

Radio & Records

THE CONVENTION '78 TAPES

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ISSUE NUMBER 229

THE INDUSTRY'S NEWSPAPER

FRIDAY, APRIL 28, 1978

Programming, Past, Present And Proposed

BY JASON SHRINSKY
R&R FCC ADVISOR

The Renewal Branch has now embarked upon a regulatory process that is extremely important to each licensee. Specifically, the staff has now been instructed to give very close scrutiny to questions 13 and 15 of the license renewal form (Form 303-R for AM and FM).

In the past, broadcasters were faced with the traditional promise against performance test when making application for renewal of license. Thus, if station XXXX promised 10 hours of News, and the composite week showed only 6 hours, there was a definite need for concern on behalf of the station owner. Now, in addition to close scrutiny of promise against performance, the staff has been instructed to note the specific broadcast times programs were broadcast to meet the ascertained community needs and problems.

On the anniversary date of filing a renewal application the broadcast licensee must place in its Public File a list of up to ten community needs and problems together with a statement of the programs that were broadcast during the past twelve months to meet those community needs and problems. When the renewal application is filed, these annual listings become an integral part of the renewal filing and make up Exhibit 13 which requires the broadcast licensee to state the programs broadcast during the past license term to meet ascertained community needs and problems. The staff is now under a mandate to question Public Affairs programming broadcast either prior to 6:00 AM or in the late evening hours. This is particularly true of Public Affairs programming broadcast in the traditional 4:00 to 6:00 am block Sunday mornings.

Stations in Massachusetts and New York have recently received letters from the Federal Communications Commission advising them that:

"As you are aware, the Commission does not attempt to dictate to broadcasters the types, format and time periods during which programming should be carried. However, a question could be raised as to the effectiveness of scheduling programs dealing with matters relating to the public interest during such time periods, i.e., 5:30 am.

"While we are not requiring additional information in regard to this matter, you may wish to re-examine your program schedule to determine whether the broadcast of certain programs during these hours is effectively serving the needs and in-

terests of your community."

The recent series of letters is particularly significant in light of the FCC's action designating the renewal of license application for a "Beautiful Music" FM station in Cleveland for hearing based upon its non-entertainment programming percentages, and the times that its Public Affairs programming was broadcast and proposed to be broadcast.

In light of what is now a growing concern at the FCC with respect to what were previously treated as only "suggested" programming minimum percentages in the non-entertainment categories, i.e., 6 percent for FM, 8 percent for AM, and 10 percent for TV, each broadcaster must now go forward to re-evaluate present Public Affairs programming with an eye towards meeting, if not exceeding, the suggested minimum levels on the one hand, and confirming a reasonable audience for the past and proposed Public Affairs programming on the other.

In the words of the FCC, the time has come to reexamine the non-entertainment programming schedule in order to meet the vague but nevertheless prevailing reviewing (Continued on page 3)



COUNTRY IN THE WHITE HOUSE—The CMA Board of Directors was honored with a reception hosted by President Carter at the White House last week. Carter also enjoyed a performance by top Country recording artists. Pictured during the reception are (l-r) KSON/San Diego owner Dan McKinnon, Eastman Radio's Charlie Columbo, CMA Chairman and WIRE-WXTZ/Indianapolis Vice President/General Manager Don Nelson, Storer Broadcasting Radio Division Vice President Neil Rockoff, President Jimmy Carter, and R&R Country Editor Jim Duncan. Further details of the CMA's Washington D.C. activities can be found in Duncan's column, Page 58.

EXCLUSIVE Heftel Buys WSMJ/Indianapolis

R&R has learned that Heftel Broadcasting Corporation has agreed to purchase station WSMJ-FM/Greenfield, Indiana (in the Indianapolis market) for a consideration in excess of \$1 million from Braden Radio Corporation. WSMJ is currently formatted Pop/Adult, with a 99.5 dial position.

Mansfield New Columbia Records Marketing VP

Joe Mansfield has been appointed Vice President of Marketing for Columbia Records, replacing new Epic/Portrait/Associated Labels chief Don Dempsey in the marketing position. Mansfield, most recently CBS Vice President of Merchandising, will supervise the development of Columbia's artist marketing plans, utilizing a combination of techniques from the label's promotion, advertising, merchandising, publicity, product management and artist development departments. Mansfield reports di-



rectly to CBS Records Senior Vice President/General Manager of Marketing Jack Craig.

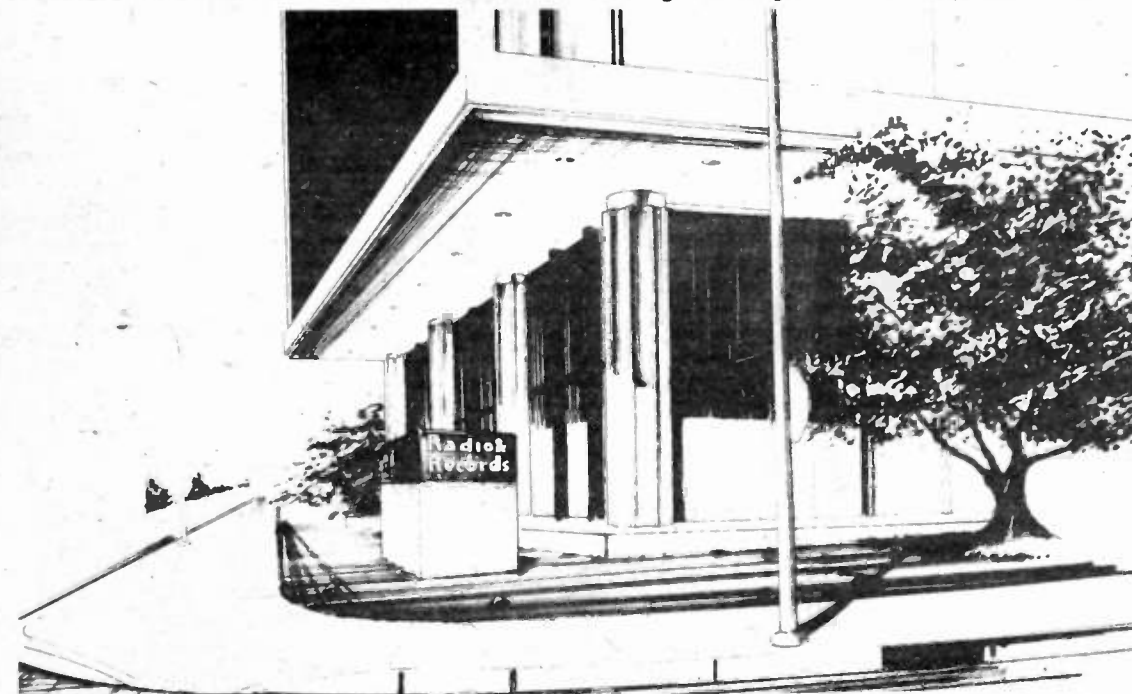
CBS Records President Bruce Lundvall commented, "Joe Mansfield brings extensive sales and promotion experience to his new position. His years at CBS as a top field executive in two major markets and his national experience as Vice President of Merchandising have made him exceptionally qualified for his new role at Columbia."

Mansfield joined the label in 1965 as a salesman in the Dallas branch, becoming Local Promotion Manager there in 1968 and Dallas Branch Manager in 1970. He took a similar position in Atlanta in 1974, and became Vice President of Merchandising in 1977.

Simon To Become Phonogram Senior Vice President

Lou Simon has been appointed Senior Vice President of Marketing for Phonogram/Mercury, according to a Daily Variety report. Simon, Executive Vice President/General Manager of Polydor based in New York, will relocate at Phonogram's Chicago headquarters. He had been in charge of Polydor's day-to-day administration, but the appointment of Fred Haayen as President of the U.S. company had raised questions as to Simon's eventual destination. Official announcement of the appointment is expected shortly.

R&R Moves To New Century City Headquarters



Radio & Records and its affiliated companies will move to new Century City offices on Monday, May 8, with operations commencing on that date. The new offices occupy the entire top floor of the 1930 Century Park West building. The new phone number is (213)

553-4330. Also located in the new offices will be Prestone Graphics, R&R's multi-faceted printing and graphics division; and RTR Entertainment, the film production and book publishing division of R&R.

The new headquarters will give R&R the most complete facilities

of any trade publication in all areas of publishing and news coverage. Several new staff appointments will be forthcoming after the move is accomplished, including the opening of a Washington D.C. bureau, and the institution of a Black Music section.

“Stone Blue”

A Stone Smash from

Johant



on Bearsville Records

Distributed by Warner Bros.



PLATINUM FOR THE PEOPLE—For years, radio and record industry representatives have been presented gold and platinum record awards in appreciation for their efforts in helping records to reach those plateaus of achievement. Now Casablanca Record & FilmWorks is extending that idea to the public. Inside each copy of the new Kiss compilation album "Double Platinum" is a "Platinum Award" with the name left blank, suitable for framing or hanging as a poster by the album's owner—a clever expression of appreciation to the group's fans.

Ad Agency Group Advocates More Minority Broadcast Ownership

The American Association of Advertising Agencies filed a brief with the FCC last week in support of cooperative efforts by the government, the broadcast industry, banks, and other organizations to increase minority participation in broadcast purchases, as well as a speeding up of FCC application processing procedures. The AAAA also supported a Black Caucus recommendation that stations be sold to minority buyers at reduced prices.

The AAAA has already formed groups made up of market research reps and agency staffers to work with minority broadcast owners, and has set up relationships with several broadcast and governmental organizations. The group has also met with ratings service representatives to discuss the under-representation of minorities in audience measurement surveys.

Daylight Savings Begins

Daylight Savings time begins on Sunday April 30 at 2am in all parts of the U.S. except Arizona, Hawaii, Puerto Rico, the Virgin Islands, and most of Indiana. Clocks should be set an hour ahead on Saturday night, April 29, to keep current.

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FCC, Justice Dept. Present Oral Arguments In WBAI Case

The FCC and the Justice Department presented oral arguments before the Supreme Court last week in the WBAI-FM/New York case concerning the broadcast of George Carlin's "seven dirty words" comedy routine. The FCC defended its authority to ban "indecent" language, while the Justice Department affirmed the position it recently took in a filed brief, denying that the FCC has such authority.

The FCC's attorney stated that the Commission's intent in making its ban was "to channel these words out of time periods when there was

a reasonable likelihood of children in the audience," to "protect" children and privacy. The Justice Department's attorney maintained that the FCC's definition of "indecent" in reference to the Carlin routine was made without considering the context. The Department also reiterated the contention of WBAI owners Pacifica Foundation that the FCC has no authority to act as a censor of broadcasts.

In a later development, the FCC admitted before the Court that it had received only one complaint about the WBAI Carlin broadcast.

Radio & Record News Holds First Convention

Radio & Record News, the British trade paper which was first in that country to present and tabulate radio airplay information, has scheduled its first industry convention for May 25/26 at the Bloomsbury Centre Hotel near London. The convention's highlight is the Friday May 26 National Radio & Record Industries Awards Dinner, a black-tie event featuring a multi-course dinner, international cabaret entertainment, and the first combined industries' awards ceremonies. Three main seminars and twelve informal debates are also scheduled. Attendance for the two days of the convention (including accommodations) costs L68 (about \$120) for a single room, 60 pounds for a shared room. Awards dinner

tickets are priced at 18 pounds (about \$32) per person or 200 pounds to reserve 12-place tables. A value-added tax of 8 percent is also charged.

The convention is a significant recognition of the growing importance of the radio industry in Britain (where networks of local BBC and ILR—Independent Local Radio—stations now provide regionalized music radio service), and an important meeting between radio and the British record industry. Many American record executives

(and key radio figures) should find it a valuable event to attend. Inquiries can be made to Radio & Record News, 3rd Floor, 365 Euston Road, London NW1 3AR, England.

Programming, Past, Present And Proposed

(Continued from page 1)

standards being applied by the Renewal Branch.

Particular care should go into the planning and execution of Public Affairs programming. The programs should be locally produced and for the most part deal with those local community needs and problems ascertained by the station in its ongoing community ascertainment of leaders and members of the general public. If the station has a locally produced quality Public Affairs programming hitting at community needs and problems broadcast in a time segment where it has a reasonable share of audience, it will have gone a long way towards meeting the new and more rigid processing standards. Remember—"preventatives are far better than remedies."

LETTER:

WBBF/WMJQ Diary Controversy Continued

R&R:

The April 21 issue of R&R contained false information regarding WBBF/WMJQ.

WBBF/WMJQ did not at any time air announcements urging listeners to fill out diaries in our favor, nor was it implied at any time.

In fact, the announcements aired on both stations urged that listeners "keep an accurate and honest account of your radio listening."

The impact of the announcements was not unlike political announcements that urge the general public to go out and vote. (Period.)

There was no appeal, nor any incentive offered for listeners to record any abnormal listening. In fact, there was never even any suggestion in any way, shape, or form, that listeners record WBBF or WMJQ in their diaries at all.

Jeff Ryder
Operations Director
WBBF/WMJQ/Rochester

When we publish a special edition...
You can be sure it's *special*.

COMING NEXT MONTH



From pre-Donahue to post-Abrams.

A BONUS TO ALL R&R SUBSCRIBERS

WHAT'S NEW

Airlines Planning To Reduce First Class Fare

All's fare in the competitive airline business, and six top airlines are hoping to reduce their first class fares by next month. **Braniff, Delta, Eastern, and United** have already filed with the **Civil Aeronautics Board** for reductions, while **American and TWA** are getting their applications in shape. If all goes well, the reductions, in the 13-20 percent range, would go into effect in May or June. A prime object of the reductions is the business traveler who now elects to travel coach.

Divorce American Style Up; Marriage Put On Hold

While divorce rates continue to increase, Americans of both sexes are waiting longer to tie the marital knot. From 1970 to 1977, the divorce rate was up 79 percent, compared to a 1960-69 increase of 34 percent. There are now 84 divorced persons to every 1000 married people living with a

spouse, according to **Commerce Department** statistics.

Meanwhile, in 1977, among women 20-24, 45 percent had never been married, compared to only 28 percent in 1960. Among men 20-24, the comparative figures were 64 percent to 53 percent. The median age for a first marriage was 24.0 for men, 21.6 for women, compared to 23.0 for men and 20.6 for women in 1965. The American marital motto could well be, to borrow a phrase from "Star Wars," "may divorce be with you."

MCA Restructures Promotion Dept.

MCA Vice President of Promotion **Stan Bly** announced a restructuring of the company's promotion department. "We're going to a regional promotion concept," Bly told R&R. Whereas previously local MCA promotion representatives reported both to the national promotion department and sales branch managers, they will now report to regional promotion heads, who will in turn report to Bly. Bly hopes to achieve "tighter communication and faster reaction. We hope to get there that much quicker."



Four regional districts have been established with the following Regional Promotion Managers appointed: District I (East), **Sammy Vargas**, formerly New York Promotion Manager; District II (Midwest), **Denise Moncel**, formerly local Detroit Promotion Manager; District III (South), **Leon Tails**, most recently local Nashville/Memphis

promotion rep, and District IV (Southwest), **Wayne McManners**, moving from the national office.

In addition, **Paul Lambert**, formerly National Singles Promotion Director, has been named National Promotion Director at MCA's Los Angeles headquarters. Also, **Lorine Mendell**, for-

mer Atlanta Promotion Manager, moves to L.S. as National Secondaries Promotion Manager. Bly also expects to announce an expansion of the R&B promotion department shortly.

Pictured (l-r) are MCA Vice President of Marketing **Richard Bibby**, **Lorine Mendell**, **Sammy Vargas**, **Paul Lambert**, **Denise Moncel**, **Leon Tails**, **Wayne McManners** and **Stan Bly**.

Drake/Chenault Bows "History Of Rock & Roll" Book For Station Use



Drake-Chenault Enterprises, reporting an enthusiastic radio response to its recent updated "History Of Rock & Roll" documentary, has published a 60-plus-page paperback book available for stations to use in local promotions. The book features numerous photos of top rock artists from the beginning to the present time, including some striking color shots. The historical text is brief, and not entirely without errors, but the visuals more than compensate, with the book being a natural for stations broadcasting the 52-hour special. A complete hour-by-hour breakdown of the special's music is also included. For more information, contact **Drake-Chenault** at 8399 Topanga Canyon Blvd., Canoga Park, CA 91304, (213) 883-7400.

Marketing Booklet Urges Folding Of Umbrella Plans

A new marketing booklet published by the **Tucker Wayne** ad agency out of Atlanta holds that umbrella-type marketing schemes can be wasteful and inefficient. The booklet, "One By One: The Case For Discrete Marketing," advocates individualized marketing plans because of unique characteristics, some highly significant, in every market. "One By One" is available free from **Andrew Purcell**, Director of Marketing Services, **Tucker Wayne & Co.**, 230 Peachtree St., Suite 2700, Atlanta, GA 30303.

Sheet Music Hits New High: \$228 Million

A surprising amount of profitable music industry activity occurred in the sheets last year—sheet music, that is. The **National Music Publishers Association** reports a new high of \$228 million in 1977, an 8 percent increase over the year before. The new record represents a 187 percent increase in ten years for sheet music.

U.S. Business Gets Low Marks For Honesty In Advertising

Honesty in advertising by American business is rated highly by only 18 percent of American business executives according to a **U.S. News & World Report** survey. With such a low rating by those most closely tied to business, it's not surprising that other segments of the population rated advertising honesty even lower. A cross-section of business school deans resulted in a 13 percent high honesty rating, while government officials, along with the public in general, registered 7 percent rating ad honesty highly.

WCI Sets New Quarterly Records In First Quarter

Warner Communications Inc. established new quarterly gross and net income records in the first quarter of 1978, with total net income up 13 percent over last year to \$20.4 million, while the company's gross revenues were up 23 percent to \$312.5 million. The record division (including music publishing) led the way with a gross of \$138.7 million (up 22 percent) and profits up 16 percent to a record \$21.9 million. The film division also set quarterly records with a 41 percent increase in internal division profits, up to \$25 million. Book/magazine publishing set first-quarter profit and sales records, while toys/games were up in sales, down in profits. Warner's cable division also registered increased revenues, but experienced an 81 percent drop in profits because of costs stemming from the **QUBE** experimental two-way cable system in Columbus, Ohio.

ERR WAVES

BY BOBBY OCEAN





GIVE YOUR LISTENERS AN EARFUL!

The perfect radio promotional prize:

- Available in AM or FM.
- Can be ordered "Locked" to your station frequency.
- Logo customization available.
- Batteries & earpiece included.
- All units *fully guaranteed*.



AND BEST OF ALL, THEY'RE PRICED RIGHT.

NEW IMAGES, Inc.

CALL COLLECT 213/467-1451

Mediascope

Four RKO General Managers Promoted To Vice President

RKO Radio has promoted four of its station General Managers to Vice President/General Manager positions. President Dwight Case announced WHBQ/Memphis General Manager Dick French, WFYR/Chicago's Jim Barker, WAXY/Miami's Doug Donoho, and WROR/Boston's Gerard Sperry received the promotions in recognition for their services.

Citrus Soft Drinks Cause Sweet And Sour Reactions

Activity for soft drink manufacturers seems to be centering on citrus-flavored beverages of late, with new Coca Cola and Seven-Up brands and a trademark infringement suit against the Seven-Up product. Seven-Up is planning a lemonade drink called "Quirst" (the company's first new regular soft drink product in 50 years), with testing scheduled for May in 20 percent of the U.S. An estimated \$5 million ad budget will support the new drink. However, the Squirt Co. has filed a trademark infringement suit, claiming the name Quirst is overly close to Squirt in "appearance, sound, meaning, connotation, imagery, and appeal" (transpose the "s" in Quirst to the front of the word and you get "Squirt"). The company seeks to enjoin Seven-Up from introducing the product with that name.

Meanwhile, Coca Cola is about to test "Mellow Yellow," a new lightly-carbonated citrus group reported to taste much like Pepsi's Mountain Dew. Royal Crown had earlier reported plans to go national with its Southern regionalized citrus drink "Kick!" Coca Cola plans to stress the light carbonation angle in its introductory campaigns. Test markets were not disclosed, but testing will begin this summer.

Combined Net Earnings Up 30 Percent

Combined Communications Corp. reported net earnings of \$4.1 million for the first quarter of 1978, up from slightly under \$3.2 million in the same period in 1977, a 30 percent gain. Revenues were up 34 percent, from \$51.7 million last year to \$69.5 million. Contributing to the increases were revenues and earnings garnered from the company's newly-acquired properties WWWE/Cleveland and the Oakland Tribune.

Chrysler Drops Dealer Co-Op Ad Operation

Chrysler Corporation has ended its participation in a co-op ad plan with dealer advertising associations, with \$19 million formerly earmarked for the co-op campaigns scheduled for 1979 national ad efforts by the company. Chrysler had contributed to dealer ad association funds on a market-by-market basis for 16 years, most recently contributing \$1 to every \$2 put up by dealers. Dealers were able to choose their own ad agencies, many of which were meeting with the dealer associations in an attempt to retain their business in the wake of the Chrysler action. American Motors is now the only leading manufacturer to maintain a dealer co-op plan.

Metromedia Generates Record First Quarter Profits, Sales

Metromedia Inc. reported record sales and profit figures for the first quarter of 1978, with net earnings up to \$6.4 million, compared to \$5.9 million for the same period last year, up 8 percent. Sales were up 10 percent from \$73.5 million to \$80.6 million.

Lin Profits Up 70 Percent In First Quarter

Lin Broadcasting reported its net earnings were up over 70 percent for the first quarter of 1978, compared to last year's first quarter, \$1.9 million to \$1.1 million last year. The company's revenues reached \$10.5 million, a 22 percent increase over the previous year's \$8.6 million figure. The company expects substantially higher profits and revenues for the second quarter, but without such dramatic percentage increases over last year.

TV News

RKO General To Sell Controversial Boston TV Station

RKO General has entered into a preliminary agreement to sell WNAC-TV/Boston for \$59 million to the New England TV Corporation. The last-named organization is a newly-formed company resulting from a merger of Community Broadcasting Co. and Dudley Station Corp., two leaders in a longstanding license challenge effort against the RKO TV outlet. WNAC (a CBS affiliate) had been attacked for insufficient local programming and inadequate community service, among other accusations, for some time. General Tire & Rubber (RKO's parent company) Chairman T.F. O'Neill said that the ending of the license controversy over WNAC would allow RKO to enhance its other TV and radio broadcasting interests by realizing a fair market value for the Boston TV station.

NBC Claims "Holocaust" Second To "Roots"; ABC Wins Week

ABC won the Nielsen race for the week ending April 16, but most attention was centered on NBC's four part special "Holocaust," detailing Jewish suffering in Nazi Germany. Only the first episode figured in the week's ratings, but later in the next week, NBC claimed that total viewing figures were second only to ABC's "Roots" blockbuster, with an estimated 120 million people viewing all or part of the series (compared to 130 million for "Roots"). The second, third, and final episodes of "Holocaust" demolished ABC and CBS competition in overnight Nielsen figures.

The first "Holocaust" telecast finished fourth for the week, behind ABC's "Three's Company" and "Laverne & Shirley" and CBS's "MASH." The three-network race was exceptionally tight, with ABC winning with a 17.8 rating, and NBC nudging CBS, 17.4 to 17.3.

After the first four, the top ten were 5) "Happy Days" (ABC) 6) "One Day At A Time" (CBS) 7) "Charlie's Angels" (ABC) 8) "Baby I'm Back" (CBS) in its best showing 9) "Amazing Spider Man" (CBS) and 10) "60 Minutes" (CBS).

Five different programs shared number one positions in New York and Los Angeles Arbitron TV ratings for the week ending April 14. New York was topped by "Laverne & Shirley," no surprise; and CBS' "Baby I'm Back," definitely a surprise contender. Tied for third were "Happy Days" and the Fred Astaire "Family Upside Down" special on NBC, followed by 5) "MASH," NBC's Monday Movie, and the NBC special "To Kill A Cop" 8) ABC's "Three's Company" and "Welcome Back Kotter."

"Family Upside Down" tied for first in Los Angeles with ABC's "Three's Company" and "Love Boat." Next were 4) "Charlie's Angels," "Laverne & Shirley," and in a rare non-network showing, independent KTTV's "Disco Fever" special 7) "How The West Was Won" and "What's Happening" (ABC) tied with NBC's "Project UFO," and 10) "Barney Miller," "Fantasy Island," and "Welcome Back Kotter" (ABC) tied with "MASH."

FCC Update

Report On Recent FCC Developments

Amending Of Rules For Determining Station Power And Antenna Current Ratios

The FCC has amended its rules relating to power maintenance for AM, FM and TV stations to specify the use of indicated values for determining Power and Antenna Current Ratios. The Amendments recognize the accepted practice of stations maintaining Power and Antenna Current Ratios as near as practical to authorized values using instruments of acceptable accuracies.

Renewal Action

The FCC renewed the license of WBLE/Batesville, Miss. over objections relating to its Ascertainment Survey, Programming, and Equal Employment record.

The FCC designated for hearing the Renewal Application of station WPWC/Quantico, VA, for deliberately providing inaccurate technical information and data in its renewal application.

The FCC denied a petition by the ACLU of Michigan, seeking to expedite the license renewal proceeding involving WJIM-AM-FM-TV/Lansing. It did so despite the ACLU noting that the license renewal proceeding was entering its fourth year (which in FCC terms is not unduly long).

The FCC has designated for hearing, the renewal application of W100/Carlisle, PA, together with a mutually exclusive applicant for the same facilities. In a separate FM proceeding the FCC had disqualified W100, Inc. on character grounds. Thus, the FCC, in designating this renewal hearing, found that a question was raised and included and issue as to whether W100 had qualifications to remain a broadcast licensee.

Rejection Of Equivalency Argument And Sets Hearing

FCC designated for hearing the application of WYOR-FM/Coral Gables, to make proposed changes in its facilities. The FCC held that it was rejecting an "equivalent coverage" argument, because an increased station tower height would result in increasing service more than it did in interference, whereas a proposed increase in power would increase interference more than it did service. It thus held without a hearing that there would not be any resulting "equivalent coverage" from the proposed new facilities.

FCC Fines and Forfeitures Levied Or Proposed

FCC notified KVYL/Holdenville, Okla., of Apparent Liability for Forfeiture of \$250 for broadcasting Political Spot Announcements 35 times within 3 days without proper sponsorship identification.

KROQ-FM in Pasadena was fined \$1,000 for, among other things, failing to have a properly licensed operator on duty in charge of its Transmitting System on 5 days.

KATY/San Luis Obispo, CA was fined \$500 for "repeated" violation of the Rules requiring explicit notification to a third party before recording his conversation for broadcast.

KDVB/Sioux City, was fined \$500 for operating on 11 days with excessive power, even though the violations were admittedly accidental not willful.

KRFG-FM/Greenfield, MO was fined \$1,000 for violating its Editorializing Rules in criticizing a local Candidate for Sheriff, without first notifying him of the Broadcast and/or offering him an opportunity to respond.

Radio & Records

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“I'M ON MY WAY”

*Captain & Tennille's follow-up to their
first 12½ million records.*



*WBBQ, WFOM, WAAY, WCGQ, WNDR, WINR, WTOB, WISE, WZOO, KAKC, KLUE, KGRI, KCPX, KQEO, KEIN,
WVIC, WWWD, WISM, WSPT, KKLS, KJOY, KCBN, KEYN, WSB, WBEN, WTAE, WTVN, WWWF, WING,
WTIC, KRLD, KHOW, KOGO, WSIX, WIOD, WFTL, WTMJ, WCCO, WNEW, KEX, KIOI, KVI, WMAL, WBAL*

“I'M ON MY WAY” AM 2027

Their New Single On A&M Records



Produced by Daryl Dragon

THEY DO BELIEVE IN 'MAGIC':

WPEZ	WNDE
WOKY	WIFE
KFI	KBEQ
KTLK	WINW
JB105	KROY
WQXI	WYND
Y103	WFOM
WLEE	WAAY
WBBQ	CK101
Z98	WACI
KNOW	WKAU
WSGN	KSTT
WKIX	KENO
WMET	KCBN

"DO YOU Believe In Magic"

SHAUN CASSIDY



CURB RECORDS

R&R's Industry CALENDAR

MAY

<p>1 MONDAY</p> <p>BIRTHDAYS Judy Collins Rita Coolidge Mike Bushey, PD, WBLM/Lewiston</p>	<p>9 TUESDAY</p> <p>BIRTHDAYS Hank Snow</p>	<p>16 TUESDAY</p> <p>BIRTHDAYS Corinne Baldassano, Op. Mgr., KAUM/Houston Paul Wells, MD, KSJO/San Jose</p> <p>EVENTS NBC Radio Network Regional Affiliates mtg., Sheraton Twin Towers, Orlando, FL New Hampshire Assoc. of Broadcasters Sales Seminar, New England Center, Durham, NH NRBA Seminar, Radio Sales Mgmt., Sheraton Harbor Inn, San Diego</p>	<p>23 TUESDAY</p> <p>BIRTHDAYS ED SALAMON Dave Popovich, FM97/Pittsburgh Ed Salamon, Nat'l PD, Storer Broadcasting</p> <p>EVENTS NRBA Seminar, Radio Sales Mgmt., Atlanta Airport Hilton, Atlanta</p>
<p>2 TUESDAY</p> <p>BIRTHDAYS Bing Crosby Lesley Gore</p>	<p>10 WEDNESDAY</p> <p>BIRTHDAYS Donovan Jay Ferguson Dave Mason Bob Bingham, GM, KISW/Seattle George Taylor Morns, PD, WPIX FM/New York Scott Muni, PD, WNEW-FM/N.Y.</p>	<p>17 WEDNESDAY</p> <p>BIRTHDAYS Charlie Russell, PD KHEY/El Paso</p> <p>EVENTS NBC Radio Network Regional Affiliates mtg. Sheraton Safari, Dallas/Ft. Worth airport Ohio Assoc. of Broadcasters spring conv., New Marriott East, Beachwood/Shaker Hts. (Cleveland) thru 18th</p>	<p>24 WEDNESDAY</p> <p>BIRTHDAYS Bob Dylan Leo Sayer Bob Cooper, GM KHAK Cedar Rapids Jack Hopke, PD WQBK/Albany</p>
<p>3 WEDNESDAY</p> <p>James Brown Bob Seger Frankie Valli Russ Knight, PD, WAKR/Akron</p>	<p>11 THURSDAY</p> <p>BIRTHDAYS Smokey Burns, MD, WRIE/Erie Ron Gentry, GM, WYMD/Mayfield</p> <p>EVENTS NRBA Seminar, Radio Sales Management, Marriott O'Hare, Chicago</p>	<p>18 THURSDAY</p> <p>BIRTHDAYS Perry Como Rick Wakeman Mike Malone, PD, WUNI/Mobile Jerry David Melloy, PD WHAS Louisville Fred Morse, PD WTHI/Terre Haute Al Ruscito, GM WAAL/Binghamton</p> <p>EVENTS Arizona Broadcasters Assoc. spring conv., Little America, Flag staff (thru 19th)</p>	<p>25 THURSDAY</p> <p>BIRTHDAYS Miles Davis Tom T. Hall Lauree Cobb, MD KTYD, Santa Barbara Craig McCoy, GM KGON/Portland Jay West, GM KZEL/Eugene</p>
<p>4 THURSDAY</p> <p>BIRTHDAYS Tammy Wynette Joe Btugh, PD, WHAG/Hagerstown Al Gordon, GM, KHNH/Riverside Chuck Harmon, PD, KXLY/Spokane</p> <p>EVENTS Minneapolis Broadcasters Assoc. spring mtg., Learnington Hotel, Minneapolis (thru 5th)</p>	<p>12 FRIDAY</p> <p>BIRTHDAYS Steve Winwood Marc Kuhn, Program Mgr. WMAL Wash., D.C.</p> <p>EVENTS Mick, Bianca Jagger married, 1971</p>	<p>19 FRIDAY</p> <p>BIRTHDAYS Eric Burdon Peter Townshend Steve Casey, MD WXOR/Florence Ray Potter, MD KHEY/El Paso</p>	<p>26 FRIDAY</p> <p>BIRTHDAYS Stevie Nicks Al Wilson, GM WABX/Detroit</p>
<p>5 FRIDAY</p> <p>BIRTHDAYS Charles E. Manson, GM, WXOR/Florence Bonnie Smith, MD, WMAL/Washington, D.C.</p>	<p>13 SATURDAY</p> <p>BIRTHDAYS Steve Wonder</p> <p>EVENTS Mothers' Day</p>	<p>20 SATURDAY</p> <p>BIRTHDAYS Cher Roger Carroll, News Dir., KRIZ/Phoenix Alan Hotten, PD KNBR S.F. Bob Luther, GM WHAM/Rochester Bob Swanson, MD KEX/Portland</p>	<p>27 SATURDAY</p> <p>BIRTHDAYS Art Farkas, GM PD KFIG/Fresno Mavis Mackoff, MD KZOK/Seattle Bob Mason, PD KHNH/Riverside</p>
<p>6 SATURDAY</p> <p>BIRTHDAYS Peggy Lee</p>	<p>14 SUNDAY</p> <p>BIRTHDAYS Bobby Darin Dan Dennis, PD WKAU/Kaukaun, Wisconsin</p> <p>EVENTS Mothers' Day</p>	<p>21 SUNDAY</p> <p>BIRTHDAYS Ron Harper, PD KRIG/Odessa Larry Kleinman, MD WLIR/Lung Island</p> <p>EVENTS Wash. State Assoc. of Broadcasters spring mtg., Sheraton Spokane, Spokane (thru 23rd)</p>	<p>28 SUNDAY</p> <p>BIRTHDAYS John Fogerty Gladys Knight James Hardern, GM KNAC/Long Beach Dick Stuart, PD WHBF/Rock Is.</p>
<p>7 SUNDAY</p> <p>BIRTHDAYS Peter Gabriel Stevie Wonder Tom Daren, MD, WDAE/Tampa Wayne Hamson, PD WZZQ/Jacksonson Seth Mason, GM WXRT/Chicago Marni Pingree, Asst. PD KOY/Phoenix</p> <p>EVENTS Mothers' Day</p>	<p>15 MONDAY</p> <p>BIRTHDAYS Eddy Arnold</p>	<p>22 MONDAY</p> <p>BIRTHDAYS Bernie Taupin</p>	<p>29 MONDAY</p> <p>EVENTS Memorial Day</p>
<p>8 MONDAY</p> <p>BIRTHDAYS Marc Bolan Rick Nelson</p>	<p>16 MONDAY</p> <p>BIRTHDAYS John Gorman, PD, WMMS/Cleveland Burt Sherwood, GM, WMAQ/Chicago</p>	<p>23 MONDAY</p> <p>BIRTHDAYS Ron Harper, PD KRIG/Odessa Larry Kleinman, MD WLIR/Lung Island</p> <p>EVENTS Wash. State Assoc. of Broadcasters spring mtg., Sheraton Spokane, Spokane (thru 23rd)</p>	<p>30 TUESDAY</p> <p>BIRTHDAYS Berry Goodman</p>
<p>9 MONDAY</p> <p>BIRTHDAYS John Gorman, PD, WMMS/Cleveland Burt Sherwood, GM, WMAQ/Chicago</p>	<p>17 MONDAY</p> <p>BIRTHDAYS John Gorman, PD, WMMS/Cleveland Burt Sherwood, GM, WMAQ/Chicago</p>	<p>24 MONDAY</p> <p>BIRTHDAYS Ron Harper, PD KRIG/Odessa Larry Kleinman, MD WLIR/Lung Island</p> <p>EVENTS Wash. State Assoc. of Broadcasters spring mtg., Sheraton Spokane, Spokane (thru 23rd)</p>	<p>31 WEDNESDAY</p> <p>BIRTHDAYS Randall Kelton, PD KUKI/Ukiah</p>



JOHN GORMAN
BIRTHDAYS
John Gorman, PD, WMMS/Cleveland
Burt Sherwood, GM, WMAQ/Chicago



STEVIE WONDER

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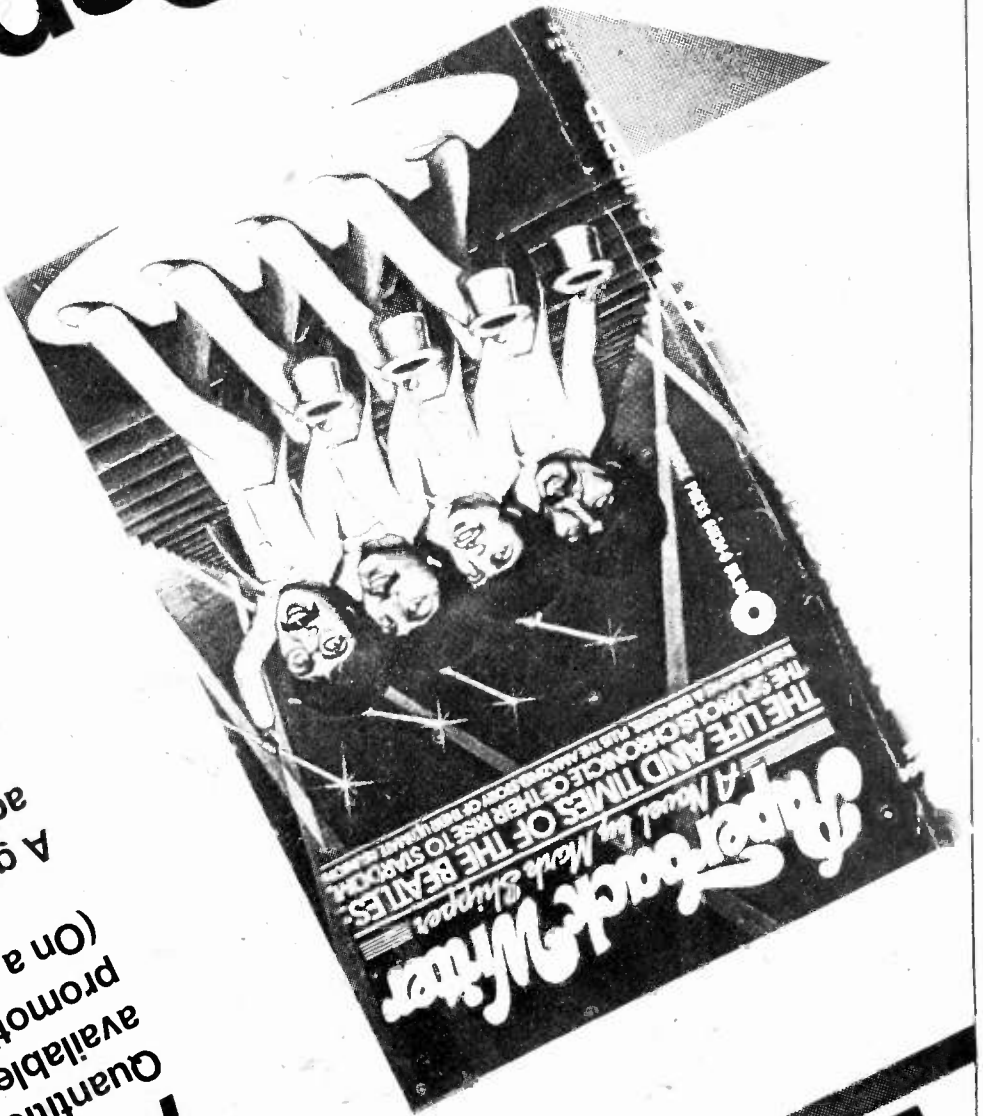
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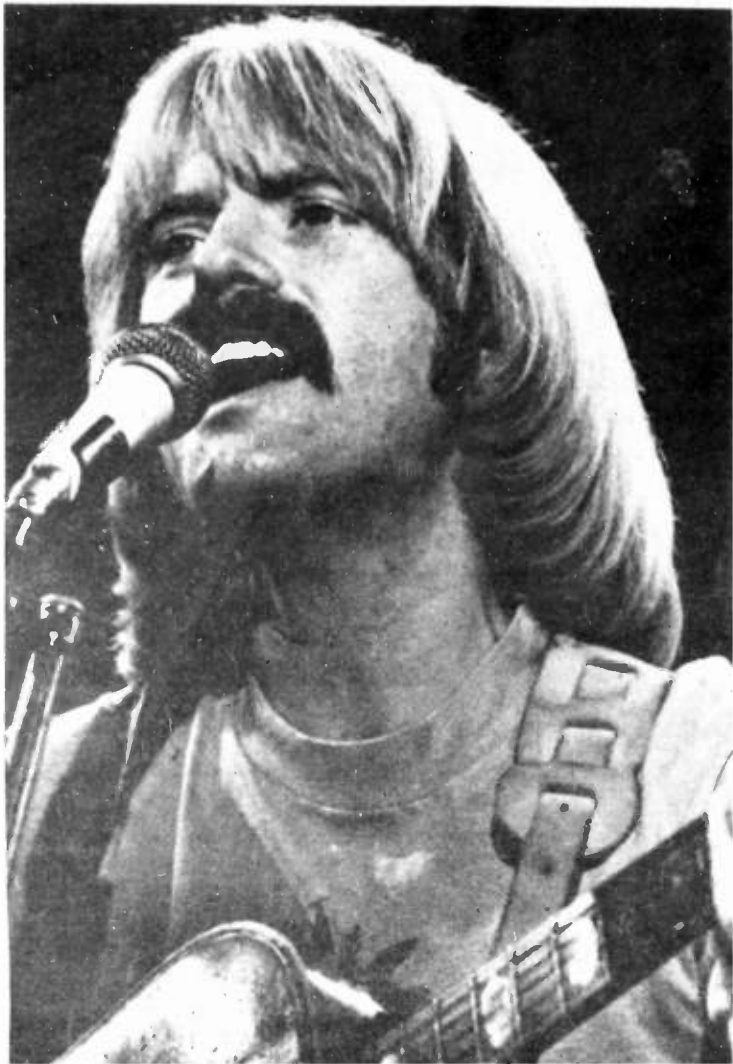
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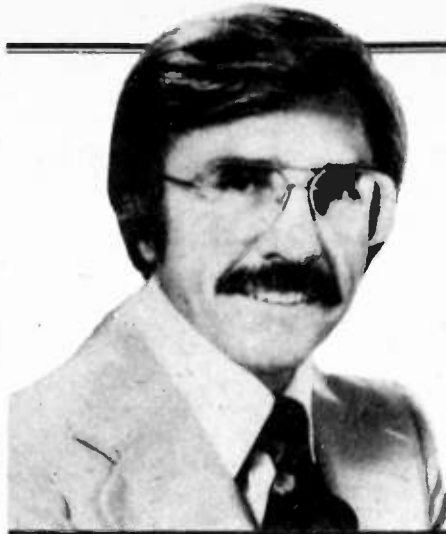
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KNUS LP cut
KAKC LP cut**

From his hit album
"LONEWOLF."



on Epic Records



**Gary
Owens**

"THE LASH CONTEST"

**Sadistic Radio Format Whips Town
Into Frenzy**

ITEM: KEX/Portland's 7 to midnight host, Bob Clarke, has given up his coveted Golden West gig to move to Guam. Guam??? He'll PD a station there. Thanks to the Radio & Records International DeeJay Exchange, KEX hopes to replace Bob with a hip pygmy from Burma.

QUESTION: From the always personable Danny Davis, now at Motown..."Dear Garish: to settle a small argument, do you remember how Bo Diddley got his name?" "Yes, Danny...we believe it was from his mother, Mrs. Diddley!"

DRIBBLINGS: Last week, I had a great time announcing and playing in the annual Celebrity All-Star Basketball Game in Beverly Hills. The celebs beat the vaunted Beverly Hills Police Department by two points in an overtime. The game raised \$\$ for the City of Hope Charity.

Two lovelies coached the cops, Oscar nominees Carol Connors and Ann Robbins ("Rocky" "The Rescuers"). Carol, you may recall got her start as one of the Teddy Bears for Phil Spector.

Sally Struthers of "All In The Family" and Murray the "K" (now living on the west coast) were the referees. Murray had a huge net thrown over him by a myopic relative of Ernest Hemingway thinking the "K" was a zebra!

Pat Boone (who has a full length basketball court in his back yard) was high point man for the All-Stars. However, Dandy Don Meredith of ABC's Monday Night Football caught Pat slipping milk into his Gatorade. When Pat was small, it's rumored he sneaked out behind the barn and chewed gum!

KMPC Program Director Mark Blinoff, in addition to his other duties as a door-to-door lizard salesman in Pacoima, has found time to teach an adult education course in radio at UCLA.

The class has come up with some gnarly facts. The L.A. Times Entertainment Section lists 82 AM & FM stations in immediate L.A. area (although a Metromedia study shows 112 for a slightly more octopus-like region), and they categorized at least 19 different radio formats.... Ready????

- | | | | |
|--|-----------------|---------------|------------------|
| 2 All Religion | 2 Classical | 2 Country | 2 All News |
| 1 Big Band | 4 Soul | 4 Rock | 2 Telephone Talk |
| 5 Background Music stations | 3 AOR | 3 Personality | 2 Mellow |
| 2 Spanish (traditional and contemporary) | 4 Noncommercial | 1 Jazz | |
| 2 Block special interest (foreign language religious dog & cat care) | | | |

That, of course, is just a partial list of their thoughts during a class. They didn't have time to get into the newer All-Book review and All-Sound Effects FMers, or the 24 hour Flower Arrangement format or even the all S-M station (listen till it hurts!) with Lash LaRue whipping up your favorite hits and the Marquis de Sade broadcasting hints on how to make his favorite desert, "Whip & Chill," and ski reports from the all-sadist resort...where chains are required even when there is no snow!

Steve Raymond of 2UE/Sydney, Australia was broadcasting by satellite back to "Down Under" country all last week from Hollywood. I reminded him of Irving Berlin's great World War I song when we declared war on them..."Under There" and some of the other great Aussie standards: "Someone To Watch Under Me", "I'm Looking Under A Four Leaf Clunder", "Somewhere Under the Rainbow", and "Button Up Your Undercoat". A young lady walked into the broadcast studio and said she was having trouble with her underies and thought she should go to the doctor. At that point, Steve phoned Perth and it was missing....Somebody had taken the city... obviously a Perth snatcher!

At my little lean-to in Hollywood, a whole bunch of important people dropped by the Gary Owens Building recently...and nibbled JuJubes and Beaver Fetlocks with me.

Jane Fonda, who told me her favorite comics as a little girl were Sheena, Queen of the Jungle and The Lone Ranger.

Christopher Lee, the all-time great Dracula and recent Saturday Night Live Host, sang Happy Birthday to Mickey Mouse with me on TV for an upcoming NBC Special for Mickey's 50th Birthday (he is getting a little grey around the ears!) Christopher's cousin was Ian Fleming, the creator of James Bond!

Peter Firth of "Equus" dropped in before the Academy Awards, but I wouldn't introduce him to Gene Autry's horse after what he did in the movie.

Joan Rivers, who's just produced her first movie "Rabbit Test". She got her start in comedy writing jokes for Phyllis Diller!

Dick Shawn, who during the intermission of his hit show, "The 2nd Greatest Entertainer in the World," lies down in the middle of the stage and the janitor sweeps around him until it's time for part two.

Guy Phillips and Mike Wall of X-Rock/El Paso just celebrated their first anniversary at the station. They presented each other with lint rings (lint is the official stone for radio anniversaries). Happy Nurgling to Phillips and Wall!

OVER 219 STATIONS WILL BE CELEBRATING THE 4th OF JULY WEEKEND WITH AN OUTSTANDING RADIO SPECTACULAR . . .

Music in the Air presents



a 5-hour salute to the leading ladies of music, movies, art and entertainment, spanning 50 years of show business

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. . . and dozens more! PLUS:

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Enclosed is a check to reserve the show. Our market size is: **PLEASE PRINT OR TYPE** Check must accompany coupon.

<p>Market Size:</p> <p><input type="checkbox"/> 2 million and over \$ 100</p> <p><input type="checkbox"/> 1 million-1,999,999 80</p> <p><input type="checkbox"/> 100,000-999,999 60</p> <p><input type="checkbox"/> Under 100,000 50</p>	<p>Our Format Is:</p> <p><input type="checkbox"/> Rock</p> <p><input type="checkbox"/> MOR</p> <p><input type="checkbox"/> Country</p>	<p>Name: _____</p> <p>Title: _____ Station: _____ AM _____ FM _____</p> <p>Address: _____</p> <p>City: _____ State: _____ Zip: _____</p> <p>Phone: (____) _____ Signature _____</p> <p style="text-align: center; font-size: small;">area code</p>
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SHOW MS! is a production of Music in the Air Division of Billboard Publications, in cooperation with Cinema/Sound, Ltd. and Media Corporation of America. All market exclusives will be defined by format and SRDS market listing.

THE HOTTEST



"BAKER STREET" BY GERRY RAFFERTY. THE HOTTEST RECORD ON THE STREET. ON UNITED ARTISTS RECORDS.

- WNBC KING
- WKBW KCPX
- WCAO KRSP
- WPEZ KYNO
- KLIF KNDE
- KRBE KJRB
- 293 LP WEEO
- KSLO WGUY
- WZUU WTSN
- KFI WAQY
- KJR WHHY
- 96KX WRFC
- KIMN WFOM
- KILT 980
- KNUS WFLB
- WLAC WGLF
- KRTH WAAY
- 130 WISE
- WXKX WANS
- WYRE WTMA
- JB105 KISD
- WICC WRKR
- WTRY WAKX
- WGA WJON
- Y103 WISM
- WBBO WSPT
- WMAK KOWB
- WNOE KKLS
- WTIX WKNX
- WFLI KLMS
- BJ105 WKAU
- WJDX WNAM
- KAKC KDON
- KJOY KENO
- KEZY KSLY
- WPHD KDZA
- KBEO KAFY
- WINW KCBN
- WYFM KPAM
- K100 KQDI
- 100 KFXD
- 094(WRVO)
- WOXI-AM / FM
- WPRO-FM / AM



STREET TALK

In an amazing series of unrelated events, *KCMO/Kansas City* has lost (or will soon lose) four air personalities and their News Director. *Pam Whiting*, the News Director, has resigned to take up residence in Europe. Evening jock *Steve Gunn* will join the staff at *WVON/Chicago*. Afternoon drive man *Jim Heath* moves to *Dallas*, while the station's morning team of *Bill Grigsby* and *Jim Moore* has separated with Grigsby already gone and Moore due to leave within 30 days. Program Director *Tom Barsanti* said he was "in shock" but ready to welcome some new talent to "a super facility."

Randy Brown will move to New York as Director of Sales, National Accounts for *CBS Records*, leaving his National Promotion Director's post at *Portrait Records*. Congratulations, Randy!

Ken Levine, who jocked at *TEN-Q/Los Angeles* as *Beaver Cleaver*, has been named Chief Writer for the *CBS* television series "M.A.S.H." Ken and his writing partner have written many episodes for the Emmy-winning show and Ken will now devote his full time to television script writing.

Street Talk has it that *Jet Records* will eventually be distributed by the *CBS* family.

Is *Polydor* about to name a new Vice President of Promotion?

After nearly twelve years with *KHJ/Los Angeles*, former News Director *Lyle Kilgore* has resigned from the station. Also at *KHJ*, newsmen *Dave Cooke* and *Bob Morrison* have left the station (they resigned in March) and *Mary Lyon* has been officially appointed News Director.

The celebrated *Linda Ronstadt-Dolly Parton-Emmylou Harris* joint album effort has been "shelved," but the project is still alive. They will get together to try it again when they all have more time to devote to the project.

Kelly McCoy will join *WQXI/Atlanta*, leaving *WRFC/Athens*, where he had been Music Director. Kelly will replace midday jock *Rhett Walker* after the current Arbitron.

Margo Knesz will leave her National Secondaries slot at *Atlantic Records* to join *RCA Records*.

Bobby Rivers, currently the Music Director at *KTKT/Tucson*, will become the new Program Director at *KRUX/Phoenix*, replacing *Richard Ruiz*, who resigned from *KRUX* last month.

Is *Burkhardt* entering the *Cincinnati* market? Reportedly, *WYCH* in nearby *Hamilton, Ohio* will soon be boosting their power to 50,000 watts. The FM signal should easily cover both *Dayton* and *Cincinnati* and *Kent Burkhardt's* name is being mentioned as the consultant.

May 1st will see the unveiling of the "largest billboard ever" on *Hollywood's Sunset Strip*. The billboard will proclaim *Abba* as "the largest selling group in the history of recorded music." *Abba* will be on hand to take the wraps off the board, personally.

John Davis has resigned his Program Director's position at *92-Q/Nashville* with no replacement named as yet.

Carole King's 17 year-old daughter, *Louise*, is ready to record an album produced by *Bob Ezrin*, however, she has to graduate from high school first. After graduation, this June, Mom will let her go into the studio.

WABB-FM/Mobile has shifted formats from AOR to Top 40 under *Scott Griffith*, who is the station's new Program Director. Scott had been the Music Director of *WABB-AM*.

Stevie Wonder, *Marvin Gaye*, *Diana Ross* and the *Commodores* may soon be performing a giant free concert. The show will be sponsored by *Motown* and the Cuban government, and will be held in *Havana*!

John St. John has been promoted to Assistant Program Director of *WKBO/Harrisburg*. He will continue to handle his afternoon slot.

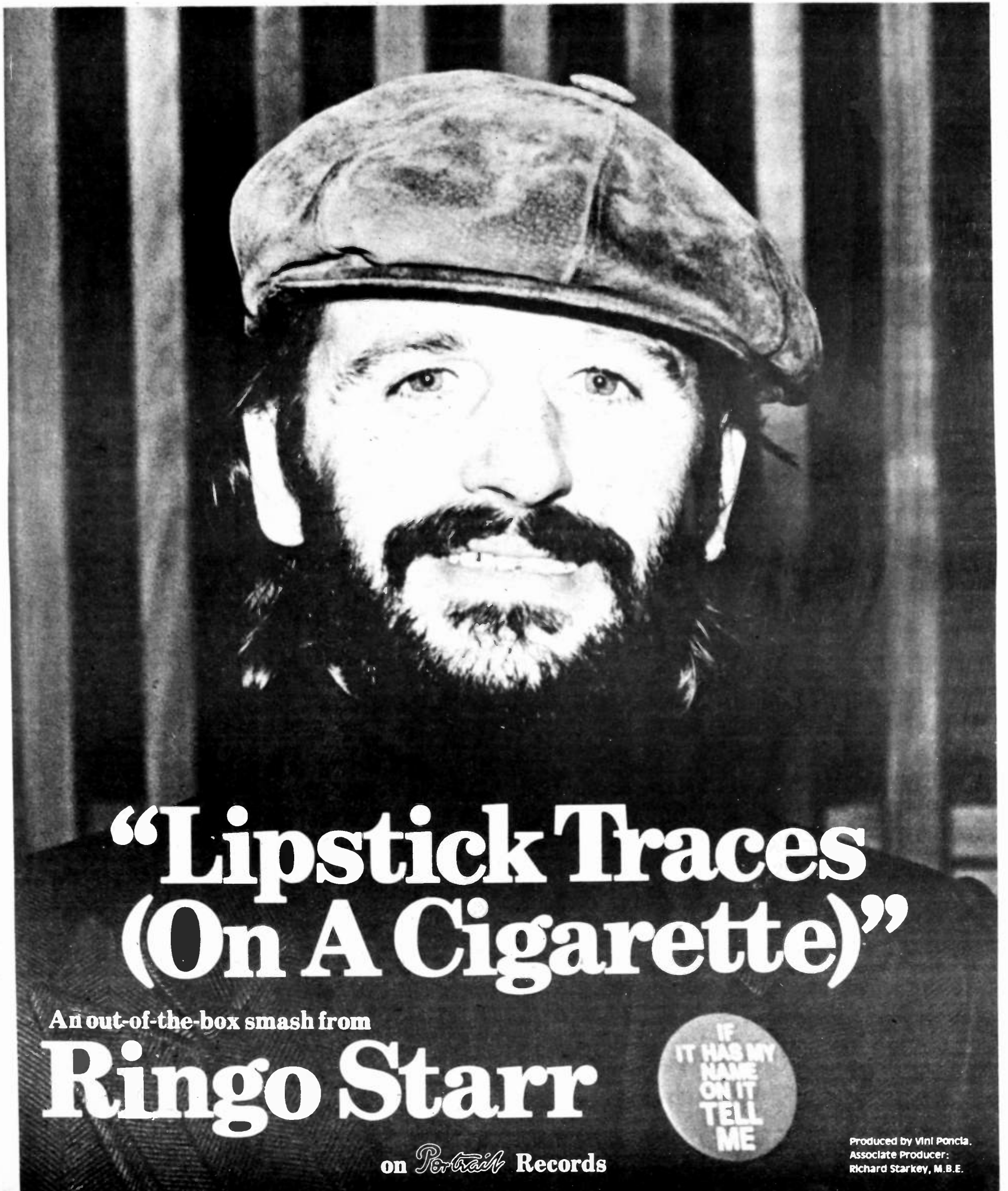
Congratulations to *Lorine Mendell* on her promotion to National Secondaries Promotion Director for *MCA*. Lorine had been doing local *Atlanta* promotion for *MCA*.

In checking out the new *Boston 2* album, due out soon, you will find it full of good, hard rock & roll!

TALK ABOUT GETTING INTO IT!—*WFTC/Kinston, N.C.* Program Director *Royal Bruce* is pictured making his once daily inspection of the station's transmitter. Bruce is armed with the proper tools for a successful Arbitron and insists that you can't be too careful about your transmitter during the book. Bruce also knows how to get his picture in *Street Talk*!



**What do Benny Spellman, the
O'Jays and Ringo have in common?**



**“Lipstick Traces
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An out-of-the-box smash from

Ringo Starr

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*"Oh What A
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WHBQ deb 22	WFLB 10-8
KNUS on	WISE add
WTIX 33	WANS 23-19
WLAC add	KILE deb 37
WIFE on	WCGQ add
WMFJ add	KAYC 26-23
K101 add	WTMA 29-24
WGNI 22-18	WAGQ add
WONS 12-9	WGSV 23-16
WRFC 20-15	WKNX 25-19

WKAU add

**From the platinum album,
"Barry White Sings
For Someone You Love"**



**On 20th Century-Fox Records
and Tapes**

FCC Q&A: Highpoints From R&R Convention '78

One of the most productive events at R&R Convention '78 in March was the FCC Q & A Session, moderated by R&R Staff FCC Advisor Jason Shrinsky. The FCC's Arthur Ginsberg (recently appointed Complaints & Compliance Division Chief for the Commission) and Larry Bernstein, Senior Trial Lawyer in the Hearings Division, answered questions on the topics of contests, concerts, public service, commercial logging, censorship, and many other areas of interest.

Over the next several weeks, R&R will present the highlights of the FCC Session in printed form, beginning with this week's topic of Contesting. As an opportunity to extend communication between the regulators and the regulated, the Convention FCC Session was a fruitful occasion; now a wider audience can share in the developing process of mutual understanding between both parties.



Pictured (l-r) at the R&R Convention '78 FCC Session are Arthur Ginsberg, Jason Shrinsky, and Larry Bernstein.

'Contesting'

Q: Regarding telephone call-out contests, a station might make a call-out and that person says "hello," and then the station responds "This is so-and-so from station XXX, and had you not said hello, but answered with the correct phrase, you would have won a large amount of money. This phone call is being recorded, we'd like permission to play this recording on the air." In your opinion, does that constitute improper notification of the person regarding the recording or not, if it is to be used on the air?

GINSBERG: In that case I'd say it's a violation, because you're recording it for use on the air. If you're going to use that recording on the air, you've got to tell that person before you ever start running that recorder. You've got to tell him, "This is station XXX calling, we're going to record something for on the air, do you want to answer the questions? If they then say yes, you can start recording it."

SHRINSKY: An NBC station in New York has done a variation on a central theme of "Don't Say Hello." They have a series of announcements that are being broadcast alerting the public that they are running such a contest and "...if we call you and you do this, you will in fact be eligible for a prize." One FCC member has given his blessing to this particular contest, with respect to the calling.

GINSBERG: It all breaks down into a matter of interpretation. I think the thing you really have to clearly think of is can you give that person a chance to decline before he's being recorded for use later on, before you put him on live? You've got to save that person from the embarrassment of being on the air. There are people who simply do not want to say "hello" on the air, and you can't warn them later on, that's all.

Q: What about other types of call-outs, not necessarily tied in with contests, simple phone bits done by jocks?

GINSBERG: How are you going to prevent those people from picking up the phone and saying "Hello Grandmother, is that you?" Something like that. That's why the rule says before you ever record that, you've got to tell them that this is station XXX.

SHRINSKY: What you could do possibly is not record their initial declaration. In the sense that the first thing that appears on a recording is your voice, there isn't the initial outcry or outburst or declaration from that person. These rules were promulgated during the beginning of the era of two-way talk shows. When you had that alert action radio.

Q: On the subject of telephone call-in shows, are you aware of any stations which are doing these with-out seven-second delays?

GINSBERG: In 1961 the Commission issued a public notice which didn't say you can't do it, but it said if you're going to do programming of this sort, it might be better if you had a tape delay to avoid problems.

Q: I have a question pertaining not so much as to legality as much as documentation of legal operation. As a programmer, you are 99 percent responsible for what goes on in your radio station. I know five or six situations that I've been in where I'm sit-

ting at my desk and I say, "Well I know I'm operating correctly, but if the man walked in tomorrow, could I prove that?" For example, we do a "cash call" call-out type of contest on the air, where as part of the format itself, there is a pre-contest call to the individual, in which we say "Within the next 60 seconds, one of our personalities will be calling you; your conversation will be taped, for possible use on the air," and then we broadcast that conversation from the last ring, going in and including the hello and the whole contest straight through. Now, how do I prove to you that I did that?

GINSBERG: To start with, you have a policy manual or a simple statement that goes to all your air personalities, right? They sign it, and it says you will go to jail if you're lying.

Q: Yes, we have that type of statement, but if a person were to issue a complaint against my radio station and say "I never received that first telephone call."

GINSBERG: We have had stations who have said "It is our written policy to warn the person first," and then we have complaints and we find out the disc jockey had never heard of the policy at all. The way you're handling your contest at the present time is absolutely the correct way to handle it.

Q: On a call-in contest, where we regularly broadcast contest winners and they are aware of that, when they call in, we answer the phone "Hi, you're on station XXX." Is this legal to record?

GINSBERG: It's clear that if they're calling you and they know that they're going to be put on the air, you certainly don't have to warn them, don't need a beeper, don't need anything. That's an exception to the rule.

Q: You said the Commission was reviewing phone-in contests where the massive number of calls would affect telephone communications in the community through the telephone system. Can you elaborate on that?

GINSBERG: As early as 1966 the Commission found out that in some towns, if a station suddenly opens up their telephones and only have a few lines in, and everybody starts to call them, it will blow the telephone lines right off the air. So the Commission recommends that if you get into that type of contests where you think there may be a problem, that you contact your local telephone company, advise them that you're going to do this kind of contest, and ask them if there will be any problems.

SHRINSKY: A station in South Florida that used to give away a lot of money had this problem. They would tie up the telephones from Key West to Palm Beach. If you're going to get into this audience promotion type business, the thing to do is sit down with the telephone company, and after they tell you you can't do it, take your bright engineer, and he shows them how they can do a few terminals and it won't blow everybody out, and you'll be able to go on to a dial system without having the enthusiasm of the contest drained in any way.

GINSBERG: Just think of the danger to the public if the circuits blow out. If there's a fire and someone can't call the fire department, for example.

*You always won everytime you placed a bet,
You're still damn good
No one's gotten to you yet
Everytime they were sure they had you caught
You were quicker than they thought
You'd just turn your back and walk,
You're...*

*Still The Same 4581

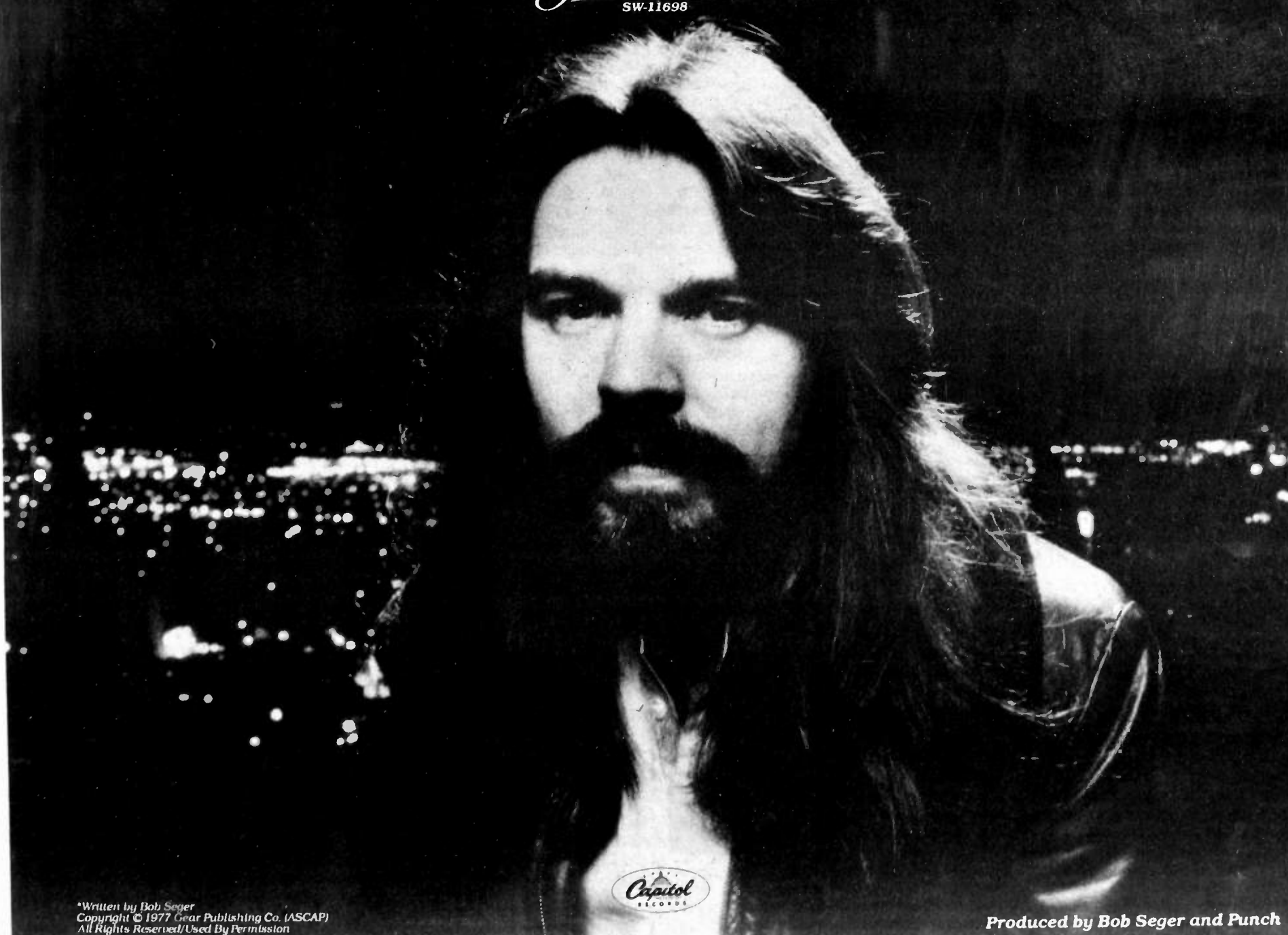
The New Single By

Bob Seger
with
THE SILVER BULLET BAND

From The Forthcoming Album,

Stranger in Town

SW-11698



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© 1978 CAPITOL RECORDS, INC.



Produced by Bob Seger and Punch

TOP-40



John Leader

Longer Lists...A Trend?

When a successful major-market Top 40 station increases the length of its playlist, people notice. During the last four weeks, 96-KX(WXKX)/Pittsburgh, known for its relatively short list, lengthened its playlist from 16 to 30 titles. The increase is significant not only in raw numbers, but because Bobby Christian, Program Director of 96-KX, bases his list almost entirely on "passive research."

So why did the 96-KX playlist nearly double in length? Bobby explained, "I think one reason is a universal one and the other reason is more of a local thing. The universal is that right now there are a lot more vehicles for rock music. The Saturday Night Fever soundtrack has multiple hits on it. FM is out and will probably have several hit cuts as well. There are a lot of different ways of making rock music more of a part of your lifestyle than there were, say, six months or a year ago. There's also a lot more good music out right now, I personally think, than there was a year ago. I think that's being reflected in the research we're seeing. People aren't really aware of more titles than they were a year ago, but they're giving a positive reaction to more of the titles they are aware of than they were a year ago. And that's allowed us to put more songs on the air."

According to Christian, the advent of successful rock music movies is not the only reason people are reacting more positively to rock music. The musical formats of Top 40 and AOR stations in the Pittsburgh marketplace have come closer and closer together in recent months. Speaking of WDVE, the Abrams "Superstar" station in Pittsburgh, Bobby said, "There's probably a lot more songs we have in common with WDVE now than we don't have in common. And I'm talking about both ways taking their entire list comparing it to ours, and taking our entire list and comparing it to theirs. Since they've tightened down so much and become more commercial, the people that are listening to Top 40 radio are able to come WDVE more and hear more familiar product, so they are a more palatable format. The listeners are hearing the things the AOR stations are exposing and that's contributing to their increased musical awareness."

It should come as no surprise that the days of "exclusive come" for Top 40 radio have gone, especially in the major-market situations where so many different signals are offering "rock music." In many situations the listeners do not make a clear cut distinction between Top 40 and AOR stations, depending on presentation. Bobby observed, "I think what's happening is instead of coming back and forth between three Top 40 stations, listeners are coming back and forth between maybe one or two Top 40's and the Abrams AOR. They're hearing the Welch and Wings, Kansas, Jay Ferguson, Fleetwood Mac and ELO and all that's missing, really, is the Saturday Night Fever things and the softer stuff like Flack & Hathaway. That situation of shared come with AOR has caused us to find several album cuts testing stronger than the actual single release in certain cases."

The longer playlist for 96-KX/Pittsburgh seems more logical than radical in light of the developments within the market, but Pittsburgh is not the only market where Top 40 playlists have grown. KRBE/Houston recently stretched their playlist to 40 titles and an additional five LP cuts. WZZP/Cleveland also increased the number of titles on their weekly list. It's too soon to call this lengthening of playlists a trend, but it is happening. The reasons seem to be within the individual markets, as in the case of 96-KX/Pittsburgh. It is the wise programmer who knows his own market and reacts to changes as they happen.

Bits



CLONE FEVER? "Rock and Roll Roots," the syndicated show produced in Richmond, VA, has begun a national search for a John Travolta look-alike. The first contest, held in conjunction with Q-94/Richmond turned up Roger Blaha, who looks and dances a great deal like Travolta. Roger will be featured in an upcoming issue of People magazine. Pictured above (l-r): Q-94's Bob Sommers, Jeff Jackson, Jack Alix, Blaha, Steve Jones, Mike Dawson and Bob Lewis. The contest now moves on to other cities with an eventual disco-duel to determine the national winner.



PORTLAND HOT WAX: The Portland premiere of "American Hot Wax" was an all-star radio affair sponsored by KPAM/Portland. Most of the audience showed up in authentic 50's outfits, including the radio folks. Shown (l-r) Keith Chambers, A&M; Michael O'Brien, PD of KPAM; Mike Bailey, MD of KINK; Scotty Johnson, KQFM; Karen Knight, MD of KYTE; Bob Swanson, MD of KEX; Terry Danner, MD of KGW; Larry Green, A&M; Eric Norberg, PD of KEX; and Bill St. James, MD of KQFM. With all those competing radio stations together, amazingly there were no incidents, except when Michael O'Brien of KPAM pulled a rubber switchblade on the parking lot attendant, who couldn't find Michael's car after the show!

WALK WALK WALK: More March of Dimes tie-in with radio made for some very successful Walkathons: WLCS/Baton Rouge, La. raised over \$82,000, a new Louisiana state record, in their station sponsored 20 kilometer walk. Chuck Kirr, acting as Walkathon Chairman for WLCS went beyond just his participation in the event by actually purchasing time on a local TV station and staging a local version of "American Bandstand". His guests included John Fred and Percy Sledge and the show was a big help in publicizing the walk. Pledge records were also shattered in Montgomery, AL, when the entire line-ups of both WHHY and Y-102(WHYY-FM) got into the act. "The Birdman", Bill Thomas served as Walkathon Chairman and helped considerably in raising over \$43,000 for the Montgomery Chapter of The March of Dimes.

HAPPY ANNIVERSARY BABY: WAAY/Huntsville, AL, is in the midst of celebrating its 20th Anniversary awarding prizes to its listeners in a variety of Anniversary contests. To kick off the promotion WAAY distributed 60,000 numbered Anniversary cards as inserts in the Huntsville newspapers. The card not only enabled the holder to win prizes, but also contained a music preference questionnaire to be filled-out and returned to the station. Other 20th Anniversary contests included "The WAAY Gas War" weekend, during which the jocks sold gas at a local station for 1958 prices, 20 cents a gallon.

CHAMPAGNE DISCOS, THE KEY: WKYS/Washington, D.C. continues their "Best of Everything" promotion. Thus far the station has awarded four of its eventual eight \$250 weekly fashion wardrobe winners. When all eight weekly winners have been determined, one grand prize winner will be selected by a drawing. That winner will receive a seven day trip for two to Paris via the Concorde, luxury accommodations at The Ritz, a \$1,000 fashion wardrobe, and after returning, a 1978 Chrysler Cordoba. The entire contest is built around weekly Champagne Discos the station throws for their listeners, who come to dance, and obviously to win!

A HIGH TIME: KNOW/Austin, TX., along with the Austin Parks and Recreation Department, recently held their 50th Annual Kite Contest. It is recognized as the second oldest Kite-fly in the nation and this year KNOW drew over seven thousand participants to the event. Interestingly three winners of the very first contest, held in 1928, came out to this year's Kite-fly and one actually entered the anniversary competition. Naturally prizes were awarded to the winners in 11 different events and Program Director Bill Mayne reported that everyone had a super time.



CHI-ANXIETY—Gathered together at WLS/Chicago after Mel Brooks' on-air interview with afternoon personality Bob Sirott are: John Gehron, WLS Program Director; Sirott; Linda Waldman of WLS Sales; Brooks; (next to Brooks) Alan Burns, Music Director; Ron LaForgia, Elektra/Asylum; Rip Pelley, Burt Stein and Bob Destocki, all of Elektra/Asylum.

“Take Me Back To *Chicago*”



One of the nation's most requested and most played LP cuts is now a highly programmable 2:55 uptempo single.

“Take Me Back To Chicago”

From the Double Platinum album, “Chicago XI”



on Columbia Records

TOP-40



GOLD IN THAT THERE HILL—20th Century Fox's Dan Hill was presented a gold record after his recent Roxy performance, with KHJ/Los Angeles Program Director John Sebastian attending the presentation. Pictured (l-r) are 20th Century Fox Senior Vice President Harvey Cooper, Hill's co-manager Bernie Fiedler, Hill himself, Sebastian, Senior Vice President Arnie Orleans, Hill's other co-manager Bernie Finkelstein, and Barry Mann the well-known composer who co-wrote Hill's recent hit single and opened for him at the Roxy date.



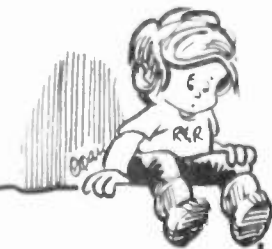
A RABBIT EASTER BUNNY FAN—WEEQ/Waynesboro air personality Denny Dickinson tries out his technique for taming rabbits on the station's Easter Bunny. The Bunny participated in a kissing booth on behalf of the Heart Fund, and Dickinson seems intent on having a heart-to-heart talk on his own. The station collected thousands of dollars for the Fund during the promotion.



A TRAVOLTA FOR WNBC—WNBC/New York wanted a John Travolta lookalike for its second quarter ad campaign, based on a "Saturday Night Fever" takeoff. Going to the source, they signed John's sister Margaret for the spot. Pictured (l-r) are Robert Levin, Director of The Misery Loves Company, who assembled the ad spot; WNBC Program Manager Bob Pittman, Margaret Travolta; and cameraman Ted Dekhof.



SHOOTING THE STAFF—WJBQ/Portland, Maine corralled a photographer to take a staff shot, posing with one of the station's gold records. Pictured (l-r, rear) are Rocky O'Reilly, Wally Brine, Lindsey Robbins and Chip Kelley; (l-r, front) Jim West, Program Director Andy Carey, and Doug Reynolds.



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SHAUN UP FOR DINNER—Warner Bros. Records recently sponsored a "Do You Believe In Magic—Have Dinner With Shaun" contest with 15 stations across the country offering listeners a chance to send in cards and win a dinner with Shaun at Chasen's in Beverly Hills. WGN/Chicago (a Pop/Adult station) received over 33,000 entries. Stations participating were WGN, WGAR/Cleveland, WSGN/Birmingham, KCBQ/San Diego, KILT/Houston, WIVY/Jacksonville, WLEE/Richmond, KTLK/Denver, WKIX/Raleigh, KFI/Los Angeles, JB105/Providence, WIBR/Baton Rouge, WLAC/Nashville, KBEQ/Kansas City, and KZUE/Oklahoma City. Shaun is pictured with the contest winners (ranging in age from 11 to 40 plus) above.



WSGA GETS GOLD "PHONE"—WSGA/Savannah was recently presented with a gold record for the Electric Light Orchestra's "Telephone Line." Pictured at the ceremony are (l-r) Station Manager Jerry Rogers (on the line), morning man Chris O'Brien, and UA Atlanta Regional promotion rep Deborah DeFraitas.

"JOKING" IS SMOKING!



ALREADY ON

KLIF	KGW
KIIS-FM	KQEO
B-100	WGUY
KJR	KILE
JB105	KISD
WICC	WRKR
WMAK	WEBC
92-Q	WJON
Z-98	WACI
K-100	KDON
KING	KCBN
KJRB	KFXD
	KCBQ

ROD STEWART

"I Was Only Joking"

Produced by Tom Dowd



TOP-40



DALLYING WITH DOLLY—KFRC's fourth annual client party featured a performance by Dolly Parton. Pictured (l-r) at the festivities are KFRC air personalities Beverly Fox and Big Tom Parker, Parton, and air personality Rick Shaw.



BACKSTAGE WITH B.J.—MCA's B.J. Thomas played one of the first concerts under CKLW/Detroit's new concert arrangement with the local Pine Knob Music Theatre. Pictured backstage are (l-r) CKLW Music Director Rosalie Trombley, Thomas, MCA promotion rep Denise Moncel, MCA Vice President of Promotion Stan Bly, National Promotion Director Paul Lambert, and CKLW Program Director Dick Bozzi.



KIBITZING WITH KEITH—Following Keith Carradine's New York Bottom Line performance, company representatives and radio people gathered backstage. Pictured (l-r) are Elektra/Asylum Assistant National FM Promotion Director Marty Schwartz, local promotion rep Mitch Kanner, East Coast General Manager Ralph Ebler, Carradine, and WABC/New York Program Director Glen Morgan.



LISA VISITS NASHVILLE—Kirshner Records artist Lisa Hartman ventured on her short radio promotional tour on behalf of her latest single. Among her stops was one at WLAC/Nashville, where she is pictured with Kirshner Director of Promotion Mike Leventon (left) and WLAC air personality Smokey Rivers.



WET WILLIE'S EPIC VISIT TO COLUMBIA (SC)—Wet Willie stopped by WCOS in Columbia, South Carolina recently to visit with station staff. Pictured with the group members is air personality Dan Vallie at far right.



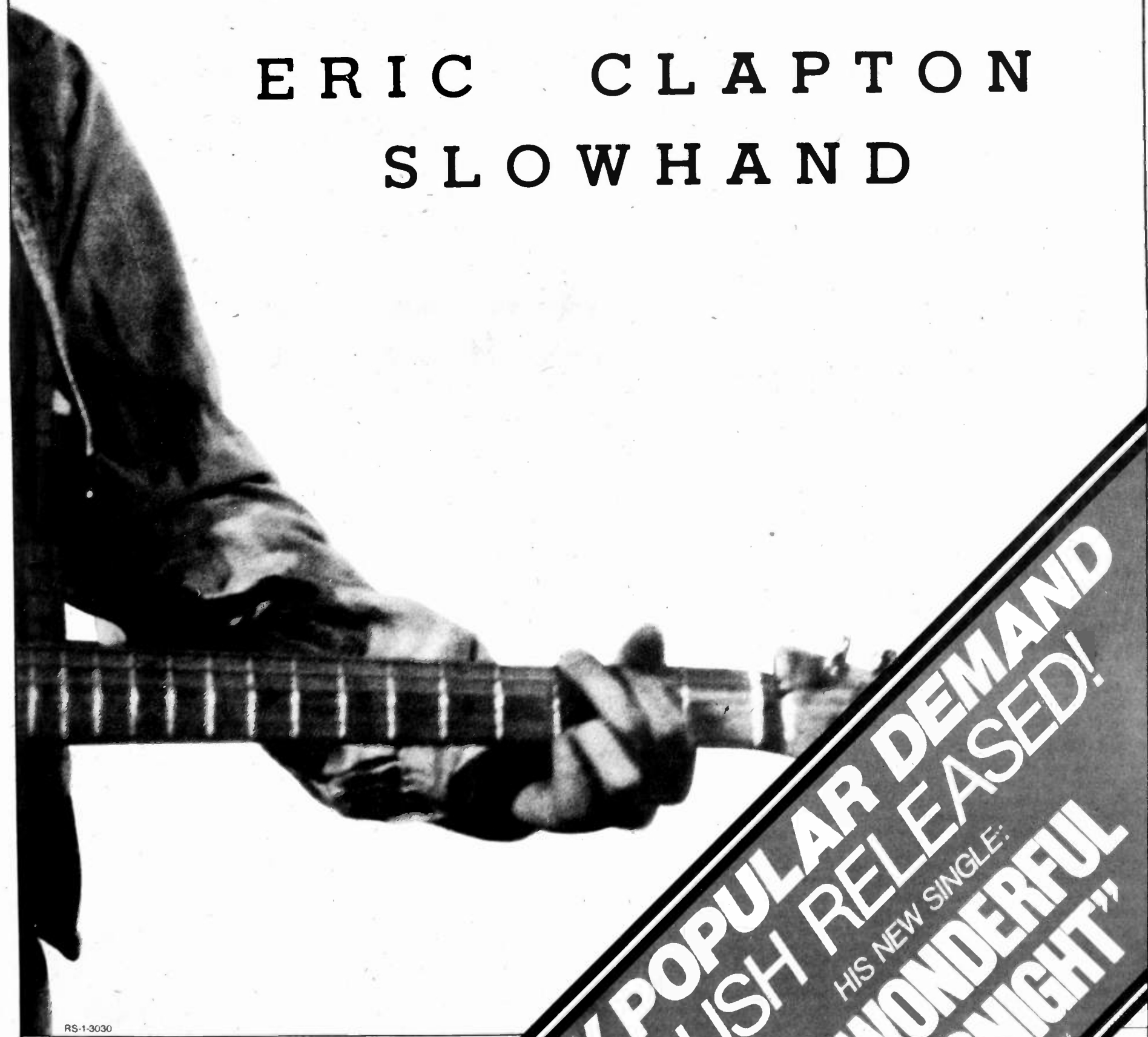
BEETLEMANIA AT KRTH—KRTH/Los Angeles will become the first North American radio station to use "Beetle boards," privately-owned/operated Volkswagen beetle models decorated with ad messages, such as the KRTH visual image pictured above. Pictured along with beetle are KRTH General Manager Allan Chlowitz (left) and Beetleboards Of America President Charles E. Bird.



KARLA IN KC—Columbia's Karla Bonoff visited KBEQ/Kansas City, and met with Program Director Bob Laurence (left) and Music Director Kim Welsh (right).

DOUBLE PLATINUM CLAPTON

ERIC CLAPTON
SLOWHAND



BY POPULAR DEMAND
RUSH RELEASED!
HIS NEW SINGLE:
"WONDERFUL
TONIGHT"

RS-1-3030

PRODUCED BY GLYN JOHNS BY ARRANGEMENT
WITH THE ROBERT STIGWOOD ORGANISATION



Records & Tapes

The R.S.O. Family

RS-894

TOP-40



LEIF WANDERS TO KRUX—Atlantic's Leif Garrett made the trek to KRUX/Phoenix for an on-the-air interview, and also took phone calls from fans. He's pictured at left with air personality Greg Mills concentrating on his dial position.



STARS COME OUT FOR SIROTT—At the tenth anniversary celebration for syndicated TV host Phil Donahue in Chicago, WLS air personality Bob Sirott connived to be seen in the presence of double glamor, in the persons of Barbara Eden (left) and Marlo Thomas.



BOOGIE MAN GOLD FOR WGGG—WGGG/Gainesville received a gold single for KC & the Sunshine Band's "I'm Your Boogie Man." Displaying the award are (l r) Music Director Craig O'Brien (displaying something less than wide eyed excitement, or else reacting to the camera flashbulb) and Program Director Boomer Hough.



THE GREENING OF MONTREAL—CKGM/Montreal added some green of their own to the city's St. Patrick's Day celebrations (held, coincidentally, on Greene Ave.), and caused something of an uproar in the process. The station gave away "green" in the form of money, and police had to close all roads within a half-mile radius of CKGM, with security guards also brought in to control the thousands of money-seekers who thronged the street. CKGM gave away over \$1000 in an hour and a half. A sizable segment of the crowd is pictured above.



THE SMALL ECONOMY SIZE—Contrary to first appearances, the KMGK/Des Moines "minivan" pictured was not designed as a grand prize in a "Short People" promotion. It was first prize in a giveaway promotion, and according to the station goes up to 35 mph on its 3 1/2-horsepower engine. Program Director Benjamin Hill is seated comfortably in the car, while air personality Bwana Johnny stands beside the station's full-size model van.



GUYS & DOLLS—WTIC FM/Hartford donated 44 Dorothy Hamill skating dolls to the Newington Children's Hospital, one for each female patient. Pictured with two of the pleased recipients are air personalities Mike McKay (left) and Mike West.



GUNNING FOR STEELE—Ten-Q/Los Angeles continues to get more mileage out of their machine guns (designed to welcome air personality Machine Gun Kelly to the station). TK/Drive artist Peter Brown (right) visited the station, and cornered air personality The Real Don Steele and TK Publicity Director Janet Oseroff in a vulnerable spot. Aiding in the extortion is TK promotion rep Bill Pfordresher (left).

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WPGC 29-25 Q-94 add
 WCAO add WLEE on
 WPEZ add Z-98 add
 WDRQ add 32 WKIX add
 KSLQ add 33 WLAC add
 WZZP add WKNX add
 WICC add KCBQ add
 WAYS deb 25 WIFE 30-27

"The Groove Line" IS BUSY!



HEATWAVE

"The Groove Line"

R&B CHARTS: BB *72-*19-*10 WFLB 21-12 WAKY add 26 WNCI add 18
 CB *54-*22-*15 WANS 25-17 From the Gold and soon-to-be
 RW *55-*35-*20 KAYC 29-21 Platinum album "Central Heating"

Roll With The Changes

Epic's new hit by R.E.O.
Speedwagon

On already at:

CKLW LP cut WIFE add
 KSLQ 25 KAKC add
 WZUU LP cut KBEQ 26-21
 WTRY LP cut WMID add
 KLWW add KEWI 25-19



FROM THEIR ALBUM

"You Can Tune A Piano But You
Can't Tuna Fish"



NORTHEAST
Most Added Gerry Rafferty
 Abba
 Peter Brown
 Chuck Mangione

Hottest Wings
 Bee Gees "Fever"
 Flack/Hathaway
 Andy Gibb

SOUTH
Most Added Carly Simon
 Gerry Rafferty
 Abba
 Michael Johnson

Hottest Wings
 Traveler/Olivia
 Flack/Hathaway
 Andy Gibb

ADDS & HOTS

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

NORTHEAST

Parallel One
WABC New York NY
 Bob Frank
 Gerry Rafferty
 Chick Corea
 ...
WAB New York NY
 Steve Howe
 ...
WAFB Pittsburgh PA
 T. Moore
 ...
WYAC Baltimore MD
 Bob Riley
 ...
WBBW Buffalo NY
 Tim Summers
 ...
CHUM Toronto CAN
 John Tretton
 ...
WFIL Philadelphia PA
 Jay Chou
 ...
WFI Philadelphia PA
 John Robide
 ...
WPGC Washington DC
 Jim Elliott
 ...
98X New York NY
 Bobby Rock
 ...
WNEO Boston MA
 Harry Nelson
 ...

SOUTH

Parallel One
WABC Charlotte NC
 Ray Brown
 ...
WAFB Jacksonville FL
 Paul Sebastian
 ...
WFLB Fayetteville NC
 Randy B Stewart
 ...
WYAF Asheville NC
 Ray Whittle
 ...
WYBY New York NY
 Ted Ryan
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WYAC Charlotte NC
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MIDWEST

Parallel One
WABC Chicago IL
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WYAC Charlotte NC
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WYBY New York NY
 Ted Ryan
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WYAC Charlotte NC
 ...
WYBY New York NY
 Ted Ryan
 ...

A New Artist.

A New Hit.

"Bluer Than Blue"

Michael Johnson

WFIL add

KLIF deb 30

KSTP add

BJ105 add 39

WLOF add 40

WISM add

WKIX add

KFYR add

WBBQ add

WHHY add

WPRO add

Y103 add

WRJZ on

WGSV add

WHEB add

WOW

KIOA add 26

WKBO add

WZZP add

WQXI add

94Q add

WINW add

WCOS add

WJET add

KNDE 27-24

KQEO add

KREM add

WEEQ add

WGUY deb 28

WFEA

K104

WWCO add

WRFC 30-25

WFOM 27-22

WFLB deb 31

KQDI 29-26

WANS add

KILE 40-38

WCGQ add

KISD add

WJON

WACI add

WTRU add

WSPT 29-26

KVOX 26-21

KQWB 28-23

KKXL

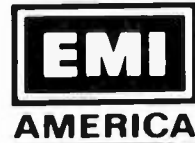
KOBO add

KSLY add

KCBN

WGLF

Another Hit From



Produced by Brent Maher & Steve Gibson

MIDWEST

Most Added Hottest

Carly Simon
Michael Johnson
Bonnie Tyler

Wings
Chuck Mangione
Yvonne Elliman
Travolta/Olivia

WEST

Most Added Hottest

Abba
George Benson
Gerry Rafferty

Wings
Andy Gibb
Yvonne Elliman
Travolta/Olivia

WEST

- WROK/Rochford, IL**
John Arthur
- WKAU/Kaukauna, WI**
Alex Fullerton
- WEST**
Parallel One
- KHI/Los Angeles, CA**
John Sebastian
- KTLC/Denver, CO**
Randy Jay
- KFI/Los Angeles, CA**
Eric Chase
- KJR/Seattle, WA**
Tracy Mitchell
- B100/San Diego, CA**
Gene Knight
- KIIS/FM/Los Angeles, CA**
Rochelle Staeb
- KFHM/San Bernardino, CA**
Mitch Montrose
- KRIZ/Phoenix, AZ**
Aria Reyes
- KIMN/Denver, CO**
Ed Greene
- KANF/Anchorage, AK**
Brian Christian
- KJRB/Spokane, WA**
Tom Hutylar
- K100/Los Angeles, CA**
Denise Goiman
- KEZY/Anaheim, CA**
Larry Groves
- KQEO/Albuquerque, NM**
Frank Ragan
- KCBO/San Diego, CA**
Nina Gomez
- KCPX/Salt Lake City, UT**
Gary Waldron
- KROY/Sacramento, CA**
Chris Mitchell
- KERH/Bakersfield, CA**
Pete Shannon
- KLIV/San Jose, CA**
Ralph Koal
- TEN Q/Los Angeles, CA**
John Driscoll
- KYNO/Fresno, CA**
John Barry
- KING/Seattle, WA**
Rob Conrad
- KQDI/Great Falls, MT**
Don Nordine
- KDON/Selma, CA**
A J Roberts
- KFXD/Boise, ID**
Charlie Fox
- KYSN/Colorado Springs, CO**
Marc McCoy
- KRKE/Albuquerque, NM**
Debi Hines
- KDZA/Pueblo, CO**
Rip Avino
- KENO/Las Vegas, NV**
Steve Summers
- KTAC/Tacoma, WA**
Ric Hansen
- KCBN/Reno, NV**
Red Min
- KSly/San Luis Obispo, CA**
John Tobin

PARALLEL PLAYLISTS

NORTHEAST



Table for WKKO Boston with song titles and artists.



Table for WKBN Buffalo with song titles and artists.



Table for WCAO Baltimore with song titles and artists.



Table for WPGC Washington D.C. with song titles and artists.



Table for WLPH Philadelphia with song titles and artists.

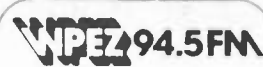


Table for WPZZ Pittsburgh with song titles and artists.



Table for WXXM New York with song titles and artists.



Table for 1050 chum Toronto with song titles and artists.



Table for WNBC Radio 66 New York with song titles and artists.



Table for wifi 92 Philadelphia with song titles and artists.



Table for WABC New York with song titles and artists.



Table for KOWB Minneapolis with song titles and artists.



Table for WSAI Cincinnati with song titles and artists.



Table for WLSW Chicago with song titles and artists.



Table for 15 KSTP Minneapolis with song titles and artists.



Table for Q92 Cincinnati with song titles and artists.



Table for ZUU Milwaukee with song titles and artists.



Table for WOKY Milwaukee with song titles and artists.



Table for WGCL 98 Cleveland with song titles and artists.



Table for KMOX St. Louis with song titles and artists.



Table for Q93 Detroit with song titles and artists.

SOUTH



Table for XBBE Houston with song titles and artists.



Table for 96X Miami with song titles and artists.



Table for Z-97 Ft. Worth/Dallas with song titles and artists.



Table for 4-100 Miami with song titles and artists.



Table for Z-93 Atlanta with song titles and artists.

56 WMBQ Memphis

- 1 MATHIS & WILLIAMS
- 2 BEE GEES ("Fever")
- 3 FLACK & HATHAWAY
- 4 YVONNE ELLIMAN
- 5 PARLIAMENT
- 6 BARRY MANILOW (lead)
- 7 GEORGE BENSON
- 8 WINGS
- 9 ASHFORD & SIMPSON (lead)
- 10 ENGLAND DAN
- 11 JOHN & OLIVIA
- 12 BEE GEES ("Alive")
- 13 RAYDIO (lead)
- 14 KANSAS
- 15 CHUCK MANGIONE
- 16 ERIC CLAPTON (lead)
- 17 ATLANTA RS
- 18 JAYS
- 19 NATALIE COLE (lead)
- 20 ROD STEWART (lead)
- 21 ANDY GIBB (new)
- 22 BARRY MANILOW (lead)
- 23 STARGARD (lead)
- 24 TRAMMPS
- 25 LTO
- 26 QUEEN (lead)
- 27 ANDY GIBB (lead)
- 28 BILLY JOEL (lead)
- 29 KC & SUNSHINE BAND (lead)
- 30 BONNIE TYLER

ADDS 18, 30 FRANKIE VALLI ("Grease")

ON EDDIE MONEY
WARREN ZEVON
CELEBRATION
JEFFERSON STARSHIP
BEE GEES ("More")

KUF 1190 Dallas

- 1 WINGS
- 2 JEFFERSON STARSHIP
- 3 JOHN & OLIVIA
- 4 ERIC CLAPTON (lead)
- 5 BARRY MANILOW (lead)
- 6 BEE GEES ("Fever")
- 7 FLACK & HATHAWAY
- 8 CHUCK MANGIONE
- 9 JACKSON BROWNE
- 10 DAVID GATES
- 11 ENGLAND DAN
- 12 WARREN ZEVON
- 13 BOB WELCH
- 14 ATLANTA RS
- 15 ANDY GIBB (new)
- 16 BONNIE TYLER
- 17 STYX
- 18 SAMANTHA SANG (new)
- 19 YVONNE ELLIMAN
- 20 GEORGE BENSON
- 21 ALLAN CLARKE
- 22 BILLY JOEL (lead)
- 23 BEE GEES ("Alive")
- 24 ABBA
- 25 BILLY JOEL (new)
- 26 DOLLY PARTON (new)
- 27 DAN
- 28 MATHIS & WILLIAMS
- 29 MICHAEL JOHNSON

ADDS 19, 27, 29 BARRY WHITE
SWEET
CARLY SIMON
MAC MC ANALLY (LP)
JIMMY BUFFETT (LP)
TOBY BEAU (LP)
ENGLAND DAN ("Dance") (LP)

ON MICHAEL ZAGER
GEORGE BENSON
ROD STEWART (new)
GENESIS

WLCY TAMPA

- 1 MATHIS & WILLIAMS
- 2 YVONNE ELLIMAN
- 3 BEE GEES ("Fever")
- 4 WINGS
- 5 PARLIAMENT
- 6 BARRY MANILOW (lead)
- 7 FLACK & HATHAWAY
- 8 KANSAS
- 9 BEE GEES ("More")
- 10 DAVID GATES
- 11 JOHN & OLIVIA
- 12 BEE GEES ("Alive")
- 13 RAYDIO (lead)
- 14 BOB WELCH
- 15 ANDY GIBB (new)
- 16 PATTI SMITH
- 17 LEIF GARRETT (new)
- 18 WARREN ZEVON
- 19 ENGLAND DAN (lead)
- 20 CHUCK MANGIONE
- 21 ANDREW GOLD (lead)
- 22 JEFFERSON STARSHIP
- 23 GEORGE BENSON
- 24 TRAMMPS
- 25 NATALIE COLE (lead)
- 26 ELO
- 27 BILLY JOEL (new)
- 28 ENGLAND DAN (lead)
- 29 ERIC CLAPTON (lead)
- 30 ATLANTA RS

ADDS 27 ABBA

ON JIMMY BUFFETT

WEST

93 KHJ Los Angeles

- 1 BEE GEES ("Fever")
- 2 KANSAS
- 3 BARRY MANILOW (lead)
- 4 WINGS
- 5 ERIC CLAPTON (lead)
- 6 ELO
- 7 SAMANTHA SANG (lead)
- 8 HEART (lead)
- 9 DAVID GATES
- 10 BEE GEES ("Alive")
- 11 BOB WELCH
- 12 TRAMMPS
- 13 ENGLAND DAN
- 14 JAY FERGUSON
- 15 BILLY JOEL (lead)
- 16 ATLANTA RS
- 17 JACKSON BROWNE
- 18 ANDY GIBB (lead)
- 19 GENE COTTON
- 20 DAN HILL
- 21 LE SLANE & CARR (lead)
- 22 STYX
- 23 KC & SUNSHINE BAND (lead)
- 24 PAUL DAVIS (lead)
- 25 STEELY DAN (lead)
- 26 BEE GEES ("More")
- 27 QUEEN (lead)
- 28 LYNRYD SKYNYRD (lead)

ADDS None

ON ROD STEWART (new)
STYX
BILLY JOEL (new)

KIIS-FM Los Angeles

- 1 BEE GEES ("Fever")
- 2 WINGS
- 3 KANSAS
- 4 ERIC CLAPTON (lead)
- 5 YVONNE ELLIMAN
- 6 BEE GEES ("Alive")
- 7 JACKSON BROWNE
- 8 ELO
- 9 WARREN ZEVON
- 10 SAMANTHA SANG (lead)
- 11 ATLANTA RS
- 12 BILLY JOEL (lead)
- 13 BEE GEES ("More")
- 14 STYX
- 15 RANDY SEYMOUR
- 16 ROD STEWART (lead)
- 17 LINDA RONSTADT (lead)
- 18 JEFFERSON STARSHIP
- 19 CARLY SIMON
- 20 PATTI SMITH
- 21 EDDIE MONEY
- 22 STEELY DAN (lead)
- 23 JAY FERGUSON

ADDS None

ON ROD STEWART (new)
STYX
BILLY JOEL (new)

KTLK 1280 Denver

- 1 DAVID GATES
- 2 YVONNE ELLIMAN
- 3 GENE COTTON
- 4 PAUL DAVIS (lead)
- 5 KANSAS
- 6 ENGLAND DAN
- 7 BEE GEES ("Fever")
- 8 GORDON LIGHTFOOT
- 9 BEE GEES ("More")
- 10 BOB WELCH
- 11 BEE GEES ("Alive")
- 12 BARRY MANILOW (lead)
- 13 WINGS
- 14 JACKSON BROWNE
- 15 STYX
- 16 SAMANTHA SANG (lead)
- 17 JEFFERSON STARSHIP
- 18 ATLANTA RS
- 19 ELO
- 20 CHUCK MANGIONE
- 21 EDDIE MONEY
- 22 BILLY JOEL (lead)
- 23 ERIC CLAPTON (lead)
- 24 RAYDIO (lead)
- 25 JOHN & OLIVIA
- 26 LE SLANE & CARR (lead)
- 27 WARREN ZEVON
- 28 BILLY JOEL (new)
- 29 RUBICON
- 30 FLACK & HATHAWAY

ADDS TRAMMPS
CARLY SIMON

ON BONNIE TYLER
SHAUN CASSIDY

KJR Seattle

- 1 RAYDIO (lead)
- 2 EARTH WIND & FIRE
- 3 BEE GEES ("Fever")
- 4 YVONNE ELLIMAN
- 5 ELO
- 6 ENGLAND DAN
- 7 STYX
- 8 KANSAS
- 9 BILLY JOEL (new)
- 10 WINGS
- 11 QUEEN (lead)
- 12 CHUCK MANGIONE
- 13 NATALIE COLE (lead)
- 14 BONNIE TYLER
- 15 FLACK & HATHAWAY
- 16 GENE COTTON
- 17 HEART
- 18 JEFFERSON STARSHIP
- 19 STEELY DAN (new)
- 20 JOHN & OLIVIA
- 21 ANDY GIBB (new)
- 22 BEE GEES ("More")
- 23 SWEET
- 24 CARLY SIMON
- 25 KARLA BONOFF ("Liv' Over")

ADDS None

ON ABBA
MATHIS & WILLIAMS
ROD STEWART (new)
GEORGE BENSON
JACKSON BROWNE
DENNY LAFFERTY
ELTON JOHN

KEL 64 Los Angeles

- 1 WINGS
- 2 YVONNE ELLIMAN
- 3 ANDY GIBB (new)
- 4 BEE GEES ("Fever")
- 5 JOHN & OLIVIA
- 6 KANSAS
- 7 JEFFERSON STARSHIP
- 8 BARRY MANILOW (lead)
- 9 FLACK & HATHAWAY
- 10 RAYDIO (lead)
- 11 DAVID GATES
- 12 WARREN ZEVON
- 13 ENGLAND DAN
- 14 BOB WELCH
- 15 JACKSON BROWNE
- 16 BEE GEES ("More")
- 17 ERIC CLAPTON (lead)
- 18 RAYDIO (lead)
- 19 JEFFERSON STARSHIP
- 20 SHAWN CASSIDY
- 21 SAMANTHA SANG (lead)
- 22 RONNIE TYLER
- 23 ATLANTA RS
- 24 BEE GEES ("Alive")
- 25 ELO
- 26 PETER BROWN
- 27 JAY FERGUSON
- 28 PAUL DAVIS (lead)
- 29 BILLY JOEL (lead)

ADDS 20, 24, 27 EDDIE MONEY

ON GEORGE BENSON
LEIF GARRETT (new)
MATHIS & WILLIAMS

BIG 10 San Diego

- 1 WINGS
- 2 YVONNE ELLIMAN
- 3 KANSAS
- 4 DAVID GATES
- 5 BEE GEES ("Fever")
- 6 EARTH WIND & FIRE
- 7 BEE GEES ("More")
- 8 JEFFERSON STARSHIP
- 9 JACKSON BROWNE
- 10 STEELY DAN (new)
- 11 FLACK & HATHAWAY
- 12 ATLANTA RS
- 13 BOB WELCH
- 14 GENE BROWN
- 15 WARREN ZEVON
- 16 CHUCK MANGIONE
- 17 PATTI SMITH
- 18 ELO
- 19 RAYDIO (lead)
- 20 ROD STEWART (new)
- 21 STYX
- 22 PAUL DAVIS (lead)
- 23 ANDY GIBB (new)
- 24 ERIC CLAPTON (lead)
- 25 SAMANTHA SANG (lead)
- 26 FLETCHER MAC ("Cher")
- 27 TRAMMPS
- 28 GENE COTTON
- 29 EDDIE MONEY

ADDS 28 HELEN FURAY ("Moment")


KFRC 610 San Francisco

- 1 BEE GEES ("Fever")
- 2 GEORGE BENSON
- 3 FLACK & HATHAWAY
- 4 JOHN & OLIVIA
- 5 BARRY MANILOW (lead)
- 6 KANSAS
- 7 ANDY GIBB (new)
- 8 BEE GEES ("More")
- 9 WINGS
- 10 JEFFERSON STARSHIP
- 11 DAVID GATES
- 12 MATHIS & WILLIAMS
- 13 TRAMMPS
- 14 SAMANTHA SANG (lead)
- 15 YVONNE ELLIMAN
- 16 WARREN ZEVON
- 17 EDDIE MONEY
- 18 CHUCK MANGIONE
- 19 HEART (lead)
- 20 PATTI SMITH
- 21 JACKSON BROWNE
- 22 JOURNEY
- 23 ERIC CLAPTON (lead)
- 24 RAYDIO (lead)
- 25 CARLY SIMON
- 26 ANDY GIBB (lead)
- 27 BILLY JOEL ("Young")


ADDS BONNIE TYLER
ATLANTA RS
FRANKIE VALLI ("Grease")


ON WINGS ("Rough")

"EVERYBODY DANCE"



Everybody Is Dancing To The Next Gold Single From **CHIC:** "EVERYBODY DANCE"³⁴⁶⁹ From Their Gold Album



Executive Producers: SD 19153
Marc Kreiner & Tom Cossie
For MK Productions
On Atlantic Records 

**"YOU'RE THE ONE THAT I WANT"
CERTIFIED GOLD IN JUST 12 DAYS.**



JOHN TRAVOLTA OLIVIA NEWTON-JOHN
THE ORIGINAL SOUNDTRACK FROM THE MOTION PICTURE

GREASETM

Contains The Smash Hit Single

"You're The One That I Want."

RS 691



FROM "GREASE" A ROBERT STIGWOOD / ALLAN CARR PRODUCTION OF A PARAMOUNT PICTURE

RS-2-4002

1978. RSO RECORDS, INC.



JUST RELEASED

Mathis/Williams continued

Table listing radio stations and frequencies for Mathis/Williams, including stations like WJZ, WJX, WJY, etc.

Carly Simon continued

Table listing radio stations and frequencies for Carly Simon, including stations like WJZ, WJX, WJY, etc.

Bonnie Tyler continued

Table listing radio stations and frequencies for Bonnie Tyler, including stations like KINT, WACI, WFRU, etc.

Warren Zevon continued

Table listing radio stations and frequencies for Warren Zevon, including stations like WZUU, WGCL, WYU, etc.

Others Getting Significant Action

continued from Back Page

GENESIS "Follow You, Follow Me" (Atlantic) 14/5 including WKBW, 94Q, WISM, KCBN, 31-29 KSLQ, 27-26 WGCL, 36-30 WGLF, BILLY JOEL "Only The Good Die Young" (Columbia) 14/3 including KLIV, WAQY, 18-9 at 99X, 22-18 at 96X (Pittsburgh), debut 29 at 96X, debut 28 KFRC. LP cut from "The Stranger."

EDDIE MONEY Baby Hold On (Capitol)

Table listing radio stations and frequencies for Eddie Money's "Baby Hold On", including stations like WJZ, WJX, WJY, etc.

TRAMMPS Disco Inferno (Atlantic)

Table listing radio stations and frequencies for TrammPS's "Disco Inferno", including stations like WABC, WQXI, WEEQ, etc.

BOB WELCH Ebony Eyes (Capitol)

Table listing radio stations and frequencies for Bob Welch's "Ebony Eyes", including stations like WJZ, WJX, WJY, etc.

WARREN ZEVEON

Table listing radio stations and frequencies for Warren Zevon, including stations like WZUU, WGCL, WYU, etc.

RAYDIO Jack & Jill (Arista)

Table listing radio stations and frequencies for Raydio's "Jack & Jill", including stations like WABC, WQXI, WEEQ, etc.

TRAVOLTA/NEWTON-JOHN You're The One... (RSO)

Table listing radio stations and frequencies for Travolta/Newton-John's "You're The One...", including stations like WABC, WQXI, WEEQ, etc.

WINGS With A Little Luck (Capitol)

Table listing radio stations and frequencies for Wings' "With A Little Luck", including stations like WABC, WQXI, WEEQ, etc.

PARALLEL ONE

Table listing radio stations and frequencies for Parallel One, including stations like WABC, WQXI, WEEQ, etc.

PARALLEL TWO

Table listing radio stations and frequencies for Parallel Two, including stations like WABC, WQXI, WEEQ, etc.

PARALLEL THREE

Table listing radio stations and frequencies for Parallel Three, including stations like WABC, WQXI, WEEQ, etc.

CARLY SIMON You Belong To Me (Elektra)

Table listing radio stations and frequencies for Carly Simon's "You Belong To Me", including stations like WJZ, WJX, WJY, etc.

BONNIE TYLER It's A Heartache (RCA)

Table listing radio stations and frequencies for Bonnie Tyler's "It's A Heartache", including stations like WJZ, WJX, WJY, etc.

WARREN ZEVEON Werewolves... (Asylum)

Table listing radio stations and frequencies for Warren Zevon's "Werewolves...", including stations like WJZ, WJX, WJY, etc.

National Request Tabulation table with columns for Teens and Adults, listing songs like "Bee Gees 'Fever'", "Andy Gibb 'Shadow'", etc.

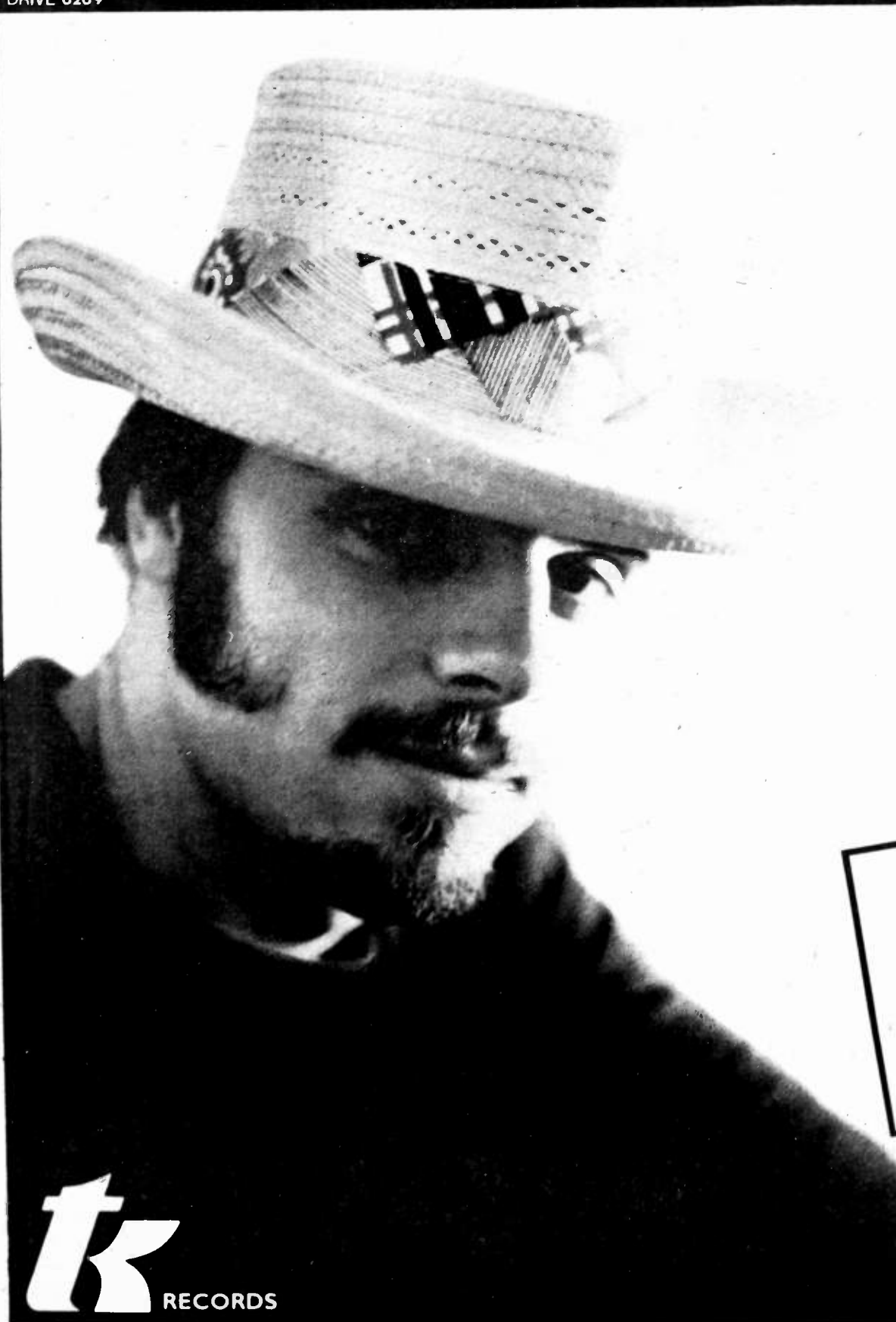
AOR HOTTRACKS advertisement featuring a list of tracks and their artists, such as "ATLANTA RHYTHM SECTION 'Imaginary Lover'", "BEE GEES 'Stayin' Alive'", etc.

SMASH!

PETER BROWN "DANCE WITH ME"

THE HIT SINGLE FROM THE HIT LP 'A FANTASY LOVE AFFAIR'

DRIVE 6269



WABC 11-8	96X 26-21
99X 15-6	KJOY HB
WCAO 26-24	WAVZ 18
WPGC 23-19	WKWK 36
WLS 22	WFLB 31
WMET 15	WALG EX
WFYR 18	WNEX
KRBE 19-16	WTMA
KSLQ 19-16	WYRE 31-27
WTIX 24-15	Q-106 39
WNDE 35	WRON 40
CKLW 20	WKNX 17-11
WDRQ 18	WTRY
WFOM 26-23	

Late adds:

WIFI	KQEO
WPEZ	K-104
KFI	WYND
WOLF	WLOF
WAYS	WAIR
KNDE	WKBO

On Sunday, April 23 Peter Brown and "Dance With Me" were featured on CBS-TV's "60 Minutes", reaching an audience of over 45 million.

AND THAT'S EXPOSURE!

tk
RECORDS

DRIVE Records Distributed by TK

THE PICTURE PAGE

Twitty Has Vegas Notion



MCA Records and producer Owen Bradley welcomed Conway Twitty to his first Las Vegas showroom appearance recently. Pictured left to right are: Wayne McManners, MCA Singles Promotion Director; Laurie Spoon, MCA Promotion/Los Angeles; MCA Country Marketing Director, John Brown; Owen Bradley; Arthur Patterson, MCA Sales/Los Angeles; Conway; MCA Vice President/Business Administration, David Jackson; Conway's Manger, Jimmy Jay; and Jeff Lyman, MCA National Country Promotion.

Rich-Mogull Meeting



The "Silver Fox" Charlie Rich was feted by his new label, United Artists, at the Los Angeles nitery Leslie Linder's London Club. On hand for the greetings were (l-r): Charlie Rich, Jan Teller of NBC TV and UA President Artie Mogull.

EMI America Goes After Umbrella Market



The EMI America promotion managers recently gathered for meetings in the L.A. headquarters. Standing (l-r): EMI America District Promotion Managers Alan Marks, Washington D.C.; Gary Gersh, Seattle; Cristie Marcus, San Francisco; Chuck Dunaway, Dallas; Joe Isgro, Los Angeles; Don Burt, Mid-South; John Hey, Cleveland; Jack Ashton, Detroit; Lynn Gilbert, New York; Paul Barrette, Boston; Michael Harris, Miami; Doris Purcelli, St. Louis/Minneapolis; Gene Temple, Chicago; Ellen Feldman, National Secondaries; Bob Alou, Atlanta; and J.J. Jordan, Director of National Promotion.

Clapton's Canadian Gold



Eric Clapton topped off his North American tour last weekend with two shows at the Montreal Forum and Toronto's Maple Leaf Gardens. Pictured (l-r): David G. Brodeur, Director National Promotion, Polydor, Canada; Clapton; and Bob Ansell, Manager National Publicity, Polydor, Canada.

Superstar Express



Recently Phonomer Inc./Mercury Records sponsored a "Superstar Express" for a dinner with people from the Burkhardt/Abrams consulting firm. Seen following the dinner, held in Dallas, are, from left: Roger Sayles, Atlanta Promotion Manager for Phonomer/Mercury; Lee Michaels and Lee Abrams of Burkhardt/Abrams; Mike Bone, Artist Development Manager for Phonomer/Mercury; Al Privett, National Singles Promotion, Pop Product for Phonomer/Mercury; Jim Sotet, National Album Promotion for Phonomer/Mercury; Charles Fach, Executive Vice President/General Manager of Phonomer/Mercury; Daryl Crum, Dallas promotion manager for Phonomer/Mercury; and Marty Markowitz, Polygram Distribution, Inc., branch manager in Dallas.

Jam-Packed At CBGB's



Following their recent engagement at New York's CBGB's Second Avenue Theater, the Jam were feted to a press and promotion party at the locale. Shown standing left to right are Bruce Foxton, Paul Weller and Rick Buckler of the Jam; Dick Leahy, President of GTO Records, England; Fred Haayen, President of Polydor, Inc.; Harry Anger, Vice President, Marketing, Polydor; Steve Salmonsohn, Controller, Polydor. Kneeling left to right: Chris Parry, producer; Ronnie Rosenberg, East Coast Publicist, Polydor; and Rich Greco, ATI Agency.



**THE INDUSTRY'S GREAT NEW STAR
REVIVES A ROCK AND ROLL CLASSIC!**

Jane Olivor
"He's So Fine"

*The Chiffons' golden oldie,
made brand new for 1978.*



on Columbia Records

*Jane Olivor will soon resume her widely-acclaimed concert tour with Johnny Mathis—
Watch for them!*

THE PICTURE PAGE

American Abba Gold



"Abba—The Album," the latest LP by Atlantic recording group Abba, was certified gold according to Atlantic Senior Vice President/General Manager Dave Glew. Shown at the gold record presentation are, from left: Polar Music International Vice President John Spalding; Atlantic Senior Vice President Michael Klenfner; President Jerry Greenberg; Stig Anderson, President of Polar Records International AB; Atlantic Senior Vice President of Promotion Dick Kline; and Senior Vice President/General Manager Dave Glew.

Lou Rawls On With More Gold



Philadelphia International recording artist Lou Rawls was recently presented with a Gold record for his latest album. Pictured at the presentation are (l-r): Harry Coombs, Executive VP, PIR; Rawls; and Tony Martell, VP and General Manager, CBS Associated Labels.

Stylistics Join Mercury



Charles Fach, Executive Vice President/General Manager of Phonogram, Inc./Mercury Records, has announced the signing of the Stylistics to an exclusive worldwide recording contract for the Mercury label. The first album under the new pact is tentatively scheduled for May release, which will coincide with an American tour. Seen at the signing festivities, following a presentation of specially designed Mercury watches, are, from left: Charles Fach, James Smith, Herb Murrell, Airrion Love, and Russell Thompkins, Jr., members of the Stylistics; and Bill Haywood, Vice President, R&B Product, for Phonogram/Mercury.

Millennium Signs A Travolta



Millennium Records President Jimmy Ienner has announced the signing of singer/songwriter Joey Travolta to the label. The first Travolta single will be released May 1st, with an album expected in mid-summer. Shown standing left to right: Jimmy Ienner, President, Millenium Records; John Davis, producer; Don Ienner, National Promotion Director, Millennium Records. Joey Travolta is seen seated.

Warners' Royal Reception For Prince



Warner Bros. Records has signed a long-term recording agreement with 17 year old Prince, from Minneapolis. His first album for Warner Bros. has just been completed and will be released next month. Celebrating the occasion at Warner Bros. last week were (left to right): Russ Thyret, Vice President and Director of Promotion; Prince; Warner Bros. Board Chairman and President Mo Ostin; Owen Husney, manager of Prince; and Barry Gross, Warner Bros. Product Manager.

Flowers For A Bush



EMI Records executives hosted a champagne reception for Kate Bush in London just before she embarked on a European promotional tour in conjunction with her album which has just been released on Harvest Records in the U.S. Pictured at the reception are (l-r): Peter Lyster-Todd, Bush's manager; Ramon Lopez, EMI Records Managing Director; Kate Bush; James Tyrell, EMI Records Director of Finance and Administration; Leslie Hill, EMI Records' Director of Group Music; and Bob Mercer, EMI Records Managing Director for the Group Repertoire Division.

The 45-minute Premiere Program of Daryl Hall & John Oates' new album "Livetime" is

SOLD OUT

THANK YOU, RADIO!

Top 40

99X	KSLQ	WQXI	KLIF	Y100	WALG-FM	WGIG-AM	WDIG-AM	WORD
WNOE	B100	KEZY	KRBE	WOKY	KQIZ-FM	WJAD-FM	KELP-AM	WHSY
92Q	KING	WKXX-FM	WNDE	WCUE	KANC-AM	WTMA-AM	KDMS-AM	KRNA-FM
WKY	KNDE	WLPL	WHB	WUBX	WSKY-AM	WFLI-AM	WSGA	WHJW
WBJW	WLCY-AM	WZZP	WAKY	KRUX	WRDI	WCGO	WFRL-AM/FM	KLUC-AM/FM
WPEZ	KTFX-FM	WSAI	KRTH	WVBF-FM	KCPI-FM	WPUB-FM	WRON	WRON
WZZD	WWDC-AM	CKLW	KDWB	FM100	WROA-AM	WROD	WFOX	WFIF
WNOE-FM	WBSR	WWWD	WVLD	WQXA	WLEQ	WQUA-AM	KTOQ-AM	KASH-AM
WWCO	WPCF	WFKV	WAMS	KOBO	WHCG-FM	WTCF-AM	WJCM-AM	WZNG
KWRG	WRBR-FM	KSLY	KRHC	WCIR	WYMC	WTNL	JB105	WJFL
WHIT								

AOR

WZXR-FM	KGON	WQXM	WSAI-FM	WFBQ	WKDD	WLAY	WQXZ	WSSC-AM
WPIX	WBRU-FM	KMOD-FM	WLVQ	WAIV	WLUB	WYXE	WIOT	WJCM-AM
WNOE-FM	WMJQ	WKLS	WROQ	KY102	KRKE-FM	KCJB	WSAN-AM	WLI-AM
WKDF	KMEL	KEZY-FM	WWWW	KPOL	WWWV	KMKF	WAAF	WSAN-AM
WROG	KSHE	WCOZ-FM	KZEW	KQRS	KCBC	KOFO	WDIZ	
WORJ-FM	KPRI	WGRQ	KAZY	WINZ	WHRY	WEZX (FM107)	WSRD	
WDVE	KZOK	WIYY	WTUE-FM	WPLX	WQXR	WAQY	WQBK-FM	
KDKB	KOME	WMMS	KRLY	KZAP-FM	KSMB	WXML	KCBC	
WIOQ	KITY-FM	WEBN	WHCN	WVOK	WILS	WQSR	WIXX-FM	

Black

WVOL	WJMO
WDAS	WKYS-FM
KDIA	WKND-AM
KATZ	WILD
WBMX-FM	WSIB

Daryl Hall & John Oates

"LIVETIME"

The More You Hear—The More You're There

PROGRAM PRODUCED BY BUZZ BENNETT & BOB HAMILTON



RCA Records



AFL1-2802

THE PICTURE PAGE

Hall Together



John Hall, former member of Orleans, appeared at the Beacon Theatre in New York recently. John's first solo album was released in March by Elektra/Asylum Records. Gathered backstage after the show were: Mitch Kanner, E/A Regional Artist Relations Representative, East Coast; Ralph Ebler, E/A East Coast General Manager; Hall; Jerry Sharell, E/A Vice President/Artist Development; Mike Shalett, E/A Local Promotion Representative/New York; and Danny Goldberg.

Lodge Interview



John Lodge will be heard on the hour-long Moody Blues episode of the "Robert W. Motgan Special of the Week," the Watermark production scheduled for broadcast across the U.S. on the weekend of April 29-30. Lodge (right) talks to interviewer Allen Goldblatt about how the group reunited after a five year hiatus.

Playing The Aces



ABC recording artists the Amazing Rhythm Aces recently embarked on an extensive national tour to support their fourth album. One of the first stops was the Old Waldorf in San Francisco. Pictured backstage after the show are, (l-r) Bob Galliani, Northern California Promotion Manager, ABC; Butch McDade, Amazing Rhythm Aces; Russel Smith, Billy Earhart, and Duncan Cameron, members of the group; Paul Nichols, Local Sales Manager, ABC; Jeff Davis and James Hooker of the group; and Gary Davis, Vice President of Marketing, ABC.

Milsap Goes Gold



RCA Records artist Ronnie Milsap displays the gold record award presented to him at a recent Nashville reception hosted by the record label at the Opryland Hotel for his "It Was Almost Like A Song" album. Pictured (l-r) are Don Reeves, Milsap's manager; Milsap; Robert D. Summer, President, RCA Records; and Tom Collins, producer of the album.

MCA Celebration



Mike Love met with MCA executives to discuss plans for "Music From The Original Picture Score 'Almost Summer,'" which was scored by Mike Love. Beach Boys Love, Brian Wilson and Al Jardine are credited with the title cut, which MCA has released as a single as well as other tracks. Pictured (l-r) are: Phil Caston, Director of Marketing for Love Songs; MCA Vice President/Sales Jeff Scheible; Ron Altbach, producer of "Almost Summer" soundtrack; MCA President Mike Maitland; Lou Cook, Vice President/Administration for MCA; Mike Love; Stan Bly, Vice President/Promotion for MCA; and MCA Vice President/A&R Denny Rosencrantz.

Eleven Backstage For No Dice



Pictured backstage after No Dice's Whisky performance in Los Angeles are standing (l-r): Manager Robert Wace; Kitty Wyles, group member; Gary Strange, group member; Leslie Hill, Managing Director, EMI Records, U.K.; Deeza Martin, guitarist; Dave Moore, keyboardist; and Ray Tusken, Capitol's National AOR Promotion Manager. Pictured in the foreground are (l-r): Randall Davis, Director of Merchandising & Advertising; Peaches Ferris, lead vocalist; Bruce E. Garfield, Director of Press & Artist Relations; and Arnie Holland, Manager, Business Affairs.

It's 'Love' At First Listen.



POP/ADULT BREAKERS

SEALS & CROFTS
You're The Love (WB)

65% of our reporters are on it. Adds include KOB, WASH, WQUD, KRKK, KPPL. Moves: 23-18 KXLY, 25-21 WSM, 24-18 WBEN, debut 24 WFDF, debut 28 WMAZ, debut 17 KDWN, debut 25 WORG, debut 28 WPRO. Increased rotation: KGIL, WCER.

→ ● SEALS & CROFTS/You're The Love (WB)

KISD
WRKR
WJON
WISM
WACI
KVOX
KQWB

WKAU
WNAM
KFYR
KDON
KENO
KCBN

WFIL
Y-100
96-X
WZUU
PRO-FM
JB105
WICC
WTRY
WKBO
WAYS

WTIX
WLEE
WBBQ
Z-98
KINT
KING
KYNO
WGUY
WVAM

K-104
WFOM
WVLK
WFLB
WISE
WIRK
WANS
KILE

SEALS & CROFTS

"You're The Love"



Produced by Louie Shelton

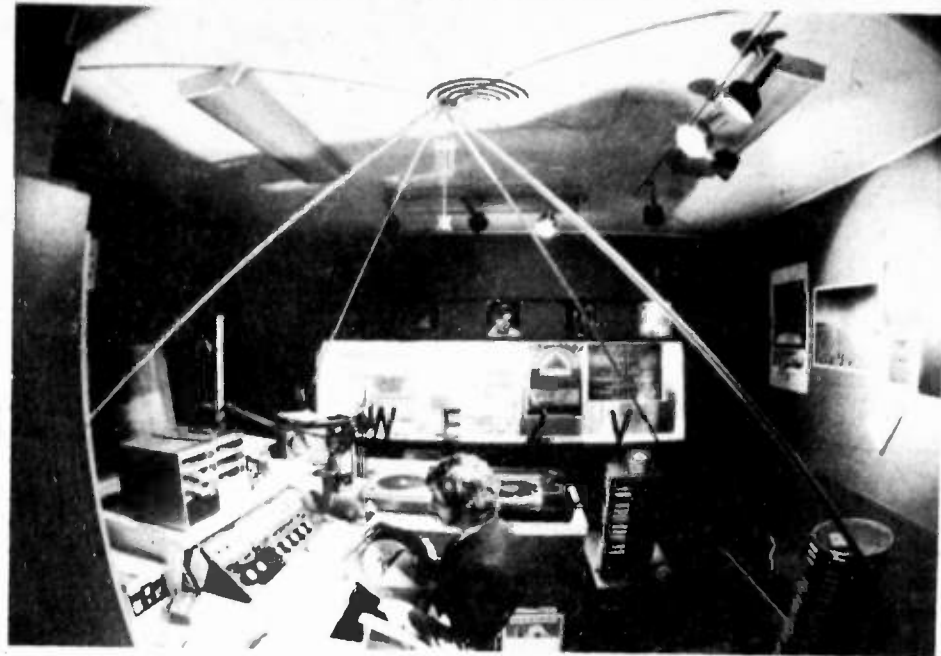
on Warner Brothers Records

AOR

(ALBUM ORIENTED ROCK)



Jeff Gelb



KING TUT WOULD BE PROUD—Since WEZV/Allentown installed a giant pyramid over the air studio, the station reports several listeners have called to say that they get better reception, and that jocks have stopped drinking sodas and report feeling more relaxed on the air. Watch for a new radio craze if the station's ratings show a "sharp" increase in the next book!

Evolution

Ron Richardson has been named PD at both WSIM and WFLI in Chattanooga. WSIM MD Don Mathisen has also assumed MD duties at WFLI...Michael G. Nastos, MD and all night jazz show host at FM103/Ann Arbor, has left the station. The station's new MD is evening air personality Mark Owens...New to KFMH/Muscataine is air personality Craig Peyton, replacing departing morning person Carol Wells... Frank Baum has joined KDKB/Phoenix for the 7-12midnight shift...Kathy Lamb has exited WIOT/Toledo, where she did overnights. New to the job is Lee Landenberger.

Update

Turnabout is Fair Play: KZEL/Eugene is doing a reverse of the usual bumper sticker promotion: Instead of giving money away to people in cars that have the bumper sticker in use, the station is asking listeners spotted with the sticker to give them money. This money is going to a local whale-saving foundation. The station is making the moneygiving less painful by trading listeners their cash for a station-provided album...Happy AOR anniversary to: WIYY/Baltimore (1st), KSFM/Sacramento (4th), WGVL/Gainesville (8th)....



HAPPY WNEW YEAR—WNEW-FM/New York offered an over-sized full color calendar with photos of the staff members to listeners for \$5 at local retail outlets. The calendar was a complete sell-out, with all profits from the 20,000 sold going to a Childrens' Diabetes fund.

Two Update items from the Burkhart/Abrams organization: KADI/St. Louis is no longer affiliated with them, while the consultation service has announced a research agreement with Joint Communications Corporation of Toronto, Canada...WXRT/Chicago recently celebrated the city as the premiere blues town with a day's worth of special programming of blues music and interviews. Among the blues legends who lent their comments to the special were Willie Dixon, Muddy Waters, Fenton Robinson, Son Seals, Mighty Joe Young and Koko Taylor. By the way, WXRT MD Bob Gelms reported that as of last week, it was still snowing in Chicago. Maybe they should change the city's nickname from "the windy city" to "the snowy city?"...New AORs keep popping up. KMRJ/Pittsburg, a Pop/Adult operation during the day, is trying AOR at night to good initial response. Gabe Baptiste is at the programming helm. KLOA/Ridgecrest, Ca. also runs AOR programming live from 7-midnight, and they need record service, all labels. Contact PD Andy Schwab at (714) 375-8888. WYKE/Ft. Wayne is a 24-hour AOR operation who also need record service. Contact Jim Corcoran at (219) 484-0591...UA Records is offering a set of twelve reggae albums to interested stations. Cuts from the albums were featured on the recent Reggae Sampler release from the company. If interested in the entire twelve-volume set, contact Roger Lifeset at (213) 461-9141, ext. 207...It was quite surprising to see WNEW-FM/New York MD Tom Morrera on a "60 Minutes" segment about disco music last week. Morrera was shown receiving a new disco album for airplay consideration. Although he was filmed for about twenty-five minutes explaining how WNEW-FM chooses its music, he was only onscreen for about ten seconds in a non-speaking role (and as it turned out, the station did not add the album)...One of the sweetest voices in British folk music was stilled last weekend when Sandy Denny died of a cerebral hemorrhage following a severe fall. Denny was lead vocalist of many of Britain's best-loved folk-rock bands of the sixties, including the early Strawbs, Fairport Convention, and Fotheringay. She was also heard on several solo projects and in a duet with Robert Plant and Led Zeppelin on their fourth album. She will be missed by all AOR veterans.

Concerts And Conversations

PRESENTATIONS: KGON/Portland presented Dickey Betts and Dirk Hamilton for \$2.

RADIO CONCERTS: Andrew Gold, Wet Willie, Patti Smith on WMMS/Cleveland... Young Adults on WBRU/Providence...Elvis Costello on WLIR/Long Island...Dirk Hamilton on KZEL/Eugene.

GUEST DJs: John Waits of The Babys and Kevin Cronin of REO on QFM96/Columbus... Peter Wolf & Magic Dick of Geils on WAAF/Worcester...Ian Matthews on KZAM/Seattle.

CONVERSATIONS: Lou Reed on KQRS/Minneapolis...Van Halen on WRNO/New Orleans...David Bromberg, Good Rats on WRPI/Troy...Dave Van Ronk, No Dice on KTIM/San Rafael...Patti Smith, Pete Townshend, Maria Muldaur, Ian Dury, Bill Chinook on WNEW-FM/New York...Marshall Tucker on WMMS/Cleveland...Kevin Cronin of REO on WIOG/Saginaw...Michael Franks on KFIG/Fresno...Paul Horn, Horslips on KFML/Denver...Ben Sidran on WIBA-FM/Madison...Mac McNally, Dirk Hamilton, Larry Raspberry on KZEL/Eugene...Phil Collins of Genesis on WTUE/Dayton...Wet Willie, Ian Dury, Debbie Harry of Blondie on WJKL/Elgin...Ted Nugent on WSHE/Miami...Little Feat, John Hall on DC101/Washington, D.C...Head East on WAAF/Worcester...Horslips, Eddie Money on KNAC/Long Beach...Genesis, Be Bop Deluxe on KPRI/San Diego...Sweet on WDIZ/Orlando...Strawbs on WBAB/Long Island...Little Feat on WLIR/Long Island...Ronnie Montrose, Root Boy Slim, David Bromberg, Stanky Brown on WQBK/Albany...Jean-Luc Ponty, Lou Reed, Genesis on WXRT/Chicago...Proctor & Bergman, Peter Tosh on WBRU/Providence...Dirk Hamilton, Craig Chaquico of Jefferson Starship on KZAP/Sacramento...Jackson Browne, Aynsley Dunbar of Journey on WIOT/Toledo...Stanky Brown, National Lampoon Touring Company on WCMF/Rochester...Mac McNally on KZAM/Seattle...Head East, Richie Furay on WIOQ/Philadelphia...Morningstar on KMRJ/Pittsburg.

Almost Summer

MCA-40891

WRITTEN BY BRIAN WILSON, MIKE LOVE AND AL JARDINE

*A new single, from the soon-to-be-released
Soundtrack album and motion picture, by:*

Celebration



Mike Love



Charles Lloyd



Ron Altbach



Dave Robinson

Hot and Sizzlin' on:

WARM
WEEX
WTRY
WICC
WFIF
WQQW
3WD
WWCO
WAQY
WHNN
WKRQ
WRIG
WKAU
WQTC

WNAM
KSTT
KRIB
KWSL
KLEE
WJON
KNOX
KOKK
KSDN
KJAS
KGMO
KTGR
KJCK
KFSB

CK 101
WLEQ
WALG
WFLB
WRBC
WHBQ
KLUE
KMHT
KAYC
KILE
KROF
KIST
KNDE
KCBN

KKIQ
KBZY
KRLC
KQEO
KRKE
KYLT
KBIM
KRAE
WEIM
WIP
WMGC
WHIO
WIBC
KFOR

KBOM
KMOX-FM
KETU
KVEC
KUHL
KCRA
KGVO
KRKK
KXLF
KBLL
KIT
WNEW
WBCN
WMMR

WCMF
WMMS
WEBN
WXRT
KSAN
KBPI
KRST
WLIR
WBAB
WCAS
WSAN
WEZV
WOUR
WAAL

WENE
WQBK
WILS
WNAP
WVUD
WSPL
KFMH
KADI
WFSO
WQSR
WKIR
WFMF
KFWD
KKTY

KLBK
KPFT
KTYD
KTMS
KZOZ
KTIM
KOME
KGLR
KFMY
KAZY
KUNM
KAWY
KNTD

Produced by Ron Altbach for Love Songs Productions, Inc.

MCA RECORDS

Radio & Records

Album Airplay/ 40

Chart Summary

April 28, 1978

1	WINGS	London Town (Capitol)	"Luck" Title "Name" "Cafe" lead
2	JEFFERSON STARSHIP	Earth (Grunt)	"Love Too Good" "Count" lead
3	WARREN ZEVON	Excitable Boy (Asylum)	"London" "Switching" "Johnny"
4	JETHRO TULL	Heavy Horses (Chrysalis)	"Rover" "Moth" Title "Acres"
5	ATLANTA RHYTHM SECTION	Champagne Jam (Polydor)	"Lover" "Bother Me" "Large Time"
6	JACKSON BROWNE	Running On Empty (Asylum)	"Load Out/Stay" "Thunder" Title
7	GENESIS	And Then There Were Three (AtI)	"Follow" "Ballad" "Many"
8	JIMMY BUFFETT	Son Of A Son Of A Sailor (ABC)	"Cheeseburger" "Manana" lead
9	ERIC CLAPTON	Slow Hand (RSO)	"Cocaine" "Tonight" "Core" "Sally"
10	HEART	Magazine (Mushroom)	Title "Without You" "Heartless" lead
11	FM	Soundtrack, Various Artists (MCA)	Title "Life's Been Good" "Badman"
12	JOURNEY	Infinity (Col)	"Wheel" "Anytime" "Ladoda"
13	ELVIS COSTELLO	This Year's Model (Col)	"Radio" "Girl" "Lipstick" "Pump"
14	BILLY JOEL	Stranger (Col)	Title "Good Die Young"
15	THE BAND	The Last Waltz (WB)	"Stage" "Creek" "Dixie" lead
16	ROBERT PALMER	Double Fun (Island)	"What's Coming" "Overwhelm" lead
17	TODD RUNDGREN	Hermit Of Mink Hollow (WB/Brsvle)	"Friends" leads
18	CARLY SIMON	Boys In The Trees (Elektra)	"Belong" "One Man Woman" Title
19	CHARLIE	Lines (Janus)	"TV" "Dreamer" "Paradise"
20	VAN HALEN	Van Halen (WB)	"Jamie" "Running" "Ice Cream" lead
21	REO SPEEDWAGON	You Can Tune A Piano... (Epic)	"Fly" "Roll"
22	LITTLE FEAT	Waiting For Columbus (WB)	"Atlanta" "Feats" "Willin"
23	KANSAS	Point Of Know Return (Kirshner)	Title leads
24	STEELY DAN	Aja (ABC)	Title "Deacon"
25	GERRY RAFFERTY	City To City (UA)	"Baker St." leads
26	EDDIE MONEY	Eddie Money (Col)	"Rock 'N' Roll Star" "Two Tickets"
27	MARSHALL TUCKER	Together & Forever (Capricorn)	"Loving You" leads
28	PATTI SMITH	Easter (Arista)	"Night" "Monkey"
29	CLIMAX BLUES BAND	Shine On (Sire)	"Moonshine" "Talking" "Makin" lead
30	LES DUDEK	Ghost Town Parade (Col)	"Move" "Central Park"
31	NICK LOWE	Pure Pop For Now People (Col)	"So It Goes" "Glass" "Rock"
32	BOB WEIR	Heaven Help The Fool (Arista)	"Easy" Title "Bombs"
33	GARLAND JEFFREYS	One-Eyed Jack (A&M)	"Scream" leads
34	GEORGE BENSON	Welcome To L.A. (WB)	Title "Broadway"
35	FRANKIE MILLER	Double Trouble (Chrysalis)	"Train" "Waves" "Heart"
36	MANFRED MANN	Watch (WB)	"California" "Quinn"
37	STYX	The Grand Illusion (A&M)	"Fooling" leads
38	BRITISH LIONS	British Lions (RSO)	"Wild" leads
39	BOB MARLEY	Kaya (Island)	Variety Of Cuts
40	STEVE HACKETT	Please Don't Touch (Chrysalis)	"Narnia" leads

It was a close race for the number one position, with WINGS, hot at 76% of our reporters, just edging out STARSHIP, with hits at 75% of our reporters. ZEVON inched up again, with hits at 61% of our reporters. TULL took an impressive leap into the top five, with hits at 53% of our reporters plus significant adds. GENESIS inched up. HEART had a good week, as did FM and COSTELLO. THE BAND jumped up nicely, as did TODD. CARLY inched up, while CHARLIE resurged. TUCKER was this week's highest debut, with adds at 36% of our reporters. SMITH had a healthy week. CLIMAX debuted with adds at 25% of our reporters. LOWE inched up, while BENSON held steady. MILLER debuted as LIONS inched up. MARLEY bounced back, while PURE PRAIRIE LEAGUE almost got on 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

- ALDI MEOLA *Casino* (Col)
- JERRY GARCIA *Cats Under The Stars* (Arista)
- PURE PRAIRIE LEAGUE *Just Fly* (RCA)
- RAINBOW *Long Live Rock 'N' Roll* (Polydor)
- BOB WELCH *French Kiss* (Capitol)

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

MOST ADDED

- TODD RUNDGREN *Hermit Of Mink Hollow* (WB/Brsvle)—Added at 43% of our reporters.
- FM *Soundtrack* (MCA)—Added at 36% of our reporters.
- MARSHALL TUCKER *Together & Forever* (Capricorn)—Added at 36% of our reporters.
- THE BAND *The Last Waltz* (WB)—Added at 32% of our reporters.
- CLIMAX BLUES BAND *Shine On* (Sire)—Added at 25% of our reporters.

THE HOTTEST

- WINGS *London Town* (Capitol)—Reported hot at 76% of our reporters.
- JEFFERSON STARSHIP *Earth* (Grunt)—Reported hot at 75% of our reporters.
- WARREN ZEVON *Excitable Boy* (Asylum)—Reported hot at 61% of our reporters.
- ATLANTA RHYTHM SECTION *Champagne Jam* (Polydor)—Reported hot at 54% of our reporters.
- JETHRO TULL *Heavy Horses* (Chrysalis)—Reported hot at 53% of our reporters.
- JACKSON BROWNE *Running On Empty* (Asylum)—Reported hot at 53% of our reporters.

PROGRESSIVE SINGLES

- 1 ELTON JOHN "Ego" (MCA)
- 2 BONNIE TYLER "It's A Heartache" (RCA)
- 3 CHUCK MANGIONE "Feels So Good" (A&M)
- 4 CELEBRATION "Almost Summer" (MCA)
- 5 JUST WATER "Singin' In The Rain" (Brandt)
- 6 SWEET "Love Is Like Oxygen" (Capitol)
- 7 ROGER POWELL "Pipeline" (WB/Brsvle)
- 8 PLASTIC BERTRAND "Ce Plane Pour Moi" (Sire)
- 9 RUBICON "I'm Gonna Take Care..." (20th)
- 10 WAR "Hey Senorita" (MCA)
- 11 SEALS & CROFTS "You're The Lovin'" (WB)

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

NORTHEAST

- ADDED
- TODD RUNDGREN *Hermit Of Mink...* (WB/Brsvle) 46%
 - MARSHALL TUCKER *Together & Forever* (Capricorn) 32%
 - STEVE HACKETT *Please Don't...* (Chrysalis) 29%
 - THE BAND *The Last Waltz* (WB) 25%
 - CLIMAX BLUES BAND *Shine On* (Sire) 25%
- HOTTEST
- WINGS *London Town* (Capitol) 82%
 - JEFFERSON STARSHIP *Earth* (Grunt) 71%
 - WARREN ZEVON *Excitable Boy* (Asylum) 71%
 - JETHRO TULL *Heavy Horses* (Chrysalis) 54%
 - ELVIS COSTELLO *This Year's Model* (Col) 50%

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

SOUTH

- ADDED
- FM *Soundtrack* (MCA) 46%
 - MARSHALL TUCKER *Together & Forever* (Capricorn) 46%
 - TODD RUNDGREN *Hermit Of Mink...* (WB/Brsvle) 38%
 - THE BAND *The Last Waltz* (WB) 31%
 - CARLY SIMON *Boys In The Trees* (Elektra) 31%
- HOTTEST
- WINGS *London Town* (Capitol) 85%
 - JEFFERSON STARSHIP *Earth* (Grunt) 85%
 - ATLANTA RHYTHM SEC. *Champagne Jam* (Polydor) 77%
 - JACKSON BROWNE *Running On Empty* (Asylum) 69%
 - WARREN ZEVON *Excitable Boy* (Asylum) 65%

MIDWEST

- ADDED
- TODD RUNDGREN *Hermit Of Mink...* (WB/Brsvle) 52%
 - CLIMAX BLUES BAND *Shine On* (Sire) 43%
 - FM *Soundtrack* (MCA) 35%
 - THE BAND *The Last Waltz* (WB) 26%
 - MARSHALL TUCKER *Together & Forever* (Capricorn) 26%
- HOTTEST
- WINGS *London Town* (Capitol) 78%
 - ATLANTA RHYTHM SEC. *Champagne Jam* (Polydor) 65%
 - JACKSON BROWNE *Running On Empty* (Asylum) 65%
 - JEFFERSON STARSHIP *Earth* (Grunt) 61%
 - ERIC CLAPTON *Slow Hand* (RSO) 57%
 - JETHRO TULL *Heavy Horses* (Chrysalis) 57%

WEST

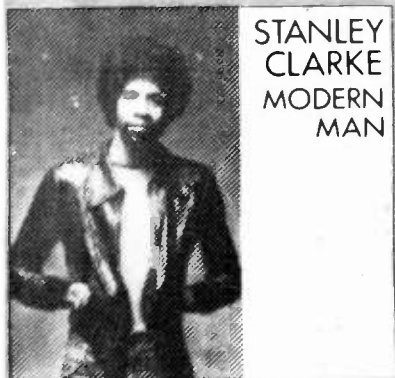
- ADDED
- FM *Soundtrack* (MCA) 47%
 - THE BAND *The Last Waltz* (WB) 44%
 - MARSHALL TUCKER *Together & Forever* (Capricorn) 38%
 - TODD RUNDGREN *Hermit Of Mink...* (WB/Brsvle) 38%
 - CLIMAX BLUES BAND *Shine On* (Sire) 22%
- HOTTEST
- JEFFERSON STARSHIP *Earth* (Grunt) 81%
 - JETHRO TULL *Heavy Horses* (Chrysalis) 62%
 - WINGS *London Town* (Capitol) 62%
 - WARREN ZEVON *Excitable Boy* (Asylum) 56%
 - JIMMY BUFFETT *Son Of A Son Of A Sailor* (ABC) 53%

Rockin' Roll!

REO SPEEDWAGON

REO Speedwagon's eighth album is already close to gold! Top "add ons" in Cashbox, Record World and Billboard. It is currently number 21 on Radio & Records Album Chart and number 16 on the Billboard Album Report Chart. The first single off the album is "Roll With The Changes". See REO on tour:

April 27	Milwaukee
April 28	Madison
April 29	St. Paul
April 30	Duluth
May 9	Evansville
May 11	St. Louis
May 12 & 13	Kansas City



STANLEY CLARKE

Stanley Clarke is currently on tour headlining major halls across the country. This show is a must for rock and roll enthusiasts, not to mention jazz fans. Featured on the album is "Rock And Roll Jelly," which features fantastic guitar work by Jeff Beck. Listen and get knocked out. See Stanley Clarke on tour:

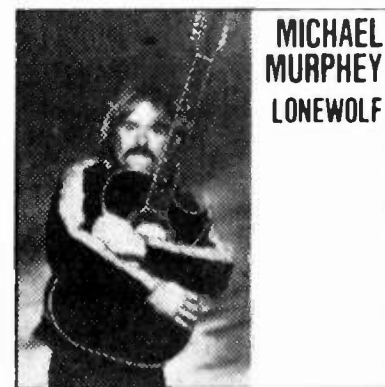
May 3	Atlanta
May 4	St. Petersburg
May 5	Miami
May 6	Orlando
May 8	Gainesville
May 10	New Orleans
May 11	Baton Rouge
May 14	Oklahoma City



MICHAEL MURPHEY

Now on tour with America, Michael Murphey is playing strong rock and roll. His latest album is receiving heavy national airplay highlighting the following cuts: "Loners", "Paradise Tonight", and the newly-released single "Nothing Is Your Own". Tour Dates:

May 5	Lexington
May 7	Philadelphia
May 8	Cincinnati
May 9	Chicago
May 10	Milwaukee
May 12	St. Louis



HENRY GROSS LOVE IS THE STUFF



HENRY GROSS

The Henry Gross album is receiving great airplay in New York, Philadelphia, Boston, Washington, Atlanta, Miami, Detroit, and Seattle. Strongest airplay cuts include "Rock And Roll I Love You", "Love Is The Stuff", and "That's Where The Blues Begins". Tour Dates:

April 29	Binghamton, N.Y. with Charlie Daniels Band	May 11	Charlotte, NC with Foghat
May 1	Portland, ME with Charlie Daniels Band	May 13	Fayetteville, NC with Foghat
May 6	Waterbury, Conn. with Charlie Daniels Band	May 14	Columbia, SC with Foghat
May 9	Schenectady, NY with Charlie Daniels Band		



AOR ACTIVITY



ALBANY

ADDED
UK (Polydor)
Tower of Power (Capitol)
Television (Elektra)
Duke Joplin (Mercury)
Pure Prairie League (RCA)
Ringo Starr (Portrait)
Stevie Nicks (Sire)
HOT
The Band (WB)
Elvis Costello (Capitol)
Climax Blues Band (Sire)

JACK HOPKIN PD RIFFERTY'S "Baker St." Playing various cuts. Playing TOBY BEAU, ELTON JOHN, CELEBRATION, BONNIE TYLER, DUKE & THE DRIVERS, ROGER POWELL and RAZZ (Local) singles.



Baltimore

ADDED
Meat Loaf (Capitol)
HOT
Wings (Capitol)
Jefferson Starship (Grun) Robert Palmer (Island)
Edie Money (Col)

BOB SLAVIN, MD. Playing various cuts. Playing BONNIE TYLER, PLAYER, RUBICON, PATTI SMITH, ELTON JOHN and CHUCK MANGIONE singles.



BIRMINGHAM

ADDED
Carly Simon (Elektra)
Todd Rundgren (WB Bristol)
Dickie Betts (Arista)
The Band (WB)
HOT
Eric Clapton (RSO)
Jackson Browne (Asylum)

JOHN KEITH, PD. Playing various cuts.



Cambridge

ADDED
Amazing Rhythm Aces (ABC)
Airwaves (A&M)
Artha Franklin (A&I)
Willie Nelson (Col)
Townes Van Zandt (Tomato)
HOT
Band (WB)
Jimmy Buffet (ABC)
FM (MCA)

DON COHEN, MD. Playing various cuts. Playing GENE SIS, PATTI SMITH, BONNIE TYLER and JUICE NEWTON singles.



ADDED
FM (MCA)
Rubicon (20th)
Charlie Janus)
Jerry Garcia (Arista)
Outlaws (Arista)
Heart East (A&M)
38 Special (A&M)
Elvis Costello (Col)
HOT
Eric Clapton (RSO)
Kansas (Kiwiana)
Bob Welch (Capitol)

DON MATHISEN, MD. Playing various cuts.



ADDED
Airwaves (A&M)
Toby Beau (RCA)
Trigger (Casablanca)
Pure Prairie League (RCA)
Flame (RCA)
Marshall Tucker (Capricorn)
Van Halen (WB)
UK (Polydor)
FM (MCA)
HOT
Gerry Rafferty (UA)
Chuck Mangione (A&M)
British Lions (RSO)

TIM SPENCER, MD. Playing various cuts. Playing ELTON JOHN single.



ADDED
38 Special (A&M)
John Miles (Arista)
Orris Dregs (Capricorn)
Marshall Tucker (Capricorn)
Pure Prairie League (RCA)
Flame (RCA)
Richie Furay (Asylum)
Carly Simon (Elektra)
Les Dudek (Col)
Al D'Amico (Col)
Todd Rundgren (WB Bristol)

BOB SHANNON, MD. Playing various cuts.



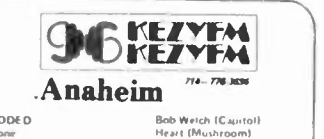
ADDED
The Band (WB)
Todd Rundgren (WB Bristol)
Al D'Amico (Col)
Richie Furay (Asylum)
Marshall Tucker (Capricorn)
HOT
Van Halen (WB)
Jan Dury (Stiff)
Gerry Rafferty (UA)

DANI HAMMOND, MD. Playing various cuts. Playing ELTON JOHN, MIKE PINIRA, HENRI CROSS, CELEBRATION, MIKE EAST, CARLY SIMON, WHARROO, PATTI SMITH and BONNIE TYLER singles.



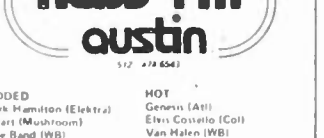
ADDED
Todd Rundgren (WB Bristol)
Steve Hackett (Chrysalis)
38 Special (A&M)
The Band (WB)
Marshall Tucker (Capricorn)
FM (MCA)
HOT
Jefferson Starship (Grun)
Jackson Brown (Asylum)

JOE McLAINE, PD. Playing various cuts. Playing RUSS BALLARD, ELVIS COSTELLO, CELEBRATION and PURE PRAIRIE LEAGUE singles.



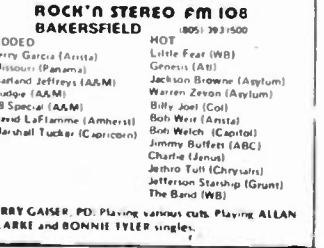
ADDED
None
HOT
Sly & The Family Stone (A&M)
Kansas (Kiwiana)
Jefferson Starship (Grun)
All Rhythm Section (Polydor)
FM (MCA)

LARRY REISMAN, MD. Playing various cuts. Playing ELTON JOHN and BONNIE TYLER singles.



ADDED
Duke Hamilton (Elektra)
Hearts (Mushroom)
The Band (WB)
FM (MCA)
Todd Rundgren (WB Bristol)
Mike Pinera (Capricorn)
Budgie (A&M)
Frankie Miller (Chrysalis)

STEVE SMITH, PD. Playing various cuts.



ADDED
Jerry Garcia (Arista)
Missouri (Panama)
Garland Jeffreys (A&M)
Budgie (A&M)
38 Special (A&M)
David LaFlamme (Arista)
Marshall Tucker (Capricorn)

TIBBY GAISER, PD. Playing various cuts. Playing ALLAN CLARKE and BONNIE TYLER singles.



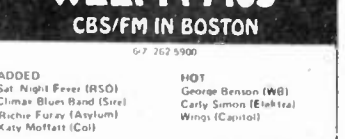
ADDED
The Band (WB)
Frankie Miller (Chrysalis)
Todd Rundgren (WB Bristol)
Marshall Tucker (Capricorn)
John Miles (Arista)
Climax Blues Band (Sire)
Root Boy Slim (WB)
HOT
All Rhythm Section (Polydor)
Elvis Costello (Col)
FM (MCA)

JOHN BROOKEY, MD. Playing various cuts. Playing HEAD EAST, ELTON JOHN, ERUPTION, DRAGON and PLASTIC BERTRAND singles.



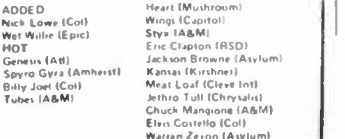
ADDED
FM (MCA)
The Band (WB)
Sonnizzo (A&M)
Gerry Rafferty (UA)
HOT
All Rhythm Section (Polydor)
Sweet (Capitol)

BEVERLY MIRE, MD. Playing various cuts.



ADDED
Sat. Night Fever (RSO)
Climax Blues Band (Sire)
Richie Furay (Asylum)
Katy Moffatt (Col)

JIM SPELLMEYER, MD. CLIMATE'S "Makin' Love." Talking TURAY'S "Moment." MOFFATT'S "Kissin'." Playing DIANA ROSS, AIRWAVES, ROBERT PALMER, BILLY PAUL, NRBQ, BILL LA BOUNTY, JANE OLIVER and CHUCK MANGIONE singles.



ADDED
Nick Lowe (Col)
Wat Willie (Epic)
HOT
Genesis (A&I)
Sly & The Family Stone (A&M)
Billy Joel (Col)
Tubes (A&M)

IRV GOLDFARB, MD. LOWE'S "So It Goes." "Glass GYRA'S "Shaker." "Mead TULL'S "Journeyman." "ROVER MANGIONE'S Title ZEVON'S "London." "Johnny." Playing BONNIE TYLER single.



ADDED
Carly Simon (Elektra)
Avin Lee (RSO)
BB King (ABC)
Ringo Starr (Portrait)
Scalet Rivera (WB)
Paul Horn (Mushroom)
Brian Eno (Island)
Duke Hamilton (Elektra)
Tony Trischka (Rounder)
Stanley Clarke (Newpper)
Artha Franklin (A&I)

FRED HORTON, MD. SIMON'S "Dr. Beat." Title LEE'S "Blue Thing." "Waltz KING'S "Comes Down." Title STARBUCK'S "Lipstick." "Who Needs RIVERA'S "Rainbow." Title HORN'S "Undercurrents." Title JUPITER'S "Days." "Ladies ENO'S "Here He Comes." "Newy." HAMILTON'S "Flight." "Billboard." TRISCHKA'S "Creek." "Deal." CLARKE'S "Lives On." "Jelly." FRANKLIN'S "Lady Speed."



ADDED
Les Dudek (Col)
Carly Simon (Elektra)
The Band (WB)
Ringo Starr (Portrait)
Gerry Rafferty (UA)
Auge: Topats (WB)
Climax Blues Band (Sire)
Marshall Tucker (Capricorn)
UK (Polydor)
Todd Rundgren (WB Bristol)
Ikey Blue (T-Neck)
38 Special (A&M)

MAJA PIFE, MD. Playing various cuts. Playing AIR WAVES and ELTON JOHN singles.



ADDED
Kraftwerk (Capitol)
Robert Nighthawk (Pearl)
Television (Elektra)
UK (Polydor)
Marshall Tucker (Capricorn)
Avin Lee (RSO)
HOT
Warren Zevon (Asylum)
Charlie Janus)

BOB GEIMS, MD. Playing various cuts.



ADDED
Marshall Tucker (Capricorn)
Ringo Starr (Portrait)
Bob Marley (Island)
HOT
Genesis (A&I)
Jefferson Starship (Grun)
Eric Clapton (RSO)

JOHN CORNWALL, PD. Playing various cuts. Playing DUKE & THE DRIVERS, CIRCUS, ALLAN CLARKE, YOUNG ELLIMAN, PLAYER, FAIRY WEATHER and CHARLIE WEINER singles.



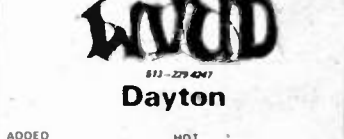
ADDED
Gerry Rafferty (UA)
Elvis Costello (Col)
The Band (UA)
Trigger (Casablanca)
HOT
Nantucket (Epic)
Eric Clapton (RSO)

JACKIE FORSTING, MD. Playing various cuts. Playing CHUCK MANGIONE, BONNIE TYLER, ELTON JOHN and SEALS & CROFTS singles.



ADDED
Les Dudek (Col)
Richie Furay (Asylum)
Todd Rundgren (WB Bristol)
Steve Hackett (Chrysalis)
HOT
All Rhythm Section (Polydor)
Jackson Browne (Asylum)
Robert Palmer (Island)
Sia Lee (Capricorn)
Wings (Capitol)
British Lions (RSO)

STEVE RUNNER, MD. DUDKA'S "Central Park." HACKETT'S "Nanna." Playing ANDREW GOLD, BOB WELCH, CHUCK MANGIONE, STEVE AD and ELTON JOHN singles.



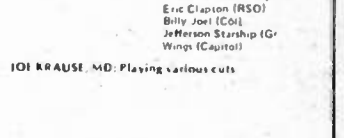
ADDED
Gerry Rafferty (UA)
BB King (ABC)
Todd Rundgren (WB Bristol)
Ringo Starr (Portrait)
Nick Lowe (Col)
Pure Prairie League (RCA)
Townes Van Zandt (Tomato)
38 Special (A&M)
Marshall Tucker (Capricorn)

DAVE LUCZAK, MD. GENESIS'S "Follow." STARSHIP'S "Love Too Good." SIMON'S "Made That Way."



ADDED
Strawbs (Arista)
Tim Wessberg (UA)
The Band (WB)
Dickie Betts (Arista)
Elvis Costello (Col)
Renaissance (Sire)
Marshall Tucker (Capricorn)

RANDY SUTTON, PD. Playing various cuts.



ADDED
Glenn (UA)

JOE KRAUSE, MD. Playing various cuts.



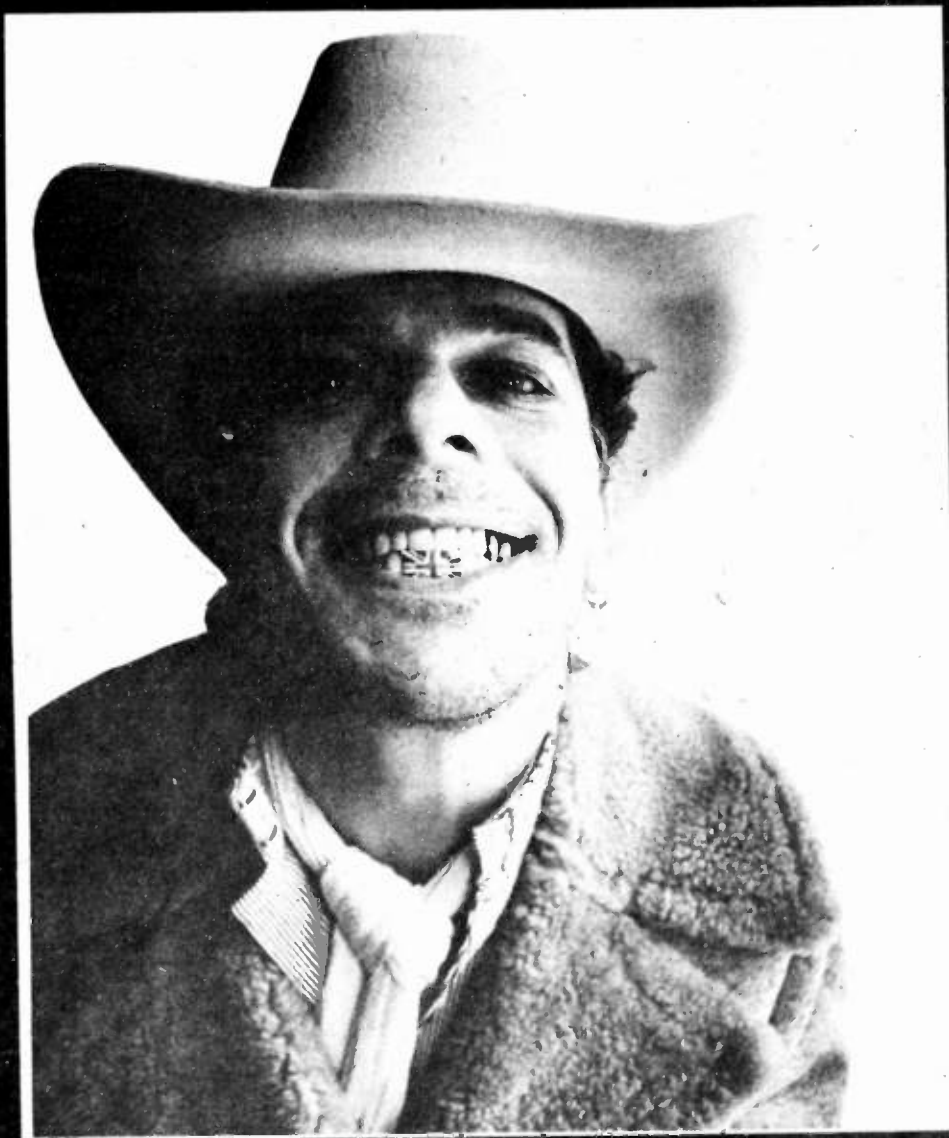
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FM-96
FM-107
AM-1400
FM-97
FM-93
FM-92
FM-100
FM-94
FM-92
FM-94
FM-94
FM-94
FM-92
FM-102
FM-107
FM-92
FM-102
FM-97
FM-106
FM-93

WICB
WILS
WIOT
98 ROCK
96 ROCK
WLPX
WLVO
WNOE-FM
WQDR
98 ROCK
WRCN
STARVIEW 92
LRS 102
95 Q
WRVR
WWWL
WWWV
WXLN
WYSP
WYXE
WZXR

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YORK
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CHARLOTTE
NEW YORK CITY
MIAMI
CHARLOTTESVILLE
SAVANNAH
PHILADELPHIA
MADISON
MEMPHIS

FM-91
FM-101
FM-105
FM-98
FM-96
FM-97
FM-96
FM-101
FM-94
FM-98
FM-104
FM-92
FM-102
FM-95
FM-106
FM-94
FM-97
FM-97
FM-94
FM-92
FM-103

Art Director: Linda Kind

Photographer: Jack Swern

KZOM Seattle

ADDED
Marshall Tucker (Capricorn)
Archie Franklin (A&M)
Pure Prairie League (RCA)
Ella Jankovic (WB)
Pat Metheny (Epic)
Keith Carrisi (Epic)
Janis Joplin (Epic)
Ringo Starr (Polygram)
Nina Simone (Epic)
Elihu Walker (Epic)
Ian Thomas (Epic)
Alex Gross (Windham Hill)

HOT
The Band (WB)
Jerry Rafferty (UA)
Jimmy Buffett (ABC)
Jefferson Starship (Grun)
Warren Zevon (Asylum)
Auger (Capitol)
Wings (Capitol)
Hyn Marowitz (A&M)
Bob Marley (Island)
NRBQ (Mercury)
Amazing Rhythms (A&M)
Elvis Costello (Col)
Carly Simon (Elektra)
Honeybus (Island)

JON KRITZER MD Playing various cuts. Playing MICHAEL JOHNSON and WILLIE NELSON singles.

KWFM Tucson

ADDED
Rufus Furry (Asylum)
Ikey Blue (Epic)
Aurade (Chrysalis)
Marshall Tucker (Capricorn)
Todd Rundgren (WB Bristol)
FM (MCA)
Ringo Starr (Polygram)
Airmans (A&M)
Wayne Henderson (Polygram)
UK (Polygram)

HOT
Warren Zevon (Asylum)
Carly Simon (Elektra)
Jethro Tull (Chrysalis)
The Band (WB)
Jackson Browne (Asylum)
Les Dudek (Col)
Steve Hackatt (Chrysalis)
Jefferson Starship (Grun)
Eddie Money (Col)
NRBQ (Mercury)
Robert Palmer (Island)
Stevy Dan (ABC)
Townshend Lane (MCA)

JIM RAY MD Playing various cuts. Playing JAY LEE GUSON, WAR ELTON JOHN and RONNIE TYLER singles.

KZOK Seattle

ADDED
Hudson Paltrow (Island)
Linda Ronstadt (WB Bristol)
Lee Dinkelspiel (Capitol)
Sly & the Family Stone (A&M)
HOT
Katie Bonoff (Capitol)
Jackson Browne (Asylum)
Heart (Mercury)
Kansas (Shanachie)
Jethro Tull (Chrysalis)
Warren Zevon (Asylum)
Wings (Capitol)
Bob Dylan (Columbia)
Tom Petty (Geffen)
BOD (Capitol)
The Band (WB)
FM (MCA)
Eric Clapton (RSO)
Jimmy Buffett (ABC)
Jefferson Starship (Grun)

MAYN MAUKER MD Playing various cuts. Playing BONNIE TYLER single.

KADI St. Louis

ADDED
FM (MCA)
The Band (WB)
Ian Thomas (A&M)
Dickie Betts (Arista)
HOT
REO Speedwagon (Epic)
Billy Joel (Col)

Att Rhythm Section (Polygram)
Wings (Capitol)
Journey (Col)
Genesis (A&M)
Jethro Tull (Chrysalis)
Warren Zevon (Asylum)
Bluish Lions (RSO)
Charlie (Janus)

PIE PARISS PD Playing various cuts.

WOUR St. Louis

ADDED
Climax Blues Band (Sire)
Lee Dinkelspiel (Capitol)
John Miles (Arista)
FM (MCA)
HOT
Frankie Miller (Chrysalis)
REO Speedwagon (Epic)
Journey (Col)

Head East (A&M)
Jefferson Starship (Grun)
Heart (Mushroom)
Charlie (Janus)
Jethro Tull (Chrysalis)
Att Rhythm Section (Polygram)
Van Halen (WB)
Manfred Mann (WB)
BTD (Mercury)
38 Special (A&M)
Robert Palmer (Island)

TED HABECA PD Playing various cuts.

wqsr 102.2 fm TAMPA

ADDED
Hadd Rundgren (WB Bristol)
Ringo Starr (Polygram)
The Band (WB)
Sutherland Bros (Col)
BB King (ABC)
Climax Blues Band (Sire)
Marshall Tucker (Capricorn)
Elihu Walker (Epic)
Pure Prairie League (RCA)
HOT
Jimmy Buffett (ABC)
Wings (Capitol)
Jefferson Starship (Grun)

Billy Joel (Col)
Att Rhythm Section (Polygram)
Dickie Betts (Arista)
Jethro Tull (Chrysalis)
Elvis Costello (Col)
Bob Marley (Island)
Gerry Rafferty (UA)
FM (MCA)
Carly Simon (Elektra)
Sea Level (Capricorn)
Little Feat (WB)
Bob Weir (Arista)

BOB STROUD MD Playing various cuts. Playing CELEBRATION MEAT LOAF, BONNIE TYLER, KENNY LOG GINS, WAR ELTON JOHN, WILLIE NELSON, ROGER POWELL, PATTI SMITH and RONNIE SPECTOR singles.

FM 104 Toledo

ADDED
The Band (WB)
Climax Blues Band (Sire)
FM (MCA)
Marshall Tucker (Capricorn)
Todd Rundgren (WB Bristol)
HOT
Kansas (Shanachie)
Journey (Col)
Stevy Dan (ABC)

Eric Clapton (RSO)
Billy Joel (Col)
Van Halen (WB)
REO Speedwagon (Epic)
Jimmy Buffett (ABC)
Jethro Tull (Chrysalis)
Charlie (Janus)
Carly Simon (Elektra)
Frankie Miller (Chrysalis)
Elvis Costello (Col)
Genesis (A&M)
Robert Palmer (Island)

NEIL LASHER MD Playing various cuts. Playing WARREN ZEVON, JACKSON BROWNE, ELTON JOHN, JEFFERSON STARSHIP, EDDIE MONEY, CHUCK MANGIONE, ATLANTA RHYTHM SECTION, ANDREW GOLD, WINGS, GEORGE BENSON, STEVY GERRY RAFFERTY and PATTI SMITH singles.

92.5 stereo fm wmmz Toledo

ADDED
Todd Rundgren (WB Bristol)
Marshall Tucker (Capricorn)
REO Speedwagon (Epic)
Climax Blues Band (Sire)
The Band (WB)
Tom Waits (UA)
Ringo Starr (Polygram)
HOT
Jackson Browne (Asylum)

Jefferson Starship (Grun)
Warren Zevon (Asylum)
Nick Lowe (Col)
Eric Clapton (RSO)
Att Rhythm Section (Polygram)
Wings (Capitol)
Andrew Gold (Asylum)
Journey (Col)
Jimmy Buffett (ABC)
Charlie (Janus)
Carly Simon (Elektra)
Bob Welch (Capitol)
Jethro Tull (Chrysalis)
FM (MCA)

PAUL GOLDBERG MD Playing various cuts. Playing CELEBRATION, CULFLOWS, GARLAND JEFFREYS, ELTON JOHN, PATTI SMITH, HENRY GROSS, HEART, GERRY RAFFERTY, CHUCK MANGIONE, GENESIS, BOB DYLAN, ROBERT PALMER, EDDIE MONEY, SWEET and BONNIE TYLER singles.

WOUR Utica

ADDED
Marshall Tucker (Capricorn)
Todd Rundgren (WB Bristol)
The Band (WB)
Climax Blues Band (Sire)
Duke Jupiter (Mercury)
Stanley Brown (Sire)
Steve Hackatt (Chrysalis)
FM (MCA)
HOT
Elvis Costello (new) (Col)
Elvis Costello (old) (Col)

Nick Lowe (Col)
Warren Zevon (Asylum)
Charlie (Janus)
Wings (Capitol)
Jimmy Buffett (ABC)
Gerry Rafferty (UA)
Jefferson Starship (Grun)
Garland Jeffreys (A&M)
Att Rhythm Section (Polygram)
Mars Mulder (WB)
Pat Travers (Polygram)
Gerry Rafferty (UA)
Dirk Hamilton (Elektra)

TOM STARR MD Playing various cuts. Playing BONNIE TYLER, ELTON JOHN, TOBY BEAU and JUDIC NEWTON singles.

dc 101 WASHINGTON D.C.

ADDED
Todd Rundgren (WB Bristol)
Gerry Rafferty (UA)
Marshall Tucker (Capricorn)
HOT
Billy Joel (Col)
Warren Zevon (Asylum)
Jefferson Starship (Grun)
Robert Palmer (Island)

Jimmy Buffett (ABC)
Little Feat (WB)
Att Rhythm Section (Polygram)
Wings (Capitol)
Carly Simon (Elektra)
Jethro Tull (Chrysalis)
FM (MCA)
The Band (WB)
Van Halen (WB)
Genesis (A&M)
Journey (Col)

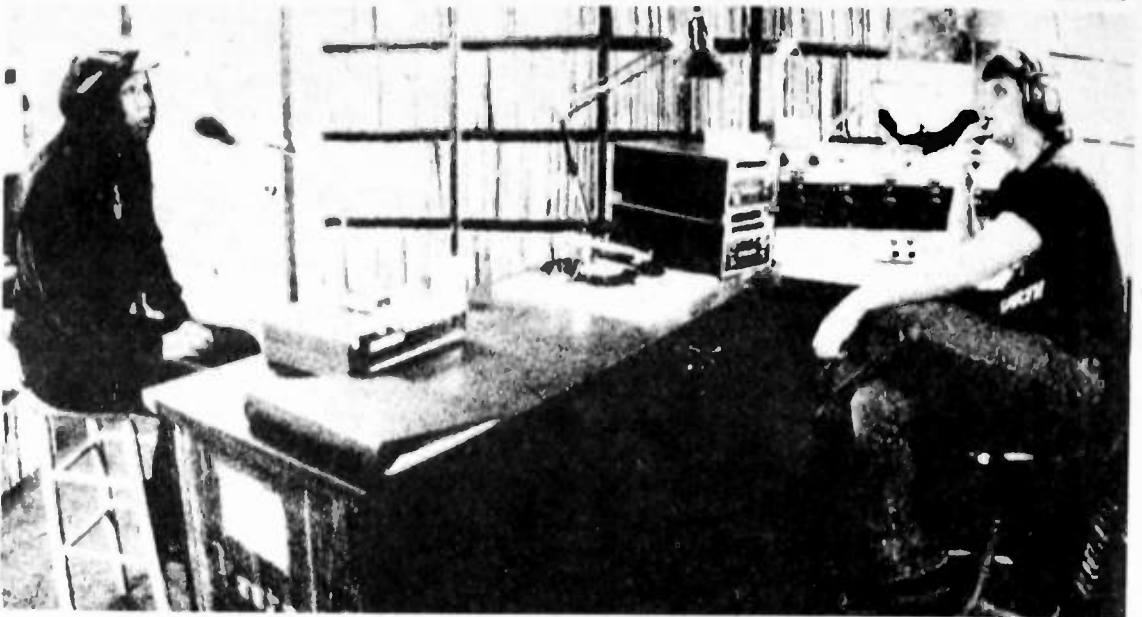
MICHAEL MCCA MD JOEL's Title "Good Die Young" ZEVON's "London" Tenderness STARSHIP's "Skateboard" Runaway PALMER's "Worlds" Overwhelm BLUFFETT's "Cowboy" Cheesburger HEAT's "Willin'" Atlanta ATLANTA "Eileen" Bother Me WINGS "Enough" Title SIMON's "One Man Woman" Belong TULL's "River" Accry HALEY's "Runnin'" Jamie GENESIS "Ballad" Follie Me JOURNEY's "Wheel" "Anytime" Playing PLAYER, EDDIE MONEY and STEELY DAN singles.

WAAF 107.1 WORCESTER

ADDED
Airmans (A&M)
Bluish Lions (RSO)
Todd Rundgren (WB Bristol)
Steve Hackatt (Chrysalis)
Frankie Miller (Chrysalis)
HOT
Eric Clapton (RSO)
Billy Joel (Col)
Wings (Capitol)

Jackson Browne (Asylum)
Stevy (A&M)
Elvis Costello (Col)
Jefferson Starship (Grun)
Meat Loaf (Epic Int)
Jethro Tull (Chrysalis)
Warren Zevon (Asylum)
George Benson (WB)
Carly Simon (Elektra)
Heart (Mushroom)
Patti Smith (Arista)
Jimmy Buffett (ABC)

LEE ARNOLD, PD; JOHN DUNCAN, MD Playing various cuts. Playing CHUCK MANGIONE, WET WILLIE, ENGLAND DAN & JOHN FORD COLEY and ATLANTA RHYTHM SECTION singles.



KFML HAS YVONNE—RSO recording artist Yvonne Elliman stopped at KFML/Denver's air studios for an interview with station Music Director Randy Sutton.



ALEXANDER BOOM AT WMMS—MCA's Willie Alexander & the Boom Boom Band stopped by WMMS/Cleveland before a recent concert appearance. Pictured (l-r, rear) are WMMS Production Director Steve Lushbaugh, Willie Alexander, MCA Cleveland Promotion Rep Steve Knill, air personality Matt The Cat, and Promotion Director Dan Garfinkle. Pictured (l-r, front) are air personality Al Koski, Program Director John Gorman, and staff artist David Helton.



PULLED INTO NAZARETH—Joining A&M's Nazareth backstage after a Los Angeles concert date were a cross-section of L.A. AOR radio personalities and A&M executives. Pictured (l-r) are Nazareth's Pete Agnew, KWST Program Director Paul Sullivan, group's Dan McCafferty, A&M President Gil Friesen, KMET Program Director Sam Bellamy, group's Darrell Sweet and Manny Charlton, and A&M Los Angeles promotion rep Jan Basham.

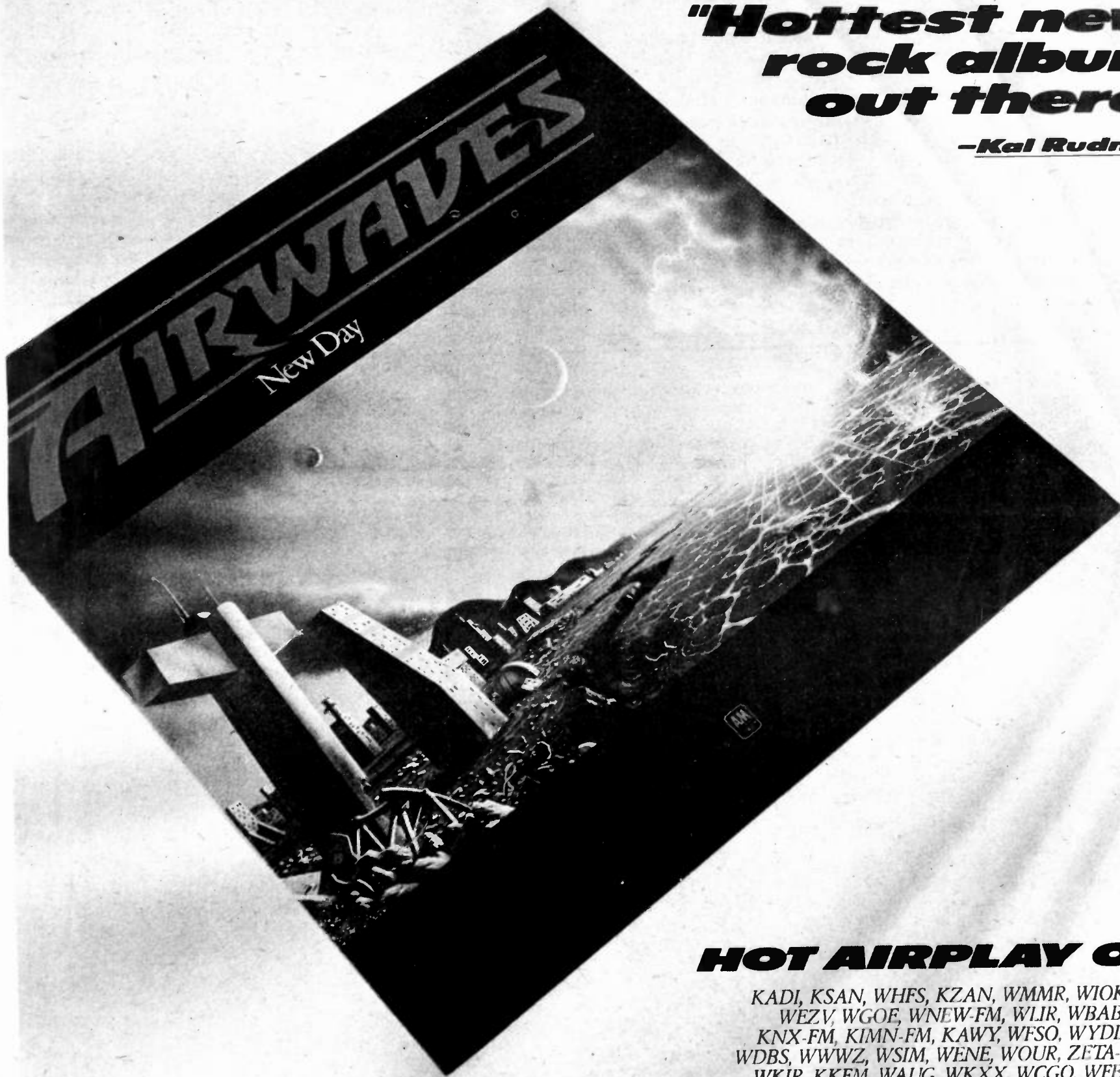
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The Hit Single from

AIRWAVES "NEW DAY"

AM 2032

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ON A&M RECORDS & TAPES

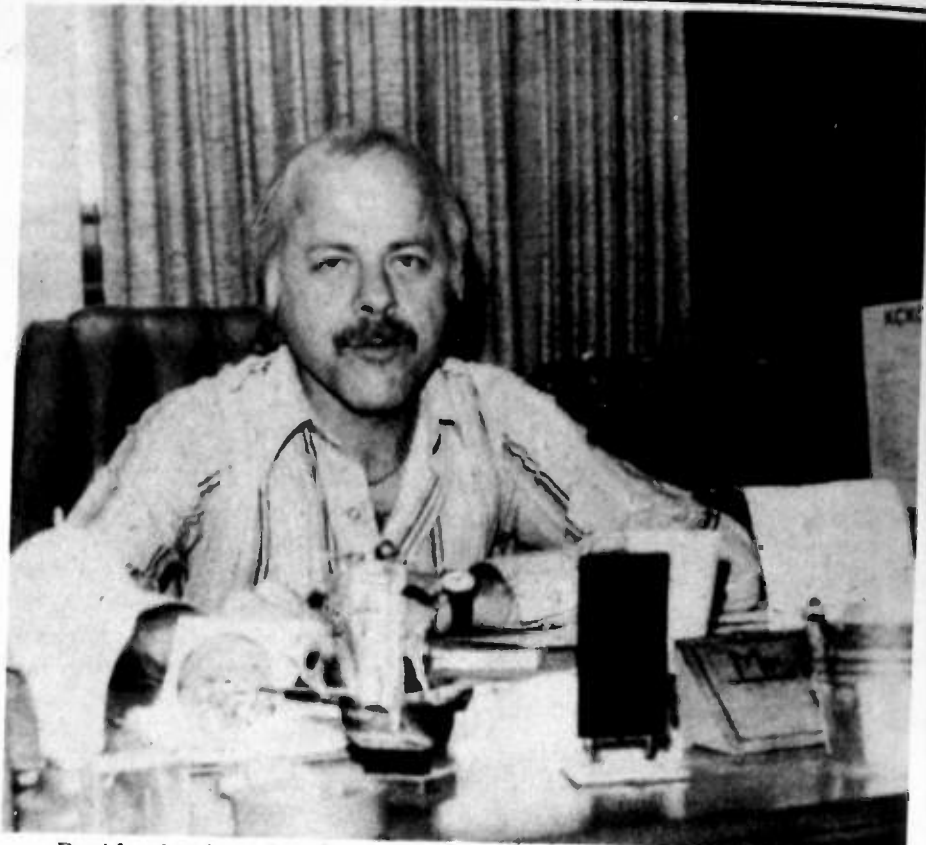


Produced by Pat Moran

R&R Interview With:

Bob Mitchell

VP/GM, KCKC/San Bernardino



Bob Mitchell was born and raised in Souderton, Pennsylvania, a town 30 miles north of Philadelphia. He grew up listening mostly to rock and roll radio out of Philadelphia, mainly WIBG, and was greatly influenced by rockers Joe Niagara, Hy Lit, Humble Harv and Bobby Mitchell. As a matter of fact, Mitchell, whose real name is Walter Detwiler, got his air name from Bobby Mitchell.

For the past 12 years, Bob Mitchell has been General Manager, Program Director, and Music Director of the highly successful KCKC/San Bernardino. His 20 year radio career began in Littleton, Colorado (outside Denver), at KUDY, which was a rocker at the time. He then journeyed to Salina, Kansas to work at KSAL, which Mitchell describes as being "a mixture of every format; I would call it real AOR: All Over the Road." His first exposure in Country radio was at KVWO/Cheyenne, Wyoming. He then joined another Country station, KRDS/Talos, Arizona, a suburb of Phoenix. On the recommendation of KSON/San Diego owner Dan McKinnon, Mitchell was hired by Harry Trenner in 1966 as GM/PD of KCKC.

Besides holding down a six-day-a-week air shift, Mitchell manages a Pony League baseball team, and practices weekly some of the most sophisticated music research in the radio industry. In 1977 he was Agenda Chairman for Nashville's annual Country Radio Seminar.

Recently, R&R Country Editor Jim Duncan talked with Mitchell about his ideas on creating a winning radio station.

R&R: What is your basic programming philosophy? Would you be doing it differently if you were not programming Country?

MITCHELL: I think programming philosophies are different if you're programming a Top 40 station or Country station or a Talk format station. I think first of all in the philosophy of programming you must pick out your target audience. Our target audience happens to be 25-49. A Top 40 programmer will have a target audience of 18-49. Programming philosophies will vary based upon the age group you

are appealing to. They'll vary based on the amount of competition that you have in the market when you're getting into music rotations, contests, etc. My basic programming philosophy is a continuing determination through methods of research or seat of the pants or whatever methods are advantageous to determine that thing, to determine from the people of your target audience exactly what they want to hear and how they want to hear it at any given time. To me the best thing a programmer can do is to do his darndest to look through the eyes of the people and hear through

the ears of the people and to be their representative and not to set himself up as an authority. In other words, I think you could use the word empathy.

R&R: Let's get into some of those systems. Since many consider you one of the top music researchers in the country, we're going to talk about music. But it goes beyond that as far as the radio station is concerned. I understand you have a couple of interesting methods, not only with the music but in other areas, of determining what an audience wants. Let's start with serving the community, giving them what

Everybody's turning on

KCKC

Serving the Inland Empire



1350 am

We're Driving These Hits Home!



Dave & Sugar GOTTA QUIT LOOKIN' AT YOU, BABY

BB 18* CB 18* RW 22* R&R 33*

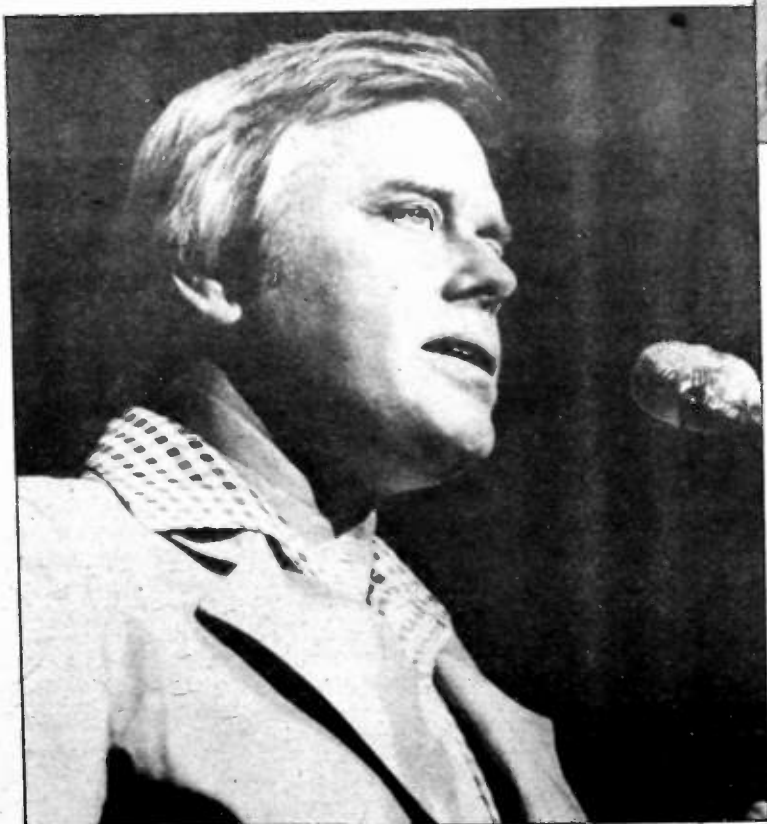
Bonnie Tyler IT'S A HEARTACHE

BB 63* CB 46* RW 58*



Tom T. Hall I WISH I LOVED SOMEBODY ELSE

BB 27* CB 23* RW 30*



RCA
Records



KCKC

they want from the radio station itself.

MITCHELL: A radio station is a broadcast facility that occupies a position on the AM dial, which sounds like a very simple thing to say, but I think that is where you must start, at the basics. You occupy a position on the AM dial or FM dial depending upon what you're associated with. I am with the AM station, 1350 KCKC. There are radios in cars, there are radios in homes, there are radios on tractors or whatever, and I must establish on that particular position on the dial something which will attract people to tune into that radio station. Different people tune in for various reasons. When you have a Country music station, your primary product I feel is the music. When you're in a competitive situation your primary product will still be the music but it could be the kind of music that you play. You can segregate and divide Country stations into conservative, medium conservative, ultra-conservative, semi-modern, and modern, etc., and this comes back to what I said before in picking out your target audience and researching exactly what kind of music your people want to hear. In order to attract people on a continuing basis to that particular spot on the AM dial they must have a reason to do so. They have a reason to do so because of the music. They have a reason because maybe you supply local news coverage. They have a reason because they feel comfortable. The people who communicate on that radio station are doing so on a one to one basis with them and they feel as if they are your friend and they are

"To me the best thing a programmer can do is to do his darndest to look through the eyes of the people and hear through the ears of the people and be their representative..."

not placing themselves above you. It must be an entertainment factor with radio. It must be an information factor with radio. We have a unique situation here where we do not have any local TV stations. All of our TV influence comes from Los Angeles; therefore local news becomes an important factor on the radio station because it is the only facility where they can pick up local news on an immediate basis. They can do it of course with the newspaper, but that comes out once or twice a day. There are so many different ingredients which go into the success of programming a radio station. I have been fortunate or maybe not fortunate to have had the only game in town for a long time and therefore it has become a little simpler, because the main ingredient, the Country music has been here in only one spot on the AM dial. Soon there are going to be 2 spots on the AM dial. In many markets there are 3 and sometimes 4 spots on the AM dial. So this programming situation is a very complicated and very complex thing and it all revolves back to the first

point that I made regarding determining what the people want to hear and using your various research methods to determine what these people want to hear in your target audience group.

R&R: Let's get into news and public affairs for just a second. That is obviously a big point in your radio station. Is it quite a heavy concentration on news and public affairs with KCKC?

MITCHELL: We have a heavier concentration on news than we do on public affairs. We have a heavy concentration on local news. We have news reports in the morning, at mid-day, we have news reports in the afternoon. We don't have them each hour 24 hours a day as far as the local exposure is concerned. We are affiliated with the ABC Information Radio News which provides our national news. We have a very good sports oriented person, Bob Harvey, who does our morning and afternoon sports. He's very heavily into sports. He has established liaison with all the local high

What The Owner Has To Say...

KCKC owner Doug Trenner also had much to say about his broadcast property and his influence on the operation. "I graduated from Ithaca College in Ithaca New York with a Bachelor of Science Degree in Broadcast Communications. I then went to work at WOR-TV in New York as an executive trainee and eventually became Director of Sales Service and an Account Executive. Some years later my father (the late Harry Trenner), and I purchased KCKC and came out to the West Coast to administer it." R&R Associate Editor Nancy Hoff recently visited with Trenner and his wife Tina at their Palm Springs horse ranch. She was given these insights to the Trenner success story:

R&R: Describe the personnel structure at KCKC.

TRENNER: Basically, the station is run overall by Jim Markam who is the executive Vice President. The Vice President and General Manager is Bob Mitchell. Bob has complete autonomy over the programming, as witnessed by the fact that we do a very good job in the market. We leave Bob alone. Then we have Richard McKelvey under Bob, who is Director of Station Programming and Operations. Under Jim Markam in the Sales Department is Kent Thompson, who is our Sales Manager, and Greg Kilborn who is our CPA, and so on down the line.

R&R: How involved are you on a day-to-day basis with KCKC?

TRENNER: I have a day-to-day involvement with the station. I don't go in there every day but I am in constant contact with the station every day, with Jim Markam, and basically keep tabs on the profit and loss statement. I get figures from the accountant and I do talk to Jim every day to find out what's going on and essentially help to motivate the staff, but it's not necessary for me to be there every day; Jim basically runs the station.

R&R: Do you involve yourself in any community activities for the station?

TRENNER: I do on-the-air editorials when I feel the subject is worthy of an editorial and that I am sufficiently versed on the subject matter to be able to talk about it.



Doug Trenner (right) and his "sunshine" Tina.

I decide on the editorial topics and write the copy and am completely responsible for their content and what goes out on the air. I have become involved with Operation Second Chance, which is a group in the San Bernardino/Riverside area that helps fund minority businesses.

R&R: What is KCKC's image in the community?

TRENNER: The station's image, I would imagine, is as a friend of the community, or actually a friend to the individual listener. I want the station to be a companion on an individual basis to the person who is listening on the radio. In addition, I want the station to be a source of factual information for the individual on the other end. I believe radio is a very personal medium. It has a one-to-one basis. That's my direction for the station. The station has an excellent image. It is very well known and very well respected. It has taken a long time to get to that point simply because the market itself was a very sophisticated media market, and the newspaper had a lot of control over it 10 years ago. KCKC is considered an authoritative source in the community and an excellent vehicle for advertisers.

R&R: You've got a new station coming into your market, KDIG (formerly KBON)

which will have a Country format. KCKC really hasn't had any competition like this before. What are your plans in dealing with this new situation? Do you plan to head KCKC in any different directions?

TRENNER: No, no particular different direction, but we will continue to program the music the way we have been. What we do we will continue to do. We never sit back on our laurels, we don't coast. I don't know who said it to me but someone once told me the only way you can coast is downhill. We're always trying to do something different. We're always trying to surprise the public with some new promotion and we will continue to do that. As far as KDIG is concerned, I welcome the competition. In the past we have not had what would be considered strong competition simply because we had a daytime station that went Country. We had a station far to the East that went Country in Ontario, whose signal wasn't that powerful in our market; consequently everyone said "You're number 1 because you're the only station in the market basically that programs Country." We feel we have an excellent radio station and I welcome the competition simply because it gives me the chance to show what a great radio station we have.

R&R: Do you plan to expand your organization and acquire new properties in the future?

TRENNER: Yes, we are looking in other areas of California. I think that California is an excellent radio market. A number of agencies conducted surveys and found that California, Southern California specifically, is probably the best radio and billboard market in the United States and I would imagine that holds true in Northern and Central California as well. I am looking for basically, properties more specific in California, but in the West generally.

R&R: Will these stations also be Country formatted?

TRENNER: Not necessarily. I'm not hung up on Country music, although I love it. As a businessman, when you go into a market you've got to determine what the market is lacking as far as the type of programming you choose. That's how you make money. If there's an opening for Country music then I'll use Country music.

R&R: In the last few years KCKC has used the term "Country Sunshine." How did that phrase come about?

TRENNER: The Country Sunshine image was kind of a coincidental type of thing. I am married to "Sunshine." She showed up at the station looking for a job as a sales person and completely knocked me off my feet. At that time I nicknamed her Sunshine because that's exactly what she was; she was the Sunshine in my life. At the same time Bob Mitchell was looking for a particular kind of image for the station as was I and he came up with the term "Country Sunshine," not knowing that I was calling Tina, Sunshine. It fit perfectly, and with Tina being a model, we used her beautiful face on billboards, and promotional pieces. We used her picture on our station's stationary, which she designed. I recently changed the name of the corporation from Dimarc Broadcasting to Sunshine Wireless Incorporated. That I would say rounded out the Sunshine image. It has been excellent for us. It's very identifiable. We've gotten a lot of feedback from people and they really like it...It works well so we're going to continue with it.

Bill Anderson

...he's got a smash hit single
"I Can't Wait Any Longer"

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A wide appeal country disco... another Killen Killer
 exploding on:

WHIM	WIRE	WEMP	KYNN	WIRK-FM	WBAM	WKDA	KLLL	KJJJ	KLAK
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WRCP	WTMT	WYTL	KWMT	WSUN	WPNX	WIVK	KKYX	KRAK	KRZY
WPIK	CKLW-FM	WAXX	WIL	WVOJ	WAME	KXLR	KVET	KCEY	KRGO
WCMS	WXOX	KTCR	WDAF	WGTO	WFAI	KRMD	WJQS	KMPS	KSOP
WADR	WNRS	WLOL	KFDI	WPLO	WCBX	KDJW	KCKC	KGA	KOYN
WWVA	WSDS	KXRB	KTTS	WQQT	WMC	KVOO	KSON	KRDR	KFTN
WTOD	WXCL	KFGO	WGMA	WYDE	WDOD	KEBC	KNIX	KEED	KGEM

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KCKC

schools; he's on a first name basis with each one of the coaches here plus all the news contacts. In public affairs, about the only thing we do on a weekly basis is the 30-minute "Inland Empire" program which airs on Sunday morning. We have taken the ten most important problems in the area that we have determined through research and for purposes of fulfilling our FCC obligations and we try to use these ten problems and we try to solve them through this program on a weekly basis. We promote the program through the local newspapers and on the air here at the radio station, but that is about the extent of the local news and public affairs programming.

R&R: Let's talk about promotion, promotions against contests. Are you involved in contests, do you do promotions? How would you consider yourself in terms of helping to market your radio station not only on the air but off the air?

MITCHELL: To me there is a difference between a contest and a promotion. You can't draw a black and white line there, but to me a promotion is something whereby a radio station can be involved visually through the media of billboards, newspaper ads, on-the-air promotion promoting your own radio station, your own announcers, special features on the station which I would place in the promotion category. Tuesday nights we have a "rate a record" night. We take up to and not exceeding ten brand new singles which we run on the air, then we solicit people's responses. That gets into the music research area. Wednesday nights we have an all-request classics night. That to me is a promotion. On Thursday nights we have a dedication night where people can come in and make actual dedications. That is a promotion on the radio station which is promoted 24 hours a day. We have a Top 35 countdown show on a Saturday afternoon which I do between 3 and 6, unveiling and revealing the new numbers on the survey plus the playing for the first time of a new hit pick. That is another promotion. These are areas of promotion. Sometimes we get out and do personals. We have a KCKC softball team which goes out and plays games with various service organizations. That is another area of promotion of getting your people out in front of the people involving yourself in the community. Those are what I would consider areas of promotion. Contests are forms of promo-



MITCHELL: Oh yeah, I've got 4 kids and a wife and a CB and two dogs. I usually get here about 9 o'clock in the morning and my day ends under normal circumstances around 6. I will spend quite a bit of the day here Saturday, and occasionally, depending upon my work-load, I will take various research things home with me and work on them in the evenings. So, I would say on the average, 55 to 60 hours a week possibly.

R&R: Do you feel like you might be stretching yourself too thin? Obviously the job gets done, but do you think sometimes you should delegate a little more authority?

R&R: What is your policy regarding adding a new record to KCKC's playlist?

MITCHELL: Let me just give you a brief history of the life of a record here at the station and that might help to explain exactly what happens. First of all, let me say that I listen to every Country single that comes into this radio station. Through the experience of osmosis or whatever you might call it, I have developed a sense of being able to determine if a record has a chance of becoming a hit. I'm trying to say that in a very objective fashion. Let's just say that a lot of the times when I have decided to go on a record full-time, that record will become successful. I'm not trying to come across as a braggart; it's just a matter of fact. If I'm not sure about a record I will take it and put it on the "rate-a-record" show to try to ascertain the possibilities of the record by asking the people, and they will give me some feedback. If a record comes up with a 9.5 out of a possible 10 I will most likely add the record full-time. Anything less than that, let's say if it's between an 8.5 and a 9.5, I will put it on a limited night-time playlist.

R&R: You're basing this on a scale of 1-10, right?

MITCHELL: Correct. If it's below an 8.7 I usually won't bother with it right away. I might also add that the night singles are a part of the active call-out research. They are not a part of the passive call-out research; only the active full-time singles become a part of the passive call-out research. So a record that is placed on a limited night-time playlist is not an area where a record is thrown to pacify a record company or promotion person. It is honestly an effort on my part to determine the relative appeal of a record by playing it to the audience from 6pm until 6am and then turning around on a week-to-week basis and researching it. The research response on such records is not nearly as high as the ones that are on full-time, of course. But after about a two to three-week period I do get a reading on the record. I've seen it happen time and time and time again that a record that has possibilities on a limited night playlist will start getting requests on it days. It will start showing up with 8's, 9's, and 10's on the active call-outs. If it does that it is pulled down to full-time play and it goes from there. The charting of records after they have been added full-time is dependent almost entirely. I would say as high as 80 percent, upon the research that I do as opposed to record sales. Record sales take too long to determine whether an audience likes a record or not. The sales factor comes in a little bit later on in the life of a record but initially and usually on a continuing basis 80 percent of the charting on my survey is based on the call-out research. I have mentioned active and passive. I do two forms of it. The active call-outs I do mostly on my own right now.

R&R: Define active and passive and then go into the process of each.

MITCHELL: My definition of active call-out research is a listener who is an active listener, who listens a great deal of the time, and it is a listener that I have picked up through contests and/or contacts on the request line who has demonstrated a certain amount of intelligence regarding his or her opinions of the music. They are the ones that are the active people, the ones who do make contact; they are participating listeners. I like to make my own calls on

"If I'm not sure about a record I will put it on the "Rate-A-Record" show to try to ascertain the possibilities of the record by asking the people..."

tion but they offer rewards. We do weekly album giveaways and/or whatever else we come up with at a particular time which is advantageous based upon what might be available. For instance we did a Waylon & Willie promotion this past weekend where we had Waylon & Willie mirrors, belt buckles, jerseys, albums and singles. The contest, promoted heavily, is an area of promotion which offers compensation. I just happened to think of another non-contest promotion, the "Who's calling" interview feature which I do. Today I had a very nice 15-minute conversation with Dolly Parton on the air. It was a live interview; she called me from Los Angeles during the lunch hour. This is an every Monday feature. Next week I have Eddie Rabbitt and so forth and every once in a while when they become available we do them more than once a week. Normally the way we have established it is to do it on a once-a-week basis. These are all things which are a part of the total success of your radio station, involving the people and hoping for reasons other than the basic meat and potatoes to attract them to the radio station, to tune in that position on the AM radio dial that offers various things.

R&R: As a GM, Music Director, and air personality, how many hours in a given week do you work at that radio station? Do you have any sort of home life?

MITCHELL: Well, yes and no. Recently, we started all these research activities and I did solicit the help of a very good young lady who is helping me on the passive research calls, and I'm also going to be getting some help on the active research calls. In other words, in some of the areas where individuals other than myself can do an equally effective job and give me time for more creative outlets, yes.

R&R: Let's get into music research, starting with your music philosophy. Where would KCKC be in that group of Country radio station types of music format that we were talking about earlier? Is it more traditional or more modern?

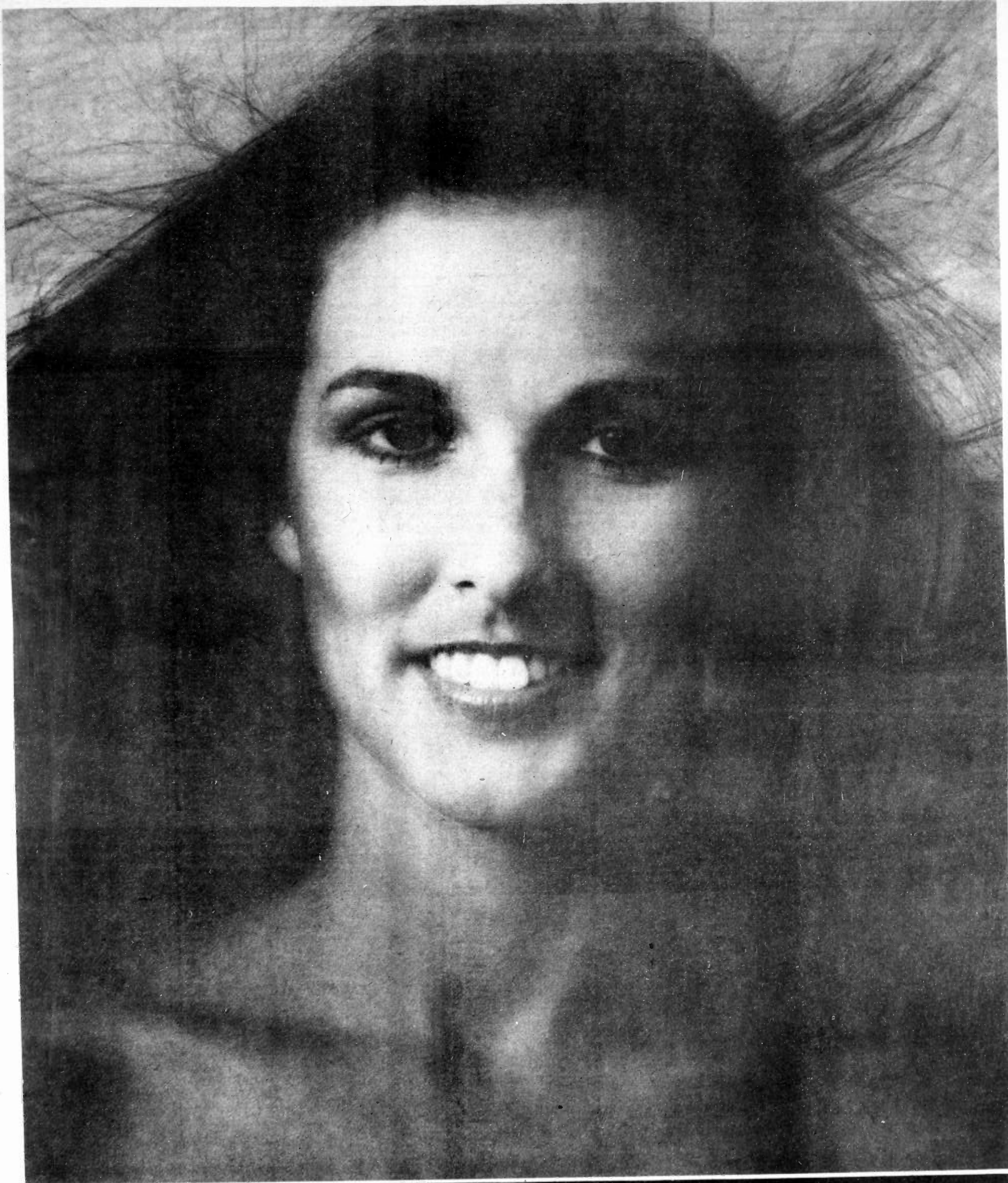
MITCHELL: I would venture a guess and say that it would be more progressive than conservative. I would say we could call it a modern/progressive Country music station.

R&R: You mentioned you had a countdown of your Top 35. You have 35 current records listed. How many records do you actually play in the current vein?

MITCHELL: Of active newer releases we have about 45 singles. That can fluctuate. Some weeks it can be less depending upon available product or it can be more.

R&R: You don't necessarily have a set number?

MITCHELL: No. I would say I would average out at 45 records.



“Let Me Be Your Baby”

A GREAT NEW EPIC SINGLE FROM

Charly McClain



KCKC

the actives. If I determine that a listener has become apathetic a little, couldn't care less, about participating in it anymore and they're just throwing rating numbers at me just to get it over with, I won't say I'm not going to call them back anymore; I just don't call them back anymore. For active call-outs I offer compensation for their participation of an album a month. Passive call-outs involve cold calls out of the telephone book accomplished by a very sharp lady who does it for me. We use the name of Creative Research Company. We do not use the radio station. In the passive call-outs we take random calls out of the phone books that represent this area. Once again in the research we isolate ourselves to respondents 25-49 only. In the passive call-outs, first we determine what radio station they listen to. We determine their age not by asking them but if they're over and under a certain age. Over 25, under 49, to isolate the

“We keep an accurate list of requests ...although requests are not a strong factor in determining the relative popularity of a current single.”

age group that we're getting into. After we have determined the radio station they listen to and what their age groups are, if they are listeners to KCKC we ask them if

they would like to participate in a little music survey for us. If they respond in a positive fashion we go down each song on the survey and ask them to rate each song on a scale of 1 to 10 and that is the end of that interview. I accomplish various things. I accomplish how many people out of all the passive call-outs are listening to the radio station. It's like having my own little survey every week. I find out exactly in the age group that I want, based upon the people who are listening to the radio station, what the target audience thinks of a certain song or all the songs on the survey, and it's just as simple as that.

R&R: Does this also help you in determining how a record is doing on a continual basis, a point at which a record will burn out on you?

MITCHELL: Yes, definitely. If a record is beginning to burn out, the audience or respondents will rate it less than if they are digging the record a whole lot. It determines not only on relative newcomers the popularity of a record or the strength of a record that is already high on the survey, but it will also determine and does show a burnout factor on the record. I must also say that burnout factor is determined on my own gut feel that I get because of doing a 4-hour air shift every day.

R&R: You answer the phone while you are on the air?

MITCHELL: Yes.

R&R: Do you encourage your other jocks to do the same and have them report to you on the particular positives and negatives on records?

MITCHELL: Yes, and they do so. We keep an accurate list of requests that come into the radio station, although requests are not a strong factor in determining the relative popularity of a current single. Requests we find are mostly for older songs because through the process of the research we have found that it is unnecessary for them to request a song they want to hear, because with the format we utilize the more popular a record becomes or the higher it is rated the more frequently it is played. It all comes back to the initial point that I made of determining and doing and giving to the people what they want at any given point in time. Let me say the request factor is very limited but it can become very obvious at times depending upon the initial great appeal of a certain song from a request factor. I can give you examples like "Roses For Mama," "Teddy Bear," songs of that sort, "The Streak" records that generate immediate response usually based upon the fact that Mabel wants Charlie to hear it. Immediately.

R&R: I know you spend a certain amount of time during the week in jukebox research. Outline that for us.

MITCHELL: I am involved with the local organization that services 75 percent of the juke boxes in this area of a Country and/or Pop variety. They supply four different things to me: a request report, an add report, the top three, four, five (it varies) plays of current singles, and a top three, four, five of oldies items that are being played.

R&R: Let's get into the thoughts on playing of oldies. How far back do you go and what percentage of oldies are you playing in a given hour?

MITCHELL: That will depend upon the time of day. We have a higher frequency of repetition on the more popular songs in the drive times because of the shorter spans of listening. We will expand into more of an oldies situation between 9am and 3pm and after 6 of course, but I would say on the overall we will play as high as 50 percent oldies in an hour. You want the definition of oldies. Oldies are songs that, and this varies, in the past five years have been Top 35 songs for an entire year. There are exceptions to this rule. Example: "El Paso" by Marty Robbins, "For The Good Times" by Ray Price, songs like that which are older. Another example would be "From a Jack to a King" by Ned Miller, which by the way was the number one coin item on the oldie list of the jukeboxes last week. There are exceptions to the rule but usually the oldie category will be composed of three areas. We have classics which are housed in blue shucks, we have classics that are housed in red shucks, and classics in yellow shucks. The blue are the older classics that have

A STATION WITH PERSONALITY — Alan & Harvey On KCKC

They have come to be known in the Inland Empire area (San Bernardino/Riverside Metro) as an institution, or did they say those guys should be in an institution? Dick Alan, who celebrated his 15th year anniversary with KCKC in March, has been doing morning drive since 1969 in typical fashion, bright, happy and one-lining them to death. Beginning in mid-1974, with the acquisition of Bob Harvey as News and Public Affairs Director, KCKC's Alan in the Morning show took on a new approach not previously tried in the market — could a newsman be as funny as the morning man and keep his job? Answer, he could. The audience agreed, the ratings skyrocketed, and the marriage continues today.

Bob Harvey still takes an active interest in the on-the-air headlines and weather, but these are usually done together. Harvey, who is the younger of the two (25) usually looks to Alan for experience in things like travel tips, home care and maintenance and many of the things an older person like Alan (35) might know. Alan on the other hand, often looks to Harvey for insight into what the younger person might be into, since Harvey was single and wild when he started with Alan in the morning. The result on the air has been rewarding, with a wide demographic appeal. Either participating directly, relating entirely, or vicariously wishing they could, the feedback comes in sooner or later.

The entire Alan and Harvey approach to the air is "We're no better than anyone listening, but are occasionally more daring." Harvey tends to be more macho, like the morning he took off all his clothes, except his boxers, and sat on top of the news cruiser because he wanted a tan. Then he invited women to come down and take a picture of him for a free album. Alan, on the other hand tried to mediate between the station management concerned about image and continuing to promote the situation by egging him on.



As far as show preparation is concerned, Alan subscribes to several services which he and Harvey sometimes preview daily for appropriate lead-ins. But according to Alan, "We get better stuff on a spontaneous basis, like what did you do last night?" Only to find out that Harvey got drunk, fell asleep and missed "Happy Days"; it could happen to anyone.

Off the air, Alan and Harvey continue to be close personal friends. Some of the on-air material actually comes from weekend experiences when their families get together to play cards or go to Las Vegas. Both Dick and Bob feel that San Bernardino is a fantastic market to work in. And although salaries are somewhat lower than nearby Los Angeles, both feel the market is still virtually untouched for free-lance opportunities. Alan has been into instructional media in the area for several years with his own business and occasionally does voice-overs on Los Angeles TV. Presently Alan is under contract with Angel's Home Improvement Centers to provide TV voice-overs and with the Department of the Air Force, instructional narration world-wide. Bob Harvey also has a profitable independent sports company and presently is the play-by-play voice for Cal State Fullerton Football and Basketball games. In addition, Harvey heads up the KCKC softball team.

Alan and Harvey say they love radio, put their hearts into the show and leave feeling good. Alan's advice: "You can't do a good job if you don't enjoy what you're doing. Sometimes the pressure is too much, but just then the phone rings and someone says 'that was the funniest thing I've ever heard' and you know it's all worth it, cause you're cookin'."

been prior to a year ago Top 35 items on the KCKC 35 for the entire year. The red ones are those that are just past what you would call the recurrent category, that have been very effective songs but they're a little bit older, they do not have quite as much frequency. The yellow ones are the ones that are recurrent, ones that have recently come off the survey and are still in a fairly active rotation because of demand. As one very famous programmer whose name escapes me said at one time, by the time the jocks are getting tired of a record the folks are just learning the words to it. That's one of the considerations here. We also have what I call a super classics category that we break out of each news cast with. A super classic would be a song that made it within the top 3 to 4 of any given year.

R&R: So you kick off your hour with that.

MITCHELL: Yes. For example, "I Can Help" by Billy Swan which was the number one record of 1974. "Rhinestone Cowboy" by Glen Campbell, super classics.

R&R: Some in the crossover vein?

MITCHELL: Yeah, sure. In other words, they have a wide audience appeal and we pre-promote it prior to going into the news which gives an option for a wide demographic base to keep tuned to your radio station.

R&R: Do you promote that particular oldie or do you publicize cuts that you're going to play in the next hour?

MITCHELL: Well, we promote two records. We promote the first two. The super classic which is followed by a 1-6 on the current survey.

R&R: OK, back to the current stuff again. Do you think that a radio station, a Country radio station in particular, should be obligated to play a new record by a name artist just because it is a new record by that so-called "name" artist?

MITCHELL: No. I say that based upon experiences that I have received over the past year when I have gotten more actively into the passive research. When we ask the question regarding a song we ask it regarding the song, we do not ask it regarding the artist. In other words, we go down the list and give the title of the song, we do not give the artist. I could cite one recently by a superstar who came out with a new single. He has had a consistent record of hitting the Top 10 and admittedly I added the record because it was a superstar, but I really didn't think that strongly of the record. I was guilty of adding the record because it was a superstar. In about two weeks, the record showed a very mediocre response and we dropped the record and haven't had a request for it since. Anyway, what I'm saying to you, and I will shout this to the world: I don't give a damn what your record label is, I don't give a damn if the artist has had four hit songs in a row, I don't give a damn if Bob McDill, Waylon Holyfield, Kristofferson and Shel Silverstein all wrote the one record together, I will listen to a song and ascertain the relative strength of a record.

R&R: Do you day-part any of your music at all? Would there be a certain record that you may not play during the day time that you would play at night?

MITCHELL: Yes. I told you earlier I had night-only singles that I add on some of the singles that do not rate well on rate-a-record night. Beyond that, I do day-part. I don't do it very much but I do day-part occasionally and day-parting usually comes on the basis of the tempo of the record. I day-parted Elvis' "Softly As I Leave You" to 9-3 and after 6. I OK'd "Unchained Melody" for full-time. But as it turned out we got great requests for "Softly As I Leave You" and it has now become a full-time item because of the demand of the people. I don't know how long that's going to last, but for right now that's what the research is showing.

R&R: Do you use the disk or do you prerecord your music on cart?

MITCHELL: Well, if I had my choice I would prerecord everything on cartridge. I do not have a choice because of the amount of man-hours involved in keeping it current, and you know the whole stick there is just too much work involved, that it is not feasible with the amount of employees I have at the radio station to do it, so I do use disks.

R&R: As one of the leading music researchers in the industry, is there anything else you'd like to say on that subject?

MITCHELL: I can tell you something that if I had another body that I could put out and put to work, I am considering doing. I'd like to hold monthly music meetings with 25 of my active research people, renting a hall, supplying donuts and coffee and sitting down with a stack of new albums and a stack of new singles and discussing and playing over a speaker system to these people, giving them secret ballots and having them turned in at the end of the meeting, and I'd evaluate the research on that basis. Also, I'd like to use these same 25 active researchers to discuss and tear apart our programming philosophies and policies. I don't think that's ever been done before, but if I had the time I would like to do it. I think it would be very helpful because really,



I could care less whether Joe Blow in a certain town is aware of the fact that I am playing a certain single. What I give a damn is when a listener calls me and says, "Hey, that song

ing the midday we put together two songs that continue a story, like Jessi Colter's "I'm Not Lisa" to be followed by a Johnny Rodriguez song, "I Can't Just Get Her Out Of My Mind." There are two songs that relate to one another and there are a lot of songs like that. I put them together spontaneously and people contribute their own over the request line, becoming very heavily involved in this. The only time I get more talky is when I do my "Who's Calling" feature, which lasts about 15 minutes on the air and involves only a superstar, only currently effective artists. The afternoon show is a little more tight also; it's not nearly as loose as the morning show. The evening becomes a little more looser as far as music policy. We get into album cuts, current albums and older albums, songs that have proven themselves to have appeal. Example: "Country Cookin'" by Ronnie Milsap, which was never a single in the form that it is on the "Ronnie Milsap Live" version, but it makes good nighttime programming. The personality factor is working when we present our live show at the Swing Auditorium and somebody walks up and says "Hi, Bob" or "Hi, Dick" or "Hi, Jay, how ya doing?" as if they have known us for months. That is the kind of image that we communicate, not above, not below, just your friends.

R&R: Do you have any specific goals for the radio station at this point? You are top-rated in the market. Where do you go from here?

MITCHELL: Well, the only goal of a radio station that you can have is to maintain a large audience and to build upon that audience, and that is my goal...to continue the success of the radio station. I can tell you honestly that I'm loving it. I've been here for 12 years but I wake up every morning and come to work and there are always new challenges here, and I am welcoming the competition that is coming into this market.

R&R: Do you foresee any changing in your methodology, your approach of your radio station with the new competition?

"When we ask the question regarding a song, we ask regarding the song, we do not ask regarding the artist."

really blows my mind, I sure am glad you're playing it." I can't say enough about how I must divorce myself and my own feelings and inclination of a personal and selfish nature from my job, and I must do my best to reflect exactly what my target audience wants me to do. That is my goal here at the radio station, to reflect exactly what they want to hear in music, in news, in the amount of times that they are exposed to particular songs, to the personalities. It all goes into a computer, my own little feeble computer brain that comes out with the results every week on a continuing living-with-it-day-in and day-out basis.

R&R: Your air personalities—tell us about their approach on the air and what you look for in an air personality, how much leeway you actually give them and what you want from them as an air personality. First of all, do you consider you have air personalities or disc jockeys on the radio?

MITCHELL: Let me put it this way, we have people on the air. You get what I mean? We don't have stars, we don't have air personalities, we don't have super whatever. I consider we have people on the air who can relate to people and who communicate on a one-to-one basis. The morning show is a little more free as far as the talk factor is concerned because people are a little more information-oriented when they start the day out. They want to hear a little more news, weather, maybe a few one-liners. We're a little freer in the morning show and that's why the format is tighter. Whenever we play a song it is a super-heavy, whether it's on the survey or an oldie. In the midday I tighten up a little bit. I say very little. I put together a lot of music sets. Music sets are defined in some areas as music sweeps. Well, my music sets are incorporated in music sweeps, the music sets are meaningful back-to-back songs that relate to one another. To give you a prime example that comes to mind right away to describe exactly what we do, in the music sweeps dur-

MITCHELL: Sure, I'm sure there will be as time goes on because we will accommodate. I believe in the philosophy of "act, don't react." In other words, don't do something when you're number 2. While you're number 1, continue to do something and stay that one step ahead and pay attention and take care of business and be aware of the intricate programming philosophies of your competitor and try to ascertain it and try to tear it down and try to be just a little bit better and to get the edge and stay one step ahead.

R&R: Finally, any particular goals for your own career? Obviously you're very happy where you are now or you wouldn't have been there as long as you have; no doubt there have been job offers to go to a bigger market. Do you want to stay there the rest of your life or do you have any particular goal as to where you want to go from there?

MITCHELL: Let me put it this way...I am very, very music-oriented. I happen to think that with most radio stations, unless you're a talk format, your music, your music mix, your music presentation is extremely important. I pride myself in the fact that I have a fairly good ear when it comes to ascertaining music. I would like to expand and maybe get into the area of A&R, music production eventually, but just from a personal standpoint, my family is very important to me and one of the reasons that I have chosen to remain here in this area is because all of the kids have grown up here and I am presenting to them at this time a very stable environment for them to grow and expand and to develop friendships, and I want to hold that intact because I think everybody's number one goal is personal happiness. To me, seeing their happiness and their growing process brings me happiness, and the success here at the radio station brings me happiness, and there are sometimes other things in life which contribute to the happiness result more than just money.

COUNTRY



Direct From Duncan

by Jim Duncan, Country Editor

News Notes

More news this week from the Motor City. Deano Day, the veteran morning air personality at WDEE/Detroit, has left after six years. Also, midday personality Tommy Dean has exited the station. Ken Morgan, most recently morning man at WKNX/Saginaw, takes over the morning slot. New PD Tom Allen moves to afternoon drive and Ron Farris returns to the station's air staff. The new lineup is as follows: 6-10am: Morgan; Bob Burchett, moving from afternoon drive to 10-2pm; Jimmy Bare, moving from 10-2am to 6-10pm; Farris is now in Bare's old slot; and Rosalee takes over 2-6am, moving from the 6-10pm slot. Deano Day, who was one of the most visible personalities in the market, has announced no plans at this report. Suzanne Benson, former afternoon drive personality at WFMS/Indianapolis, takes over as Music Coordinator at WMAQ/Chicago. PD Bill Hennes told me: "At the present time Suzanne will not have an air shift because she has plenty to do in coordinating the music for WMAQ." Veri Wheeler, General Manager of WUBE/Cincinnati, has been appointed as GM for both WUBE and sister station KCKN/Kansas City. KCKN's GM Don McCoun has acquired a radio property in the Northwest, leaving the Kansas City position. Both WUBE and KCKN are AM/FM operations formatted Country. The stations are owned by Danny Kaye and Lester Smith. LaMonte Germany from Morgan State University, has joined WPOC/Baltimore to handle music research. Laurie Karon, from WAAM/Ann Arbor, joins WNRS/Ann Arbor as production copy writer. KLZ/Denver's new Line-up is: Liz Darrig, 12-6am; Jockey Joe Kelley, 6-10am; PD Ron Jones from 10-noon; noon-3pm, Sandy Travis; 3-7pm, Mike O'Connor; and Perry Martin 7-midnight. The station's first major promotion since the recent format change was the "KLZ Battle of the Giants" weekend. They pitted different hit songs against each other. According to PD Ron Jones the Colorado Country Champion was "Don't Be Cruel" by Elvis. Runnerups were "Ring Of Fire" by Johnny Cash, "Blue Eyes Crying In The Rain" by Willie Nelson, "Let Me Be There" with Olivia Newton-John, and Johnny Horton's "Battle Of New Orleans." Rick Hansen takes over the AM drive chores at WYTL/Oshkosh, Wisconsin. He comes from WMKC in the market. Craig Wallin, who was doing the morning show has gone to WCMR/Elkhart, Indiana. Ann Clark, from WOKK/Meridian, Ms., is now doing morning drive at WYLS/Livingston, Alabama. She will also be doing the music. Ann replaces "Country Hugh" who departs the morning show to take on as a full time salesperson for WYLS. Owner Jeff Stacy has announced a format change at WLIQ/Mobile to "Country Gold." The format will feature an oldie every other record. The program manager is Boomer McCoy from WMAK/Nashville. McCoy will also take over the morning show. Bubba Hatfield, from KIIS/Los Angeles; Jay Walker, from KELP/El Paso; and Keli Schweitzer, from KYSN/Colorado Springs, round out the air staff. The station will be known as 136Q and will be the first Country station in that market to do air traffic reports. KIKK/Houston celebrates their 21st anniversary on April 27 with a special cocktail buffet that evening for invited guests (I would like to thank GM Al Greenfield; PD Bob Young and MD Joe Ladd for the invite. Houston is one of my favorite towns and if I could breakaway for that day they know I would in a second. Congratulations KIKK!!). Bakersfield has a new Country station in KQEZ. Johnny Mitchell, from KERN, will be PD and Sandy Sobel is the Music Director.

COUNTRY SEMINAR SETS 1979 DATES: The tenth Country Radio Seminar has been set for March 9th and 10th at the Hyatt Regency Hotel in downtown Nashville. I will be on the agenda committee again this year, so please send any ideas or thoughts to me prior to the agenda committee meeting in September (as you can see from this week's front page story, "R&R gets a move on" in a couple weeks. So start sending news, information, music surveys, ideas and suggestions to our new home in Century City).

Washington, White House And Where's My Car

WASHINGTON, D.C.—It was a very proud moment for me personally and most certainly for the entire Country music industry last week when the President of the United States, Jimmy Carter and his lovely wife Rosalyn, welcomed us with open arms to their home at the White House. But my journey to the nation's Capital was not an easy one.

My trip first began in Las Vegas, where my wife, Judy, and I went a week ago Saturday night to see Kenny Rogers and Olivia Newton-John in concert. Since we had a great deal of luggage for our Washington trip, we decided it might be a good idea, since we were just spending the night in Vegas, to leave the bulk of our luggage, camera equipment, formal wear, etc. in the trunk of the car. The next day, we flew back to Los Angeles airport for a connecting flight to Washington. During our stop over, we figured we would just pick up our things and be on our way to a great three days in D.C. Wrong!

My car, and everything in it, was stolen some time during the quick overnighter. After sudden depression set in, my wife and I rented a car, following our becoming a statistic with the LAPD, and went home. I called Jo Walker, Executive Director of the Country Music Association, who was already in Washington. I let her know there was no way we could be with them the next night to meet the President. About ten minutes after I hung up, she called back and said we had to figure some way to get there. To make a long story short, it took a minor miracle for Judy and me to find the necessary clothing, luggage, formal wear, and all the other essentials for a three day trip, in an hour and a half on a Saturday



Pictured onstage in the White House's East Room are (l-r) Tom T. Hall, President Jimmy Carter, Loretta Lynn, Conway Twitty, and Rosalyn Carter.

afternoon. Somehow we did. That is also one of the reasons I was unable to bring back many photos as I wanted from this very special event. My thanks to White House photographer Karl Schumacher for making available the front page photo on this week's R&R and the other picture this section (by the way, the CMA is sending more photos which I'll feature next week). Now the good stuff:

Because we finally took an all night flight, early Monday morning, I had to miss the CMA's committee meetings all that day. Thank you to WHN and Storer VP Neil Rockoff for overseeing the Radio Committee of which I am chairman. After an afternoon rest, it was off to the White House. The occasion was to celebrate this being the 20th Anniversary of the Country Music Association. The officers and CMA board of directors, along with about 150 other industry representatives, stood in a reception line to meet the President and Mrs. Carter. CMA Board Chairman Don Nelson, VP/GM WIRE/WXTZ/Indianapolis, was heard saying, "When the CMA gets a hall for a function, it gets a hall!"

After the reception, everyone moved into the East Room for a special concert featuring Tom T. Hall, Conway Twitty and Loretta Lynn. The President had to leave in the middle of Hall's performance to take a call regarding the Panama Canal treaty vote, which was held the next day. After the show we were treated to a delicious buffet featuring crab, shrimp, poached salmon, prime rib, strawberry tarts, wine, and champagne (plus some other tasty treats, but that's all I could get down in one trip through the line).

About a half hour later the President returned to greet the many guests. After awhile, an informal concert was staged featuring James Talley, Larry Gatlin, Charlie Daniels and Gary and Terri Morris. The Marine band provided music in the hallway between the East Room and the State Room, where the buffet was held. I enjoyed their version of Hank Williams' "Your Cheatin' Heart."

Many times during the evening I had to pinch myself to remind me, I was really in the White House. It was such a casual affair and everyone felt right at home (after paying taxes recently, I have a feeling I own part of it anyway). It was a beautiful night in Washington, D.C. from the start to the end, which included a night tour of some of the many tourist attractions and sights in the surrounding areas. The next day it was really down to business.

The CMA Board of Directors meeting got underway at the Hay Adams Hotel promptly at nine in the morning. Most of us were still beaming from the great night before. The main topics brought up during the day-long session was the announcement of this year's CMA Awards Show being set for October 9. In years past it has aired on CBS, but at this meeting negotiations were underway to determine if CBS or possibly another network would carry the highly-rated show. The annual CMA Convention was scheduled, not during the same week as the awards show, as has been the case in the past, but rather a week later starting October 16. The banquet and show will be held Friday, October 20th at the Municipal Auditorium. Joe Allison will produce the show. No talent has been named yet. The CMA is working on a possible radio simulcast, for member stations, of this year's award show. More on that later.

Tom T. Hall provided the entertainment at the noon lunch break. WPIK/WXRA, our Country reporter from Washington, D.C., held the luncheon to honor the CMA directors and officers. PD Red Shipley told the audience, which also included invited guests and sponsors of the station, "We welcome all of our visitors to Washington, D.C. If there is anything we can do for you please do not hesitate to ask. I feel we can help you with anything you might need, except possibly find Jim Duncan's car. But we are trying."

Thanks Red, I really needed that! It had been a wild three days.



Biff Collie

Inside Nashville

DATEBOOK: Motion picture queen Katharine Hepburn surprised everyone at Nashville's Advent Theatre Saturday night when she arrived unannounced to watch her niece Katharine Houghton perform in the play "Hedda Gabler." She flew down from New York with her secretary and returned immediately after the performance. Gordon Lightfoot hypnotized 7000 for an hour and a half while battling a bad sound system in an impractical acoustical setting. Tommy Overstreet' Pinnacle Corporation will develop a \$3.5 million tourist-oriented com-

mercial center here at the intersection of Demonbreun St. and Interstate 265, at the foot of Music Row. It'll be built on a two-acre tract which will include office space, shops, an 800-seat theater, and two restaurants. The land was purchased from the Metro Development and Housing Agency for \$500,000 and construction is scheduled to begin immediately. Jeannie C. Riley, Mrs. Howard Baker, and Mrs. Jimmy Carter hosted lunch last week for the Senate wives at the White House, and the theme was

Continued on page 63

I NEVER WILL MARRY (E-15179)



***A Country hit from Linda Ronstadt's triple platinum album.
Simple Dreams. Produced by Peter Asher***



COUNTRY

BREAKERS

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

CHARLEY RICH

Puttin' In Overtime At Home (UA)

New this week at WWJO, WJVA. Moves 39-28 WMAQ, debut 26 WPLO, 36-28 KNEW, 37-27 KENR, 43-25 KDJW, 15-7 KCKN, 31-25 KYNN, 35-30 KHAK, 25-18 KRZY, 37-21 KIKK, 35-30 WWVA, debut 26 WIXZ, 40-30 WBAM, debut 27 WJJD. R&R Chart debut 26.

SANDY POSEY

Born To Be With You (WB)

Added this week at KNIX, WSLR, WIL, WYTL. Charts 38-29 WMAQ, 31-19 KDJW, 31-24 KNEW, 36-29 WIRE, debut 19 KGBS, debut 29 WJJD, 24-19 KSO, debut 27 KAYO, 35-23 KRZY, 39-30 KRAK, debut 35 KCKN, 31-25 KHAK, 23-15 WWVA, 13-9 KYNN, 16-12 WSUN. R&R Chart 36-31.

DAVE & SUGAR

Gotta Quit Lookin' At You Baby (RCA)

New adds at KSON, WDAF, WMAQ, WWOK, WSUN. Charts 36-29 WIXZ, 38-30 KNEW, 51-39 KLAC, 26-16 KDJW, 18-12 KGBS, 35-29 KLAJ, 40-29 WONE, 37-28 WLLOL, 33-27 KHAK, 30-23 KBET, 37-29 KUZZ, 30-21 KRZY, 30-20 WTSO, 30-25 WNRS, R&R Chart 39-33.

LARRY GATLIN

Night Time Magic (Monument)

Added this week at KCUB, WMAQ, WDAF, WUBE, WDN, KRMD, WHBF. Charted 36-20 KGBS, debut 25 WPLO, 35-26 WIL, 36-28 KHAK, 34-26 WONE, 26-19 WLAS, 24-17 KCKN, 26-20 WUNI, 33-28 WSM, 31-22 KRZY, debut 28 KAYO, 30-24 WCOS-FM. R&R Chart debut 34.

NEW & ACTIVE

JOHNNY PAYCHECK "Me And The I.R.S." (Epic) Adds at WUBE, WHBF, WTHI, KUGR, WADR. Charts 21-16 KENR, 33-28 KUZZ, 34-30 KSO, 24-16 WWOK, 35-20 WWVA. R&R Chart debut 35.

EMMYLOU HARRIS "Two More Bottles Of Wine" (WB) Adds at WFEC, WHN, WADR, WMAQ, WDEE, KRZY, WDDD, WHBF, WWJO. Charted 29-23 WPLO, debut 24 KGBS, 35-27 WEEP, 34-28 WCOS FM, 31-24 WLAS, 35-30 KRMD, 27-17 KAYO. R&R Chart debut 36.

CRISTY LANE "I'm Gonna Love You Anyway" (LS) New this week at WMAQ, KRAM, WJJD, WCOS-FM, KCKN. Charted 33-27 WONE, 36-29 KENR, 40-26 KIKK, 32-25 KNEW, 35-26 WHK, 32-25 WXCL, 20-14 WLAS, debut 30 WSUN, debut 30 WUNI. R&R Chart debut 37.

STELLA PARTON "Four Little Letters" (Elektra) Adds at WMAQ, WINN, WUNI, KHAK, WWOK. Charts 35-29 WSLR, 36-26 KRZY, 34-25 WHK, 33-25 WLLOL, 36-28 WLAS, 33-27 WXCL, 24-16 KFTN. R&R Chart debut 38.

GENE WATSON "Cowboys Don't Get Lucky All The Time" (Capitol) New at WSLR, WONE, KAYO, KJJJ, KRZY, KUZZ, KRGO, KWMT, WHBF, CKLW-FM, WWOL. Charts 31-24 WIL, debut 26 KLAJ, 30-21 WLAS, 49-38 KSO. R&R Chart debut 39.

OAK RIDGE BOYS "I'll Be True To You" (ABC) A "Most Added" record this week. New at KGBS, KLAC, WONE, WJJD, WSUN, WAME, WTHI, KNEW, KERE, KTOM, KSSS, KGA, WGTO, KHEY, WHBF. Charts 24-19 WWVA, 35-30 KSON, 50-37 KSO, debut 29 WPLO.

BILLIE JO SPEARS "I've Got To Go" (UA) Another of the "Most Added" this week. Some adds include KERE, KCUB, WONE, WIRE, WSLR, KXRB, KSO, WLAS, WSUN, WWOL, KWMT, WTHI, KARM, KUZZ, KSSS. Charted debut 27 WPLO, 30-22 WBAM, debut 24 KAYO.

BILL ANDERSON "I Can't Wait Any Longer" (MCA) One of the "Most Added" this week. New at WIL, WSLR, WDAF, WPLO, WEAT, WUNI, WGTO, WTSO, WLLOL, WINN, WNYN, KXRB, KSSS, KBET. Charts debut 31 KCKC, debut 30 WMC, 59-44 KSO.

TAMMY WYNETTE "I'd Like To See Jesus (On The Midnight Special)" (Epic) A "Most Added" record this week. New at KGA, WHK, WDEE, KCKN, WINN, WMUS-FM, WIXZ, WWVA, WFEC, WADR. Charted 29-22 WEEP, 40-25 WLAS.

STERLING WHIPPLE "Dirty Work" (WB) New at KRZY, KJJJ, KAYO, WSLR, WONE, WUNI, WWOL, CKLW-FM, KWMT, KUZZ, WKYG. Charted 31-24 WIL, debut 26 KLAJ, 30-21 WLAS, 49-38 KSO.

RANDY BARLOW "Slow & Easy" (Republic) New this week at KGA, KGBS, KNEW, WONE, KSO, WTHI, WWOK, WCOS-FM, KBBQ, KFTN, WMAQ, WTHI. Charted 26-15 KYNN.

DEBBY BOONE "Baby I'm Yours" (WB) Adds at WIL, WXCL, WDEE, WSUN, WWVA, WKYG, KYNN, CKLW-FM, WLLOL, WNRS, KBET, KRGO, WTSO, KSO. "God" side added at WNRS, WSLR, WTSO.

MARGO SMITH "It Only Hurts For A Little While" (WB) Added at WOKO, KRMD, KHAK, KXRB, WEAT, KSSS, WTHI, KWMT, WBAM, WUNI, WWOL, KEBC, KARM.

CHARLEY McCLAIN "Let Me Be Your Baby" (Epic) New adds KGBS, KNEW, KLAJ, WSUN, KHEY, WONE, KYNN, KWMT. Charts 29-22 WMC, 30-21 KFTN, debut 28 WPLO.

Radio & Records

COUNTRY AIRPLAY / 40

April 28, 1978

Three Weeks Two Weeks Last Week

Three Weeks	Two Weeks	Last Week		
12	9	3	①	DOLLY PARTON/It's All Wrong But It's All Right (RCA)
4	2	1	②	KENNY ROGERS & DOTTIE WEST/Every Time Two Fools Collide (UA)
3	1	2	3	EDDIE RABBITT/Hearts On Fire (Elektra)
14	12	7	④	JOHNNY DUNCAN/She Can Put Her Shoes Under My Bed (Anytime) (Col)
24	14	9	⑤	MERLE HAGGARD/I'm Always On A Mountain When I Fall (MCA)
16	13	12	⑥	ELVIS PRESLEY/Softly As I Leave You/Unchained Melody (RCA)
13	10	10	⑦	JOHNNY RODRIGUEZ/We Believe In Happy Endings (Mercury)
1	3	6	8	CHARLEY PRIDE/Someone Loves You Honey (RCA)
9	7	4	9	CARPENTERS/Sweet Sweet Smile (A&M)
35	24	20	⑩	WILLIE NELSON/Georgia On My Mind (Columbia)
25	21	16	⑪	SUSIE ALLANSON/Maybe Baby (WB)
26	20	18	⑫	JIM ED BROWN & HELEN CORNELIUS/I'll Never Be Free (RCA)
29	22	21	⑬	STATLER BROTHERS/You Know You Are My Sunshine (Mercury)
8	5	5	14	DON WILLIAMS/I've Got A Winner In You (ABC)
7	8	8	15	BILLY "Crash" CRADDOCK/I Cheated On A Good Woman's Love (Capitol)
36	27	23	⑮	JERRY LEE LEWIS/Come On In (Mercury)
23	19	15	17	ERIC CLAPTON/Lay Down Sally (RSO)
37	30	22	⑰	MICKEY GILLEY/Power Of Positive Drinking (Playboy)
40	33	28	⑱	REX ALLEN JR./No, No, No (I'd Rather Be Free) (WB)
-	34	25	⑳	JOE STAMPLEY/Red Wine And Blue Memories (Epic)
19	17	19	21	T.G. SHEPPARD/Don't Ever Say Goodbye (WB)
2	4	11	22	CRYSTAL GAYLE/Ready For The Times To Get Better (UA)
-	37	27	㉓	WILLIE NELSON/If You Could Touch Her At All (RCA)
6	11	13	24	KENDALLS/It Don't Feel Like Sinner' To Me (Ovation)
39	36	29	㉕	GARY STEWART/Whiskey Trip (RCA)
-	-	→	㉖	CHARLIE RICH/Puttin' In Overtime At Home (UA)
-	38	33	㉗	SONNY JAMES/This Is The Love (Columbia)
33	29	24	28	JANIE FRICKE/Baby It's You (Columbia)
17	15	17	29	DON GIBSON/Starting All Over Again (ABC/Hickory)
5	6	14	30	JACKY WARD/A Lover's Question (Mercury)
-	-	36	㉙	SANDY POSEY/Born To Be With You (WB)
-	39	34	32	DAVID ROGERS/I'll Be There (Republic)
-	-	39	㉛	DAVE & SUGAR/Gotta Quit Lookin' At You Baby (RCA)
-	-	→	㉜	LARRY GATLIN/Night Time Magic (Monument)
-	-	→	35	JOHNNY PAYCHECK/Me And The I.R.S. (Epic)
-	-	→	36	EMMYLOU HARRIS/Two More Bottles Of Wine (WB)
-	-	→	37	CRISTY LANE/I'm Gonna Love You Anyway (LS)
-	-	→	38	STELLA PARTON/Four Little Letters (Elektra)
-	-	→	39	GENE WATSON/Cowboys Don't Get Lucky All The Time (Capitol)
-	-	40	40	NARVEL FELTS/Runaway (ABC)

NEW ENTRIES

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: Dolly Parton edged the Rogers & West single out of the number one spot. Rogers & West retain their bullet due to the fact, the record still shows continued upward movement in many regions. Those strong in the top ten are Johnny Duncan, Merle Haggard, Elvis Presley, and Willie Nelson (Columbia). Biggest movers were Statler Brothers, Jerry Lee Lewis, Rex Allen, Jr. and Dave & Sugar. Highest debut was from Charlie Rich. Other new debuts included Larry Gatlin, Johnny Paycheck, Emmylou Harris, Cristy Lane, Stella Parton, and Gene Watson. Other strong records include Susie Allanson, Brown & Cornelius, Mickey Gilley and Sandy Posey.

RONNIE McDOWELL "Here Comes The Reason I Live" (Scorpion/GRT) Adds at WPLO, KSON, WSLR, KHEY, WLAS, WIRK-FM, KLAJ, KGA, WNRS, KEBC, WDN. Debut 29 WNYN.

BOBBY BORCHERS "I Like Ladies In Long Black Dresses" (Playboy) New this week KLAC, KAYO, KNEW, KNIX, WONE, WIXZ, WNYN, KXRB, WWOK, KBBQ.

BONNIE TYLER "It's A Heartache" (RCA) Charted this week 34-24 KCKC, 17-11 WPLO, 19-7 KENR, 28-9 KIKK, debut 29 WSUN. Added at KJJJ, WIL, KSO, KRMD, KUZZ.

BOBBY BARE "Too Many Nights Alone" (Columbia) Adds WIRE, WAME, KRMD, KGA, KSSS, WHBF, KWMT, WTSO, WDDD. Charts 38-28 KFTN.

KENNY DALE "The Loser" (Capitol) First week adds at KLAJ, KNIX, KIKK, KRAK, KRAM, KJJJ, KBBQ, WNRS, WFNC.

FREDDIE HART "Only You" (Capitol) Added this week at KGBS, WHK, KLAJ, WMUS-FM, WNRS, WDDD, WFNC, KEBC.

TOM T. HALL "I Wished I Loved Somebody Else" (RCA) New adds WMAQ, WIL, KLAC, KGBS, KXRB, WTHI, KFGO, WYTL, WKYG.

EDDY ARNOLD "Country Lovin'" (RCA) New at WIRE, WTSO, WLLOL, WXCL, KRZY, WGGO, WADR. Charts 25-13 KRAM.

ROY HEAD "Now You See'em, Now You Don't" (ABC) Adds at WMC, WUNI, WGTO, WDDD, WLLOL. Charted 36-27 KFTN, 36-26 KRAM, 37-29 WDN.

SAMMI SMITH "It Just Won't Feel Like Cheating (With You)" (Elektra) New this week at KGBS, KRAK, KRMD, WTSO, WLLOL, WLAS, WEAT, KRGO.

Most Added

- OAK RIDGE BOYS "I'll Be True To You" (ABC)
- BILLIE JO SPEARS "I've Got To Go" (UA)
- TAMMY WYNETTE "I'd Like To See Jesus" (Epic)
- BILL ANDERSON "I Can't Wait Any Longer" (MCA)

Hottest:

- DOLLY PARTON (RCA)
- WILLIE NELSON (Columbia)
- ELVIS PRESLEY "Softly" (RCA)
- JOHNNY DUNCAN (Columbia)
- EDDIE RABBITT (Elektra)
- ROGERS & WEST (UA)
- LARRY GATLIN (Monument)
- DON WILLIAMS (ABC)

Most Requested

LW	TW	
2	1	JOHNNY DUNCAN (Columbia)
1	2	DOLLY PARTON (RCA)
4	3	ROGERS & WEST (UA)
3	4	ELVIS PRESLEY (RCA)
-	5	STATLER BROS (Mercury)
9	6	EDDIE RABBITT (Elektra)
-	7	MERLE HAGGARD (MCA)
-	8	WILLIE NELSON (Columbia)
5	9	CHARLEY PRIDE (RCA)
10	10	CARPENTERS (A&M)

"Softly" side

... Another Capitol Gain!

The Original Version of "THE GAMBLER" by Don Schlitz (4576)

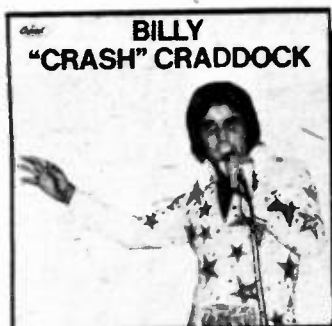
Joining Our Winners Circle...

The Album

The Single

The Album

The Single



ST-11758



ST-11713



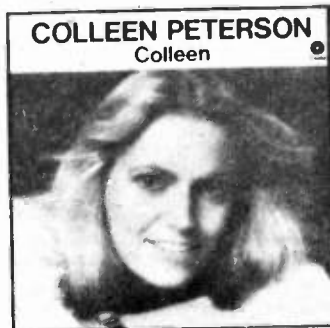
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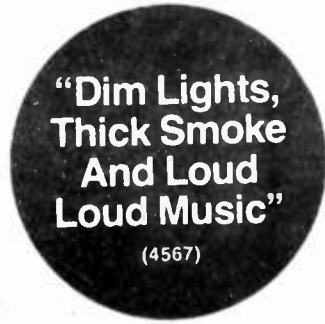
ST-11724



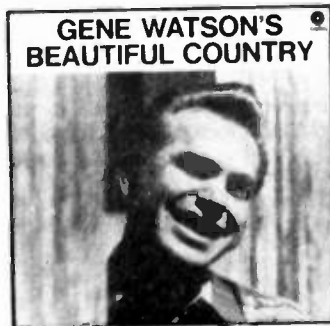
ST-11743



ST-11714



ST-11762



ST-11715



... From Capitol Country!



Country Regional Adds

West

KRZY Albuquerque, N.M.
Randy Barlow
Emmylou Harris
Eddy Arnold
Sterling Whippie
Margo Smith
Cash & Jennings

KUZZ Bakersfield, Ca
Gene Watson
Oak Ridge Boys
Billie Jo Spears
Bonnie Tyler
Sterling Whippie

KSSS Colorado Springs, Co
Jim Clifton
Tommy Jennings
Bill Anderson
Lynn Anderson
Tammy Wynette
Bobby Bare
Billie Jo Spears
Oak Ridge Boys
Margo Smith

KERE Denver, Co
Billie Jo Spears
Tammy Wynette
Mel Street
Brenda Kaye Perry
Jerry Reed
Oak Ridge Boys
Hugh Moffatt

KLAK Denver, Co
Charly McClain
Freddie Hart
Lynn Anderson
R.C. Bannon
Ronnie McDowell
Kenny Dale
Anne Murray
Darrell McCall

KEED Eugene, Or
Brenda Kaye Perry
Steve Wariner
Charly McClain
Waylon & Willie "Get"
Freddie Fender

KARM Fresno, Ca
Margo Smith
Sandy Posey
Billie Jo Spears

KUGR Green River, Wyo.
J. Paycheck "Jug"
Bellamy Bros.
Coleman Peterson
Larry Gatlin
Hank Williams Jr.
Jimmy Buffett

KRAM Las Vegas, Nv
Tammy Wynette
Bobby Goldsboro
Cristy Lane
Billie Jo Spears
Kenny Dale
Hank Williams Jr.
Darrell McCall
Alan Phillips
"Crash" Craddock (ABC)

KGBS Los Angeles, Ca
Freddie Hart
Oak Ridge Boys
Charly McClain
Tom T. Hall
Sammy Smith
Randy Barlow

KLAC Los Angeles, Ca
Tom T. Hall
Bobby Goldsboro
Oak Ridge Boys
Sterling Whippie
Glenda Griffith
Bellamy Bros.
Kenny Dale
Debbie Boone "Baby"

KKCC San Bernardino, Ca
None

KJVV Phoenix, Az
Cassidy & Spears
Bonnie Tyler
Johnny Russell
Sterling Whippie
"Crash" Craddock (ABC)
Ed Bruce
Gilbert Ortega
Brent Burns
Kenny Dale
Darrell McCall

KNIX Phoenix, Az
J. Paycheck "Jug"
Sandy Posey
Kenny Dale
Anne Murray
Mel McDaniel
Bobby Borchers

KFTN Provo, Ut
Captain & Tennille
Randy Barlow
Lynn Anderson
Brenda Kaye Perry

KIDN Pueblo, Co
None

KBET Reno, Nv
Bill Anderson
Hank Williams Jr.
Lynn Anderson
Debbie Boone "Baby"
Kenny Starr
Jean Sheppard
Darrell McCall
Don Bowman

KRAK Sacramento, Ca
Kenny Dale
Steve Wariner
Sammy Smith
Ron Shaw
John Wesley Ryles
Ed Bruce
Johnny Russell

KTOM Salinas, Ca
Gary Stewart
Willie Nelson (RCA)
Jerry Reed
Charlie Rich
Tom T. Hall

KRGD Salt Lake City, Ut
Kenny Starr
Sammy Smith
Bobby Goldsboro
Brenda Kaye Perry
Tommy Jennings
Sterling Whippie
Glenda Griffith
Bellamy Bros.
Kenny Dale
Debbie Boone "Baby"

KSON San Diego, Ca
None

KAYO Seattle, Wa
Don Schlitz
Bobby Borchers
Kathy Barnes
Sterling Whippie

Midwest

WSLR Akron, Oh
Billie Jo Spears
Ronnie McDowell
Debbie Boone "Golf"
Bill Anderson
Con Hunley
Sterling Whippie
Willie Nelson (RCA)
Sandy Posey

WMAQ Chicago, Il
Sonny James
Gene Watson
Larry Gatlin
Dave & Sugar
Stella Parton
Emmylou Harris
Jerry Abbott
Tom T. Hall
Randy Barlow
Cristy Lane
Willie Nelson (RCA)

WUBE Cincinnati, Oh
Rayburn Anthony
Larry Gatlin
J. Paycheck

WKH Cleveland, Oh
Tammy Wynette
Freddie Hart

WONE Dayton, Oh
Bobby Borchers
Randy Barlow
Sterling Whippie
Oak Ridge Boys
Billie Jo Spears
Charly McClain

WJDD Chicago, Il
Jerry Lee Lewis
Tammy Wynette
Gene Watson
Cristy Lane
Oak Ridge Boys
Gary Stewart

WDEE Detroit, Mi
Emmylou Harris
Tammy Wynette
Gene Watson
Debbie Boone "Baby"

WAME Charlotte, N.C.
Bobby Bare
Oak Ridge Boys
Bobby Goldsboro
Bellamy Bros.
Don Schlitz
Willie Nelson "Rainy"

WCOS.FM Columbia, S.C.
Randy Barlow
Oak Ridge Boys
Cristy Lane
Steve Wariner

WCYT Cypress Gardens, Fl.
Mel Street
Roy Head
Bellamy Bros.
Oak Ridge Boys
Bill Anderson
Eddy Arnold

WVMI Biloxi, Ms.
Brown & Cornelius
Mickey Gilley

KSO Des Moines, Ia.
J. Paycheck "IRS"
Billie Jo Spears
Randy Barlow
Tommy Wynette
"Crash" Craddock (ABC)
Debbie Boone "Baby"
Bonnie Tyler
Jimmy Buffett

WDAP Kansas City, Mo
Stetler Bros.
Bill Anderson
Rea Allen Jr.
Dave & Sugar
Larry Gatlin

WYNN Louisville, Ky.
Gene Watson
Joe Stimpney
Tammy Wynette
Stella Parton
Bill Anderson

WTSO Madison, Wi
Bobby Bare
Bill Anderson
Sammy Smith
Eddy Arnold
Debbie Boone (Both)
R.C. Bannon

WDDD Marion, Il.
Freddie Hart
Roy Head
Bobby Bare
John W. Ryles
Janie Fricke
Emmylou Harris
Oak Ridge Boys

WLQL Minneapolis, Mn.
Eddy Arnold
Bill Anderson
Sammy Smith
Debbie Boone "Baby"
Roy Head

KCKN Kansas City, Ms.
Jerry Wallace
Tammy Wynette
Cristy Lane

KKEY El Paso, Tx.
Tommy Wynette
Oak Ridge Boys
Charly McClain
J. Paycheck "Jug"
Mel Street
Ronnie McDowell

KIKK Houston, Tx.
Kenny Dale
Mundo Earwood
"Crash" Craddock (ABC)
Bill Nash

KENR Houston, Tx.
Kenny Dale
"Crash" Craddock (ABC)
Tom T. Hall
Oak Ridge Boys

WLAS Jacksonville, N.C.
Hugh Moffatt
Ronnie McDowell
Billie Jo Spears
Tom Bresh
Sammy Smith
Stonewall Jackson

WYNN Louisville, Ky.
Gene Watson
Joe Stimpney
Tammy Wynette
Stella Parton
Bill Anderson

WYTL Oklahoma, Wi
Tom T. Hall
Sandy Posey
Cristy Lane
Billie Jo Spears
Bill Anderson

WYLL Peoria, Il.
Steve Wariner
Brenda Kaye Perry
Eddy Arnold
Debbie Boone "Baby"
Mel Street
Tom T. Hall
Bill Anderson
John Denver

WYJO St. Cloud, Mn.
Willie Nelson (Col)
Emmylou Harris
Charlie Rich
Stetler Bros.

East

WOKD Albany, N.Y.
Gene Watson
Margo Smith
Tom Jones
J. Paycheck "Jug"
Joe Stimpney

WWOL Buffalo, N.Y.
Sterling Whippie
Rayburn Anthony
Billie Jo Spears
Margo Smith
Freddie Hart

WFCM Harrisburg, Pa
Emmylou Harris
Rea Allen Jr.
Ronnie Sessions
Dave & Sugar
Tammy Wynette
Jerry Lee Lewis

WJCL New York, N.Y.
Willie Nelson (RCA)
Emmylou Harris
Gary Stewart

WKYB Parkersburg, W.V.
Anita Ball
Pure Prairie League
Tom T. Hall
Cathy O Shea
Beverly Hickey
Lynn Anderson
Sterling Whippie
Kenny Starr
Debbie Boone "Baby"

WPKI Washington D.C.
None

WVVA Wheeling, W.V.
Debbie Boone "Baby"
Tammy Wynette
J. Paycheck "Jug"

WTHI Terre Haute, In
Billie Jo Spears
J. Paycheck "Jug"
Oak Ridge Boys
Randy Barlow
Tom T. Hall

WMBF Rock Island, Il.
Larry Gatlin
Emmylou Harris
J. Paycheck "IRS"
Sterling Whippie
Bobby Bare
Tommy Jennings
Oak Ridge Boys
Say Senders

WIL St. Louis, Mo
Tom T. Hall
Debbie Boone "Baby"
Bonnie Tyler
Bill Anderson
Sandy Posey

KFRM Toronto, Ont
Brown & Cornelius
Janie Fricke
Sammy Smith
Carroll Baker
Family Brown

KXRB Sioux Falls, S.D.
Margo Smith
Bobby Borchers
Jerry Reed
Billie Jo Spears
Mel Street
Tom T. Hall
Bill Anderson
John Denver

WJVA South Bend, In.
Dave & Sugar
Janie Fricke
Don Gibson
Charlie Rich

WSUN St. Petersburg, Fl.
Debbie Boone "Baby"
Gene Watson
Dave & Sugar
Charly McClain
Billie Jo Spears
Oak Ridge Boys

KKYX San Antonio, Tx.
Darrell McCall
Cassidy & Spears
Mary Lou Turner
Ed Bruce
Michael Clark
Steve Wariner

KRMD Shreveport, La.
Carpenters
Margo Smith
Bonnie Tyler
Larry Gatlin
Sammy Smith
Porter Jordan
Bobby Bare
Dwayne Drenth

WVOK Miami, Fl.
Bobby Borchers
Randy Barlow
Stella Parton
Willie Nelson (RCA)
Dave & Sugar

KEBC Oklahoma City, Ok.
Margo Smith
Ronnie McDowell
Freddie Hart

WVOK Tulsa, Ok.
James Pastell
Ernest Ray
Sammy Smith
Margo Smith
Freddie Hart
Tammy Wynette
Ronnie McDowell
Hank Williams Jr.
Tommy Jennings
Stan Hitchcock
Bill Anderson

WEAT W. Palm Beach, Fl.
Dawn Chastain
John W. Ryles
Dorothy Lowery
Sammy Smith
Bill Anderson
Mel Street
Hank Williams Jr.
Margo Smith

WIRK.FM W. Palm Beach, Fl.
Ronnie McDowell
Bellamy Bros.

South

KDJW Amarillo, Tx.
Mundo Earwood
Hank Williams Jr.
Bellamy Bros.
Ed Bruce
Glenda Griffith

WPLO Atlanta, Ga.
Bill Anderson
Jane Olivor
Ringo Starr
Ronnie McDowell
Anne Murray
Mel Tillis
Earl Scruggs
Janie Fricke

WVMI Biloxi, Ms.
Brown & Cornelius
Mickey Gilley

WVMI Biloxi, Ms.
Brown & Cornelius
Mickey Gilley



KRAK DJ RACES FOR EASTER SEALS—KRAK/Sacramento air personality Rick Stewart used his hobby, auto racing, to raise almost \$4,500 for the recent Easter Seals Telethon. Stewart staged a marathon race at the local drag strip and asked listeners to pledge any amount per lap. Stewart drove over 5 1/4 hours, setting a record of 225 consecutive laps.

Others Getting Significant Action

LYNN ANDERSON "Rising Above It All" (Columbia) Adds at KLAKE, KFTN, KSSS, KBET, WKYG.

RAYBURN ANTHONY "Maybe I Should've Been Listening" (Polydor) Added at WWOL, KFGO, WUBE. Charts 31-25 WYNN, debut 27 KCKN.

R.C. BANNON "The Truth Is We're Living A Lie" (Columbia) Adds at KGA, KLAKE, KWMT, WTSO. Debut 29 KAYO.

BELLAMY BROTHERS "Slippin' Away" (WB) New at WAME, KDJW, WIRK-FM, WGTO, WNRS, KUGR, KRGD.

ED BRUCE "Man Made Of Glass" (Epic) Added KDJW, KKYX, KFDI, KRAK, KJVV.

CASH & JENNINGS "There Ain't No Good Chain Gang" (Columbia) Early activity from LP. Added at WMC, WEEP, WBAM, KRZY.

BILLY "Crash" CRADDOCK "Think I'll Go Somewhere (And Cry Myself To Sleep)" (ABC) Added at KIKK, WBAM, KYNN, KSO, KFDI, KJVV, KBBQ.

TOMMY JENNINGS "Don't You Think It's Time" (Monument) New adds, WHBF, WDN, KSSS, KRGD, KBBQ.

ANNE MURRAY "You Needed Me" (Capitol) New at WPLO, KLAKE, KNIX.

DARRELL McCALL "The Weeds Outlived The Roses" (Columbia) This week's adds KLAKE, KJVV, KKYX, KFDI, KRAM, KBET.

JOHNNY PAYCHECK "Georgia In A Jug" (Epic) Added at KNIX, KHEY, KSO, WOKO, WVVA, KTOM. Debut 27 KRGD.

BRENDA KAYE PERRY "I Can't Get Up By Myself" (MRC) New at KERE, KEED, KFTN, WXCL, KYNN, WBAM, KRGD.

JOHN WESLEY RYLES "Easy" (ABC) Added at KRAK, WDDD, WYNN, WEAT, KHEY, WDN, WTHI, WGTO.

MARY LOU TURNER "You Left Your Sunshine With Me" (MCA) First week adds at KKYX, KFDI, WNRS, KBBQ.

STEVE WARINER "I'm Already Taken" (RCA) Adds at KRAK, WXCL, KKYX, WOS-FM, KEED, KRGD.

HANK WILLIAMS JR. "You Love The Thunder" (WB) New this week at KDJW, WEAT, CKLW-FM, KRAM, KBET, KUGR.

Country Albums

Album cuts receiving airplay and activity:

MOE BANDY (Columbia) "Nobody Home On The Range" "Paper Chains"

BROWN & CORNELIUS (RCA) "Nobody Else In The World" "Feeling You" "Take Me I'm Yours" "Do You Want To Make Love"

JOHNNY CASH (Columbia) "There Ain't No Good Chain Gang" (with Waylon Jennings) "Who's Gene Autry?" "I Wish I Was Crazy Again" "That's The Way It Is"

BILLY "Crash" CRADDOCK (Capitol) "Say You'll Stay Until Tomorrow"

KENNY DALE (Capitol) "Sweet Dreams"

JANIE FRICKE (Columbia) "Please Help Me I'm Falling" "Week end Friend"

DON GIBSON (ABC/Hickory) "The Fool" "For The Last Time" "Every Song I Sang Would Be Blue" "She Is"

MICKEY GILLEY (Playboy) "Pretend"

VERN GOSDIN (Elektra) "Never My Love" "The Lady She's Right"

TOM T. HALL (RCA) "Burning Bridges" "Come On Back To Nashville" "Whiskey"

EMMYLOU HARRIS (WB) "My Songbird" "Easy From Now On" "Leaving Louisiana"

FREDDIE HART (Capitol) "She'll Never Know"

KENDALLS (Ovation) "Pittsburgh Steelers"

LORETTA LYNN (MCA) "Spring Fever"

BARBARA MANDRELL (ABC) "How Long" "A Fancy Place To Cry"

C.W. McCALL (Polydor) "Old Glory"

ANNE MURRAY (Capitol) "Tennessee Waltz" "You're A Part Of Me" "Let's Keep It That Way"

DOLLY PARTON (RCA) "Two Doors Down" "Cowgirl & The Dandy" "Me And Little Andy" "Loving You"

STELLA PARTON (Elektra) "Undercover Lovers"

CHARLEY PRIDE (RCA) "Heaven Watches Over Fools" "Days Of Our Lives" "I'm Never Leaving You"

EDDIE RABBITT (Elektra) "You Don't Love Me Anymore" "Crossin' The Mississippi" "Room At The Top Of The Stairs" "I Hurt For You"

JERRY REED (RCA) "Busted" "I Love You"

ROGERS & WEST (UA) "Baby I'm A Want You" "You And Me" "We Love Each Other"

RED STEAGALL (ABC) "Bob's Got A Swing Band In Heaven"

Active Re-Currents

LORETTA LYNN "Out Of My Head And Back In My Bed" (MCA)

ANNE MURRAY "Walk Right Back" (Capitol)

CHARLEY PRIDE "Someone Loves You Honey" (RCA)

DOLLY PARTON "Here You Come Again" (RCA)

THE KENDALLS "Heaven's Just A Sin Away" (Ovation)

RONNIE MILSAP "What A Difference" (RCA)

MARGO SMITH "Don't Break The Heart That Loves You" (WB)

DEBBY BOONE "You Light Up My Life" (WB/Curb)

JOHNNY PAYCHECK "Take This Job & Shove It" (Epic)

RONNIE McDOWELL "I Love You, I Love You, I Love You" (Scorpion/GRT)

BARBARA MANDRELL "Woman To Woman" (ABC)

CRYSTAL GAYLE "Don't It Make My Brown Eyes Blue" (UA)

ZELLA LEHR "Two Doors Down" (RCA)

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

COUNTRY SINGLES

* New entries. Circled letters indicate alphabetical order.

BILL ANDERSON I Can't Wait Any Longer (MCA) See New & Active 4 21	LYNN ANDERSON Rising Above It All (Capitol) Check Other Action section 4 14	RAYBURN ANTHONY Maybe I Should've (Polydor) See Other Action section 3 10
EDDY ARNOLD Country Lovin' (RCA) Now at WKRE KRZY See New & Active 4 14	R.C. BANNON We're jiving A Lie (Capitol) Check Other Action section 4 14	BOBBY BARE Too Many Nights Alone (Capitol) See New & Active 4 7
DEBBY BOONE Baby I'm Yours (WB) 4 28	BOBBY BORCHERS I Like Ladies (Playboy) New at KLAC WDNE See New & Active 3 31	TOMBRESH Ways Of A Woman (ABC) Added at WLAS 4 21
KENNY DALE The Loser (Capitol) 4 28	DAVE & SUGAR Gotta Quit Lookin' (RCA) R&R Country Breaker 3 31	ED BRUCE Man Made Of Glass (Epic) 4 28
TOMT HALL I Wish I Loved (RCA) See New & Active 3 31	NARVEL FELTS Runaway (ABC) 26 18 WPLO 36 29 WHBF 16 29 WNR5 3 31	'Crash' CRADDOCK Think I'll Go (ABC) 4 28
CRISTY LANE I'm Gonna Love (LSI) See New & Active 3 28	EMMYLOU HARRIS 2 More Bottles Of Wine (WB) Added at WHN WDFW WMAO See New & Active 4 7	ROY HEAD Now You See em (ABC) See New & Active 3 24
OAK RIDGE BOYS I'll Be True To You (ABC) A Most Added record See New & Active 4 7	DARRELL McCALL The Weeds Outlived (Capitol) 4 28	SONNY JAMES This Is The Love (Capitol) Added at WMAO 24 11 KNEW 13 28 WIRI 3 10
JERRY REED Sweet Love Feelings (RCA) Added at KERE KRRE 3 10	CHARLY McCLAIN Let Me Be Your Baby (Epic) See New & Active 4 21	RONNIE McDOWELL Here Comes The Reason (Scorpion/GRT) See New & Active 4 21
SAMMI SMITH It Just Won't (Elektra) 4 28	RONNIE McDOWELL Here Comes The Reason (Scorpion/GRT) See New & Active 4 21	WILLIE NELSON If You Can Touch Her (RCA) Added at WMAO 28 17 KNEW 28 23 KLAC 25 18 WIRE 28 22 WUBI 3 10
MEL STREET Shady Rest (Polydor) See Other Action section 4 14	BRENDA KAY PERRY I Can't Get Up By (MRC) See New & Active 4 28	SANDY POSEY Born To Be With You (WB) R&R Country Breaker 3 31
GENE WATSON Cowboys Don't Get... (Capitol) See New & Active 3 31	JOHN WESLEY RYLES Easy (ABC) See Other Action section 4 7	MARGO SMITH It Only Hurts (WB) Check New & Active 4 21
STERLING WHIPPLE Dirty Work (WB) See New & Active 4 7	JOHN WESLEY RYLES Easy (ABC) See Other Action section 4 7	GARY STEWART Whiskey Tnp (RCA) Added at WHN WJJD 29 22 WIRE debut 30 WAME 31 21 KLRK 3 31
MACK WHITE Just Out Of Reach (Com) 35 25 KRCB 4 7	MARY LOU TURNER You Left Your... (MCA) 4 28	STEVE WARINER I'm Already Taken (RCA) Check Other Action section 4 14
HANK WILLIAMS, JR. You Love The Thunder (WB) 4 28	TAMMY WYNETTE I'd Like To See Jesus (Epic) A Most Added record. See New & Active 4 7	



THE NOT SO PERFECT CONTEST—WVMI/Biloxi air personality Rod Chambers spent a week asking listeners to call and nominate their 'Not So Perfect' candidates for the prize of a gold garbage can. Everyone from the Chief of Detectives to local pharmacists were nominated. The winner, a 'Not So Perfect Mother-In-Law' is pictured here with Chambers.

Biff Collie

Continued from page 58

"That's What I Like About The South." Senator Howard Baker's wife Joy was general Chairperson of the affair and the lunch was held in the Senate Caucus Room of the Russell Building, where the Senate Watergate hearings were held. The menu featured grits casserole, country ham and biscuits and homemade jams and jellies. Jeannie C. and her Red River Symphony entertained. Mickey Riley, Jr. Annie's husband, said when he was introduced to the First Lady he was so nervous he forgot to remove his cowboy hat!

NEW ONE-LINERS: Wesley Rose, President of Hickory Records, has appointed Roy Acuff, Jr. National Promotion Director for the label. Former Promotion Director Don Powell has returned to his home in Alamogordo, New Mexico, and will work as Music Director of KPSS... Del Reeves has signed an exclusive booking deal with Buddy Lee Attractions of Nashville... Top Billing's colorful President, Tandy Rice, is the subject of an upcoming segment of ABC/TV's new network series "20-20"... Joe Esposito, who for 17 years was the road manager for Elvis Presley, has gone into personal management. His first client is Country-Pop singer Glenda Griffith, who records for Ariola... RCA Records continues to be one of the hottest labels in town. Their "Waylon & Willie" album was just certified platinum... By the way, Waylon and Willie, Jessi Colter, Kris and Rita, plus June and Johnny may tape Jennings' first TV special in Phoenix this summer. Bob Precht, who hasn't been able to get Waylon to appear on the CMA Awards Shows which he produces, will produce this one... Larry Gatlin will work Harrah's in Lake Tahoe in May with Steve Martin... Jerry Foster's hosting station-sponsored sockhops to promote his new single... On WDCN/Nashville's public TV station's program "Action Auction," a buyer paid \$100 to have dinner with Johnny Paycheck! (Wonder if he paid the

check?)... The new Hank Williams Museum, opened here last month on Music Row, is being managed by Mrs. Erma Melton, longtime secretary to Audrey Williams (Hank's first wife, who died a couple of years ago)... Hank Jr. nominated by Photoplay Magazine in the "Best Male Vocalist" category... Tanya Tucker flew to the island of Magdalena in Northwestern Quebec, where Tanya was in a documentary film supporting the movement to stop the slaughter of harp seal pups... Crystal Gayle will host of star in 3 network TV specials in a two-week period... Ronnie Milsap buying a recording studio on Music Row?... "Mel And Susan Together" (with Mel Tillis and Susan Anton) "is a refreshing oasis in the vast wasteland of television." That's the review of Billy Bob Bowman after watching their first show in the Osmond family-produced TV mini-series... Chester and Lester (Chet Atkins and Les Paul) are at it again with their new "Guitar Monsters" album, which shows why these are two of the greatest "pickers" ever to come down the pike. Did you know that on the old National Barn Dance in the 30's Les Paul was known as "Rhubarb Red"? Man, that's Country!

(Advertisement)

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COUNTRY MUSIC PROMOTION AT ITS HIGHEST LEVEL. REPRESENTING PUBLISHERS, ARTISTS AND RECORD COMPANIES.

POP ADULT



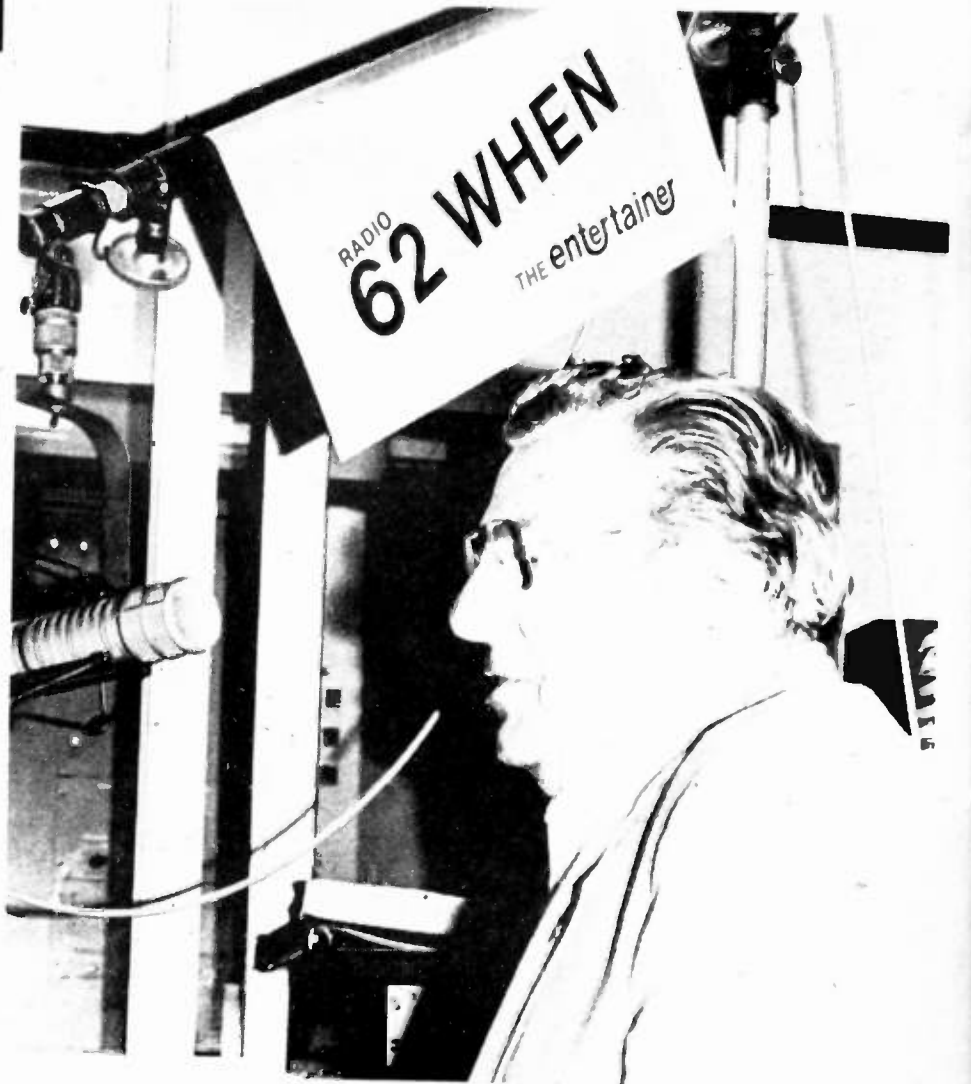
WTAE & McDONALD'S' PAVEMENT POUNDER—WTAE/Pittsburgh and McDonalds collaborated on a bumper sticker promotion, with half a million "I Love You Pittsburgh" stickers distributed at local McDonalds outlets. Each day one of the station's air personalities cruises through town in the station van pictured above, looking for bumper stickers and license plate numbers. The numbers are then read on the air, and winners can phone in to claim prizes ranging from \$50 to \$1000. Sometimes the van, in its ceaseless attempt to spot bumper stickers, comes close to colliding with Pittsburghers (sounds like a new local McDonalds product), but the drivers have managed to pull up short and tell the passers-by, "You deserve the brakes today."



THE LONG AND SHORT OF IT: Recent winners of the KRMG/Tulsa "Short People" contest are shown here with morning man John "Too Tall" Erling. Ladies were treated to lunch at a Japanese restaurant, according to MD Don Bishop, rather than risk a shortage of highchairs.



SNOW CAN MAKE YOU GO, GO, GO—Heavy snow storms in the Milwaukee area recently did not stop Motown's Midwest Pop Promotion Manager Gregg Dodd from getting his job done. Getting around on a snowmobile, he made his scheduled visit with Beth Fast, WISN/Milwaukee Music Director.



BUFFALO BOB DOES HOWDY DUTY AT WHEN—WHEN/Syracuse sponsored a "Howdy Doody" trivia contest, featuring an interview with the show's host Buffalo Bob. A contest winner was awarded a \$100 gift certificate at a local mall for mastering the maximum amount of Howdy Doody trivia. Buffalo Bob is pictured at mikeside, where he sang a number of Howdy Doody musical favorites.

POP ADULT



Mike Kasabo

On The Phone With...

Dean Tyler, PD of WNEW/New York had some definite views on the subject of utilization and implementation of recurrents for the Pop/Adult audience. Asked if he ever "retires" a popular song for a period of time, Tyler responded:

"I never had done that, and don't see any reason to. There are records that you play for a while and then gradually fade them out and don't play them again. But if it's been a hit for you, I don't see any point in taking it out for a couple of months. If it was good enough to play initially, why would you say that it (now) doesn't belong on the air at all? If you do take it out of rotation completely, how do you determine when you bring it back? When a record totally burns out, it comes off and never goes back on...unless you're doing a special thing and then you might bring back "Kookie, Kookie Lend Me Your Comb" to play one time.

"If you're sharing listeners, like most stations are doing now with all the fragmentation, you can get a burn out factor a lot quicker, not because of the frequency you play a record but the frequency that the total market's playing it. We (at WNEW) tend to look for those quality records that other stations in the market will perhaps not play, at least for a while."

"I think that the Pop/Adult listener's tolerance for a record has a much longer span than the Top 40 listener's. They are not as apt to get tired of records as quickly because Pop/Adult stations don't play songs on a very high frequency basis like Top 40 stations do. What I'm saying is, generally speaking, if a record is strong for us at any point, it is never totally unavailable."

Transition

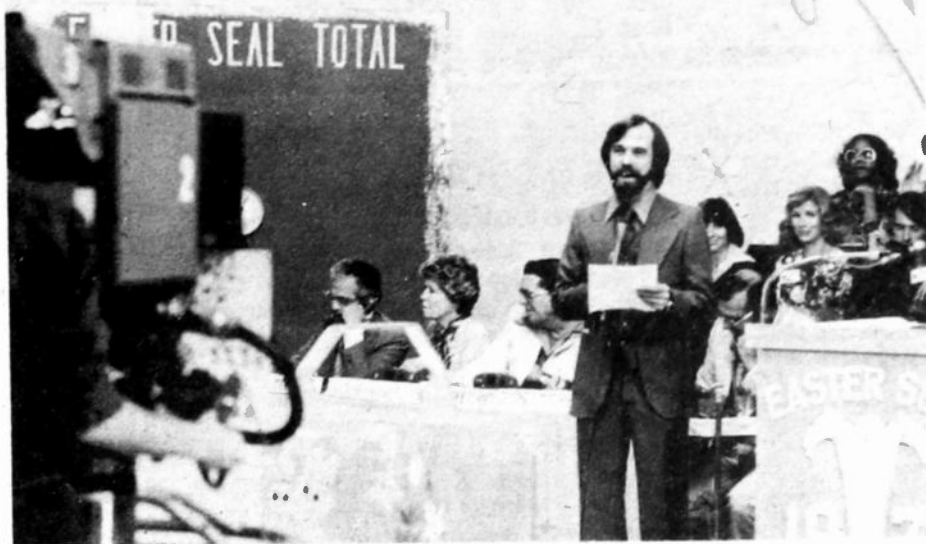
Barry King from KGNC/Amarillo to WIBW/Topeka as Program Director.... Nielson Ross to KPOL-AM/Los Angeles to do afternoon drive.... WFYR/Chicago General Manager Jim Barker has been named Vice President of that station.... Dave Collins to WFTL/Ft. Lauderdale from WQXI/Atlanta as News Director.... Dave Baum returns to his telephone-talk show at WIND/Chicago. Bob Hale, who had been the host recently, becomes special assignment reporter for the station.... Gary Michaels to WHAG/Hagerstown as PD and MD from WDJQ/Baltimore.... Rod Fritz from WHDH/Boston to KIMN/Denver as News Director. WHDH PD Al Brady looking for a replacement. Send tapes and resumes to his attention.... WNEW/New York has a new weekend relief person. Mary Ann Roque will handle the midnight to six weekend shifts. Mary had previously been with WNBC.... Entering radio for the first time as an account executive is Martha Martin at WLVA/Lynchburg.... Correct number for Jim Jackson who is looking for a Pop/Adult gig is (616) 247-0212.... Joe Ewalt recently joined WASH/Washington as News Director. Ewalt comes from Kentucky Educational television.

Update

Ole Blue Eyes is set to make a rare appearance in Los Angeles for a week of concerts at the Universal Amphitheatre July 31-August 6.... According to People magazine, Kenny Rogers has hired a full-time tennis pro on a monthly salary of \$1,200.... New Mexico Governor Jerry Apodaca last week completed the grueling 26 mile plus Boston Marathon race while wearing an "I Love You New Mexico" T-shirt supplied by KOB/Albuquerque. Governor Apodaca was the highest ranking official to ever complete the event.... May 5th, President Carter is scheduled to be in Spokane to dedicate a new park and then will take part in a town meeting. Both activities will originate over KXLY and also be fed to the CBS Radio Network.... WHAG/Hagerstown doing their musical version of the "Class of '65" by



KSFO JOCK GOES CABLE—KSFO/San Francisco morning man Jim Lange outfitted himself as California's Governor 100 years ago, Leland Stanford, and joined San Francisco Mayor George Moscone on a cable car to commemorate the centennial of the California St. cable car lines. A station promotion offered listeners the chance to win a cable car for a day as well. Mayor Moscone is on the right above, Lange is hanging precariously from the car at left.



SEAL OF SUCCESS—KULF/Houston's Chuck Buell has hosted the local Easter Seals Telethon for the past four years, and turned in a 24-hour stint this year. Buell's efforts and those of other participants helped raise over \$250,000 for the charity.

playing the biggest hits of that year.... Over 1,800 people were in attendance for the KOLO/Reno oldies dance recently, complete with an appearance by the Diamonds who performed several of their '50's hits.... KMRJ/Pittsburgh is celebrating their third birthday of broadcasting by giving away many prizes.... WAKR/Akron held a kite flying exhibition recently with trophies given for various categories including a Charlie Brown Trophy for the person having the most amount of trouble getting his or her kite off the ground.... 14RKO/Everett transmitter was hit by lightning last week and is still operating at reduced power.... Congratulations to Vic Perrotti and his wife Ann on the birth of their new baby girl, Gina. She charted at 6lbs. 1oz.... KRMG/Tulsa is ringing in Spring with a "Tulsa Topless Parade." This is not X-rated because the toplessness is in the form of convertible automobiles. The parade route stretches over a five mile area of the city.... WFTL/Ft. Lauderdale presented a gigantic air show recently with the famous "Thunderbirds", sky-divers and WWI bi-planes to a crowd estimated at 50,000.... WIND/Chicago will send in the clones this week as William Hines, station's medical correspondent, outlines the process of cloning in laymen's terms.

Color

TREAT HER NICE: KOB/Albuquerque is saluting the city's secretaries by staging a promotion called the "KOB Secretary Of The Year." Employers are asked to send in the name of his secretary along with why she should be the secretary of the year. The National Secretary's Association will then go over all the entries and choose a winner. The winning secretary and her boss will be treated by morning man Dan Evans to a fancy lunch complete with flowers and being driven in a chauffeured Rolls Royce.

REALLY FAMOUS: WFDF/Flint is currently running their "Fame Game" contest. Registrations were taken for the last three weeks at Flint area McDonalds restaurants. Over 5,000 entries were received with 60 lucky people being sent to Music Masters and had their name put to music in jingle form to be played on the air. Those hearing their name had nine minutes and ten seconds to call and receive "instant fame" as well as being rewarded with a T-Shirt. Finally, one of the 60 finalists will win the grand prize of his or her picture on a billboard in town, interest on \$1,000,000 for a day, a diamond ring and a year's worth of meals for one at McDonalds.

THESE BOOTS ARE MADE FOR... WSM/Nashville is giving away 65 pair of boots, each valued at \$100, to listeners who send in a card saying who they'd like to kick with a pair of boots. Winners are determined by the luck of the draw.

THIS CABBY NOT TOO SHABBY: WNEW/New York is running a "Cabby Of The Day" contest. Listeners are asked to write in and describe any positive incident they might have experienced with New York City cab drivers; such as being extra courteous or returning a wallet. One cabby is selected each day on the Ted Brown show and at the end of the week a winner is determined and he receives \$50 plus his name in lights on the spectra-color advertising board in Times Square.

UNKNOWN DISCOVERED: K96/Provo recently ran an "Unknown Star" contest that had listeners send in a tape of whatever talent they thought they had. Station received over 400 entries. Ten semi-finalists were chosen. The winner, a singer with an original song, won \$500 cash plus received an interview with a national booking agent.

CHEAP THRILLS: KXLY/Spokane got some TV coverage thanks to their sister television outlet. Newscaster Mac McCallister of KXLY-TV was given \$20 by the radio side and challenged to live on it for one week. McCallister proved to be quite resourceful and by Thursday of last week had not spent any of the twenty. Example of his being tight with a buck was phoning an insurance man and stating that he wanted to take out a \$100,000 policy. The agent was delighted to meet with him and, of course, treat him to dinner. Each of Mac's money saving schemes was duly reported on his nightly news broadcast, and generously cross-plugged his bet with KXLY Radio.

FIVE IN A ROW: WAKR/Akron is involved with "Cash In With WAKR Music." Listeners are asked at various times to call in and give the correct title and artist of the previous five records aired. Each right answer pays \$10.

NEW PHASE TO PHRASE: WGAR/Cleveland recently changed their logo I.D. to "1220 WGAR Music Radio." Listeners who have paid attention to that change and answer their phone accordingly, automatically win \$12.20 plus have a guess shot at a building jackpot that might include many thousands of dollars.

GOLD COUPE: WLVA/Lynchburg is offering a brand new Cadillac Coupe De Ville to an attentive listener who can figure out where the keys to the luxury automobile are hidden. Clues are given to the location of the keys each day. The car is valued at \$11,000.

SAY IT AND WIN: WHAM/Rochester is calling people in the area at random from the phone book. If they answer "1180/WHAM" they win \$100 plus a chance to win \$1,180 if they can give the bonus amount.

POP ADULT

BREAKERS

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

SEALS & CROFTS You're The Love (WB)

65% of our reporters are on it. Adds include KOB, WASH, WQUD, KRKK, KPPL. Moves: 23-18 KXLY, 25-21 WSM, 24-18 WBEN, debut 24 WFDF, debut 28 WMAZ, debut 17 KDWN, debut 25 WORG, debut 28 WPRO. Increased rotation: KGIL, WCER.

BONNIE TYLER It's A Heartache (RCA)

62% of our reporters are on it. Adds include WCBM, WDAE, WIND, WBT, WAKR, KDWN, KNBR, WSBA. Moves: 29-10 WMAZ, 26-17 at 14RKO, 23-19 WPRO, 32-29 WHIZ, 33-26 WCHV, debut 20 K96, debut 21 WFDF, debut 29 KRKK, debut 30 WLVA. Increased rotation: WNEW.

ANDY GIBB Shadow Dancing (RSO)

62% of our reporters are on it. Adds include WBZ, KSFO, WAKR, WLW, WGAR, WIND, KMBZ, WHAM, WHOK. Moves: 25-16 at 14RKO, 22-15 WLVA, 24-19 WBT, 26-22 WMAZ, 23-17 WFYR, 37-28 WCHV, debut 14 WFDF, debut 20 WATR, debut 28 WRIE. Increased rotation: WGR.

NEW & ACTIVE

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.

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

HELEN REDDY "We'll Sing In The Sunshine" (Capitol) 34/3 add WJNO, WHAM, KBLF. Moves: 24-20 WSM, 36-30 WAKR, 22-19 WJAK, debut 22 WFDF, debut 28 KXLY, debut 30 at 14RKO. Heavy rotation: WNEW, WFTL. Increased rotation: WIOD, WTMJ, KOB, KPPL.

BEE GEES "More Than A Woman" (RSO) 33/2 add WHAG, KBLF. Moves: 12-8 WBEN, 36-28 KUKI, 35-27 WAKR, 19-14 WRIE, 19-16 KDWN. Heavy rotation: WNEW, WCBM, KPPL, KMRJ.

WILLIE NELSON "Georgia On My Mind" (Columbia) 25/3 add WSJS, KDWN, WAKR. Moves: 17-12 WSM, debut 27 at 14RKO. Heavy rotation: KMBZ, WIOD. Increased rotation: WTMJ, WNEW, KPPL.

ENGELBERT HUMPERDINCK "The Last Of The Romantics" (Epic) 28/3 add KBLF, WHOK, 14RKO. Moves: 18-14 KDWN, 23-19 WBEN, 32-28 WAKR, debut 30 WRIE. Heavy rotation: WJNO. Increased rotation: KOB.

GEORGE BENSON "On Broadway" (WB) 28/4 add WBT, KXLY, 14RKO, WHAG. Moves: 9-8 KULF, 12-5 KOLO, 29-22 WGAR, 30-26 WPRO, debut 24 WFYR.

CARLY SIMON "You Belong To Me" (Elektra) 40/20 adds include KEX, KSFO, WASH, WGR, WMAZ, WBEN, WFDF, KOY, WBT, KNBR, WCCO, KRMG. Moves: 26-22 WPRO, 25-22 WFYR, debut 29 WLNH, debut 30 WATR, debut 31 WLVA. Increased rotation: WGY, WTMJ, KPPL.

CAPTAIN & TENNILLE "I'm On My Way" (A&M) 41/10 adds include KCRA, WIBW, WMAZ, WFDF, KDWN, WORG, WFTL, WCER. Moves: 28-23 WBEN, debut 25 WSM, debut 30 WLNH. Increased rotation: KMBZ, WGY, WTMJ, KOB.

ABBA "Take A Chance" (Atlantic) 29/15 adds include WHAM, KMBZ, WCCO, WCHV, KCRA, WLW, WFDF, WBEN, WMAZ, WQUD. Moves: debut 18 KDWN, debut 30 WPRO. Increased rotation: WIOD.

JOHN DENVER "I Want To Live" (RCA) 24/5 add WLW, WMAZ, KUKI, WJNO, WFTL. Moves: 25-21 WBEN, debut 23 WSM, debut 26 WJAK. Increased rotation: WIOD, WGY.

Others Getting Significant Action

RAYDIO "Jack & Jill" (RCA) 38/0 Moves: 7-5 WBT, 8-5 at 14RKO, 6-4 WLVA, 41-28 WJAK. Heavy rotation: KEX, WGR.

MARY MacGREGOR "I've Never Been To Me" (Ariola) 36/1 add WFTL. Moves: 14-10 KXLY, 22-17 WFDF, 30-25 WMAZ, 30-21 KUKI.

JACKY WARD "A Lover's Question" (Mercury) 31/2 add WNEW, KBLF. Moves: debut 29 KXLY.

BILLY JOEL "Movin' Out (Anthony's Song)" (Columbia) 30/3 add WGR, WHAM, WKIQ. Moves: 16-12 at K96, 19-13 WCHV, 25-21 WLVA, 28-23 WMAZ, 27-23 WPRO, debut 26 WOWO.

DEBBY BOONE "Baby I'm Yours" (WB/Curb) 29/4 add KOY, WHOK, WHIZ, KHNY. Moves: 26-22 WBEN, 33-29 WAKR, debut 23 WFDF. Heavy rotation: WFTL. Increased rotation: WNEW, WIOD, KOB, WCER.

TUXEDO JUNCTION "Chattanooga Choo Choo" (Butterfly) 28/3 add K101, KXLY, WKIQ. Moves: 20-13 WSM, 21-15 WBEN, 37-30 WJAK.

EARTH, WIND & FIRE "Fantasy" (Columbia) 25/0. Moves: 10-6 WRIE, 1-1 at K96, 22-15 KUKI, 26-23 WGAR, 21-16 WFDF, 26-23 WLNH.

MICHAEL JOHNSON "Bluer Than Blue" (EMI America) 19/6 add WSM, WFTL, KSFO, WTMJ, WCBM, 14RKO. Moves: 30-25 WBEN. Increased rotation: WASH, WGY, KGIL.

STEELY DAN "Deacon Blues" (ABC) 19/5 add WLW, WLNH, WSBA, WCER, WKIQ. Moves: 29-24 at 14RKO.

Radio & Records

POP/ADULT AIRPLAY/40

April 28, 1978

Three Weeks	Two Weeks	Last Week		
8	4	3	1	FLACK & HATHAWAY/The Closer I Get To You (Atlantic)
1	1	1	2	BARRY MANILOW/Can't Smile Without You (Arista)
2	2	2	3	ENGLAND DAN & J.F. COLEY/We'll Never Have To Say... (Big Tree)
9	6	4	4	CHUCK MANGIONE/Feels So Good (A&M)
27	21	11	5	MATHIS & WILLIAMS/Too Much, Too Little, Too Late (Columbia)
26	15	8	6	WINGS/With A Little Luck (Capitol)
7	7	5	7	YVONNE ELLIMAN/If I Can't Have You (RSO)
3	5	6	8	BEE GEES/Night Fever (RSO)
5	3	7	9	KANSAS/Dust In The Wind (Kirshner)
25	19	13	10	JEFFERSON STARSHIP/Count On Me (RCA/Grunt)
10	10	10	11	DAVID GATES/Goodbye Girl (Elektra)
22	14	12	12	DOLLY PARTON/Two Doors Down (RCA)
4	8	9	13	GENE COTTON/Before My Heart Finds Out (Ariola)
23	22	18	14	ATLANTA RHYTHM SECTION/Imaginary Lover (Polydor)
14	12	14	15	ANDREW GOLD/Thank You For Being A Friend (Asylum)
39	32	23	16	TRAVOLTA & NEWTON-JOHN/You're The One That I Want (RSO)
12	11	17	17	ERIC CLAPTON/Lay Down Sally (RSO)
34	27	21	18	PLAYER/This Time I'm In It For Love (RSO)
6	9	15	19	GORDON LIGHTFOOT/The Circle Is Small (WB)
17	16	16	20	NATALIE COLE/Our Love (Capitol)
11	13	19	21	CRYSTAL GAYLE/Ready For The Times To Get Better (UA)
-	38	34	22	BONNIE TYLER/It's A Heartache (RCA)
-	-	-	23	ANDY GIBB/Shadow Dancing (RSO)
16	23	24	24	SAMANTHA SANG/Emotion (Private Stock)
31	26	26	25	RAYDIO/Jack & Jill (Arista)
-	-	-	26	SEALS & CROFTS/You're The Love (WB)
-	-	39	27	HELEN REDDY/We'll Sing In The Sunshine (Capitol)
38	34	31	28	BEE GEES/More Than A Woman (RSO) LP cut: Sat. Night Fever
-	40	32	29	WILLIE NELSON/Georgia On My Mind (Columbia)
-	37	35	30	ENGELBERT HUMPERDINCK/The Last Of The Romantics (Epic)
-	-	40	31	GEORGE BENSON/On Broadway (WB)
32	30	30	32	ELO/Sweet Talkin' Woman (UA/Jet)
-	-	-	33	CARLY SIMON/You Belong To Me (Elektra)
13	17	20	34	LeBLANC & CARR/Falling (Big Tree)
24	20	22	35	LOU RAWLS/Lady Love (Philadelphia Int'l)
-	-	-	36	CAPTAIN & TENNILLE/I'm On My Way (A&M)
18	18	25	37	CARPENTERS/Sweet Sweet Smile (A&M)
21	28	29	38	BILLY JOEL/Just The Way You Are (Columbia)
-	-	-	39	ABBA/Take A Chance On Me (Atlantic)
-	-	-	40	JOHN DENVER/I Want To Live (RCA)

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: Congratulations to Roberta Flack & Donny Hathaway who jump into the number one slot this week. Another hot duo busting in the top ten for the first time this week is Johnny Mathis & Deniece Williams who move from 11-5. Still a third hot twosome is John Travolta & Olivia Newton-John jumping from 23-16. Breakers this week are Bonnie Tyler at 22, Andy Gibb, debuts at 23, and Seals & Crofts who debut this week at 26. The strongest other move of the week was by Helen Reddy, soaring 39-27. Others on for the first time and looking promising are Carly Simon at 33, Captain & Tennille at 36, Abba at 39 and John Denver, no stranger to the Pop/Adult chart at 40.

Most Added:

- CARLY SIMON**
You Belong To Me (Elektra)
Added at 29% of our reporting stations.
- ABBA**
Take A Chance On Me (Atlantic)
Added at 21% of our reporting stations.
- ANDY GIBB**
Shadow Dancing (RSO)
Added at 16% of our reporting stations.
- BONNIE TYLER**
It's A Heartache (RCA)
Added at 16% of our reporting stations.
- DIANA ROSS**
You Got It (Motown)
Added at 14% of our reporting stations.
- BARRY MANILOW**
Even Now (Arista)
Added at 13% of our 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) "It's All In The Game," "Lady Blue"
- JIMMY BUFFETT (ABC) "The Last Line"
- JOHNNY CASH (Columbia) "Who's Gonna Buy My Tractor"
- RITA COOLIDGE (A&M) "Words"
- JOHN DENVER (RCA) "Bet On The Blues"
- NEIL DIAMOND (Columbia) "You Don't Bring Me Flowers"
- YVONNE ELLIMAN (RSO) "Baby, Don't Let It Mess Your Mind"
- ENGLAND DAN & J.F. COLEY (Big Tree) "Beyond The Tears," "Hold Me"
- ROBERTA FLACK (Atlantic) "After You," "Blue Lights In The Basement"
- ART GARFUNKEL (Columbia) "Watermark"
- ANDREW GOLD (Asylum) "Never Let Her Slip Away"
- BILLY JOEL (Columbia) "Always A Woman," "Stranger"
- GORDON LIGHTFOOT (WB) "Dreamland," "Daylight Katy"
- BARRY MANILOW (Arista) "Copacabana," "Somewhere In The Night," "Where Do I Go From Here"
- LOU RAWLS (Phil. Int'l) "There Will Be Love"

Hottest:

- ROBERTA FLACK & DONNY HATHAWAY**
The Closer I Get To You (Ari)
Reported hot at 57% of our stations.
- CHUCK MANGIONE**
Feels So Good (A&M)
Reported hot at 49% of our stations.
- MATHIS & WILLIAMS**
Too Much, Too Little, Too Late (Col)
Reported hot at 47% of our stations.
- WINGS**
With A Little Luck (Capitol)
Reported hot at 47% of our stations.
- TRAVOLTA & NEWTON-JOHN**
You're The One That I Want (RSO)
Reported hot at 31% of our stations.

POP/ADULT SINGLES

GEORGE BENSON
On Broadway (WB)
Check N&A
3-17

DEBBY BOONE
Baby I'm Yours (WB/Curb)
See Others
3-31

CAPTAIN & TENNILLE
I'm On My Way (A&M)
debut at 38 on PIA 40
4-14

JOHN DENVER
I Want To Live (RCA)
debut at 41 on chart
4-14

ANDY GIBB
Shadow Dancing (RSO)
Breaker
4-14

MICHAEL JOHNSON
Bluer Than Blue (EMI America)
see Others
4-14

BARRY MANILOW
Even Now (Arista)
See Others and Most Added
4-28

MEATLOAF
Two Out Of Three (Epic)
3-31

ELVIS PRESLEY
Unchained Melody (RCA)
debut 27 KXLY
3-24

K. ROGERS & D. WEST
Everytime Two Fools (UA)
3-17

SEALS & CROFTS
You're The Love (WB)
Breaker
4-14

TAVARES
More Than A Woman (Cap)
3-17

VALENTINE
So Sad To Break Up (RCA)
4-7

ABBA
Take A Chance (All)
See N&A
4-14

DEBBY BOONE
God Knows (WB/Curb)
Add WNEW WGR
4-28

KACEY CHSYK
The One And Only (ABC)
2-10

EDWARDS & RALPH
All Over Again (Ariola)
See Others
4-28

BILLY JOEL
Movin' Out (Columbia)
3-24

FLO LACEY
What's Expected Of Me (Krugerrand)
3-3

MAC McANALLY
Opinion On Love (Ariola)
4-28

ROBERT PALMER
Every Kind Of People (Island)
See Others
4-28

GERRY RAFFERTY
Baker St. (UA)
See Others
4-21

RUBICON
I'm Gonna Take Care... (20th)
4-21

PAUL SIMON
Stranded In A Limousine (Col)
3-24

TUXEDO JUNCTION
Chataanooga Choo Choo (Butterfly)
3-17

JACKY WARD
A Lover's Question (Merc)
3-17

BOB WELCH
Ebony Eyes (Capitol)
3-24

PEE GEEB
More Than A Woman (RSO)
See N&A
3-17

JACKSON BROWNE
Running On Empty (Asylum)
Still active in some areas
3-3

ALLAN CLARKE
Shadow In The Street (All)
3-3

ELO
Sweet Talkin' (UA/Jet)
2-24

ELTON JOHN
Ego (MCA)
30-24 WLW
4-14

LOBD
You Are All I Ever Need (WB)
3-24

MARY McGREGOR
I've Never Been... (Ariola)
See Others
3-10

ELVIS PRESLEY
Softly As I Leave You (RCA)
4-7

HELEN REDDY
We'll Sing In The... (Capitol)
4-7

SAMANTHA SANG
You Keep Me... (Pvt Stk)
Check Others
4-21

STARLAND VOCAL BAND
Late Nite Radio (Windsong)
See Others
4-21

BONNIE TYLER
It's A Heartache (RCA)
Breaker
4-14

WINGS
With A Little Luck (Capitol)
3-24

ADDS & HOTS

<p>WAK R/Akron Rues Knight</p> <p>WB/Charlotte, NC Andy Beckel</p> <p>WDFW/Flint Joe Wade</p> <p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WBT/Charlotte, NC Andy Beckel</p> <p>WDFW/Flint Joe Wade</p> <p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WDFW/Flint Joe Wade</p> <p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WASH/Washington, D C</p>
<p>WAK R/Akron Rues Knight</p> <p>WB/Charlotte, NC Andy Beckel</p> <p>WDFW/Flint Joe Wade</p> <p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WBT/Charlotte, NC Andy Beckel</p> <p>WDFW/Flint Joe Wade</p> <p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WDFW/Flint Joe Wade</p> <p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WLNH/Laconia Roger Curtis</p> <p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WCCO/Minneapolis Denny Long</p> <p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>K98/Provo Wayne Richards</p> <p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>KSFQ/San Francisco Don Hotmann</p> <p>WASH/Washington, D C</p>	<p>WASH/Washington, D C</p>

Others Getting Significant Action

TOM JONES "No One Gave Me Love" (Epic) 18/1 add WDFD. Moves: 20-16 WBEN, 23-19 WIBW.

GERRY RAFFERTY "Baker St." (UA) 17/7 adds include KMBZ, KBLF, WLVA, KXLY, WMAZ. Moves: debut 29 at 14RKO. Increased rotation: WTMJ.

DIANA ROSS "You Got It" (Motown) 15/10 adds include WIOD, WASH, WTMJ, WCER, WATR, WHAG, WCCO, WJAK.

SAMANTHA SANG "You Keep Me Dancing" (Private Stock) 14/8 adds include WLNH, WHIZ, KMRJ, WTMJ, K101, WATR, WQUD. Moves: 34-26 KUKI.

BARRY MANILOW "Even Now" (Arista) 11/9 adds include WIOD, KEX, WMAZ, WBEN, WSM, WNEW, WCBM, KRMG.

ROBERT PALMER "Every Kind Of People" (Island) 11/3 add WPRO, WCHV, WSBA. Moves: 22-14 WSM, 29-26 KRKK, debut 25 WDFD, debut 29 WMAZ.

SKYLINERS "Oh How Happy" (Tortoise) 11/1 add WLNH. Moves: debut 19 KDOWN.

STARLAND VOCAL BAND "Late Nite Radio" (Windsong) 9/3 add K101, WIBW, KBLF.

EDWARDS & RALPH "All Over Again" (Ariola) 9/1 add WFTL.

DEBBY BOONE "God Knows" (WB/Curb) 8/2 add WNEW, WGR. Moves: debut 17 KRMG, debut 25 WFYR. Heavy rotation: KEX, WFTL.

OPPORTUNITIES

Openings

KLYD/Bakersfield, CA has immediate opening for Pop/Adult personality Tapes and resumes to Larry Crawford, KLYD AM FM, Box 1499, Bakersfield, CA 93301 (4-20)

WDOT/Burlington, VT is looking for midday personality for Pop/Adult format. Only serious applicants should apply. Tapes and resumes to WDOT, 396 College St., Burlington, VT 05401 (4-20)

105 FM (WVCK)/Flint, MI top-rated station looking for human sounding communicator for possible future openings. Tapes and resumes to Buddy Hollis, WVCK, 3217 LaPeer, Flint, MI 48503. No calls please. (4-20)

KBOY/Madford, OR is in need of human communicator with production capabilities. Experience desirable. Tapes and resumes to Phil Miller, 413 E. Main, Medford, OR 97501 (4-20)

WKKO/Cocoa Beach, FL has AM drive opening for Pop/Adult personality. Tapes and resumes to Chip Taylor, PD, WKKO, Box 3188, Cocoa Beach, FL 32922. No calls please. (4-20)

ROCK 96 (KYNO-FM)/Fresno, CA is looking for AOR broadcaster. Strong on production and desire. Tapes and resumes to Larry Snider, PD, Rock 96, 1060 Fulton Mill, Suite 1500, Fresno, CA 93721 (4-20)

WRRN/Martinsburg, W VA needs a friendly afternoon jock with something to say. No beginners. Tapes and resumes to Ed Alexander, Box 709, Martinsburg, W VA 25401 or call (304) 263 6586 until 12noon EST (4-20)

AM FM & TV facilities in Midwest medium market looking for mature personality. Excellent long term spot with good pay and benefits. Tapes and resumes to Don Guthrie, WKBN, Youngstown, OH 44501 EOE (4-20)

KSEK/KMRJ/Pittsburg, KS looking for jock with minimum 3 years experience. No rockers, heavy production, prefer AOR background. Tapes, resumes, photos and salary requirements to Box 610, Pittsburg, KS 66762. No calls please. (4-20)

KERN/Bakersfield, CA is looking for a polished professional, creative, friendly and maybe a little crazy! Tapes and resumes to Russ Gerber, KERN, Box 2700, Bakersfield, CA 93303 EOE M/F (4-20)

WLAY Muscle Shoals needs announcer to work 7-12mid, some production and news. If you like to have fun and want to progress, send tapes and resumes to Tom Pepper, WLAY, Box 220, Sheffield, AL or call (205) 383-2525. Top 40 format in Quad cities market. EOE (4-20)

WYNE Appleton, WI looking for a news/sports person ASAP. Call Bob Clifford or Dan Davis (414) 739 1158. EOE M/F (4-12)

Openings

WOHO (Z105)/Toledo, OH needs chief engineer for AM-FM combo in 50th market. Mature individual to maintain and improve our full-time 1000 AM and state of art automated FM. Call Lew Dickey, General Manager, (419) 256 1470 (4-20)

WPTR/Albany, NY is looking for experienced news commentator with talent for on-air announcing and feature stories. Tapes, resumes, and salary requirements to Roy Frank, News Director, WPTR, 4243 Albany St., Albany, NY 12205. EOE M/F (4-20)

Radio station outside of beautiful Nashville, TN seeks a first class engineer/announcer. Tapes, resumes and salary requirements to Dale Mitchell, One Radio Plaza, Hopkinsville, KY 42240 (4-20)

KCMO/Kansas City, MO has openings for a News Director and air personality. Tapes and resumes to Tom Barsanti, KCMO, 4500 Johnson Drive, Fairway, KS 66205. EOE M/F (4-20)

WOW/Omaha, NE needs a super smooth midday person. No comics, no screamers, just a reliable human being. Tapes and resumes to Erik Fox, WOW, Omaha, NE 68137. EOE M/F (4-20)

KBOZ/1090 plus soon to be 100,000 watt stereo FM needs a super newperson. Experience a necessity, should be mature, have good delivery with a strong personality for the morning show team. Must be dedicated. Great salary with a great future. Tapes and resumes to William Reier, General Manager, KBOZ, Box 147, Bozeman, MT 59715 or call (406) 586 5466 (4-20)

KIRL/St. Louis, MO needs morning person for Country format. Good production skills a must. Tapes and resumes to Mike Fee, Box 1460, St. Charles, MO 63301. No calls please. (4-20)

WEEKENDERS needed at KMAK/Fresno, CA. Country format. Tapes and resumes to KMAK, 2020 E McKinley, Fresno, CA 93703 or call (209) 266 9448 (4-20)

WCGQ/Columbus, GA looking for night jocks and weekenders. Tapes and resumes to Charlie Rowe, WCGQ, Box 1537, Columbus, OH 31902 (4-20)

WQIQ AM/Philadelphia, PA needs PD with strong personality. Must live in PA/NJ area and relocate. Tapes and resumes to Rick Gillespie, 12 Kent Road, Aston, PA 19014. EOE M/F (4-20)

KSO/Des Moines, IA has opening for future air talent. Tapes, resumes and salary requirements to Perry St. John, KSO, 3900 N.E. Broadway, Des Moines, IA 50317. No calls please. (4-20)

Openings

KFM/Las Vegas looking for production oriented announcers. Automation experience helpful. Also looking for personnel for future openings at our new stations in other markets. Rush tapes and resumes to Tom Walker, Group PD, Box 15223, Las Vegas, NV 89114. EOE (4-20)

KCUB/Tucson is looking for a qualified air personality for the top-rated station in the market. Tapes and resumes to Jim Arnold, Box 5006, Tucson, AZ 85703 (4-20)

STONER BROADCASTING/Des Moines looking for Chief Engineer. Resumes to Perry St. John, 3900 NE Broadway, Des Moines, IA 50317. No calls please. (4-20)

KTRN/Wichita Falls, TX has an opening for two announcers and a newperson. Tapes and resumes to James Bond, Box 5006, Wichita Falls, TX 76307 (4-20)

Vegas Country 14, the newest Country sound in Las Vegas is accepting tapes and resumes for future openings. Must have knowledge of Country music. No amateurs please. Also, immediate opening for newperson. Good delivery and ability to rewrite news copy. Tapes and resumes to Doug James, PD, Box 15223, Las Vegas, NV 89114 or call (702) 732-7763. EOE (4-20)

Good bucks, security, and a rewarding position can be yours at Tulsa's top-rated contemporary music station. We need a personable, one to one communicator, who can mix humor and informational bits, and relate to a morning audience. Tapes and resumes to Ken Scott, KRAV, Tulsa, OK 74101. EOE M/F (4-20)

Immediate opening for newperson at WJPS/Evansville, IN, P/A station. News Director position available for the right person. Send tapes and resumes to Rod Metcalf, WJPS, Box 3636, Evansville, IN 47735 or call (812) 425-2221 (4-12)

WKCC/Saginaw, MI has two fulltime on air positions open, effective May 1st. Send tapes and resumes to Tom Samoray, WKCC, Box 1776, Saginaw, MI 48605, or call (517) 752-8161 (4-12)

WTIX/New Orleans, LA is looking for 7-midnight personality. Must be energetic and exciting. No calls please. Send tapes and resumes to Bob Mitchell, WTIX, 332 Carondelet St., New Orleans, La. 70130 (4-12)

Mejor AM market Washington D.C. is looking for a top notch morning person. Applicants must be personable, witty, true professionals. Send tapes and resumes to Low Katz, WWDC-AM, Box 4068, Washington D.C. 20015. No calls please. (4-12)

14ZYQ/Frederick, MD needs jock, first phone, good bucks. Contact Joe Johnson, PD, Route 12, Box 1111, Frederick, MD 21701 or call (301) 662-2148 (4-12)

Openings

WZIX/York, PA is looking for the right person to entertain Central Pennsylvania from midnight till 6am. Excellent opportunity for someone with limited experience to really get started. Also looking for people for possible future openings in other time periods. Send tapes and resumes to Paxton Quigley, WZIX, 2 West Market St., York, PA 17401. EOE M/F. No calls please. (4-10)

Prominent AOR station looking for personable folks for upcoming opening. Send tapes and resumes to Keith James, PD, WMHE, 4665 W. Bancroft, Toledo, OH. EOE M/F (4-10)

KEZY-FM/Anaheim, CA is looking for a traffic person. Contact Dave Forman, (714) 776-1191 (4-10)

If you're a talented hard worker, we need you. WVAL/Sauk Rapids, St. Cloud, MN has immediate opening for morning drive Country personality who can also handle MD responsibilities. Good production and tight board a must. At least two years experience. Send tapes and resumes to Craig Tiffany, WVAL, Box 255, Sauk Rapids, MN 56379 (4-10)

KFMQ/Lincoln, NE. AOR, is now accepting tapes and resumes for possible future openings. Must be good on air and in production. Bruce Wheeler, PD, KFMQ, Terminal Building, Lincoln, NE. EOE M/F (4-10)

Good weekend people needed. Area announcers preferred. Send tapes and resumes immediately to Chris O'Brien, Z96, Box 96, Grand Rapids, MI 49501 (4-10)

Arizona Lotus Corp, KRUX/Phoenix, KTCT/Tucson, AZ is looking for top flight air talent (1st phone preferred) and news people for future openings. Send tapes and resumes to Box 5685, Tucson, AZ 85703. EOE M/F

KPAC/Port Arthur, TX needs a general assignment reporter. Experience preferred, but will consider ex-jock that wants to get into news. Send tapes and resumes to Art Riley, Box 968, Port Arthur, TX 77640. EOE M/F (4-10)

KOFM/Oklahoma City, OK is now accepting tapes and resumes for future News Director. Contact Mike Miller, PD, KOFM, Box 14806, Oklahoma City, OK 73114. EOE M/F (4-12)

WWQM/Madison, WI looking for experienced, no-hype morning personality with production abilities. Send tapes and resumes to David Ross, WWQM, Box 4408, Madison, WI 53711. EOE M/F (4-12)

News Director, good voice, not just rip and read and strong on local with two years experience needed. Send tapes and resumes to Jack Phillips, KFIV, Box 1360, Modesto, CA 95350. EOE M/F (4-12)

CHANGES

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 (714) 866-1561 with your

information or mail it to Radio & Records, Opportunities Department, 6030 Sunset Blvd., Suite 121, Hollywood, CA 90028. Please be sure to list the name when you have found a position or filled your job opening.

Radio

JIM CORCORAN joins WXKE-FM/Ft. Wayne, IN as Operations Manager and PD, formerly WMEE/Ft. Wayne and WLUP/Chicago.

CHRIS WASHINGTON is now doing weekends for WKTK-FM/Baltimore, MD.

SUSANNE BENSON joins WMAQ/Chicago, IL as Music Director.

MICHAEL FOX to KGON/Portland, OR doing weekends.

SEAN McDOWELL to WYDD/Pittsburgh, PA, 10am-2pm.

MARC W. MORGAN joins WPLJ/New York as Sales Manager.

ROB CHIMBEROFF appointed Advertising and Promotion Coordinator for WRQX/Chicago.

GUY HARPO (Lou Harper, formerly with WIRK/West Palm Beach, FL) leaves WAEB/Allentown, PA to join CETEC Corp., Pensicola, FL as sales representative.

DORIS ARDOLF, formerly of KNIA/Knoxville, IA joins KIOZ/Laramie, WY.

JAY FRANKS named Music Director of KRBC/Abilene, TX.

SCOTT HENSLEY now doing news at KRBC/Abilene, TX.

JUANITA JACKSON, formerly with WRR/Dallas, TX joins KRBC/Abilene, TX.

DOUG PAUL, formerly with mornings at WITN-FM/ROCK 93/Washington N.C. now doing mornings at WKZL-FM/Winston-Salem, N.C.

BRUCE WALTON named local Sales Manager at KCBQ/San Diego, CA.

JEFF NEWFIELD named evening air personality at CFTR/Toronto, Ontario.

ARLENE GARRETT, formerly with WIDG/St. Ignace, MI joins WIBM/Jackson, MI as our all night show personality.

JODY HOTKA joins KJRB/Spokane, WA as new Production Director.

JACK CASEY, formerly of WWDC-AM/Washington D.C. joins WYRE/Annapolis, MD 6am-10am.

DAVE TAYLOR named Music Director at WAIR/Winston-Salem, N.C. He's also doing 10am-3pm airshift.

KATHY MANLEY, formerly KDES/Palm Springs, CA joins KRCQ/Palm Springs/Indio, CA as office manager.

Station Line-Ups

KWRM/Corona, CA Line-Up: 6am-11am Rod Ferguson, 11am-3pm Rick Painter (PD), 3pm-7pm Mike Milan, 7pm-12mid Jason McQueen, 12mid-6am Dan West. Weekends: Robin Hood, Dave C., and Bob Dorsey.

WVJC/Mt. Carmel, IL Line-Up: 6:30am-9am John & Judy, 9am-11am Cindy Joe, 11am-1pm Greg Alann, 1pm-3pm Danny Wayne, 3pm-6pm Tom Weston, 6pm-10pm Skip Thomas (MD), 10pm-1am Curt Mathews.

KBUF/Garden City, KS Line-Up: 6am-8am Mike Ward, 8am-12noon Mark Miller (Sports Director), 1pm-2:30pm Mark Miller, 2:30pm-6:30pm Miles Goodwin, 6:30pm-7pm (on AM-Country), 7pm-12mid (FM-AOR) Mac.

WSSC/Sumter, S.C. Line-Up: 6am-10am Jim Wilson, 10am-3pm Jim Forrest, 3pm-7pm Rick James (PD), 7pm-12mid John Roberts (MD), 12mid-6am Chuck Dee. Weekends: John Bartlette, News: Amanda Kelly.

KROY/Sacramento, CA Line-Up: 6am-10am Terry Nelson (PD), 10am-3pm Tom Chase,

3pm-7pm Danny Wright, 7pm-12mid Kris Mitchell (MD), 12mid-6am Brian Davis.
 WMJQ/Rochester, NY Line-Up: 6am-10am Doug James (MD), 10am-3pm Al Peterson (PD),
 3pm-7pm Bernie Kimble, 7pm-12mid Tony Mathews, 12mid-6am Cheryl Miller.
 X-ROK/EI Paso, TX Line-Up: 6am-9am Phillips & Wall, 9am-1pm Bruce Berle, 1pm-4pm
 Bob Dayton, 4pm-7pm Captain Kirk Russell, 7pm-11pm Chris Michaels, 11pm-3am Stan
 Main, 3am-6am George Camacho.
 KROI/Sacramento, CA Line-Up: 6am-10am Andy Rush, 10am-2pm Bob McDonald, 2pm-
 6pm Phil Drake (PD), 6pm-12mid Kent Randles, 12mid-6am Ed Lambert.
 KRBC/Abilene, TX Line-Up: 6am-10am Talk Show, 10am-2pm Tom Bates, 2pm-6pm John
 Frost (PD), 6pm-10pm Jay Franks (MD), 10pm-2am Paul King, 2am-6am Steve Brown.
 Weekends: Jim Sterling, Curtis Stone, Bill Gowan, Jim Hays.

Records

NILES SEIGEL appointed Vice President BGO Records and Buie-Geller Organization.
 CATHY WEIDMAN named National Secondary Promotion Manager for Mushroom Records.
 SAM HARRELL appointed Regional Promotion Marketing Manager, Western Region,
 for Epic/Portrait/Associated labels.
 SARA BOYERS appointed Head of the Law Department for MCA Records.
 GLEN LA RUSSO named International Product Manager with Salsoul Records.
 SHARON NELSON joins the Salsoul Records promotion team.
 ARTHUR MARTINEZ promoted to Division Vice President, Finance & International,
 RCA Records.
 JON PEISINGER appointed Polygram Distribution Vice President, Marketing Development.
 CYNTHIA COX joins Salsoul Records promotion staff, as National Secondary Promotion
 Manager.
 LARRY LAVAN named Midwest Regional Marketing and Promotion Manager for Casablanca
 Records.
 BRYAN BLATT named Director of Marketing for Jet Records.
 MITCH KANNER appointed Artist Development Representative/East Coast for Elektra/
 Asylum Records.
 SHARON LAWRENCE named General Manager of Bang Records.
 DAVID POWELL joins Bang Records as Promotional Representative.
 CATHY MOYE joins Bang Records as Promotional Representative.
 MARY ANN McCREADY appointed Director of Contemporary Artist Development, Press
 and Public Information, for CBS Records, Nashville.
 STEVE POWELL appointed Southern Regional Manager, Sales for ABC Records.
 BILL WILLIAMS named Southern Regional Promotion Representative, Special Markets
 for ABC Records.

Industry Changes

NAND. OMANSKY named Account Executive, Arbitron Advertiser/Agency Sales.
 MICHAEL MARSHO named Account Executive, Arbitron Television Sales.

Top 40, AOR, and Pop/Adult all agree:

BENSON'S BIG!

MAJOR MOVES-

99X 19-16
WRKO deb 29
WPGC 30-27
B-100 28-14
KJR on
KRTH on
13Q 28-26
WDRC add
JB-105 37-27
WBBF 29-25
WICC 25-22
WYRE deb 30
WTRY 30-27
WPHD 27-24
WKBO 24-20
WQXI 8-8
94-Q 1-4
WAYS 25-23
WTIX 21-14
Q-105 24-20
WAKY 30-29
WSGA 24-20
Q-94 24-22
WLEE 4-2
WBBQ 25-23

WPEZ 39-31 **96-X 1-2**
KLIF 24-21 **WHBQ 7-7**
Y-100 7-1 **WLCY 26-23**



WFEA add **KAYC 9-5**
WAQY 25-20 **WRKR 29-26**
WVAM deb 32 **WJON 21-19**
WYND 27-22 **WTRU 29-24**
WRFC 10-4 **WSPT add**
WFOM 8-6 **WKNX 6-6**
WISE 29-26 **KDON 9-3**
WAIR 20-13 **KDZA add 38**
WIRK 16-13 **KRKE add**
WANS 24-20 **KPAM deb 27**
KILE 23-15 **KQDI add**
CK-101 36-31 **WCGQ 16-8**

KSLQ 17-12
KFI on
KFRC 3-2
WMAK 24-19
92-Q 29-24
Z-98
KHFI 11-9
KNOW 19-13
WSGN 34-28
WKIX 25-20
WMET add 29
WIFE 25-23
K-100 deb 37
TEN-Q deb 29
KING on
KYYX add 30
KJRB deb 26
KCBQ 23-14
KGW add
KANC add
KLIV 13-7
KYNO 23-15
KROY 19-15
KQEO 37-31
WEEQ add

"On Broadway." George Benson's all-format smash

National Airplay/30-28



on Warner Bros. Records.

OPPORTUNITIES

Openings

Gulf Coast station looking for bright young "ass kickin'" jocks. Willingness to take direction in more important than experience. Also looking for creative news person. Call Boomer McCoy (206) 476-1360. (4-12)

KRGO/Salt Lake City, UT needs several good personality announcers for expanding staff. Send tapes and resumes to Gary Liton, 5065 West 21th South, Salt Lake City, UT 84120. No calls please. (4-12)

WCLR/Chicago, Pop/Adult needs part time announcers. Light personality required no beginners. We also have opening for a PM drive and news, real person type. Send tapes and resumes to Jack Kelly, WCLR, 875 N. Michigan, Chicago, IL 60601 EOE M/F (4-12)

WQIQ AM/Philadelphia, PA needs Station Manager/Sports Director to begin immediately. Call Jeff Asch (215) 459-1602 EOE M/F (4-12)

WBLI/Long Island, NY seeking fulltime air person. Adult Top 40 format with heavy emphasis on gold. Looking for someone who can communicate with listeners without the use of bits, jokes or excess verbiage, someone who knows music and enjoys being on the air. Good production a must. Send air check, production samples and resumes to Mike Scalzi, 31 W. Main St., Patchogue, Long Island, NY 11772 EOE (4-12)

KODA AM/FM/Houston, TX is seeking a professional air talent for morning drive. Ability to communicate in a beautiful music format is a basic requirement. Experience and production ability also required. If you can relate on a one to one basis and are seeking an opportunity in the nation's fastest growing major market we'd like to talk with you. Tapes and resumes to Jason Williams, KODA, 4808 San Felipe, Houston, TX 77056. Salary negotiable. EOE M/F (4-12)

Eastern N.C. AM & FM rebuilding staff. Need Program Director, personalities, News Director, and engineer for AM Top 40 and FM automated Pop/Adult. Young progressive management and ownership. Send tapes and resumes to Mr. Richard Oakley, WVO/WXYY, Box 170, Wilson, N.C. 27893 EOE M/F (4-12)

KQDI/Great Falls, MT has opening for air talent. Tapes and resumes to Don Nordine, PD, KQDI Radio, Box 6760, Great Falls, MT 59403. (4-12)

Z97/Dallas-Ft. Worth, TX needs a 6pm-10pm jock now or after the book. Friendly, no screamers, no hype. Tapes and resumes to Gary Meck, Box 1317, Fort Worth, TX 76101. No calls please. (4-12)

KLSS/KSMN is now accepting tapes and resumes for possible future openings. If you have one to two years experience and are looking for a new challenge, mail your vital information to Nick Thomas, Program Director, KLSS/KSMN, Box 1446, Mason City, IA 50401. No calls please. (4-12)

Immediate opening for two Top 40 personalities. Must have good production skills and be able to communicate. Tapes and resumes and salary requirements to Bob Powell, WDXY, Box 1269, Sumter, SC 29150 EOE M/F (4-13)

WEEP/Pittsburgh, PA looking for Pittsburgh announcers that can fit into highly complicated and delicate format. Part time with opportunity for advancement. Send tapes and resumes to Dean Hellam, 1076th St., Pittsburgh, PA (4-13)

WFEC/Harrisburg, PA is expanding and there's room for part-time air talent. We're hot and can afford to hire only the best. If that is you send your tapes and resumes to BARRY MARDIT, Box 1172, Harrisburg, PA 17101. EOE M/F (4-13)

KDMS/EI Dorado, AR has immediate opening for combination Music Director/midday shift. Send tapes and resumes to Roger Manning, KDMS, Box 1565, EI Dorado, AR 71730 or call (501) 863-5121. EOE M/F (4-13)

KVOY/Yuma, AR is looking for air talents. Good voice, good production, good money. Tapes and resumes to Ted Taylor, Box 228, Yuma, AR 85364 or call (602) 782-4321. (4-13)

FRANK N. MAGID & ASSOC. TALENT SEARCH: Air staff needed immediately at major market Pop/Adult in South Southwest. Your tape must display more than just the basics. Also, Top 10 personality oriented Pop/Adult is looking for talented communicators geared to 25 plus. If you're at least two cuts above average send tapes and resumes to Scott Henderson, Frank N. Magid, One Research Center, Marion, IA 52302. (4-14)

Top Contemporary Radio Station looking for an air personality. We need a believable one to one announcer. Tapes and resumes only to Radio & Records, Box 117, 6430 Sunset Blvd., Suite 1221, Hollywood, CA 90029. Tapes will not be returned. EOE/Affirmative Action Employer.

Miscellaneous

KRNY AM/FM/Kearney, NE needs record service from all labels. Contact Dale Johnson, Box 822, Kearney, NE 68847. (4-20)

Record service needed by WOMT and WGEZ (Adult Contemporary) and WXCO (Country) from all labels. Contact Dave Stevens, WGEZ, Box 416, Beloit, WI or call (608) 365-8866. (4-20)

KIDD/Monterey, CA switched from talk to Pop/Adult. In need of record service from all labels, including oldies. Contact Jimmy Satter, MD, KIDD, Box KIDD, Monterey, CA 93940 or call (408) 649-6622. (4-20)

WFMV/Stroudsburg, PA changing format to Top 40 and needs service from all labels. Contact Tommy John, PD, WFMV, Box 846, Stroudsburg, PA 83601. (4-20)

WLOF/Orlando, FL wants all jocks who have worked for WLOF in the past to call in for voicings, in conjunction with a special weekend. (305) 293-2431. (4-14)

Miscellaneous

WGNG/Providence, RI, now doing their own music, need service from all labels. Music Director, WGNG, 100 John Street, Cumberland, RI 02864 (4-6)

WAIL/Baton Rouge, LA has changed format to AOR and is in need of better LP service from all labels. Contact Alan Dunne, MD, WAIL, 5700 Florida Blvd., Suite 604, Baton Rouge, LA 70806. (4-6)

Goods & Services

"Poop Sheet"

Good solid radio comedy. Subscribers report higher usage. FREE ISSUE Richard Clear's POOP SHEET, N. 16841 Sagewood, Nine Mile Falls, WA 99026.

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.

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Positions Sought

Presently PD for 2 Southern California medium market AM/FM stations. I'm looking for a more challenging situation in Top 20 market. Desire PD/MD, research position, possible air work/production with Pop/Adult station. Rick Painter (714) 737-1370. (4-17)

JIM STAFFORD, formerly with KATT/Oklahoma City, OK looking for AOR air personality gig. Tapes and resumes available upon request. Call (405) 364-4319. (4-17)

LEE STAMP, former PD of WABB/Mobile, AL for 5 years looking for summer fill-in work. Call (904) 476-7645 or (904) 455-2744. (4-17)

PRODUCTION, ANNOUNCING COMBINATION. Currently producer for University of Colorado News Service. Creative production abilities. 3rd endorsed. Tapes, resume and references available. Mark Allan Weitzman, 207 Nichols Hall, Boulder, CO 80310 or call (303) 492-6431 (4-17)

Experienced radio newscaster with extensive sports background seeks major market position, preferably in Philadelphia area. (215) 748-4742. (4-17)

TODD STEVENS presently PD, WGNI/Wilmington N.C. seeking change in scenery and increase in pay. 8 years experience medium to major market only. (919) 763-6511 or (919) 791-6516. (4-19)

RANDY K. HATCHER, first phone, experienced, looking for small to medium fulltime Top 40 gig. Just trained at KCBQ. Tapes and resume available. (714) 280-8165. (4-19)

Creative, talented, successful drive personality seeks management position. 1st ticket, good numbers, nice voice and production abilities. Call after 3pm EST, leave message with Alice McQuire (919) 294-0942. (4-19)

BILL GEORGE, formerly KSOM/Ontario looking for middle market Country or Top 40 position, first phone. Call any time (213) 240-6052. (4-19)

Hardworking one to one communicator seeking fulltime AOR work. Good production and will relocate. Call (212) 548-7920. (4-19)

One of the country's top rock personalities is available. Excellent track record and references. Currently employed. Call Super Shannon (614) 457-9131. (4-19)

Great personality, entertaining, warm and humorous. Would like to do morning drive at a Pop/Adult station that is involved and communicates with the audience. Call John Dial (814) 674-5407 after 1pm. (4-19)

AOR personality looking for fulltime position. Presently employed at KNAC/Los Angeles. Former Music Director at KXFM/Santa Maria, CA. Call Garret Lambert (213) 469-8926. (4-19)

Currently employed at Radio Liberty in Munich. News writing and reporting experience. Have BA and law degree, speak German, French, Latvian. Will be in U.S. this June and July. Contact Juris Keze, Elisabethstr. 26, 8000 Munchen 40, West Germany. (4-19)

CHRIS KELLY, energetic, hardworking, and looking for medium or major market on air position. Currently at WIFE/Indianapolis, IN and formerly of WRDK, WGBF. Call any time (812) 337-3718 or (317) 637-1375 between 9am-5pm. (4-19)

Six years experience in small market Pop/Adult format. Prefer same, Top 40 or AOR in small or medium market. Sports PBP experience, good production, vast knowledge of music my strong points. Will relocate. 3rd endorsed, currently employed. Call Gary (716) 487-0868. (4-19)

One to one communicative human sounding morning personality, seeks a position that requires more than time and temp. Willing to relocate and available immediately. Call Sebastian Stone (715) 842-2213. (4-19)

TERRY CANNON, good nighttime jock seeks a good AOR or Top 40 medium and major market position. 5 years experience, college education, hardworker and loyal. Call early morning or after 10:30pm. (713) 898-4942. (4-19)

Positions Sought

Creative, experienced (3 years) Top 40/Soft Rock/Progressive radio personality. Character voices, good production and experienced with Public Affairs. Available immediately. Call Paul J. Warwick (617) 825-4770. (4-19)

Midwest Program Director in small market with four years experience looking to move up. Country/Pop Adult station, extensive musical knowledge and a communicator. Jerry Michaels (617) 269-9931. (4-19)

DAN DIXON from WDEE/Detroit, MI is looking for a Country air talent position. Willing to relocate. (313) 285-7893. (4-19)

Now holding MD air slot in Top 40, Pop/Adult small market station. Looking for larger market, also have production experience. Call Star 10am-2pm (605) 665-4498 and (605) 665-3970 after 6pm. (4-20)

Human being, professional, familiar with all aspects of music. Five years experience, formerly with WDAF/Kansas City, MO. Good production, first phone. Call Clint (913) 432-7127. (4-20)

Experienced multi-station programmer with respected group seeks off-air adult programming or music position with major station or syndicator. College degree and excellent references. Call (312) 445-6149 after 3pm CST. (4-21)

"You Need Me." The modern Paul Drew and Charlie Tuna type. Steven Kosch is my name and I'm looking to program a station in a small to medium market. Clever morning man with a lot of radio talent. First phone, current PD just married. A real achiever call (805) 736-5725 after 3pm. (4-12)

AOR personality and MD just moved from New York to West Coast is looking for employment in or near Los Angeles. 2 1/2 years fulltime commercial experience. Excellent voice, good production, creative programming, good brain. 1st phone. Harris Allen 14601 Vanowen, Van Nuys, CA 91405 or call (213) 787-2642. (4-12)

AOR and air production person, formerly with KYA-FM, K108 FM and KSAN. Contact Brian Adams (415) 454-2416. (4-12)

ROGER HELMS, formerly Filmways Radio, K Earth/Los Angeles, TM Programming, Dallas seeks production, programming, engineering position. Call (213) 665-7120 or (213) 462-6421. (4-12)

Bright talented radio programmer looking to make your station number one. 3 years small market PD, 1st phone, top morning man. I could go on but this is only a 15 second introduction. I'll take the first caller now at (805) 736-5725 after 3pm Steve Kaye. (4-12)

RICH CARTER formerly K-104, KYFE/Fresno, CA seeks medium or major market, West Coast rock or P/A station. PM drive, good ratings, first phone. Formerly PD at K104/Fresno, CA. Call (209) 255-4945. (4-12)

Dissatisfied with the results from your present format? Willing to allow change and spend a little money? Allow me to program your FM station and let's build an audience for it. Must be in Florida. Call Ed at (813) 733-8623. (4-12)

JOE DAWSON, aggressive, professional communicator, motivated by lust for learning is looking. Call (605) 336-2199. (4-12)

I would like to be your PD. 5 year experience as winning pro. Prefer Top 40 station. Tom Evans, (605) 336-1230 or (605) 334-1273. (4-12)

Mature sounding personality with program and music experience, presently in Top 50 market. Top 40, AOR or P/A. 6 years experience. Call Larry (413) 789-0577. (4-12)

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THE BACK PAGE

BREAKERS

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

CARLY SIMON

You Belong To Me (Elektra)

70% of our reporters on it, 35 adds including WIFI, Q102, KLIF, KSTP, 13Q. Key moves: 37-29 KRBE, 29-24 WRKO, 30-26 WCAO, 30-26 at Z93, 31-28 WDRQ, 23-21 KIIS-FM, 39-30 at BJ105, 40-36 at K100, 38-33 KDZA, 34-29 WROK, 28-20 WHHY, 19-13 WFEA, debut 28 WPGC, debut 25 WZUU, debut 26 KFRC, debut 29 WOW. See Parallels, charts at number 29.

EDDIE MONEY

Baby Hold On (Columbia)

69% of our reporters on it, 15 adds including KFI, WIFI, KJRB, WKNX, KTAC. Key moves: 13-11 WSAI, 31-27 WOKY, 25-20 KRBE, 7-3 at Z93, 27-23 WCAO, 33-29 at 99X, 25-17 at BJ105, 13-8 WNCI, 6-1 WTX, 19-12 WVAM, 13-6 WRFC, debut 30 at B100. See Parallels, charts at number 30.

TRAMMPS

Disco Inferno (Atlantic)

66% of our reporters on it, 17 adds including WABC, Z97, B100, KTLK, KEEL, KYSN. Key moves: 18-14 KHJ, 13-11 WDRQ, 24-14 KRBE, 17-11 WPEZ, 12-9 WPGC, 16-10 WIFI, 8-4 at 96KX (Pittsburgh), 10-8 KRIZ, 21-16 WQXI, 18-10 WVAM, 26-15 WLOF, 33-26 WTRU. See Parallels, moves from 30-21 on National Airplay/30.

NEW & ACTIVE

All 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.

GEORGE BENSON "On Broadway" (WB) 91/11 including WDRQ, KGW, WMET, WEEQ, WSPT, KDZA. Key moves: 17-12 KSLQ, 26-23 WLCY, 7-1 at Y100, 39-31 WPEZ, 19-16 at 99X, 3-2 KFRC, 28-14 at B100, 4-2 WLEE, 27-22 WYND, debut 29 WRKO, debut 29 at TEN-Q. See Parallels, charts at number 28.

ABBA "Take A Chance On Me" (Atlantic) 82/31 including WKBW, WRKO, WFIL, KSTP, WYRE, KIMN, KCPX, WKIX, Q94, WTX, WVLC, KENO. Key moves: 29-25 KLIF, 29-23 WEBC, debut 27 at Z93, debut 19 WAPE, debut 30 WGUY.

SWEET "Lovo Is Like Oxygen" (Capitol) 78/17 including KLIF, WCAO, WDRQ, KBEQ, Q105, WQXI, WAAY. Key moves: 19-14 WPEZ, 26-19 KRBE, 6-2 WZUU, 24-23 WGCL, 14-11 at 96KX (Pittsburgh), 21-15 KRIZ, 29-22 WVAM, 13-8 WRKR, 10-6 KCBN, debut 25 WKBW, debut 28 WRKO.

GERRY RAFFERTY "Baker St." (UA) 75/30 including WKBW, WNBC, KRBE, KSLQ, KFI, WINW, WMAK, Y103, KIMN, PRO-FM, KPAM, WAQY. Key moves: 22-20 WZUU, 27-19 at 94Q, debut 35 WANS, debut 29 WSPT.

PLAYER "This Time I'm In It For Love" (RSO) 80/8 including WGCL, KEEL, WAYS, WEAQ, KFXD. Key moves: 30-26 KDWB, 19-16 WZUU, 29-24 at Z93, 18-16 WKBW, 26-24 WPGC, 18-12 WFIL, 22-14 WOLF, 25-20 KFXM, 24-17 KLEO, 26-17 WVAM, 10-7 WISE.

STEELY DAN "Deacon Blues" (ABC) 70/9 including KSLQ, WHOT, WCOL, WMAK. Key moves: 26-23 at 99X, 30-24 WDRQ, 13-10 at B100, 21-19 KJR, 27-18 WSGN, 13-10 KNDE, 21-16 KSLY, 20-14 KVOX, 30-26 WAAY, debut 30 WTRY.

DOLLY PARTON "Two Doors Down" (RCA) 62/2, KLIF, WSGN. Key moves: 28-21 at Z93, 20-18 KYNO, 10-9 KBEQ, 8-5 WLEE, 24-20 WQXI, 19-9 KAYC, 21-16 WNAM, 13-9 KDON, 25-19 WGUY, debut 20 WOLF.

PARLIAMENT "Flash Light" (Casablanca) 60/0. Key moves: 20-17 WNBC, 7-4 WCAO, 20-16 WPEZ, 28-24 KRBE, 6-5 WLS, 18-15 KSLQ, 5-3 at Q94, 32-27 WSGN, 6-3 WIFE, 7-5 KCBQ, 17-10 at JB105, 30-26 at CK101, 24-19 KSLY, debut 33 WROK.

ELTON JOHN "Ego" (MCA) 59/1, WOKY. Key moves: 23-19 WSAI, 31-30 KRBE, 32-29 at K100, 30-23 WQXI, 20-17 WJBO, 31-25 KDON, debut 39 WPEZ, debut 30 WDRQ, debut 29 WINW, debut 30 at 92Q, debut 33 WKAU.

PATTI SMITH "Because The Night" (Arista) 52/8 including WDRQ, WAPE, KDON. Key moves: 22-21 WRKO, 27-26 at 99X, 39-37 KRBE, 18-16 WLCY, 30-28 KSLQ, 27-20 KFRC, 22-20 KIIS-FM, 30-27 KCBQ, 26-20 WGLF, debut 30 WCAO, debut 28 WGCL, debut 39 KQEO, debut 31 WFEA.

MEAT LOAF "Two Out Of Three Ain't Bad" (Epic) 46/16 including WZUU, Y103, 94Q, WISM, WFEA, WLOF, KQDI. Key moves: 30-25 WRKO, 24-19 WPEZ, 14-10 WKBW, 8-5 WPHD, 13-5 WINW.

MICHAEL JOHNSON "Bluer Than Blue" (EMI America) 42/21 including WFIL, KSTP, WBBQ, WQXI, WKIX, WTRU, KISD, WCGQ, WHHY. Key moves: 26-21 KVOX, debut 30 KLIF, debut 28 WGUY, debut 32 KDON.

SEALS & CROFTS "You're The Love" (WB) 40/15 including WFIL, PRO-FM, KING, WKBO, KINT, WTX, WVLC, KILE. Key moves: 30-27 at Y100, 36-33 KENO, debut 19 KFVR.

ROBERT PALMER "Every Kinda People" (Island) 40/7 including KSLQ, WTRY, WRJZ, WINW, WISM, WJBO. Key moves: 24-21 WCAO, 30-28 at 13Q, 31-26 KEEL, 20-16 at 94Q, 7-4 WFOM, 28-24 WANS, 10-9 KSLY, debut 38 WPEZ.

Radio & Records NATIONAL AIRPLAY/30

April 28, 1978

THREE WEEKS AGO	TWO WEEKS AGO	LAST WEEK		
2	2	1	1	YVONNE ELLIMAN/If I Can't Have You (RSO)
19	16	5	2	WINGS/With A Little Luck (Capitol)
1	1	2	3	BEE GEES/Night Fever (RSO)
15	13	7	4	FLACK/HATHAWAY/The Closer I Get To You (Atlantic)
3	3	3	5	BARRY MANILOW/Can't Smile Without You (Arista)
17	15	11	6	JEFFERSON STARSHIP/Count On Me (RCA/Grunt)
21	19	9	7	CHUCK MANGIONE/Feels So Good (A&M)
29	23	14	8	TRAVOLTA/NEWTON-JOHN/You're The One That I Want (RSO)
4	4	4	9	KANSAS/Dust In The Wind (Kirshner)
9	8	6	10	JACKSON BROWNE/Running On Empty (Asylum)
22	18	15	11	ATLANTA RHYTHM SECTION/Imaginary Lover (Polydor)
8	6	8	12	RAYDIO/Jack And Jill (Arista)
7	7	10	13	ENGLAND DAN & J.F. COLEY/We'll Never Have... (Big Tree)
-	28	20	14	MATHIS/WILLIAMS/Too Much, Too Little, Too Late (Col)
-	-	28	15	ANDY GIBB/Shadow Dancing (RSO)
5	5	12	16	BOB WELCH/Ebony Eyes (Capitol)
13	12	13	17	ELO/Sweet Talkin' Woman (UA/Jet)
11	14	16	18	DAVID GATES/Goodbye Girl (Elektra)
10	9	17	19	NATALIE COLE/Our Love (Capitol)
30	25	22	20	WARREN ZEVON/Werewolves Of London (Asylum)
-	-	30	21	TRAMMPS/Disco Inferno (Atlantic)
-	30	26	22	BEE GEES/More Than A Woman (RSO) LP cut: Sat. Night Fever
-	-	29	23	BONNIE TYLER/It's A Heartache (RCA)
6	10	18	24	ERIC CLAPTON/Lay Down Sally (RSO)
-	29	27	25	BILLY JOEL/Movin' Out (Anthony's Song) (Columbia)
12	11	19	26	ANDREW GOLD/Thank You For Being A Friend (Asylum)
24	22	21	27	STYX/Fooling Yourself (A&M)
-	-	28	28	GEORGE BENSON/On Broadway (WB)
-	-	29	29	CARLY SIMON/You Belong To Me (Elektra)
-	-	30	30	EDDIE MONEY/Baby Hold On (Columbia)

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

MOST ADDED

Carly Simon
Abba
Gerry Rafferty
Michael Johnson

HOTTEST

Wings
Travolta/Olivia
Andy Gibb
Flack/Hathaway

Complete Regionalized Station Listings on page 24 and 25.

CHART SUMMARY: National activity up strongly this week with some big moves on a few key records. Yvonne Elliman retained her number one slot with primary strength in the West and Midwest. Wings looking very strong in all areas, moving up to number two, and showing up as the hottest record overall. Flack & Hathaway broke top five, still strongest in the Northeast. Jefferson Starship moves to six, Mangione to 7, and Travolta & Newton-John up to 8, reported second hottest overall. Atlanta Rhythm Section just missed the top ten this week, still very big in the South. Mathis & Williams up 6 to 14. Andy Gibb exploded this week, with third hottest reports coming in from the Northeast, South and West. Warren Zevon moving up. Tramps qualified for Breaker position and jumped nine spots to 21. The Bee Gees album cut "More Than A Woman" continues to climb, as does Billy Joel up to 25.

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

Others Getting Significant Action

HEART "Heartless" (Mushroom) 38/9 including KRBE, Z98, KERN, WJON, WRFC, Z5-21 KFRC, 19-17 KJR, 32-30 KSLQ, 20-10 KYXX, 32-29 KDZA, debut 30 WGCL, debut 39 at JB105.
EARTH, WIND & FIRE "Fantasy" (Columbia) 36/1, 21-19 at 99X, 23-21 KSTP, 8-5 KING, 28-22 WCOL, 27-20 KLEO, 27-24 KKLS, 17-11 KENO, 7-4 WAIR, 8-3 at CK101.
JIMMY BUFFETT "Cheeseburger In Paradise" (ABC) 33/15 including KCPX, KINT, Q105, WQXI, WRFC, KKLS, WFEA, 29-27 KSLQ, 29-26 at 96X, 23-17 WSGA.
MICHAEL ZAGER BAND "Let's All Chant" (Private Stock) 33/3, KNDE, Y103, KAYC, 15-11 WCAO, 11-6 WPEZ, 10-6 at Y100, 23-16 WOLF, 37-34 at CK101, 30-24 WKNX, 25-23 KCBN.
RUBICON "I'm Gonna Take Care Of Everything" (20th) 32/0, 24-22 at Z93, 15-11 KEEL, 18-16 WBBQ, 21-19 WMEE, 24-20 KIMN, 20-16 WKAU, 22-17 at CK101, 20-17 KFXD, debut 29 KTLK.
TAVARES "More Than A Woman" (Capitol) 31/0, 7-5 WRKO, 14-12 WIFI, 24-22 WAYS, 30-26 KLEO, 27-25 WDRQ, 19-11 KRIZ, 35-27 WVAM, 30-26 KSTT, 13-5 KSLY.
PETER BROWN "Dance With Me" (Drive/TK) 30/12 including WPEZ, WIFI, KFI, WKBO, KQEO, K104, WLOF, 11-8 WABC, 15-6 at 99X, 19-16 KRBE, 26-21 at 96X, 24-15 WTX, 17-11 WKNX.
BARRY MANILOW "Even Now" (Arista) 27/17 including WCAO, KRSP, WKIX, WNDE, Q94, WICC, KCBN, WAAY, WVAM, WEBC, 26-22 at 94Q, debut 28 at Z93, debut 14 WFIL.
ROD STEWART "I Was Only Joking" (WB) 25/16 including JB105, Z98, KCBQ, KFXD, WACI, WGUY, 25-21 at B100, debut 24 KGW, debut 29 WMAK.
SHAUN CASSIDY "Do You Believe In Magic" (WB) 28/2 including KENO, 29-21 KFI, 22-21 WOKY, 12-9 WLEE, 22-18 WQXI, 23-19 WFOM, 5-3 WKAU, debut 30 KROY.
WET WILLIE "Make You Feel Love Again" (Epic) 28/1, WOLF, 34-30 WNOE, 19-17 KCPX, 24-17 at BJ105, 32-25 WLOF, 7-5 WHHY, on WKBW.
HEATWAVE "The Groove Line" (Epic) 19/12 including WCAO, WPEZ, KSLQ, WDRQ, WKIX, WAKY, WNCI, KCBQ, WKNX, 29-25 WPGC, 25-17 WANS.
HEAD EAST "Since You Been Gone" (A&M) 17/6 including Z98, KSLY, WSPT, 24-22 KSLQ, 40-37 at JB105, debut 25 WGLF.
ALLAN CLARKE "If I Will Be Your Shadow In The Street" (Atlantic) 17/0, 35-33 WPEZ, 26-22 KLIF, 18-15 at BJ105, 26-24 at Y95, 33-30 WFEA, 14-11 WLOF.
LINDA RONSTADT "Tumbling Dice" (Asylum) 16/4 including KRIZ, WKAU, WIRK, 18-17 KIIS-FM, debut 28 at Q102, debut 34 WFLB.
BARRY WHITE "Oh What A Night For Dancing" (20th) 15/6 including WPEZ, KLIF, WISE, WCGQ, 20-15 WRFC, 25-19 WKNX, 23-19 WANS, debut 22 WHBQ.

(Continued on page 30)