, Box 6200, Takoma, WA 98405. (2/24)

Major market-major station seeks a unique achievement oriented individual to take complete charge of contemporary Pop/Adult day to day music programming along with voice-tracked jock shift, must be outstanding in both areas. Great money. Brief telescope and resume to Radio & Records, Box 116, 8430 Sunset Blvd., Suite 1221, Los Angeles, CA 90028. (2/24)

Need AOR announcer. Looking for someone ready to move on to a bigger market. Must have excellent production. Tapes and resumes to Jaime Brooks, WAIV, 6888 Lenox Ave., Jacksonville, FL 32206. No call please. (2/22)

Fulltime announcer, fast production and promotion director needed for super star station that covers all New England. Send tapes and resumes to Lee Arnold, PD, WAAF, 34 Mechanic St., Worcester, MA 01608. (2/23)

WVOJ/Jacksonville, FL seeking top talent for expanding group. Immediate opening for first phone night person. Format modern country contemporary. If you're looking for a stable position this may be it. Top salary, benefits and future. Send tapes and resumes to Tom Allen, PD, 1435 Ellis Rd. WVOJ, Jacksonville, FL 32206. (2/23)

FRANK N. MAGID ASSOC. TALENT SEARCH: Medium mid-west market Pop/Adult seeks a morning personality with ability to communicate while maintaining momentum and production skills are required. Send tapes and resumes to Scott Henderson, 1 Research Center, Marlton, IA 62302. (2/24)

Aggressive AM/FM in one of New England's larger markets needs an announcer with good voice and outstanding reading ability for mellow format. Must be available immediately. Send Tapes and resumes to Jim Horn, 101 West Street, Springfield, MA 01104. No calls please. EOE (2/24)

WSML/Petoskey, MI needs Top 40 news person and News Director. Strong and interesting. Tapes and resumes to Ted Stevens, PD, Box 99, Petoskey, MI 49770. No calls please. (2-16)

FRANK N. MAGID ASSOC. TALENT SEARCH: Top Mid-West major market station has immediate openings for a newperson who tells the news in a relaxed personable reliable style. Send tapes and resumes to Scott Henderson, 1 Research Center, Marion IA 62302. (2/24)

KEIN/GREAT FALLS, MT needs one super sharp engineer who is familiar with audio processing equipment and who can maintain great equipment and great contemporary sound and also knows FCC rules and regulations. Tapes and resumes to Brad Baker, Box 1239, Great Falls, MT 59403. (2-16)

KLYD/Bakersfield, CA is now accepting tapes for possible future openings at easy listening leader in So. San Joaquin Valley. Are you an adult personality looking for a growing opportunity? Send tapes and resumes to Larry Crawford KLYD, Box 1499, Bakersfield, CA 93302. No calls please. (2/22)

CHANGES

KATHY ROHRBACH named Traffic Director of WHIO-AM/Dayton, OH
GARY CALVERT named WHIO-FM/Dayton, OH Program Director.
KENNETH R. MOORMAN Promotion Director of WHIO-AM&FM, Dayton, OH.
KENT P. COUGHLIN is named Director of Operations, ABC Radio Network, NY.
HARRY H. CURTIS appointed Manager of Operations, ABC Radio Network, NY.
LAURA ELKUS GROSS named 7am-7:30pm interviewer KRLA, Los Angeles, CA.
ALAN BECK joins WCBM/Baltimore, MD as Sales Manager.
PAT MEIER appointed new Program Director KSFX/San Francisco, CA.
DOUG PAUL formerly PD WRBK-101-FM/New Bern, NC to Rock 93 WITN-FM/Washington, NC.
THOMAS H. KAMINSKI appointed morning news anchor man for KPNW-AM&FM/Eugene, OR.
DAVID W. COPP named Arbitron Television Southeastern Region Manager.
WILLIAM P. LIVEK named Account Executive Arbitron Radio Midwestern Division.
LARRY DUNDON appointed PD KSFO/San Francisco, CA.
STEVE LAMONT formerly KATY/San Francisco, CA joins KDON/Salinas, CA middays
HAAGAN HIGGINS formerly KMBY/Monterey, CA joins KSON/Salinas, CA weekends.
ROGER SWAN appointed Sales Manager, PD WDDD/Marion.
RED JONES named Vice President WJEM/Valdosta, GA.
WAYNE SHAYNES joins KZ100/San Antonio, TX.
LISA GLASBERG joins KLOS/Los Angeles, CA, news staff.
LYNN WILCOX appointed PD of WHOK/Lancaster, CA.
GREG EYERMAN named Music Director WHOK/Lancaster, CA.
CRAIG POWERS to middays at 14Q/Palm Springs, from OCBQ Broadcast Workshop, Anaheim, CA.
BILL BIRD named PD, XPRX/Los Angeles, CA.
WFNC/Fayetteville, NC LINE-UP: 6am-10am Wendy & Jeff, 10am-1pm Paul Michaels, GM, 1pm-4pm Kris Oliver, 4pm-8pm Randy Jenkins, PD, 8pm-2am Jackie Sands, MD, 2am-6am Dan Hollenberg.
WFRL/Freepport, IL LINE-UP: 6am-10am Neil Ross, 10am-3pm Chris O'Brien, 3pm-7pm Harv Blaine, PD, 7pm-Midnight Jeff Janssen, Midnite-6am Jim Douglas, MD.
KRIG-1410/Odessa, TX LINE-UP: 6am-10am Ron Harper, PD, 10am-2pm Lynn Bailey, 2pm-6pm Randy Kemp, OP, 6pm-2am Jim Scott, 2am-6am Mark Easter.
WHOK-AM&FM/Lancaster, CA LINE-UP: 6am-10am Lynn Wilcox, 10am-3pm Ron Lowry, 3pm-sign-off Jane Casey.

Please Note:
 You may place your classified ad in RFI's Opportunities section by mail or phone. All openings. Positions sought and changes are free of charge. Simply call us at (212) 495-8861 with your information, or mail it to Radio & Records, Opportunities Department, 680 Sunset Blvd., Suite 1207, Hollywood, CA 90028. Please be sure to let us know when you have found a position or filled your job opening.

H. LEE SIMPSON appointed National Plant Manager, Capitol Records, Inc.
BILL BARTLETT appointed Field Promotion Director, Southern AOR, Ariola.
MERV PILGRIM to position of Field Representative, Ariola North & South Carolina.
MIKE SUTTLE appointed Field Promotion Representative, Ariola, Nashville.
BEN EDMONDS named A&R Director, Arista, UK.
ROLAND DUFRESNE appointed Branch Manager A&M Records, Montreal.
BILL OTT named National Sales Manager A&M Records, Canada.
NANCY LEVINE promoted to Associate Promotion for AOR/Pop at Fantasy/Prestige/Milestone/Stax, Berkeley, CA.
STACEY ALVARADO joins Fantasy/Prestige/Milestone/Stax as National Promotion Assistant.
ANDREA SALTER appointed Administrative Asst. to A&R Director of Fantasy/Prestige/Milestone/Stax.
BOB OSBORN joins RCA to manage promotion in the Southwest.
RON GESLIN promoted from Field Promotion Representative to Regional Promotion Manager, RCA Minneapolis.
ALLEN MEIS appointed Manager RCA West Coast Promotion.
BILL STATON named Manager National R&B Promotion RCA Records.
JOHN MARKS named Account Executive and Agent, Headliners Talent Agency, Inc., NY.
GREGORY PECK appointed Black Music Marketing Promotion Manager, Chicago, CBS Records.
EARL JORDAN appointed Single Record Coordinator Pitman, NJ Service Center, CBS Records.
THOMAS GORMAN named Local Promotion Manager, Minneapolis, CBS Records.
WALTER COMBS appointed District Marketing Coordinator for Baltimore, Washington, D.C., Virginia sales, WEA.
STEVEN FELDMAN named Northern California Promotion Manager for Atlantic Records.
FRED RENZI formerly Singles Action Specialist, has been appointed as Sales Representative for WEA's Philadelphia market.
FRANK KRAUS, formerly WEA's order entry department and salesman for ABC Records, has been appointed Sales Representative, WEA's Philadelphia market.
DOT CHERRY named Sales Representative for WEA, Washington, D.C.
TIM OLIVER joins WEA's Philadelphia branch as its Mini Systems Manager.
WENDY SUPER appointed WEA's Single Action Specialist.
MARIE KANE joins WEA as Display Person for Washington, D.C. area.

AN ODE TO: Bill Bailey, Jerry Bishop,
 Charlie Brown,
 Greg Brown, Steve Campbell, Don Cannon, Al Casey & Lee
 Douglas, J. C. Chelman, Chuck Christiansen, C. C. Courtney, Jerry
 Daniels, Rick Dees, Carl Desuze, Jeff Devaney, Dale Dorman,
 John Driscoll, Ellie Dylan, Jim Elliot, Randy Hames, Harry
 Harrison, John Hines & Charlie Bush, Hudson & Harrison, Bob
 Lacey, Joe Light, Loman & Barkley, Larry Lujack, Dean Matela,
 Gary McKee & Willis the Guard, Kenny Miles, Bob Mitchell,
 Murdock in the Morning, Murphy in the Morning, Tom Murphy,
 Dan Neaverth, Chris O'Brien, Ed O'Brien, Sue O'Neal, Loren
 Owens, Jack Palvino, Dick Purtan, Jim Quinn, Lou Roberts, Dr.
 Don Rose, Richard Ruiz, Jerry St. James, Jim Scott, Tom Shannon,
 Frank Kingston Smith, Byron Tanaka, Jay Thomas, Lynn Thomas,
 Charlie Tuna, Charlie Van Dyke,
 John Wagner, Dr. Don West ... **AND**
EVERY OTHER
MORNING MAN

THE JOY
MORNING MAN

FANTASY (F-817)



From the Album
The Joy —
Toni Brown &
Terry Garthwaite

(F-9538)



OPPORTUNITIES

Openings

WCMF-FM/Rochester, N.Y. has an opening for a creative PM drive personality. Minimum 2 years experience, good voice and production. Tapes, resumes and production samples to Chuck Ingersoll, PD, WCMF, 129 Leighton, Rochester, N.Y. 14609. (3-15)

WPTR/Albany, NY seeks creative, intelligent human sounding air talents for future openings. ADR jock who can get into formats are encouraged to apply. Tapes and resumes to Brian Scott, 4243 Albany Street, Albany, NY 12205. No calls please.

Morning person needed at WKDF/Nashville. Tapes and resumes to Jack Crawford, PD, 1202 Stadium Bldg., Nashville, TN 37201. No calls please. (2-15)

WJLU/Elgin, IL a class "A" AOR station within the Chicago market may soon have a fulltime opening. If you are a person with a working knowledge and have a broad range of contemporary music, natural delivery and production abilities send tapes and resumes to Tom Welker, 18 1/2 Douglas Ave., Elgin, IL 60120. (2-15)

WMC-FM/Memphis, TN America's most powerful station, 400 KW FM 100 Memphis, seeks tapes and resumes from professional, natural, low-hype personalities, dedicated to working and winning at universal rocker. Growth potential with good company. Tapes and resumes to John Wagner, PD, WMC-FM, 1960 Union Ave., Memphis, TN 38104. No calls please. EOE M/F. (2-16)

Super Star WAAF in Worcester, MA has immediate openings for two part-time announcers. Tapes and resumes to Lee Arnold, WAAF, 34 Mechanic Street, Worcester, MA 01608 EOE M/F. (2-15)

WHNE/Norfolk, VA looking for qualified air personality. Tapes and resumes to Bob Sinclair, GM, WHNE, Box 1360, Norfolk, VA 23501 or call (804) 622-5591. EOE (2-15)

KGA/Spokane, WA a Monroe Broadcasting Co. looking for air talent for future openings. Two years experience. Tapes and resumes to Mike Monroe, S. 6268 Regal, Spokane, WA 99203. EOE. No calls please. (2-15)

KIRL/St. Louis, MO needed yesterday, a morning man for our Country station. Third phone, production skills and a good personality. Tapes and resumes to Mike Fee, PD, Box 1460, St. Charles, MO. No calls please. (2-15)

WAME the South's number one modern Country station is looking for on-air person with good production. Must be able to write and produce good spots. Tapes and resumes to Johnny Jacobs, WAME Radio, Box 1008, Charlotte, NC 28231. (2-15)

KTOM/Salinas, CA now accepting tapes and resumes for upcoming openings. First phone and experience a must. Tapes and resumes to Lloyd Carr, KTOM, Box 1380, Salinas, CA 93902 or call (408) 422-7484. EOE (2-16)

Miscellaneous

WAGO/Oshkosh, WI needs record service from all record companies. Contact Charlie Lakefield or Bill Lindy, 9am-5pm, (414) 233-0690. (2/22)

WCGQ/Columbus, GA, Charlie Rowe (PD) will accept music calls 10:30am-2pm and Jeff Blake (MD) will take calls from 2pm-6pm. (404) 327-1217. (2/24)

WHHL/Orlando, FL going to 1950's rock 'n roll format and also Top 40 effective April 1st. Needs record service from all labels Top 40 and solid gold. Contact Sal Tee, WHHL, 8421 S. Orange Blossom Terrace, Orlando, FL 82609 or call (305) 859-4350. (2-16)

Goods & Services

Human Interest

You can't stay interesting continuously. HUMAN INTEREST is the way to keep fresh. Not a joke service, but alternative information, and at a decent price. Samples: Box 680781, Miami, FL 33186.

Fruitbowl

ND "sample" issues: we'll send the next four REGULAR issues of Fruitbowl free to qualified broadcasters, to demonstrate why we're the world's largest weekly humor and information service for broadcasters. FRUITBOWL, Dept. R, Box 9787, Fresno, CA 93794.

Hot

The voice of Darth Vader of "Star Wars" available for jingles and promotions. Call (213) 244-0080.

Comedy

"She was so ugly, an inematic took five minutes".... order 150 one-liners \$3.00. Clean, clever, current comedy. P.D. Box 9154, SLC, Utah 84108. THE CLEAN SHEET.

Fresh Funny Stuff...Free

Top personalities quote our original funny books (PLAINS ENGLISH, NICE THING ABOUT LIVING ALONE, CROSS-DVERS, ETC.) Great mallpulling contest ideas available. LAUGHTER LIBRARY, 407 N. Maple, Beverly Hills, CA 90210.

Radio's Premiere Comedy Service

FREE SAMPLE ISSUE of radio's most popular humor service O'LINERS, 366 R West Bullard Ave., Fresno, CA 93704 or phone (209) 431-1502.

Lola's Lunch

DROP YOUR PANTS, grab your socks, here come the laffs, here come the yocks. Complimentary snack: LOLA'S LUNCH, 1789 Hamlet Drive, Suite 888A, Ypsilanti, MI 48197.

You'll Be Funnier

Hundreds of deejays renewed again this year! Guaranteed funnier! Free sample. CONTEMPORARY COMEDY, 5804-O Twining, Dallas, Texas 75227. Phone (214) 381-4779.

Positions Sought

SMOKIN' JOE ST. JAMES is available for medium market Top 40 organization with strong team effort a must. One Year experience, first ticket. Call anytime (612) 388-5989. (2/27)

Looking for Pop/Adult position. Will relocate to midwest or New England area. Prefer evening shift. Tapes and resumes upon request. Dough King (616) 534-9376. (2/27)

Looking for medium market Pop/Adult or Top 40 station position in Southern or Western states. Seven years experience in Radio & TV as anchor man. Call Mike Daily after 6pm (816) 369-6106. (2/27)

JIM ROSE seeks programming, MD, DJ position. 14 years experience includes KIKK, KBOX, KLIF, KFJZ. Time's wasting! Call now! (713) 434-2997. (2/27)

Plain, simple and different. Experience in all formats. Currently working. Call after 6pm. (216) 927-2821. (2/27)

JORDAN DAVIS, female air talent is looking. Class act, great voice. All markets considered, but California preferred. Call before 6pm (317) 888-8847. (3/1)

ADR Jock available. Nixon quotes his tapes are funnier than mine. Call for sample. (414) 729-1881. (3/1)

Aggressive news director with 3 years experience wanting to relocate in Midwest. College grad. (312) 823-4147. (3/1)

DAVE LOVE looking for Pop/Adult or Country, 10 years experience, formerly KSON, Z104, currently with KFMB-AM. Will relocate. (714) 298-4138. (3/1)

TOM EVANS 5 year pro looking for PD or MD in medium market, prefer midwest or west college town. I only deal in success. Call (805) 336-1230 or (805) 336-2023. (3/1)

JOE DAWSON communicator, a real professional winner, research and community involvement with a personal touch. I have a habit of working hard. Currently middays in medium market. (805) 336-2199 anytime. (3/1)

TOP PRO can help your station (or group) win. Dave Conley, Ten-Q, B-100, KCBQ. Good on-the-air communicator with strong programming background including National PD, syndication, and consultant. Positive, creative and bottom-line oriented. (213) 648-0964. (3/1)

Three years as number 1 PM drive man in Huntington, W. VA. 9 years experience, 7 years as MD 1 year as PD. Looking for programming, music or jock position at a Southern AOR. If you got the dough and no snow, I'll go. Contact Jason Douglas (304) 743-8827 or (304) 626-7788. (3/1)

Personality Entertainer, funny and creative with excellent experience including promotion, programming and production seeks AM drive, midday or PM drive. Medium market Pop/Adult or Top 40 station that's involved and communicates with audience. Will relocate. Call John Dial (717) 248-3882 after 12 noon. (3/1)

Sportscaster/Play-by-play. Ten years experience seeks position in medium market. Can do sports talk show, produce features. College graduate. Call Joe at (617) 453-6636 after 1pm. (3/1)

THE JUDGE, Judge Krater, formerly Q-105, Tampa, and BJ-105, Orlando, seeking medium-market daytime shift. Married and hardworking, dedicated, with 7 years of experience. Call (813) 961-7581 anytime. (3/1)

GREG MICHAELS, looking for medium major market Top 40 position. Currently KERN/Bakersfield and formerly KNDE/Sacramento. Also experienced in Music. Call (805) 326-6484. (3/1)

MIKE GREEN formerly KLUC/Las Vegas, KNDE/Sacramento looking for medium or major market on-air position. First phone, prefer West Coast. Call (209) 626-1755. (3/1)

Just got engaged. Looking for work closer to fiancée who's in Poughkeepsie, NY. Presently at Omaha AOR KQKQ-FM. Capable of MOR or Top 40 jocking if given the chance. Call Mike (402) 393-4231.

ENGLISH DJ here on vacation and thinking of joining a good station. International air and production experience. I could be that someone different you've been looking for. Tapes and resumes available. Call Steve (213) 463-2111, room 218. (3/1)

HELP WANTED. Country Western DJ, 6 months experience, looking for fulltime employment. Willing to relocate. Audition tape and resume upon request. Ronald (J. Jackson) Ream, Box 253, Wrightstown, NJ 08662.

Good numbers looking for bigger and better things. Programming PD and jocking experience in all formats. Currently employed. (215) 435-4283. (3/3)

OL' DAVE is looking for a production gig; prefer agency/production house gig, but will consider broadcast. 10 years experience with international exposure. Call (816) 763-0674 leave message. (2/22)

Young dependable jock looking for start. Good knowledge of radio, public speaking and record experience. Prefer nights and will relocate. For T/R call Brian (412) 922-8465 (2-22)

CHIP DOUGLAS leaving KIRL/St. Charles, MO looking for jock/MD gig. Ex WHB, KSLQ, KTGR & KIRL. Good medium market experience. Call (314) 946-4419 or (314) 946-8800. (2/22)

J.P. STONE 2 years experience, first ticket, good pipes is looking for stable West Coast secondary market. Cor-temporary/Pop/Adult. Call (213) 254-8025 (2/22)

BILL HONEYCUTT is available for AOR/progressive gig. Will also do Top 40 & Country. Looking for major market in the South. Call 10am-5pm (704) 786-2013. (2/22)

Major market Top 40 talent is available with 5 years experience as an air personality, PD, MD & extensive research person. Former jobs include WMET/Chicago, KTLK, WAYS, 14ZYQ & WLS, Marquette University Campus Radio. Major station had their best ARB rating to date with me as their only staff addition. Call Tom (617) 361-2583 or (617) 332-8037. (2/22)

Hot contemporary Country format, proven in Top 20 market. John Kenny is available (714) 295-0620. (2-16)

PAT BANKS, formerly WWDC, WRNL, W-FOG, K94, WEAM, seeking Pop/Adult format drive time or midday in Top 30 market or medium market PD position. Outstanding production, warm, human. Over a decade's experience, and I still love it, but I don't come cheap. Available after March 1. (804) 827-0642 or (703) 347-1894. (2-16)

News Director now at WMET/Chicago, 7 yrs. experience prefer Top 40 station in major market. Call Dave Alpert 876 Tree Lane, Wheeling, IL 60090, or call (312) 537-6464. (2-16)

Positions Sought

Positions Sought

One time or another everyone must leave the nest. I'm a woman radio reporter who enjoys learning the trade at a medium market station, but who wants to move up. I've won company awards for assertive reporting and was credited for solving a murder. Call Cynthia at (913) 272-3466 or (813) 273-3471. (2/22)

JOHN POLENSKY is looking for a Top 40, Pop/Adult formatted station, who would consider giving a beginner a chance. I'm a hard worker with a 3rd endorsed ticket. Will consider all areas for employment and will relocate if necessary. I urge you to call (215) 493-4749 or write 17 E. Afton Ave., Yardley, PA 19087. (2/22)

Personality ENTERTAINER: Funny and creative with excellent experience including promotion and production. Seeks AM drive, midday or PM drive. Medium market Pop/Adult, or Top 40 station that's involved with communicating with audience. Will relocate. Call John Dial (717) 248-3882. (2/22)

Lady DJ, AOR, first ticket, production, news and automation experience. Good musical knowledge. Excellent references, single. Call amyko (308) 736-6719 or (308) 684-7831 or write: Alida, 4811 NW 12th St., Fort Lauderdale, FL 33311. (2/22)

MOR air personality/Music Director from Philadelphia looking for job. Salary \$380 week. Call Nick Reynolds (215) 467-4283. (2/22)

First phone engineer, jock PD needs more books. 10 years experience Top 40, R&B & Country. Good references. New baby coming soon, with my luck already here. Call Gary after 6pm (803) 747-2121.

"CMA DJ OF THE YEAR UP FOR GRABBI!" If you're looking for a professional entertainer who lives and breathes country music call (502) 654-2389 or write Jay Diamond, Box 1637, Paducah, KY 42001. (2/22)

BOB GRIFFIN offers 18 years experience in ALL formats with emphasis on Country, Rock and Pop/Adult. Strong voice and strong production, adult oriented presentation, NOT SILLY, but funny. PD, MD, jock. I do this for a living. Call (313) 228-2861 or write Bob Griffin, 1414 Brighton Lake Rd., Brighton, MI 48116. (2/22)

JOHN KRAMER caught in format change at WGST/Atlanta, GA. Was doing middays and MD when station changed to all news. 10 years fulltime experience as PD & air personality in medium & major market. First ticket. All Pop/Adult and contemporary offers considered. Call (404) 231-0820. (2/22)

Attention owners & GM's unhappy with your bottom line or numbers? If you've got an open mind, my innovative programming, production and jock team will blow the doors off your competition. That's right, a whole staff. Call Rockin' Ron Kay (714) 796-3348. (2/22)

MIKE BUTTS currently WTIC/Hartford, formerly mornings K100, KCBQ and KDWB looking. Available now. Call (203) 622-1080 or (203) 242-6331 or (817) 382-6788. (2/22)

MARC JAMES formerly WPEZ, KSLQ, WIF, KBEO, experienced as PD, Production Director and research. Call (714) 894-8029 or (213) 463-3230. (2/24)

Experienced contemporary air personality and Music Director with first phone. Good production, news and sports. looking for station with community involvement. Tim Cahill, 95 Terrill Ave., Trenton, NJ 08619 or call (609) 667-6331. (2/24)

AOR announcer formerly KYA-FM, K108-FM, K5AN-FM looking for air work and production. Call Brian Adame (415) 464-2416. (2/24)

Experienced radio newsmen. Excellent writer, good digger, authoritative sound. Strong on sports. Currently employed. Call Skip Belesel (213) 372-0113, mornings. (2/24)

Easy going male, human, 8 years experience. Looking for medium to major market. AOR. Good production, very creative. Will relocate. Call anytime after 6pm (615) 647-8064. (2/24)

ALANA MORRIS is once again a major market commodity. Hire a good woman. First phone, creative announcer with experience in music, news, production, public affairs, telephone talk, interviews, copywriting. 5348 Greene St., apt. 1A Side, Philadelphia, PA 19144 or call (215) 844-7299. (2/24)

CLEAT DUMPSTER (Dave Hume) available now. Formerly TEN-Q, KGBS, KSON, KOZN. Top 40, Sports Director, communicator, Country PD. Human and creative, call (213) 546-7298. (2-16)

HELP! Todd Martin Music Director KIRL/St. Louis is looking, station changing format. Nine years experience Top 40 including programming. 14ZYQ, WNOX, WKGN. Call (314) 723-6547. (2-18)

Classified Advertisers

Please Note:

You may place your classified ad in R&R's Opportunities section by mail or phone. All Openings, Positions Sought and Changes are free of charge, simply call us at (213) 466-9561 with your information, or mail it to Radio & Records, Opportunities Department, 6430 Sunset Blvd., Suite 1221, Hollywood, CA 90028. Please be sure to let us know when you have found a position or filled your job opening.

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Selling something special? Now, R&R offers you an economical method of getting your message to the industry. Goods & Services Classified Ads. Rates are 25¢ per word, with a \$5.00 minimum. Check or money order must accompany your typewritten ad. Send to R&R, Classified Dept., 6430 Sunset Blvd., Suite 1221, Hollywood CA 90028

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**"EYE OF A
MYSTORM"**

SANFORD and TOWNSEND

Rock & Roll for any weather.



On Warner Bros. Records

Produced by John Haeny

THE BACK PAGE

BREAKERS

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

No records qualify for a Breaker position this week.

NEW & ACTIVE

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

NATALIE COLE "Our Love" (Capitol) 95/10, including WFIL, WABC. Key moves: 4-4 KRBE, 13-9 at Y100, 2-2 WHBQ, 13-13 WLS, 6-6 WDRQ, 15-12 KSLQ, 28-22 KFI, 30-19 KFRC, 12-9 WPGC, 26-19 WPEZ, 20-11 at 13Q, 15-10 WAYS, 20-17 KING, 14-6 WINW, 24-18 WERC, 2-1 WANS, 26-19 KDON, debut 30 KLIF, debut 26 WAKX, debut 24 at K104, on WRKO. See Parallels, charts at number 29.

GENE COTTON "Before My Heart Finds Out" (Arista) 92/13 including 96KX, WKBW, WPGC, TEN-Q. Key moves: 26-22 KLIF, 31-29 KSLQ, 18-14 at B100, 26-21 WAKY, 20-18 WBBQ, 25-23 KIOA, 25-18 KRSP, 25-20 KPAM, 14-11 WSPT, 27-22 WIRK, 33-28 WFEA, debut 30 WCAO, debut 30 WBBF, on WFIL, Z93.

STYX "Fooling Yourself" (A&M) 78/12 including KRIZ, WEEQ. Key moves: 25-23 KSLQ, 33-29 WOKY, 25-23 at Z93, 25-22 at 96KX, 31-29 at 99X, 20-15 WPHD, 20-16 KBEQ, 29-24 at 94Q, 38-32 at CK101, 30-22 KEWI, 21-16 KRKE, on WCAO, WKBW, WRJZ.

ATLANTA RHYTHM SECTION "Imaginary Lover" (Polydor) 66/25 including KSLQ, WZUU, KLIF, JB105, WNOE, WMAK, TEN-Q, WIFE, WFEA, KAFY. Key moves: 26-22 at Z93, 24-21 WQXI, 25-22 WAKX, debut 28 WCGQ, on WCAO, WLCY, WGCL.

JEFFERSON STARSHIP "Count On Me" (RCA/Grunt) 59/41 including WRKO, B100, KJR, KSLQ, WAYS, KHFI, WIFE, KBEQ, KING, KFXD, KFJR, WISM, WFLB, WGUY. Key moves: 30-24 WAVZ, debut 29 CKLW, debut 29 KFRC, on KTLK.

STARGARD "Which Way Is Up" (MCA) 65/8 including WPEZ. Key moves: 10-9 KSLQ, 14-12 CKLW, 18-15 at Z93, 17-15 at Y100, 26-23 WCAO, 10-8 WTRY, 28-25 at 13Q, 25-16 WQXI, 28-17 WMET, 23-15 at BJ105, 33-29 KQEO, 16-9 WRFC, 11-9 KAYC, 23-19 WVAM, 25-20 WTRU, 40-34 KDZA.

ROBERTA FLACK "The Closer I Get To You" (Atlantic) 53/31 including WPEZ, WCAO, KSLQ, 13Q, WKBO, WAYS, WAKY, WERC, WINW, KYYX, WACI, KDON, KAFY. Key moves: 19-14 WPGC, 18-11 WHBQ, 30-25 at Z93, 8-6 CKLW, 11-9 WFLB, debut 23 KFRC, debut 27 WHHY.

CHUCK MANGIONE "Feel So Good" (A&M) 57/17 including CKLW, WPGC, WFIL, WTSN, KISD. Key moves: 12-10 KSLQ, 17-13 at Z93, 27-24 KLIF, 1-1 94Q, 30-21 WAYS, 30-25 WFOM, 39-31 KDZA, debut 25 KSTP, debut 28 at 96KX, debut 25 KJR, debut 28 KJRB, debut 30 WKNX.

GORDON LIGHTFOOT "The Circle Is Small" (WB) 60/10 including WHOT, WJBO, KRSP, KRYQ. Key moves: 24-20 KSTP, 11-9 CHUM, 30-26 WDRQ, 20-18 WRJZ, 21-17 WGUY, 30-26 at 92Q, 31-27 WACI, debut 26 WKBW, debut 30 KTLK, on WFIL.

LOU RAWLS "Lady Love" (Phil Int'l) 53/6 including Z93, WNBC, WTI, WDRQ. Key moves: 18-15 WPGC, 30-21 WPEZ, 27-24 at Y100, 13-11 WYRE, 20-16 KLEO, 24-20 WFEA, 35-29 WFLB, 30-23 at CK101, 22-18 WRKR, on KPAM.

K.C. & THE SUNSHINE BAND "Boogie Shoes" (TK) 52/7 including KIOA, KING, KEWI. Key moves: 28-21 WAPE, 14-8 at Y95, 15-8 WIRK, 25-18 KDON, debut 26 WHBQ, debut 27 WTSN, on WCAO.

Others Getting Significant Action

BEE GEES "More Than A Woman" (RSO) 49/15 including KHJ, B100, CKLW, KFRC, Q105, KCBO, WTSN, KISD, KRKE, 4-4 WNBC, 4-3 at Y100, 8-6 at 96X, 20-19 WSAI, 17-13 WIFE, debut 10 at 99X, debut 28 WKIX, on WCGQ. (LP cut from "Saturday Night Fever")

RUBICON "I'm Gonna Take Care Of Everything" (20th) 46/13 including KLIF, WPEZ, WCAO, 13Q, KGW, WINW, KSLY, WVAM, 23-18 at 94Q, 25-23 KAYC, 19-17 KLMS.

VAN HALEN "You Really Got Me" (WB) 41/1, WAIR, 26-24 KSLQ, 25-22 WCAO, 23-21 WTI, 19-17 KROY, 30-27 at JB105, 29-24 WHOT, 34-26 WVAM, 26-21 WAAV, 30-27 KSTT, 18-16 KCBN.

PARLIAMENT "Flash Light" (Casablanca) 37/8 including Z93, Y103, KCBO, 22-19 WDRQ, 14-7 WHBQ, 25-20 at Y100, 23-17 WPGC, 20-14 WAVZ, 32-27 WRFC, 28-17 WANS, 13-11 WKNX, debut 22 WKIX, debut 30 WHOT.

EARTH, WIND & FIRE "Fantasy" (Columbia) 34/7 including WHBQ, KCPX, WFOM, KAYC, KQDI, 24-21 KJR, 23-22 KFRC, 33-30 at 99X, 34-32 WTRU, 29-23 KDON, debut 26 KNEW.

EDDIE MONEY "Baby Hold On" (Columbia) 29/6 including WZUU, WTRY, 94Q, KYYX, 31-24 WPEZ, 18-12 WGCL, 28-25 KSLQ, 18-16 KFRC, 39-35 WNOE, 29-25 KNDE, 29-26 WFOM, on Z93, WAQY, KCBN.

TRAMMPS "Disco Inferno" (Atlantic) 25/4 including WQXI, WMET, 19-12 at 96X, 19-16 WHBQ, 26-23 WAPE, 23-20 WAVZ, 19-12 WHHY, 28-21 at CK101, debut 33 WVAM, debut 29 WRKR.

Radio & Records NATIONAL AIRPLAY/30

March 10, 1978

| THREE WEEKS AGO | TWO WEEKS AGO | LAST WEEK | | |
|-----------------|---------------|-----------|----|---|
| 7 | 5 | 2 | ① | BEE GEES/Night Fever (RSO) |
| 1 | 1 | 1 | 2 | BEE GEES/Stayin' Alive (RSO) |
| 3 | 2 | 3 | 3 | SAMANTHA SANG/Emotion (Private Stock) |
| 24 | 11 | 7 | ④ | BARRY MANILOW/Can't Smile Without You (Arista) |
| 10 | 7 | 6 | ⑤ | ERIC CLAPTON/Lay Down Sally (RSO) |
| 4 | 3 | 4 | 6 | ANDY GIBB/(Love Is) Thicker Than Water (RSO) |
| 21 | 13 | 11 | ⑦ | KANSAS/Dust In The Wind (Kirshner) |
| 2 | 4 | 5 | 8 | DAN HILL/Sometimes When We Touch (20th) |
| 19 | 15 | 14 | ⑩ | JAY FERGUSON/Thunder Island (Asylum) |
| 8 | 8 | 8 | 10 | RITA COOLIDGE/The Way You Do The Things You Do (A&M) |
| 12 | 10 | 9 | 11 | ART GARFUNKEL/Wonderful World (Columbia) |
| 9 | 9 | 12 | 12 | STEELY DAN/Peg (ABC) |
| 6 | 12 | 13 | 13 | QUEEN/We Are The Champions/We Will Rock You (Elektra) |
| 23 | 18 | 15 | 14 | LITTLE RIVER BAND/Happy Anniversary (Harvest) |
| 26 | 24 | 21 | ⑬ | BOB WELCH/Ebony Eyes (Capitol) |
| 22 | 17 | 16 | 16 | LINDA RONSTADT/Poor, Poor Pitiful Me (Asylum) |
| 28 | 21 | 19 | 17 | LeBLANC & CARR/Falling (Big Tree) |
| — | 27 | 22 | ⑭ | RAYDIO/Jack And Jill (Arista) |
| 27 | 23 | 20 | 19 | ABBA/The Name Of The Game (Atlantic) |
| — | 29 | 23 | 20 | HEATWAVE/Always And Forever (Epic) |
| 5 | 6 | 10 | 21 | BILLY JOEL/Just The Way You Are (Columbia) |
| — | — | 29 | ⑳ | YVONNE ELLIMAN/If I Can't Have You (RSO) |
| — | — | 28 | ㉑ | DAVID GATES/Goodbye Girl (Elektra) |
| — | — | 25 | 24 | ELO/Sweet Talkin' Woman (UA/Jet) |
| — | — | 26 | 25 | JACKSON BROWNE/Running On Empty (Asylum) |
| — | — | 27 | 26 | ANDREW GOLD/Thank You For Being A Friend (Asylum) |
| 20 | 19 | 18 | 27 | PAUL DAVIS/I Go Crazy (Bang) |
| — | — | 30 | ㉒ | ENGLAND DAN & J.F. COLEY/We'll Never Have... (Big Tree) |
| — | — | → | 29 | NATALIE COLE/Our Love (Capitol) |
| — | — | → | 30 | ROD STEWART/Hot Legs (WB) |

This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significant upward movement from at least 60% of our reporters.

MOST ADDED

Jefferson Starship
Jackson Browne
Roberta Flack

HOTTEST

Bee Gees "Night Fever"
Barry Manilow
Kansas

Complete Regionalized Station
Listings on page 30 and 31

CHART SUMMARY: The Bee Gees may have a lock on the top spot with "Night Fever" sliding past "Stayin' Alive" and making it seven consecutive weeks the Bee Gees have been number one. The only contender for next week's chart topper would be Barry Manilow up to four this week. Eric Clapton is back with a solid hit as "Lay Down Sally" goes top five. Kansas has more room to grow next week as "Dust In The Wind" should be their biggest single yet. Jay Ferguson takes a five place jump into the top ten. Bob Welch moves up six to fifteen. Raydio is coming through with nice jumps in the Northeast. Yvonne Elliman picked up nice adds in the South and West and moved seven slots to number twenty-two. David Gates has now spread fully from the South and has good moves in the Parallel Two's. Finally England Dan & John Ford Coley continue their early activity with strong chart debuts and jumps. Overall the Bee Gees and Manilow continue to dominate.

Detailed station by station chart listings can be found in the Parallels.

PLAYER "This Time I'm In It For Love" (RSO) 24/9 including 13Q, 94Q, WNOE, KNDE, WANS, debut 29 WCAO, debut 32 WSGN, debut 29 WAKX, on KCBN.

CARPENTERS "Sweet, Sweet Smile" (A&M) 23/3 including KRBE, WJON, 17-15 WOKY, 16-14 KRSP, 20-11 KIOA, 19-14 WEAQ, 24-18 at CK101, 24-22 WHHY, debut 28 WKBW.

SWEET "Love Is Like Oxygen" (Capitol) 20/1, K104, 40-31 at BJ105, 27-23 WFLB, debut 20 WZUU, debut 31 WRKR, on WPEZ, KJRB, KSLY.

JOHN DENVER "It Amazes Me" (RCA) 18/0, 35-34 WAVZ, 20-19 WJBO, 25-23 WAQY, debut 30 KQWB, on WYRE, WNOE, WAIR, KKLS.

KISS "Rocket Ride" (Casablanca) 15/6 including WPEZ, WAKY, KCBO, KROY, WFEA, 25-21 at B100, 25-23 at JB105, debut 35 WAIR, on WGCL.

SEA LEVEL "That's Your Secret" (Capricorn) 15/2, WAIR, WSPT, 25-20 at 98Q, debut 31 WRFC, on WNOE, KHFI, WAKX, KCBN.

BILLY JOEL "Movin' Out (Anthony's Song)" (Columbia) 14/8 including WRKO, WKBW, WSGA, Y103, WAQY, K104, KAFY, 8-5 WNBC, 12-7 WAVZ, on WFIL.

THE BABYS "Silver Dreams" (Chrysalis) 14/0, 24-23 WPEZ, 18-15 WTI, 15-13 WNOE, 18-11 CK101, 21-17 KEWI, debut 26 KISD, on KPAM.

WAYLON & WILLIE "Mamas Don't Let Your Babies Grow Up To Be Cowboys" (RCA) 13/0 28-27 KLIF, 14-10 WMAK, 22-13 KBEQ, 13-10 KKLS, 15-10 WJON, 23-15 KEWI, 29-24 at 92Q.

DOLLY PARTON "Two Doors Down" (RCA) 11/8 including WBBF, WQXI, WMAK, WRJZ, WNDE, KROY, WHHY, KSLY, debut 39 WNOE.

GEORGE BENSON "On Broadway" (WB) 10/3 including KFRC, WKNX, 28-21 CKLW, 27-25 WDRQ, 27-22 KSLY, debut 29 at 94Q, on KNDE, WRFC.

TAVARES "More Than A Woman" (Capitol) 10/3 WHBQ, KNDE, WLOF (re-add), 5-4 at Y100, debut 28 at PRO-FM, on KRBE.

MICHAEL ZAGER BAND "Let's All Chant" (Private Stock) 10/2, KCBO, KSLY, 30-17 at 96X, 35-33 WTI, debut 34 WRFC, on WPEZ.

CHICAGO "Little One" (Columbia) 10/1, WAQY, 30-28 at F105, 24-23 KCPX, 16-10 at CK101, debut 29 WRKO, on WPEZ, KTKT.

LEIF GARRETT "Put Your Head On My Shoulder" (Atlantic) 10/0, 29-24 WKIX, 30-28 WBBF, 29-25 KYYX, debut 34 at 98Q, on WPEZ, WLCY, WQXI.