Advance Arbitron Results
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July/August 1979 Arbition. not roprinf or use this informetion in any form. July/August 1979 Arbitron
Advance figures were supplied by subseribing stations and verified by Arbitron.
A.AOR, B-Black, BB-Band, BM-Ba日utiful Music, C.Country, CL. Classical, DDisco, JJaze N-Nows, O-Oldias, PA-Pop/Aduht, R-Rock, RL-Religious, S-Spanish, T-Telk.

New York<br>wBLS Leads Market<br>As WKTU Slides A Point For Second; wABC Steady; WOR Drops; WRFM Surges; AOR's Stable as WPLJ Leads; WCBS Edges WINS In News Race

## Nader, Other Activists Blast FCC On Deregulation

## Los Angeles

KABC Lead Cut As
Doutgers Fizzle;
KMET Extends Music Radio Lead;
KJOI Catches KBIG In "Beautiful" Battle; KRTH, KFI Up As KHJ Slide Continues
kABC (T)
KALI (S)
KBIG (BM)
KDAY (B)
$\underset{\mathrm{KFAC}}{\mathrm{KDACL}}$ (B)
${ }_{\mathrm{KFF}}^{\mathrm{K}} \mathrm{(R)}$
кғwbin)
$\mathrm{KHJJ}(\mathrm{R})$
$\mathrm{KHTZ}(\mathrm{C})$
KHTZ (C)
KiOg (R)
KJLH (B)
KJOI (BM)
KKGO (J)
KLAC (C)
KLOS (A)
KLVE (S)
KLVE $(S)$
KMET (A)
KMET (A)
KMPC (PA)
KNOB (BM)
KNX (N)
KNX
N
KOST (BM)
K.
KRLA (RNO)
KRTH (R)
кROQ(A)
KTNQ (R)
KUTE
B/D
KUTE(B/D)
KWKW (S)
KWST (A)
kZLA (A)

 from (C) to (k)

> Chicago
> WLUP Big Gainer; WGN Increases Int Lead; WLS Drops; WLOO Leads Beautiful Music;

WBMX In Excellent Showing

|  | A/M ${ }^{\text {79 }}$ | J/A ${ }^{79}$ |
| :---: | :---: | :---: |
| WAIT (BM) | 2.0 | 2.2 |
| wbim ( N ) | 6.9 | 5.4 |
| WВВм-FM (A) | 2.1 | 1.7 |
| wamx (B) | 4.3 | 5.4 |
| WCFL (PA) ${ }^{\text {a }}$ | 8 | 1.2 |
| WCLR (PA) | 3.5 | 2.9 |
| WDAI (D) | 2.2 | 2.4 |
| WEFM (R) | 2.7 | 2.4 |
| WFMT (CL) | 1.2 | 1.2 |
| WFYR (PA) | 3.0 | ${ }^{3.1}$ |
| WGCl (B) | 1.9 | 2.4 |
| WGN(PA) | 11.0 | 12.1 |
| WIND(N/T) | 4.7 | 3.9 |
| WJEZ (C) | 1.7 | 1.7 |
| WJJD (C) | 2.0 | 1.0 |
| WJPC (B) | 1.9 | 2.0 |
| WKQX (PA) | 1.4 | 2.4 |
| WLAK (BM) | 4.2 | 4.3 |
| WLOO (BM) | 6.9 | 7.4 <br> 6.4 <br> 8 |
| WLS(R) | 7.9 | 6.4 |
| WLUP (A) | 5.3 | 7.2 |
| WMAQ(C) | 4.7 | 4.4 |
| WMET (A) | 1.4 | ${ }^{1.1}$ |
| wVon (B) | 3.2 | 2.5 |
| WXRT (A) | 1.8 | 1.7 |



In a strongly worded letter to FCC Chairman Charles Ferris on Tuesday (9-11), consumer advocate Ralph Nader criticized the FCC for its radio deregulation proposals and urged the Chairman to hold open public hearings on the issue. On Sept. 6, the FCC suggested eliminating Commission rules governing commercials, news and public affairs programs, ascertainment, and program logs. Nader says the only true deregulation would be to give every American access to the air waves.

## ALL RADIO, TV KNOCKED OUT

## Savannah Stations Struck By Storm

Virtually every Savannah radio station was forced off the air at one point las! week as Hurricane David swept through the city with winds up to 90 mph that knocked out power to an estimated 75 percent of the city's residents. Over 200 miles wide, the storm was described as the worst to hit the Georgia city in 50 years.
According to the Savannah Morning News, the sole surviving station was suburban WGEC-FM in nearby Springfield. As the storm neared, the 3000 -watt outlet requested back up generators from the local County Sheriff's department. Viewing the situation as a public emergency, the U.S. Army supplied four generators ithat allowed WGEC to boost its power to 5000 watts and the station began broadcasting 'rund the clock (normally WGEC is dark from midnight to 6 am ) with station staffers augmented by community volunteers. WGEC's efforts were aided by ham radio operator and station consulting engineer Carroll Baker, who relayed information gathered from amateur operators at Savannah's weather station, Civil Defense Headquarters and the National Hurricane Center in Miami via phone hook-up with the station.

Savannah stations WQQT, WKBX and WSGA also procured generators and kept broadcasting until conditions prevented their doing so. WQQT utilized a diesel generator as its source of power and abandoned its Country format to air storm-related information. Station General Manager Bob Powers co-anchored activities for nine hours on Tuesday as hundreds of listeners' calls jammed the station's switchboard, white PD Sest! Seiden summed up the situation, saying, "Every radio station in town did a good job."
C.B. Gaffney, Music Dinector for WKBX-AM and WSGF-FM, told R\&R that while they were able to get an emergency generator from the National Guard to keep their AMM outlet on the air, their FM Top 40 outlet was knicked out from 10am Tuesday until $8: 30 \mathrm{pm}$ Satur day, as its plate transformer was under two feet of water. WKBX personnel labored for over 24 hours continuously, opening the Pop/Adult station's phone lines to act as a clearing house for information ranging from the location of downed power lines and trees blocking streets to the availability of ice for refrigeration, before being forced SAV ANNAH/ See Page 3

## Consumer calls Commission

 "One of the worst regulatory agencies in Washington'Another citizen activist, Nicholas Johnson, Director of the National Citizens Communication Lobby, called deregulation a catastrophe during a debate with Ferris on Na tional Public Radio Friday (9-7).
In reaction from Capitol Hill, Rep. Lionel Van Deerlin (D-CA),

Chairman of the House Communi cations Subcommittee, told a gath ering from the International Ra dio and Television Society in New York yesterday (9-13) that the Com mission didn't go far enough. He says there should be more comNADER/ See Page 3


MEETING THE NAB IN ST. LOUIS - The NAB hald its annual Radio Programming Conference in St Louis thls year, featuring a keynote speech by author George Plimpton and a number of format discussions and other more specialized meetings. Above, the audience for a contest and promotions workshop listens intently, while below, participants in a Disco format session compare notes. More Conference covarage on Page 6.

## Berkowitz Joins WROR As PD

Gary Berkowitz has been named PD of RKO's Boston FM outlet WROR. He assumes his new position at the Pop/Adult station September 24 , after winding up five years of programming Top 40 sta tion WPRO-FM/Proviúnce. Ber kowitz has been with WPRO-AM \& FM seven years.
WROR GM Tom Baker told R\&R "Gary is one of the most creative program directors in the country. and we are very fortunate to have him working here." Berkowitz commented, "I've had seven wonderful, educational years in Providence they've probably been the seven greatest years of my life. We brought PRO-FM from a Beautiful Music station to the number one contemporary in town. I'm very eager to join RKO and WROR. I

think they've got some great plans for the station, and we're just going to make it a number one radio station. We're going to take a very aggressive stance in Boston.

## F:L E E T W O O D. M A C

t.he single
t u.s k



Hague Named Exec. VP At KRSP
Making the programming-tomanagement transition. Alan Ha gue has been named Executive VP/Operations at KRSP-AM\&FM/ Salt Lake City and its parent company. Holiday Broadcasting, as previewed last week in R\&R. Hague was previously Operations Man ager for both stations, and has been with the organization for 12 years as air personality. Music Direc tor, and PD.
Filling Hague's previous positions. Holiday named Randy Rose PD at Top 40 -formatted KRSP-FM and Steve Carlson PD for the Pop/ Adult AM. Rose had been Produc tion Director for both stations. while Carlson is a nine-year KRSP veteran who has served in a variety of positions. KRSP-AM\&FM MD Lorraine Winegar will retain her position at both stations.

## Savannah

Continued from Page 1
off the air. Savannah's lack of elec tricity led station jock Ed Hartley to institute a program in conjunc tion with the city's convenience stares whereby citizens could store their perishable goods in the stores' freezers
WSGA initially lost power about 9:30am Tuesday, coming back on around three hours later after acquiring a portable generator supplied by former County Commis sioner Pete Ciftion. The Top 40 outlet abandoned its format in favor of storm information and rumor squelching, anchored by production director David Blair and Station Manager Jerry Rogers. The station lost power a second time at 7:30pm, but station engineer Dennis Eversoll was able to set up a system by which the station staff could communicate via phone line to their transmitter, where Tim Junes had been wortang since 1 pm.

## Waist-High Water

Worting by candlelight in the studio, broadcasting without a microphone, staffers continued to air storm information, monitoring themselves with a battery-operated radio located in the WSGA studios. By 9:30, water had risen waist high in the transmitter building. turning the hut into a virtual electric chair, and Jones was forced to abandon his position.
Undaunted, WSGA received a phone call from WBT/Chariotte, a clear channel station, which had been getting calls from Savannah residents shortly before WSGA went off for the final time. Soon both WSGA and WKBX were re laying storm information by phone to WBT, which then broadcast the data back to Savannah. WSGA returned to the air Friday, following the installation of about $\$ 20,000$ worth of new equipment.

## MCA, IBM Team For

 DiscoVision VentureMCA Inc. and International Business Machines Corp. announced last Wednesday (9-5) the formation of a joint venture. DiscoVision Associates, to develop, manufacture and market videodiscs and videodisc players. Earnings from the joint effort will be shared equally

between the two parent firms, with MCA to receive an initial earnings priority rellective of monies already expended in its development of videodiscs.
Under the terms of the venture. MCA will commit its current video disc business and assets, including its patents and technology. MCA will retain its copyrights and other rights relating to program material as well as its business of distributing videodiscs to consumers. In turn, IBM will contribute patents, technology and cash.
Speculation is that the joint venture marks the first step in what will become a major effort to es tablish videodiscs capable of high density information storage in the

Alison Steele, a nighttime institution on New York airwaves, has resigned her WNEW-FM airshift after 13 years with the station. She had been with WNEW for the duration of its AOR format, starting at the facility during a previous allwomen air personalities format in 1966. Known as the "Nightbird," she had been a fixture in the 10 pm zam time slot for years.

WNEW-FM GM Mel Karmazin told R\&R, "Alison certainly has made a very important contribur tion and played a very important role in the concept of the station and its growth. We wish her well." Karmazin said the parting was amicable: "There are by no means any negative feelings on anyone's

part. She just decided that after being on the air for 13 years, she wanted to do some other things."
Steele has not yet announced any specific plans for the future. Her shift is being handled by weekender Pam Mearly, while the station evaluates potential permanent replacements.
deal and that "MCA would continue to support the marketing of the Philips machine." Philips later issued a statement confirming the previous agreement and "welcoming" IBM to the field.

An Associates Committee governing broad policy matters for the joint venture will be headed by Sheinberg and IBM Sr. Vice Pres ident George Beilzel. James Fiedler, most recently Executive Vice Preaident of MCA Discorision inc., was appointed President of DiscoVision Associates with John Reilly, formerty Director of the Operations Planning Staff for IBM's General Business Group, named Executive Vice President of the new firm.

## NIGHTBIRD'S LAST MIDNIGHT FLIGHT

## Alison Steele Resigns From WNEW

 -business market. While there was no formal mention of MCA's longstanding partner in videodisc development, N.V. Philips, in the announcement. MCA President Sidney Sheinberg remarked in another context that the Philips MCA agreement was separate from the IBM
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## Rocket Re-Enters MCA Orbit

Rocket Records has rejoined MCA in a new distribution and market ing agreement. The label, formed by Elton John in 1974, was originally distributed by MCA, but ended that arrangement in favor of a dis tribution deal with RCA in 1977.
MCA President Bob Siner commented, "I have always considered (Rocket President) Barney Ales's business prowess in this industry second to none, and to be working closely with him through Rocket

Records will be especially gratify ing. since the Rocket group have always been close friends of MCA Records."

Ales said, "John Reid (Rocket Chairman) and I are happy to announce Rocket Records' return to the MCA Records family and look forward to a long and profitable association." First product from Rocket will come from British singers Judie Tzuke and Colin Blunstone.

## Drew's Zephyr Records Distributed By Atco

Former radio programmer Paul Drew has annoumced the formation of Zephyr Records, a new label to be distributed by Allantic's Alco division Atlantic Chairman Ahmet Ertegun commented, "In his lengthy and prestigious career in our industry, Paul Drew has become a true giant in the field, as well as a great friend. So it is with the ut most pleasure that I welcome Paul and his new venture into the Atlantic family."

Atlantic President Jerry Greenberg added, "It is a great privilege to have Paul's expertise working for and with us on the record production side of the coin." Atco President Doug Morris stated, "I am sure that in the coming months. Zephyr and Atco will be working together on some great new music."

Drew enjoyed a successful on and off-air radio career in the 60 's, and was VP Programming of the RKO chain from 1973 to 1978 , when he resigned to form Paul Drew Enterprises, a mulłifaceted entertainment firm. He commented, "I genuinely feel that I have been invited into the first family of the music business, the premier company. Over the years, Atlantic has never lost that wonderful, artistic atmosphere out of which it was born.' Drew also announced that Christy Wright, former RKO National Mu-
sic Coordinator, has been named General Manager for Zephyr

## Nader

Continued from Page 1
petition in audio services, such as cable, super stations, and satellites.

Like Van Deerlin, two members of the Senate Communications Subcommittee, Sen. Barry Goldwater (R-AZ) and Harrison Schmitt ( R -NM), felt there was still need for legislation. Overall, radio broadcasters were jubilant (see Page 4).
The toughest criticism this week came from Nader. Calling the FCC "one of the worst regulatory agencies in Washington," Nader says the Commission has rejected. ignored, or lost recommendations from citizens' groups which suggested ways in which the FCC could improve the regulatory process while at the same time guaranteeing greater public access to the media. "Instead of citizen-sensitive regulation, what we now see are proposals to throw the public's rights in broadcasting to the mercies of an illusory economic marketplace," Nader said. In calling for public hearings, Nader reminded Commission Ferris that it was the practice to hold field hearings in the early 1970's. and said it was time for the FCC to come back to the people.

## WASHINGTON REPORT

## FCC Commissioners Split On Radio Deregulation Extent

Last week's unanimous vote in favor of putting out for comment four radio deregulation proposals does not reflect opposition to some staff recommendations by several Commissioners who issued separate statements this week.
The vote, however, did indicate the FCC was launching a major deregulation effort which could ultimately eliminate:

- Non-entertainment Program Percentage Guideline (See story this page)
- Ascertainment Requirements
- Commercial Time Restrictions
- Program Log Requirements

But some Commissioners don't want to give in to total deregulation in these areas. Cornmissioners Anne Jones and Bob Lee made it clear they will consider various options in each of the four proposed categories. Abbot Washburn says he's in favor of keeping rules governing commercials and nonentertainment program percentages, and joins Commissioner Joe Fogarty in wanting some form of ascertainment guideline.
On the other hand, Commissioner Jim Quello, in a statement issued yesterday (913), backed full deregulation all the way Chairman Charles Ferris, who led the charge
for substituting "marketplace chemistry" for exdsting FCC rules and regulations in the four areas, said other factors may become even more critical. "such as the enforcement of stringent EEO requirements, programs to encourage minorty ownership, and measures that will increase the number of stations."

## Is It A Trade-Off?

Several industry experts are skeptical of exchanging reduced burdens for Ferris's tougher policies. But Jerry Blum, VP \& GM, WQXI/Atlanta told R\&R broadcasters should take what the FOC is offering. Broadcasters will have stricter EEO rules and more emphasis on minorities regardless of the extent to which FOC rules in the four proposed categories are relaxed, according to NAB Exec. VP John Summers.
Despite what Chairman Ferris termed "formidable data" supporting broadcasters' claims that marketplace forces äre better assurances than FCC rules for giving the public adequate community programs, Commissioners Washburn and Fogarty foresee a court challenge if the Commission institutes its deregulation plan without testing it first. But FCC General Counsel Bob Bruce.
whose job it is to try and keep the Commission out of court, indicated his belief that
said he had suspected that smaller markets the Commission was on solid ground. Ferris weren't doing public service, but that sta he Commission was on solid ground. Ferris tistics demonstrate that's not the case.

## Comments Key To FCC Deregulation Direction On News

The key to defending petitions by challengers at license renewal time has been a news and public service program standard. argued FCC Commissioner Joe Fogarty last Thursday. He wonders how, for example, an individual licensee would be judged in a comparative hearing if the FCC substituted a marketplace guideline.
Commissioners Anne Jones and Abbot Washburn also question how so-called marketplace failures would be corrected. But Chairman Ferris refuted his critics, emphasizing that no licensee has ever lost a license for a programming violation. The Chairman's staff said programming would not be an issue at renewal time if broadcasters continue to offer large amounts of news and public affairs shows.
Broadcast Bureau Chief Dick Shiben outlined six possible options the FCC might adopt. He said the staff favors the elimina-
tion of all restrictions on non-entertainment programs. The other options are
-A catch-all category called fixed minimum program percentage of locally produced programs geared toward a specific audience; i.e., a minority audience, a classical audience, or a youth audience (called the Brown Plan)

- A marketwide percentage based on the total time of non-entertainment programs of all stations in each community.
-The elimination of non-entertainment percentages with a stipulation that broadcasters demonstrate how they served their community when challenged to do so.
-A new requirement that time be devoted to each non-entertainment programming category (i.e., news, public affairs, religion, agriculture)
- A substitution for time guidelines with a dollars and cents guideline.


## Broadcasters Hail FCC Proposal As Victory

The word from around the country was loud and clear. Broadcasters used words like "elated," "great victory," and "excellent start" to describe their reaction to the deregulatory steps the FCC proposed to take. Arnie Lemer, Chairman WLLH/Lowell, MA echoed the feelings of broadcasters all over when he said, "The FCC's finally realized what we've known for years. Responsible broadcasters are going to be aware of community.problems and serve the audience's needs without being told to do so by the government.'

Who Needs "Big Brother?"
Opinion was unanimous that the FCC should eliminate the ascertainment red tape. Joe Costello of WRNO-FM/New Orleans says it costs his station $\$ 50,000$ a year to do an ascertainment, which he calls an "exercise in futility." Radio broadcasters know what the problems are. If the government can't solve the country's problems with their billions, what can broadcasters do with a 15 minute talk show?" said Costello.
Ed Romero, of KBNO/Denver, a Spanish language station, feels minority broadcasters are very aware of the problems in their communities. "I live in the community. I talk to community leaders everyday." Broadcasters told R\&R they'll perform some kind of ascertainment regardless of deregulation either through their news department contact with the community or in regular meetings with community leaders.
"We know what the problems are before we fill out a sheet of paper for the FCC." says Eddie Fritts, WNLA/Indianola, MS. "Who needs Big Brother looking over your shoulders?"
"We'll Keep A
Program Log Anyway"
Broadcasters agree they'll keep a program log even if the FCC says they don't have to. They'll need it for billing purposes. But they welcome not having to keep files of paper on hand for FCC inspection. As Charlie Wright of WBYS-FM/Canton, IL puts it, "We've got 25,000 sheets of paper around here. Who cares what we ran three years ago at 6:05 in the morning?"
It was also generally agreed the FOC could dispense with the 18 -minute commercial time restriction. Most broadcasters interviewed by R\&R say they run fewer than 18 com-
mercial minutes. Susan Breakefield, WASH/ Washington, DC says, "I don't see radio commercials increasing because it's just not good business." But Nelson Lavergne, WADO/New York, disagrees, "I don't think broadcasters should burden the air waves with more than 18 minutes of commercials. If the FCC removes commercial restrictions there are some broadcasters who will abuse it."

## Concern For Public Affairs

If there are any mixed feelings about deregulation - it comes up when broadcasters are asked if they'd go along with the elimination of non-entertainment guidelines (AM 8\%-FM 6\%). Most feel that responsible broadcasters will continue to exceed the present guidelines; however, Leo Dubay of WFST/Caribou, ME felt the FCC should not get rid of non-entertainment guidelines because radio stations in small markets might not do any public affairs at all for fear of losing their audience.
Commissioner Tyrone Brown has suggested that the FCC could establish minimum fixed percentages of local public service programming targeted at a station's particular audience and not the general market. This alternative to a total guideline elimination also met with mixed reaction. Joe Costello, WRNO-FM/New Orieans, strongly opposed the Brown proposal, "I'd rather have $6 \%$ of whatever I want than prescribed programming of what they think serves the public interest. The authors of the Communications Act of 1934 would turn over in their graves if they could see how far the FCC has regulated the public interest, convenience and necessity." Ed Romero, KBNO/ Denver, claims, "Terrible programming results from enforced public affairs. It would be better to have no public affairs at all."
Bill Shearer at Black-formatted KACE/ Los Angeles joined his colleagues in calling for less government interference in the way he runs his radio station, but questions what would happen at license renewal time if non-entertainment guidelines were eliminated. Shearer said that as a responsible businessman he would continue public affairs programming regardless of deregulation, but he wondered about the system of record-keeping and legal defense involved in proving that he had served his community. Jerry Blum, WQXI/Atlanta, was very adamant about be-
ing "judged on his own," not by some com mon standard the FCC might apply to the marketplace as a whole.
Broadcasters will be filing their support of deregulation with the FCC in the next

120 days. In the words of Walter May, WPKE/ Pikeville, KY, "We'll be trying to convince the FCC that deregulation won't change what we hear on the air; we'll go on with the same programming because it's good business.'

## Radio Reacts To Deregulation

As might be expected, the nation's radio executives are vitally concerned with the FCC's new moves in the direction of deregulation. In gauging a sense of the national radio sentiment on the issue, R\&R spoke to the following executives in these markets :

|  | Call |  |  |
| :---: | :---: | :---: | :---: |
| City \& State | Letters | Name | Title |
| Aspen, CO <br> (NAB Radio Boan | KSPN-AM <br> Chairman) | Stephen Heater | Board Chairman |
| Atlanta, GA | WQXI-FM | Jerry Blum | VP/GM |
| Atlantic City, NJ <br> (New Jersey Broa | WFPG-AM dcasters Assoc | Catherine Clark ation President) | GM |
| Canton, $I L$ <br> (Illinois Broadcas | WBYS-AM ters Associatio | Charlie Wright President) | Pres/GM |
| Caribou, ME | WFST-AM | Leo Dubay | Station Mgr/Chf Engr |
| Chicago, IL | Century | Lynn Christian |  |
| Columbia, SC | WOIC-AM | Elliot Franks | Exec. VP/GM |
| Denver, CO | KBNO-AM | Ed Romero | Pres/GM |
| East Providence, RI (Rhode Island Br | WPRO-AM adcasters As | Dick Rakovan | GM |
| Fargo, ND | WDAY-AM | Norm Engstrom | Op. Mgr. |

Exec. VP/GM
Bd Chairman/Co. Mgr.
(North Carolina Broadcasters Association Pres.-Elect)
Gresham, OR KRDR-AM David Benjamin $\quad$ Bd Chairman/Co. Mgr.
(Oregon Association of BroadcastersSec.-Treas.) Oregon Association of Broadcasters Sec.-Treas.
Lazelton, PA WAZL-AM
(Pennsylvania Association of Broadcasters President) $\quad$ Pres/GM
$\begin{array}{ll}\text { Indianola, MS WNLA-AM Eddie Fritts } & \\ \text { Pres. }\end{array}$
(NAB Radio Board Vice Chairman)
$\begin{array}{llll}\text { Latham, NY } & \text { NYBA } & \text { Ellen Cody } & \text { Exec. Di } \\ \text { Los Angeles, CA } & \text { KACE-FM } & \text { Bill Shearer } & \text { GM }\end{array}$
$\begin{array}{lrll}\text { Los Angeles, CA } & \text { KACE-FM } & \text { Bill Shearer } & \text { GM } \\ \text { Lowell, MA } & \text { WLLH-AM } & \text { Arnold Lerner } & \text { Chairman }\end{array}$
$\begin{array}{lll}\text { (NAB Radio Board Chairman) } & & \\ \text { Mankato, MN } & \text { KYSM-AM } & \text { Dick Painter GM }\end{array}$

| Mankato, MN | KYSM-AM | Dick Painter | GM |
| :--- | :--- | :--- | :--- |
| Nashville, TN | WSM-AM | Len Hensel | VP/GM |
| New Orleans, LA | WRNO-FM | Joe Costello III | GM/Owner |

(Louisiana Association of Broadcasters President)
New York, NY WADO-AM Nelson Lavergne

VP/GM
Pikeville, KY WPKE-AM Walter May Pres/GM $\begin{array}{llll}\text { Savannah, GA } & \text { WSOK-AM } & \text { Laura Rosenweig } & \begin{array}{l}\text { Pommercial Mgr. } \\ \text { Tucson, AZ }\end{array} \\ \text { KAIR-AM } & \text { Howard Duncan } & \text { Pres/GM }\end{array}$ KAIR-AM Howard Duncan
(Arizona Broadcasters Association President) Pres/GM Tulsa, OK AK Broadcasters Association President)
KVOO-AM Jack Cresse
(Oklahoma Broadcasters Association President-Elect) $\begin{array}{lll}\text { Uniontown, PA } & \text { WPQR-AM } & \text { Ed Olesh } \\ \text { Washington, DC } & \text { WASH-FM } & \text { Susan Breakefield }\end{array}$

## Gram \#3

Dear Programmer, Michael Jackson's "DON'T STOP 'TIL YOU GET ENOUGH" is...

## TI B BIGTRIGE BREAKERS

MICHAEL JACKSON
Don't Stop 'Til You Get Enough (Epic) Don ir stop ort ers on it. Moves: Up 74, Same 15, Down 2, $62 \%$ of our roporiors on WLCY, O108, WLAC, WSKZ, KOFM. Adds 19, including KYIL WLCY, CK 101, WGBF. So Parallels, WHEE, KERN, WHIR
WHY SAY MORE!
Weisner/Demann Entertainment Inc. and Joe Jackson 9200 Sunset Blvd., PH 15

Los Angeles, CA 90069
Produced by Quincy Jones for Quincy Jones Productions

Dear Programmer,
"HOLD ON, " Ian Comm 's debut \#4

The \#1<br>

## NAB Asks Justice Dept. To Dismiss TV Ad Suit

Calling its code "a reasonable effort at self-regulation in the public interest," the NAB on Monday (9-10) filed a motion to dismiss an antitrust suit brought against it by the Justice Dept. The suit alleges the suggested restrictions on commercial time in the NAB TV Code act as a restraint on the number of advertisers who can buy time. While the suit did not directly mention radio, some experts have felt radio might be guilty by association.

NAB says its time standards are designed to reasonably limit use of broadcast time for all non-program material, not just advertising, in an effort to minimize interference with actual programming. NAB attorneys point out that the TV code provisions have had the support of Congress and the FCC for 25 years.

## Extra, Extra

FCC Chairman Charles Ferris took 25 staff members, including his Bureau Chiefs, to nearby West Virginia last weekend to discuss the future of communications. In-depth presentations were made by FCC Chief Scientist Dr. Steve Lukasik. Office of Plans and Policy Chief Dr. Nina Cornell, and General Counsel Bob Bruce

Playing Indian-giver, the FCC reclaimed the renewal it had given WBRY/Woodbury, TN in July, saying it hadn't completed an investigation which might bring into play the character of the licensee

## Sales Talk

Mutual Black Network (MBN), with 91 affiliates, has officially been sold to Sheridan Broadcasting Corp. of Pittsburgh for over $\$ 1$ million. Sheridan, which had previously owned 49\% of MBN, will keep its Washington headquarters, but will change its name to Sheridan Broadcasting Network. Tom McKinney will continue as President.

## RTNDA Fills The Halls

"Smith Compares Supreme Court To Nazis," said the headline that appeared in a local Las Vegas newspaper last week. The reference was to former ABC Commentator Howard K. Smith's remarks to the over 1300 news executives of the Radio-TV News Directors Association. He likened several Supreme Court decisions to actions taken by the Gestapo during World War II, being particularly critical of actions allowing police to search newsrooms and third parties.


AT THE RTNDA ROTUNDA - Participating in the RTNDA Les Vogas convention are (II) RTNDA General Counsel J. Leurent Scherff. lewding a dlscussion of threets to the First Amendment; (r) the organization's President, Paul Devis, speaking on the same subjoct and at bottom (l-r) Traasurer Phll Muellor and Managing D/recror Len Allen congratulate kevnote
speaker Howard K. Smith.


PRODUCED BY PETE BELLOTTE


## Lightweight

## Projection TV

Weighing only 60 pounds (complete with screen), this one piece projection TV from TransVision Corp. leatures a one-tube system and three-element lens. Overall dimensions of the "VidiMax Series $700^{\prime \prime}$ are $21^{\prime \prime} \times 24^{\prime \prime} \times 33^{\prime \prime}$, with a $70^{\prime \prime}$ screen height. The unit has a shell top which will accommodate a VCR and is available with either a $50^{\prime \prime}$ or $60^{\prime \prime}$ washable screen.

## Subliminal Production

A second subliminal message has been detected in a popular rock group" song. Gabriel WIedom, whose "Brainstorm With Gabriel Wisdom" program te heard in 33 cities, claims to have uncovered a subliminal recitation of the "Lord's Prayer" in "You're Not The One," recorded by the Blue Oyntor Cult on their latest album, "Mirrors." The first such subliminal communique was detected by Wisdom several months ago in the Cheap Trick tune "How Are You." Strangely enough, both groups share the same producer - Epic staffer Tom Werman.

When queried as to the mothod behind his messages, Werman reportedly told Wisdom that the message was indeed there, that he put it in without the Cult's knowledge simply because he was "intrigued" by the idea of subliminal messages and mostly "for audiophiles who sit up nights listening to albums looking for such messages.

The passage in question, which has been sped up eight times normal speed, was detected when Patrick Glynn, producer of the Wisdom program, which Wisdom describes as "science laction," noticed a tiny voice in the high end while playing the song in the show's production studios. In order to decipher the message, in which Werman details a number of things bothering him, ending with "and furthermore, Our Father who art in heaven..." Glynn slowed the tape, divided the tracks, utilized an Aphex aural exciter and rolled off the bass.

Wilson Bryan Key, author of Subliminal Seduction, advanced the theory that the record business was turning to subliminal techniques in order to boost sagging sales, when questioned by Wisdom. Wisdom has made available to interested stations the de-subliminal version of the tune by phone feed from (714) 287-7140.

## Loyola National Radio Confab Upcoming

The Loyola National Radio Con ference will celebrate its tenth anni versary on November 2-4 this year The event which will be attended by college radio representatives trom the U.S and Canada, will be headquar tered at the Water Tower Hyatt House

Lend "Face To Face"
An Ear

A new daily two-and-a-hall minute public affairs news pro gram is now available for radio Michael Emerson will report and comment on prominent newsmakers via his program "Face To Face. The show is styled after television's "Meet The Press," "Issues \& Answers," and "Face The Nation. "Face To Face" is provided tree of charge. For more information contact: OConnor Creative Services Box 8888, Universal City, CA 91608. Telephone: (800) 423-2694 or (213) 769-3500.
adjacent to the Loyala Water Tower Campus in Chicago.
Events on tap include an "Air Personality Contest," sponsored by WXRT Chicago and 12 technical seminars. For further information contact: James Wagner at 820 N . Michigan Ave. Chicago, IL 60611, (312) 670-3116


## Coke Retains Dottie's Spots

UA's Dottie West has been retained as the official "sunshine girl for Coca-Cola." the Atlanta-based soft drink firm recently announced. Ms. West began her affiliation with the beverage firm in 1972 when Coke bought her hit of the day, "I Was Born A Country Girl.

## Eau Boy! Pants Perfume

Lever Brothers Co. recently announced plans to market a new men's fragrance line this fall called "Denim." However, the manly musk does not reproduce the clean, inky odor that emanates trom a brand-new pair of blue jeans A company press release describes the smell of "Denim" as "a woody leather complex with a spicy, citrus top-note and a mossy, musk background That may sound like non-scents to some, but may cause pants from others.

## Ford Redesigns Ad Campaign

Ford Motors will be airing a new sales pitch over the top 25 radio markets, beginning this fall. Replacing both Bill Cosby and its old slogan, "It's simple, Ford wants to be your car company," with "Ford - that's incredible," the auto manufacturer is touting the campaign as the tirn's largest ever. According to Ford Vice Chairman and President Phillip Caldwell, the new campaign stresses "the company's remarkable efforts to redesign every car and truck we make."

## Watermark

Sets Sixth Series
Of Morgan
Specials
Watermark, the Los Angeles based radio syndication production company, has announced the Sixth Series of "The Robert W Morgan Special of the Week" will air over 135 markets. The special program will be again sponsored by Michelob beer and will be writ ten and produced by Hllen Damiol Goldblatt. The show, which consists of one-hour of music and interviews with artists such as Willle Nelson. Abba and Tood Rundgren, has been expanded from 14 programs to 19 for this season.

## The Tip Of The Iceberg

Tipping may soon go the way of the nickel cigar, tailfins and the dino saurs, according to Purdue University prolessor Lee M. Rruel. However, you probably won't be pocketing the savings.

Kruel claims that the restaurant industry is moving toward the implementation of a service charge - 10 to 23 percent of the total check rather than tipping. While common in Europe for years, the service charge
is beginning to suriace in America mostly on the East Coast
Faced with a rising minimum wage and an IRS reduction in their tip credit, restaurants are looking for a means to cope with rising costs without raising menu prices, which is why the abolition of tipping is gaining momentum. The IRS is also in favor of establishing a service charge, says Knuel, primarily because large amounts of taxes are lost due to under-reporting of tips.

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# Capitol Records is proud to present the new Amne Nhurrcy single "Broken Herrted Me:" 

WCAO add
WPGC deb 29 CKI.W add KIMN on KSTP add WICC add WKBO add KTSA add BJ105 add WNOX udd WAYS add KRAV add KLEO add KCPX add KRSP add WHEB add

A success story that continues: Anne Murray-the singer, Randy Goodrum-the songwriter.

From the for thcoming album "'II Alwenss Love You"

Produced by Jim Ed Norman

# W/HAT' 

Capitol Unveils \$5.98 List Line
Beginning Soptomber 17, Capltol Recorde will inaugurate a now $\$ 5.98$ list price product line, featuring material never belore released in the U.S. and selected titlos from the label's catalog. Capitol Vice Prenident of Marketing Deanle White, in making the announcement, said, "We toel the intro duction of the $\$ 5.98$ line is an important new development for Capitol and representia a major contribution to our catalog."

The 14 records which will make up the debut line include three from Minnle Riperton's Eple catalog, three cata$\log$ LP's from John Stowart, albume trom the Beach Boym. Grand Funk, and Anne Murrey/Gion Campbell as well as two albums never released in America: "Marcus Hook Rol! Band" (leaturing Vanda t Young) and a pre-Little River Band album from Cloan Shorrock, Beob Blitlee and Gra ham Goble.

## SOLES (AND SOULS) ENDANGERED

## Podiatrists, Jehovah's Witnesses Decry Disco

Having braved the digital dangers of the dreaded "Disco Finger" (RaR 8-3), the nation's discophiles may now find themselves having to change their tune as they high-step themselves into another malady - "Disco Foot." The danger to dancers' soles was identified at the annual meeting of the American Podiatry Aseociation recently.

The podiatrists claim "Disco Foot" manifests itselif as aching feet and legs, corns and calluses and that acute cases can bring sprains, stress fractures and minor inflamations. Chronic symptoms include callues covering half of the foot, the sprouting of corns and the tightening of cali muscles, according to Dr. Marehall Solomon. who estimates that 10 to 12 percent of his patients suffer trom "Disco Foot.

The condition was first uncovered by Dr. Joeoph C. DAmico, a New Yozk podiatrist, who claims that 25 percent of the ankle sprains and bursitis-type foot problems he treats are related to disco dancing. Principal cause of the condition is that the practitioners of disco dancing are lacking in the stamina and flexibility to perform the rigorous routines disco requires.

The podiatrists recommend a five- to seven-minute warmup routine, similar to that practiced by joggers, belore tripping the light fantastic. Pointed-toe shoes and high heels also contribute to the condition, which women are more likely to develop than men, primarily for the above-mentioned reasons.

In a related development, the Starshlp news service reports that the Jehovah's Witness newspaper Awake has joined the ranks of disco's detractors. According to the paper, which has a circulation of eight million, disco is "dance pap with gay roots." Awake advises, "Reject the disco scene! It is empty and sick.

Furthermore, the paper notes that the emergence of disco means that the end of the world is near, adding that "young and old alike need to leel the responsibility to keep any semblance of the disco lifestyle from being manitest among God's clean people.'


The Micromonics Corporation has recently introduced a compact audiovisual eystem capable of bringing sound to the printed page. The syatem utilizee a handheld microphonograph that playe a traneparent audio disc mounted on printed material to provide up to 90 eeconds of audio information.

The Encyclopedia Britanalca and Time-Lifo Mleromonica, Japan have already begun introduction of the system to teach English as a second language and to develop home study aids, respectively. Other lirme currently using the system are the Nattonal Audubon Society and Fisher Price Toym.

Coat of the system is priced from $\$ 20$ and up - depending upon choice of hardware and eoftware. For additional information, contact: Bradloy Scotl, Micrononica Corporation, 2049 Century Park East, Los Angelew, CA 90067, (213) 553.9105.

## RCA Finalizes Merger; Puts Banquet Foods,

## Random House Up For Sale

RCA Corp. and the C.L.T. Financial Corp. announced that the two companies have entered into a definitive merger agreement, following the agreement in principle reported earlier (R\&R 8-24). At that time it was reported that RCA would acquire C.I.T. for $\$ 65$ per share. Based upon the approximately 20.75 million C.I.T. shares outstanding, the transaction has a total value of $\$ 1.35$ billion.

Following upon the heels of the above announcement, RCA President and Chief Executive Edgar H. Griffithe stated that the firm would sell two of its wholly-owned subsidiaries, Bomquot Foods and Random House. In making the announcement, Griffiths stressed that the sales were "not related to financing of the C.I.T. acquisition" and that the decision to sell the two companies "did not reflect in any way on the performance of Banquet or Random House." Griffiths added that no further diveatitures were being considered at this time.

## Unsatisfied Women

Women are more likely to hate their jobe than men, according to a recent survey of 245 California workers by Univence Carrer Contern, a Loe Angelea-based tirm. While 32 percent of the women surveyed said they didn't like their work, the comparable figure for men was 20 percent.

## Meatloaf's Meaty Movie Role

Just like a bat out of hell, Meatloat is preparing for hie third movie, entitled "Roadie." Meatloaf plays a starring role as ... you guessed it - a roadie. The tilm is the firat by Shop Gordon's Alive Entorpriees with Alan Rudolph directing. Meatloaf's previous film credits include a stint on a slab in the "Rocky Horror Picture Show" and a car-demolishing sequence in "Americathon."


## Harrison Upped To

## GM At Radio Arts

Ron Harrison has been promoted to General Manager for Radio Arts Inc. Most recently Vice President/Director of Marketing for the firm. Harrison served as General Manager of KFRC-FM/San Francisco and manager of the RKO Sales Office in Los Angeles prior to joining Radio Arts earlier this year. Harrison will assume reponsibility for all day-to-day operations of the company. reporting directly to Radio Arts founder and President Larry Vanderveen.

Fassert Named Nat'l Marketing/ Promotion Director At Crusader Prods.
Ghuck Fassert has been named National Marketing and Promotion Director for Crusader Productions. In his new post. Fassert will be responsible for all marketing and promotion campaigns on behalf of pll the firm's productions, coordinating with all respective record companies.

Fassert's lengthy industry career the wrote "Barbara Ann"I includes tenures as head of promotion and sales for Invictus and Hot Wax Records, as National Pop Promotion Director for Sussex Records, as National Singles Director and East Coast Regional Sales and Promotion Director for ABC Records, as well as heading his own independent marketing and promotion company. The Record Report.

## Boberg Named VP/West Coast For I.R.S.

Jay Boberg has been named Vice President of West Coast Operations for the International Record Syndicate, a newly-created umbrella distribution firm for a group of English and American labels in the U.S. and Canada. Boberg was most recently West Coast College Promotion Representative at A\&M Records and Director of Concerts for the Associated Students at UCLA.
In his new position. Boberg's responsibilities will
include tour and advertising coordination, product management and serving as liaison with AsM Records in Los Angeles.

## Green Appointed European A\&R Director At A\&M

Derek Green has been appointed to the newlycreated post of Director of Artist Development and Talent Acquisition for Europe at A\&M Records. Green was simultaneously named a Senior Vice President of A\&M Inc., the American parent corporation. Green, a ten-year veteran of the label, was most recently Managing Director of A\&M Records U.K. Lid.
In announcing the appointment. AsM Records Chairman Jerry Moss, to whom Green will continue to report, said: "I am delighted to have our association with Derek Green complimented by his asouming an even greater role in our company's direction and management. Derek has been the dynamic ferce in directing our British company with style, laste and a great sense of integrity. His new involvement with us makes our future glow ever brighter." Green will remain based in London.

## Get A Move On With The New Sound Of Eddie Money

## "Get A Move On"



Movin' On These Key Stations

| KHJ | KIMN | WHYN | KCPX |
| :---: | :---: | :---: | :---: |
| KFI | Kbeo | WKEE | krux |
| KFRC | woky | kNOW | 14WK |
|  | CHUM | 298 | WCIR |
|  | WTRY | KXX106 | WERC |
|  | WTIC-FM | Y103 | KX104 |
|  | JB105 | BJ105 | WISE |
|  |  | WSGF | WKXY |
|  |  | wSkz | WPUR |
|  |  | WRJZ | KOWB-FM |
|  |  | WAYS | KKXL |
|  |  | WISM | KENI |
|  |  | WNAP | KSLY |
|  |  | WNDE | KCBN |
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|  |  | WZZP | KODI |
|  |  | 91x |  |
|  |  | Y94 |  |
|  |  | KROY |  |
|  |  | KING |  |
|  |  | KJRB |  |

"Get A Move On" Is A
LORMMR Record
Distributed By (O)
Columbia Records,
A 5 Production

# Gary Owens 

Each year, at Dodger Stadium, an annual event takes place that would have any other city goo-goo-eyed! Actually, it has Hollywood goo-goo-eyed. I'm referring to the Celebrity/Sports-writers-Sportscanters game. There are more stars per square inch available for your gawking pleasure than any place other than the Acadenty Awards.

I'm the designated mouth . . . and they let the Gary Owens column do a silly play-by-play of the ball game, which starts at 6 pm and goes for an hour and a half . . . till the Dodgers and their major league foes take over. (This year, it was the St. Louis Cards and the great Lou Brock.)

In my semi-beat Grancland Rice style. let me recall some of the noore magic moments for youl . . . is short-center lived for the Celebs was the original 'Okll Ciniple' . . . Jack IAmmmon and W'alter Matthun. Walter got a cramp in his leg and fell over on the plate

Third base coach Billy Barty there wenterl out and practiced mouth-to-ankle resuscitation to Walter's gimp. Jark Iemmon's bat glowed in the dark bercuuse of hia rule in "The Chinal Syndrome." Hilly Crystal made several legitimate great plays at shortatop, tossinge out wereral Media members with his bulta to Preter lsakseen al first base.
Huntz Hall did a medley from his first movie, ""Ihe Bowery Boys Perform A Street Vasectomy". . . Harvey Korman, all fit and fiesty, did a fine job. except for his one interesting phobia

Harvey is constantly plagued by the fear that if he bends over his head will fall off!
Fil Asner attempted to play for both sides . . . the Media and the Stars because he's both . . Lou Grant, the legendary newspaper man and Ed Asner the legendary actor. Ed wore a seethrough .uniform so we wouldn't mistake him for Steve Garvey . . . Joe Santom yelled out his favorite police calls from the "Rockford Files". . . Jed Allen and Peter Brown each wore tiny bursts of soap opera nerf on the front of their "Days of Our Lives" unilorms . . . Ted Lange of "Love Boat" told me that he knows an actrexs so phony she can't even say "hello" without choreography . . Wayne Rogers, who just signed for a new TV series at $\$ .50,0000$ per episode, was there looking super-suave . . . at the time Wayne was costarring on "MASH" he was also a successful business manager.
Had a nice long chat with Tony Orlando. who got a great hit using an old ozk tree for a bat . . . Bill Macy of "Maude" fame prolonged his time at bat by cleverly filling his personal hourglass with wet sand . . . Gary Colline was in great shape . . . Gar
practices indoor body surling with his lovely wife, Mary Ann Molley Bert Convy, who used to have his own rock band and was a singer back in the sixties, looked keen in the infield Ilis TV special. "The Dallas Cowboy Checrleaders," was one of the highest rated in the history of TV . . . and Mac Davis, one of the htars of "North Dallas Forty" admitted that he does watch the cheerleaders on TV through a dish of jello to heighten his enjoyment
Kon Howard, the star of "Happy Days" and "More American Graffiti," has back musclea like a roll-top desk lactually that doesn't really describe Ron . . . but the guy I wrote the description for, Arnold Schwarznegger. didn't get there in time), Bo Hopkins, also of "More American Graffiti" and practically every film you see these days, made some great plays. Bo has been seen in the National Enquirer and the Star with a different Hollywood beauty each week . . . land he enjoys every minute of it).
Vic Tayhack and Philip McKeon of "Alice" spoke on behalf of the good points, of botulism - and Joey Travolta was there with spit and polish his jovial attorneys . . . The prettiest star of "Three's Company" got a round of applause from the 50,000 cheering fans.... John Ritter! John, as you know, is the son of the famous country star Tex Ritter. His favorite country record was the classic "I Juas Fell Into Something And I Hope It's Love!"
The highlight of the evening came when Mork na-nooed his way to homeplate .... wearing a helmet with a bolt of lightning attached to each side.
Robin Williams had the throng standing and yelling as he bunted an iuside the park home run and ran around the bases backward . . . (after all, that's how they play it on Ork).
Toni Tennille then sang the Na tional Anthem and the ballgame ended with the Hollywood Stars beating the Media 6-4, and they all lived happily ever after!
(SOARSAGO

# $T$ v <br>  news童童 

## ABC Wins Emmy Race With 13

At the 31 si anmual Emmy A wards thle week, the networks finished in the same order ss they usually do in the Nideen ratings - ABC firat with 13 awards, CBS second with 10, and NBC itird with 5 (PBS took 3 to round it out). Onty elx shows were double whnera: ABC's "Taxi," "Friencly Fire," "Rools: The Next Generations," and "Jericho M"e;" and CBS's "Lou Grant" and "All in The Famly.
"Lou Grant" was named outatanding drama series, while "Taxl" took simHer honors for comedy. Outstanding drama or comedy specidel was won by "Friendly Fire," while "Roots II" was named beat Imited serles and the outstanding mueic or comedy program award was won by "Stove \& Eydle Celebrate Irving Berlin." Johnny Carson won a apeciel Outatanding Program Achievernent awerd, whille Carioll $O^{\prime}$ Connor won his third Emmy for comedy acting, and Ron Lelbmen of the cancelled "Kaz" won best leed actor, drame series. Alan Alde of "MASH" won an Emmy for writing, comedy serlee, fotlowing two acting Emmys and one directing award in the past. Kristy McNichol, elso a recording artist, won a supporting actress, drama serles Emmy.

MUSIC ON TV - "American Bandstand" was broadcaat tive to Japan via satellite Auoust 26, the first euch tranemteston In Its history. That show, staring the Beach Boys and Japenese band shogun, will be eired in the U.S. September 16 A "Soul Train" salute to the late MInnio Riperton is set for September 15 . . . Bob Wotch hosts "Midnight Specie" September 14, with guesta John Mayali, Paul Butterlield, Rlck Danko, and Elvin Blahop, phis a jam featuring all of them

A Taste of Honey is on "Rock Concert" September 15 . . . Stephanie Mills guests on "Dinah"' September 25 Enchantment is on "Soap Factory" September 28, while Machine is on the same show at vartous thmes during October The Rollers, having dropped thet Bay City affiliation, will appeer on "Mlike Douglas". Septernber 18 and "Morv Crtitin September 20 ... Taping: Dionne Warwlck tapes "Soul Train" September 23. Froddy Fender taping "Mike Douglas" ${ }^{\text {Sept }}$. 20. Charly McClaIn taping "Dinah" Sept. 18, Jante Fricke taping "Austin City Limits" Sept. 24, and Cryatal Gayle filming her forthcoming CBS special this month . . The music of Mercury's Gap Bend will be used in an ABC documentery on angel dust scheduled for Oct. 15 . . . And the "music" of RhIno Records' Kazoos Brothers will be featured on "Dinah" Seplember 19 or thereabouts in most major markets.

## ABC Wins Ratings Despite 1-2-3 CBS Sweep

Although CBS occupied the top three places in the Nielsen fop ten for the week ending Seplember 2, ABC still won an easy viclory in the ratings competition as a whole. ABC scored a 16.0 average rating to trounce CBS (14.4) and NBC (13.0). Leading the list were "MASH," "WKRP In Cincinnatt," and "Lou Grant." followed by seven ABC entries: 4) "Soap" 5) "240-Robert" (ABC's new cop show in its premiere) 6) "Barney Miller" 7) "Chantie's Angels" 8) "Three's Company" 9) "Happy Days" 10) "Angie.

## SOD

TELETEXT UPDATE: U.S. IIrms currently working on various transmission and reception telotoxthlewdata devices include: Texas instruments Inc., General Instrument Corp., Zenith Radio Corp. and the North American Philips Corp. . . Tulsa-based Southern Satellite Systerns inc. and Philadelphia's Micro.TV Inc. plan to utilize a seletext-type method to send cable TV operators Information Irom the Reuters, UPI, and AP nows services. These services could be extended into homes when decoderequipped TV sets become evallable... Principel problem lacing toletext systems is the current high cost of such decoders. Manulacturers sey they would ilke to bring the cost of teletext decoders down to $\$ 100$ with phono-line (viewdata)iteletext combo decoders down to between $\$ 2-300$... Further complication facing the system is no one knows whether Americans will be willing to support such services nor how much they are willing to pay for thom. Neverthoiess, Quantum Science Corp., consulting firm, predicts that revenue gonerated by viewdets the system by which wiowers interact with their TV sets via phone lines or cable) could exceed $\$ 100$ million by 1985. The Arthur D. Little consulting firm additionally estimates that within 12 years elght million American homes will recelve viewdata, with teletext reaching many times that figure .

ERR WAVES


## THIS NIGHT WON'T LAST FOREVER



WKBW 29.27 WFIL d-20 KWK add 29 KSLQ 14-12 KBEQ 31-28 WOKY 19-13 KIMN 23-19

KXOK add KNUS add WDRC add WBEN.FM $30-26$ WBBF $35-31$ KC101 add 30 WAEB $30-24$

WTIX deb 38 WNOE deb 37 KXX106 add BJ105 18-15 WBBQ 25 -16 WLAC $34-30$ 920 deb 27

WVIC deb 31 KOFM add KWEN 12.9 WHB add 26 WNDE deb 29 WMEE add $91 \times$ deb 34

KMJC 29-26 Y94 add WTSN deb 26 WHEB 21-19 14WK add WXIL 24.20 WCGQ add

WSEZ deb 14 WISE add WTMA deb 25 CK101 29-27 K OWB-FM add 26 KKXL 25-17 KKLS deb 19 WAKX 33.30 WEAO 26-19

WSPT 19-16 WROK 23.18 KLMS 13.8 KENI add KSLY $24-22$ KCBN 33.31 KYSN $33-26$ KBOZ 30-27 KRLC 13-10


KSLQ 37-31
KOPA 30-26
940 add 29
WBEN-FM add 40
BJ105 add 39
WBBQ add
91X add
WNOX add

WIGY add
WFOX add
WSKZ add
WFLB add
KBEQ on
WRJZ on
KX104 on
KKLS on
WAKX on


Produced by Michael James Jackson and Ted Templeman

on Warner Bros. Records

## Rip 'N' Read

## "Sorry, But I Just Can’t Trust You

You're driving home from a late movie when auddenly a brilliant light explodes on the horizon . . . a light so bright all the other drivers see it and wonder what in God's name that is.

What will you do?
(a) Stop immediately in a residential district and steal a newapaper from someone's front lawn for in-depth details.
(b) Stomp on it and move em out, so you'll be home in time to catch the pre-recorded lam newsbreak on TV
(c) Make an immediate mental note to buy a news magazine next week at the supermarket because they'll probably have photographs.
(d) Punch on the radio for initial information knowing they'll probably have a mobile unit there within minutes with last facts.
If you decided against stealing the newspaper and are switching on the car radio, what station do you punch up? Probably not the automated Beautiful Music or the bin-boxed album rocker where teenagen work free in exchange for all-night tape starting experience.

The decision you make when you really want to know what's going on precisely indicates the nows credibility rating you assign to stations with which you are familiar

Which station can you most likely trust to know about the big explosion? To go there for fact gathering? To knowledgeably interpret the available information and relay it in a clear and unconfusing way? To follow through with more reports? Those and similar questions all melt into the same general answer . . you punch up the station you have learned to trust for accurate news reporting

We newspeople have the goal of being the most trustworthy reporters in our town, and when we make mistakes or misjudgments our trustworthiness goes down a few notches so that - when the fast-breaking news emergency comes radio listeners turn to someone else for the best reports. Then we're as good as dead because there is no real Number Two position available on the local list of news credibility rankings . . . there's only Number One and then Everyone Else.

The lowest credibility is someone thinking, "Sorry, but I just can't trust you" when your information differs from competitor's. The best credibility is: you saying one thing, all your competitors saying something else, and your lintener believing you are right about the story.

The things I try to keep highest in my consciousness when working daily in the newsroom?
When I'm wrong I get back on the air immediately to correct myself. When I run a atory I attribute the information say who it came from - $\mathbf{s o}$ my listeners can judge the credibility of the original source too, And I try to be careful in describing stuff I haven't had time to doublecheck . . . such as the other day when the airport crash crews scrambled and I heard a snatch of a radioed message but not the whole message. I got right on the air, but was careful to tell everyone only hat what I heard on the monitor was a partial message that indicated a plane might be coming in with no gear. Not that plane was coming in gearless . . . just that it sounded like that was a good possibility. I attributed the information I had to he proper sources and told my listeners what vital pieces of information I did not have yet but would try immediately to get.

As it developed, my educated guess was correct and we had a gearless plane acreech down. In a way, I got credit for making a good guess and admitting openly it was only a guess . . . and had the airport emergency not been what I surmised, my listeners would have been told immediately where my guess went wrong and what actually had happened. That boils down. I guess, to naming your source of information and giving both sides of the argument that led to your conusion .. .so listeners heve raw information from which to draw their own (perhaps more perceptive) conclusions.

Being open and honest about not knowing everything has one great benefit: often someone who specializes in the ubject will phone in and say "you're close, but here's something else about that" . . and you can then share the better information with your listeners. It works rapidly into a two-way communication that can reveal a truly amazing fund of information right at your fingertips . . . your own listeners.

So when newspeople sit around sipping a cool few and talking about how stories were handled or mishandled, we're improving our own abilities to do our job better. Our job in that sense is to deserve the trust of our listeners on the bottom line, they'll punch us up when the left side of the planet falls off and they need fast accurate radio newa!

MONDAY, SEPTEMBER 17 is the anniversary of the world's first fatal airplane crash. We all know Wilbur and Orville first flew in 1903 but it isn't generally. realized that about five years later. Orville Wright was flying a military passenger when the propeller flew apart and the plane fell . . seriously injuring Mr. Wright and killing Li. William Selfridge . . . il years ago today (190)81.

The United States Constitution was formally signed into law on this date in 178\%. Constitution Day came more than years after the Declaration of Independence 11776
Birthdays include baseball's (Mrlando Cepeda 42, football's George Blanda 52, and actor Roddy McDowall 51

TUESDAY, SEPTEMBER 18 would have been the 56th birthday of Hank Williams Sr., born in 1923 in Alabama. The country music writer/bandleader/singer died falcohol, drugs) in 1953 after establishing a legend that included "Your Cheatin' Heart" and "Lovesick Blues."

On this date in 1931 RCA Victor gave a demonstration of its first $331 / 3 \mathrm{rpm}$ records and players at the Savoy Plaza Hotel in NYC.

CBS took to the air 52 years ago today (1927). . . and it was four years ago Patty Hearst was captured in San Francisco (1975).

WEDNESDAY, SEPTEMBER 19 is the 51 st anniversary of the first showing of a Walt Disney cartoon featuring the character we now know as Mickey Mouse.

THURSDAY, SEPTEMBER 20 brings to mind the launching in 1797 of the famous "Old Ironsides," the ship USS Conatitution, which is erroneonsly referred to as the world's first armor-plated vessel. It wasn't. The Koreans beat the Americans to that by dozens of years, but more important, Old Ironsides wasn't even armor-plated! It got its nick name simply by surviving two battes in which British frigates were sunk. Finding out things like that makes me think the Firesign Theater was right in saying "everything (we) know is wrong.

FRIDAY, SEPTEMBER 21 was a strange date for publication of a Christmas leature, but it was on this date in 1897 that the New York Sun first ran the famous editorial "Yes, Virginia, there is a Santa Claus,

Note: Fall begins at $10: 17 \mathrm{am}$ (EDT) Sunday 9 -23.


## Of Chickens And Eggs

I$t$ is common practice for many radio stations to use local record store sales as inputs to their playlist decisions. The basic philosophy underlying this research approach is that record sales reflect the most popular music at the local level and, hence, the most frequently purchased records should also be the most frequently played on the radio.

While record sales may be useful to some degree as indicators of record acceptance, there is a basic conceptual deficiency to that approach that those using record store sales should at least be aware of.
tising predict sales?" The answer is, "Yes, but not as well as sales predict advertising!" Many companies set their advertising budgets based upon some percentage of their previous year's sales. Thus, over time, sales levels are fairly accurate predictors of advertising expenditures, more accurate than the opposite case. Advertisers are not happy with this situation, but are often hardpressed to budget their advertising in any other manner.

So, if airplay is the most powerful "advertising" for a record, it does not always make a lot of sense to base airplay decisions on sales figures alone.
> "If radio viewed its role as serving its audience's entertainment needs, and not just playing music, then the responsibility to innovate and inform would become a clearer force in playlist formulation.

The deficiency boils down to a chicken-and-egg problem: "Which comes first, the record sales or the airplay?"

Any record company executive will admit that the major factor in the making of a hit record is achieving a lot of airplay for it. Radio airplay is the single most powerful form of "advertising" a record can have on its side Witness the record ads in R\&R and similar publications, as well as the hordes of promotion folks who swoop down upon radio stations armed with frisbees, satin jackets, and Playboy bunnies, all designed to stimulate airplay for their new releases.

Now, there's a problem here somewhere. The record companies obviously feel that radio airplay leads to record sales. On the other hand, radio PD's and Music Directors using record store sales are in the position of having record sales lead to airplay! The circularity of the process is somewhat troublesome WHICH "process" should we believe,

| AIRPLAY | $\rightarrow$ | SALES? |
| :---: | :---: | :---: |
| SALES | $\rightarrow$ | AIRPLAY? |

Before you sink into despair, it may be somewhat encouraging to note that most of the major consumer goods marketers face exactly the same dilemma. If one were to substitute "advertising" for "airplay" above, that would characterize the exact situation of interest for companies like Procter \& Gamble and Lever Brothers. Millions of advertising dollars are spent each year in order to generate sales. Logically, the basic question is, "Does adver-

If you are willing to rely heavily on record store sales data in formulating your playlist, you are implicitly or explicitly making the decision to play somewhat "older product." That is, you are assuming that your audience is hearing the record elsewhere first, buying it, and then listening to it on your station. In other words, you are leaving it up to someone else - your aüdience, a competing station - to provide the innovative spark that gets the record off the ground initially. That is a conservative strategy - one that may work in some situations, if the sales data are accurate reflections of your audience's preferences - but nevertheless conservative, and should be explicitly recognized as such.

## Quality of Sales Data

If you are committed to using store sales data as input to your playlist, there are a number of factors you must consider:

- How accurate are the reported sales figures? Do you know how the sales records are kept? Do you get "hard numbers" or just the subjective impressions of the store manager or some other employee? Have you ever conducted an independent accuracy check (e.g., talking to more than one person per store, checking changes in shelf stock)? If the basic data you receive from the stores is not accurate, then it is probably a waste of time.
- Do you survey a representative sample of stores? lust as we are concerned with a representative sample of people when conducting call-out research, record store sales should be gathered from an accurate crosssection of all stores in the market area, not just a handful of convenient stores that come to mind. Otherwise, you may get a quite biased picture of sales.
- How do the patrons of the record stores relate to your audience? Only a small percentage of radio listeners ever buy a record. Do these buyers have the same preferences as your listeners? Are they simply "ahead" of your listeners, or are they different in other ways? At the very least, you should find out what percentage of your listeners (or potential listeners) buy records, so that you might have a better idea of how well record buyers might reflect your audience. Finally, you should try to get hard data on the demographics of the patrons of the various record stores to determine how well they match your target demographics.

UInder conditions where you can get objectively accurate sales data from a representative sample of stores whose patrons match your intended listener profile, then record sales may be helpful in putting together your playlist. However, a fundamental question remains: Where do your listeners learn about the record in the first place? If they have to hear it on a competing station first, is that desirable for you?
t would seem that one of the primary "missions" for any station playing contemporary music - rock, disco, country, black, pop/adult, or whatever - is to keep the listener abreast of what is new in that format Under the record companies' assumption, airplay as advertising plays an informative role, creating awareness of new songs and artists. Do you have any idea as to what extent your audience desires this activity? As a "consumer" of radio, I am frustrated by the lack of identification of a song title and artist when I hear a song for the first time. If radio viewed its role as serving its audience's entertainment needs, and not just playing music, then the responsibility to innovate and inform would become a clearer force in playlist formulation.

If one observes how quickly records come and go, then one is stuck by the fact that the music listening audience is in constant search for new tunes, new experiences. Oldies and cur rent favorites will always be important, but songs inevitably "burn out" and new ones must replace them. It is my belief that a well-balanced playlist that is serving the audience's inherent need for novelty will devote some small (or large, if you're more adventurous) portion to new product. For that "new product" portion of the playlist, you generally will not be able to reply on store sales, but instead will have to use your own intuition, information on what's hot elsewhere in the country, or perhaps some form of audience research (e.g., focus groups that screen new records).

Next week we will return to our odyssey through the complete research project, dealing with the important issue of sample design.

"The Advisory Council, or an individual station, may sue Arbitron for not delisting a station which ran on-air diary announcements. "

## On-Air Diary Announcements: Arbitron Won't Delist Offending Stations

To list or to delist, that is the question. Unfor tunately. many in the industry are not happy with Abitron's response to that query. Whether 'tis nobler to give to ad agencies a list of stations who run diary announcements during an Arbitron sweep (implying that the estimates for that station and market are suspect), or to delist such stations from the rele vant Arbitron report and data tape, that is the de cision to be made

## Arhitron's Position - Passing The Buck?

As a result of a recent Broadcast Rating Council recommendation, Arbitron has decided that, ef fective with the ON ' 79 sweep, key media buying de cision-makers will le furnished a list of bad guys, stations which ran the announcements during the survey. It will be left up to agencies to decide if the monouncements had an impact upon the survey results. Sonke in the industry wonder if, by adopting this stance, Arbitron is really dodging a tough issue and putting the onus for a decision into the laps of others besides the research firm. Arbitron feels that since the agencies are responsible for spending money in the mertium, that they should be the final arbiters regarding any potential impact the announcements may have on a radio surver

## Advisory Council Position

Tiwe recent meetings between the Radio Advisory Council and Arbitron demonstrate the dilferent approach breade"ast spokesmen would like to see Arbitron take. Council Chairman Ed Christian told R\&R that the Council feels unanimously that Arbitron's position is "not well thought out" and will not be an effective deterrent to stenming the tide of announcements he sees running during the upcoming survey. He sees Arbitron's move to distribute lists of offending stations to agencies as having the impact of hurting radio revenues, since the research company is now saving, in effect, that they can't be sure of the integrity of their survey results. This is tikely to accelerate the decline in spot revenue dollars. Unless Arbitron is willing to delist stations running the announcements, Christian forsees the time when cre ative teams such as Stiller \& Meara and Dick \& Bert will be doing radio and TV announcements plugging a station during an "educational" announcement about the survey being taken. In other words, the industry self-interest may run wild and the relatively low-key announcements we hear now may be replaced by full-blown production numbers.

Don Nelson, immediate past co-Chairman of the Council, brought up a good point in his discussion with R\&R. If Arbitron is willing to put out a list to
agencies dealing with "bad guys," are they also going to recommend that agencies and their clients look more closely at spending money on stations that didn't run the announcement? Where is the line drawn between acting to protect survey integrity and acting as an implied sales shill for stations that are "good gnys?" A rather sticky wicket here.

## Legal Concerns

Arbitron officials have always told me that they feel part of the reason they can't defend the position of delisting for on-air announcements is becanse they want to avoid the almost certain legal costs involverd in defending a suit. However, during the recent regular Advisory Council meeting, Arbitron officials reportedly said that they were not concerned about the legal problems involved il a station sued because Arbitron hat included the station's name on the list giv. en to agencies. Jason Shrinsky, attorney for the Advisory Council, told $\mathbf{R} \& R$ that the contradictions between these two stances, with regard to possible litigation, were "ludicrous and absurd.

Complicating this aspect of the controversy is the fact that Arbitron has asked stations to, as Christian put it, "turn yourself in." Stations in Detroit received a letter from Arbitron asking the stations if they ran the announcements, and if they admitted to doing so, to provide details about the text and frequency of the announcements. If a station did not reply to the request, it was left in limbo by Arbitron, designated in the Summer book as a station which did not re turn the requested info. Will stations that honestly supply the info be separated from those which don't, and will Arbitron somehow let agencies know about the stations that did not hother to reply fully to the company's inquiry? Are these stations in the same orat with stations that admit running the announcements? Arbitron's current policies and procedures and their twisted logic have, in this case, causerl more problems than they solved

## What The Future Holds

With the broadcasters represented by the Advisory Council suddenly running into a brick wall from Arbitron on this key issue, where do we go from here? One area for hope may lie in the composition of the Council itself. With Council elections coming up in the near future, perhaps some influential group heads can get on the panel so that the Council will speak with more economic clout. On a broader front. it is important for a cross-section of stations to make known to Arbitron their feelings on the diary announcement issue. If the industry rallies to send a message to Arbitron, the company will perhaps reconsider their policy on this matter.

## Q\&A

As stations analyze the recently received A/M'79 Arbitron books, several people have called and asked, "Is there some way to really know if the numbers in our book are realistic?"
"Realistic" is in the rye of the beholder, but it might be helpful to know how much statistical flux is inherent in the numbers you are examining. In order to do this, you may want to revirw my June I column in which I laid out how you can compute the accuracy range of Arbitron ratings. If you don't have the June I issue available, call me or wait until our "Ratings Special" issue reaches you in the near future. In the Special we'll reprint my June I article. Bottom line is to remember that in any random sample there uill always be significant give in the numbers. Be careful about making decisions based on the numbers in any one book

## Week In Review

What's next on the diary announcement controversy? See article on this page.
Summer Arbitron books on the way, New York due out this week, other six markets due out by the 21 st.

CBS Turns Down Burke, Revival Decision Due Today

Parent company of Burke Broadcast Research will make deceision toxday (14th) as to the possible revival of their radio ratings service. Major disappointment hits Burke when CBS says no to sub scribing at this time. Burke does pick up Plough stations in Atlanta, Baltimore, and Chicago, as well as Cox Broadcasting Commitment. Burke now "about $60 \%$ there" toward goal of reviving in time for Fall sweep. Burke looking to groups like NBC. Westinghouse, and Golden West to furmish remaining financial commitments for start-up in October

## Arbitron Corrects More Spring Boooks

"Clerical erron" lead to incorrect listing of stations in Little Rock, Portland, Maine, and Honolulu. Little Rock stations KIAZ_AM-FM and Portland stations WLOB-AM-FM are shown as simulcast. ing, with total lines for estimates, when in fact the stations don't simulcast at all. In Honolulu report, incorrect simulcast times are shown for KKAU and KQMQ.

Two other future options are still open. First, the Advisory Council, or an individual station, may sue Arbitron for not clelisting a station which ran onair diary announcements during a survey. In other words, if the company won't take effective action by delisting, they may face the litigation they are so concerned about in this delisting issue, with broadcasters suing to protect the quality of the survey results. Jason Shrinsky is looking into the feasibility of this lawsuit becoming reality, and he'll report on it to the Council in their next meeting. The second option still open, one that I'm sure many of goodwill would prefer to see happen, is that Arbitron will realize the error of their current stance and change their position. They may stick with the announced policy through the Fall sweep, but perhaps reevaluate after one survey and finally announce a delisting stand effective for the Spring sweep next year.

Arbitron employs many bright and well-meaning people. Arbitron's goal, often stated, is to increase dollars flowing into radio by providing good radio research to the agencies and clients who buy advertising. Both Arbitron's goal, and the reputation of its leadership, suffer when the firm's representatives have to use tortured logic to defend a position that the industry overwhelmingly rejects. The Advisory Council and the broadcasters, through the Council's ques tionnaire on this issue, have spoken with a strong voice. Let's hope that someone at 1350 Avenue of the Americas is listening.

Jhan Iliber, R\&R's Research Fiditor (and former Manager of Arbitron Radio), welcomes your questions ahout ratings and research. Call Jhan at 213-553-4330 during husiness mours, California time. If you are to leave your message or questions anonymously, or need to call during non-bus. iness hours in California, call and leave your message on our 24 -hour line, 213.552. 3525. Jhan will get back to ou ASAP.


## THEY'RE STARRY-EYED.



## EVERYONE'S GETTING STARRY-EYED WITH "STARRY EYES." ON VIRGIN RECORDS.



In what has to be one of the most amazing pay-packages in any market, WAPE/Jacksonville has agreed to sign the Greaseman to a five-year exclusive contract, which will gross the morning man $\$ 600,000$ ! As you may have heard, the Greaseman was being courted by WHBQ/Memphis and a few others, but Stan \& Sis Kaplan have now insured that the Greaseman's act will remain the sole property of WAPE until sometime in 1984.

Big West Coast rumors that Frankie Crocker will soon adopt a "hands-off" attitude with regards to KUTE/Los Angeles following its recent decline in the summer book. We heard that someone from within the station would soon be named PD and that KUTE would return to the sound that made it so strong before Frankie arrived from New York with WBLS-like changes. We'll keep a close ear on this one.

Meanwhile in another part of the city . . . Bobby Rich \& Tim Sullivan officially took over at KHTZ/Los Angeles last Thursday and dismissed the entire air staff with the exceptions of Charlie Tuna and Jim Conlee. Now KHTZ is looking to fill several air and news positions with applicants who would like to work in L.A. Interested pros should contact Bobby Rich at KHTZ-97.

Have all the WEA labels cut back on the number of radio stations receiving free records? And further, have the WEA labels greatly reduced the number of "promo" copies available to the stations still getting service? Yes. And yes again! This could be the beginning of a real big storm as the economy crunch strikes again!

Chuck Brinkman, after 19 years in Pittsburgh, will exit WTAE to become the new PD of KOGO/San Diego. Taking over Chuck's MD duties at WTAE is PM-drive jock Don Berns. We wonder if, after 19 years as a Steeler fan, will Chuck be able to root for the Chargers with any conviction at all? Perhaps in time . .

Rock music in prime time TV? Fred Silverman has commissioned a one-hour "pilot special" to be called "The Top Ten," which is scheduled to air in October. Various recording stars will perform their "top 10 hits" live on the show in hopes of attracting a big 8pm audience. If the show goes, there will be more done and perhaps a permanent slot later in the season. Paul Drew is acting as Silverman's music consultant for the special.

John Driscoll has been named PD for KYGO/Denver, which is KIMN's FM sister. John replaces Ed Greene, who recently went into TV full-time.

Jan Walner has left her L.A. post at Casablanca Record \& FilmWorks. Other record changes include Kathy Weidman exiting Mushroom Records.

Mark Zintel has left KAAY/Little Rock to join the staff at WFMF/Baton Rouge. Mark's slot at KAAY is now open, and that opening is on the night-time 50 kw sky-wave which penetrates about 26 states (not to mention Cuba) after dark!

Chuck Britton has exited WAYS/Charlotte to do mornings for Y103/Jacksonville. (Special note to Chuck: read Paragraph One of this column before signing anything! !

Congratulations to WAZY/Lafayette, IN Operations Manager Jeffrey Jay Weber on his upcoming marriage to Lisa Maddux 19-80). Lisa works for the telephone company, and she met Jeffrey when expansion of the WAZY facilities necessitated a new phone system. While she was training the employees on the use of their new phone system, Jeffrey apparently caught a busy signal in his heart. So, soon it will be with this ring, to have and to hold and, you get the picture . . .

Finally, a new addition to the R\&R family is always noteworthy, especially when we have all anticipated her arrival for so many months. Congratulations to R\&R Circulation Director Krisann Aglio, her husband Joe, and the newborn Jade Kristin Aglio, who arrived last Sunday (9-9) right on schedule. Mother, daughter, daddy, and circulation are all doing just fine, thank you!

PICK YOUR OWN CAPTION - We generally have a lot of fun writing dumb captions to

## "I HAVE A RICHT"

Produced by Dino Fekaris in association with
Freddie Perren for Grand Slam Productions, Inc.
on Polydor Records
equally strange pictures, but this week it's your turn. So as not to leave you totally out in the cold, we heve provided several to get you started below:

## THIS STATION IS REALLY GOING TO THE DOGS - <br> ITS A DOG EAT DOG BUSIMESS - <br> YOUVE GOT TO STOP DOGGING IT ON THE AIR - <br> MANAGEMENT HAS REALLY BEEN HOUNDING RME - <br> AND NOW WITH TODAY'S LOST DOG <br> REPORT, HERE'S... - <br> THAT'S THE LATEST, NOW BACK TO MUTT \& JEFF IN THE MORNING -

(Special thanks to KRNA/lowa City's James T. Keany and his friend Shannon, who were participating in a remote broadcast for the MD Telethon recently when this photo was


## She's Pat Eenatar



## Don't play around with Pat.

Forget the others. Thase women who clam they reroct in roll singers. Pat Eenatar is the real thing. Sine's got the looks. Shes got the voice. And she's gुot an atbum with enough sizzle to fry you imagination. Warch out. At last, a woman who can rock! -


Chrysalis.


## Bits

KRUX/Phoenix \& KTKT/Tucson: These two Lotus Communications stations battled it out in a "mini-Olympiad" recently, with the stations' staffs competing in events ranging from volleyball to three-legged races. The overall winner of the competition was KRUX. Special events like a race in "bumper-boats" highlighted the competition. During and after the "Olympiad" KRUX jock Bob Melvin emceed a disco dance for the several hundred sunbathers and spectators attracted to the water by the summer weather and the human drama of athletic competition put on by the two stations. The whole day was pronounced "a great time" by both stations.

KSEL/Lubbock: Taking part in the nationwide Muscular Dystrophy fund drive along with hundreds of other radio stations, KSEL co-sponsored a carnival, raising over $\$ 5000$ for the charity. 9am-12noon jock Steve Coggins entered a celebrity stock car race at Lubbock Speedway, and morning team Jeff \& Jane acted as the local TV hosts of the Lubbock MD telethon, which was simulcast on radio and television.

WQAM/Miami: It was promoted as a search for a Miami Dolphins cheerleader sidekick for the Captain John \& Ludlo morning show on WQAM. The prospective radio stars auditioned on a Friday morning, with the winner being selected that afternoon by WQAM afternoon personality Ron Eric Taylor from votes that had been telephoned in all day. The winning girl will join Captain John \& Ludlo on the mornings of each Dolphins game, which should boost the morale of the team and, of course, Captain John \& Ludlo, who are on the record as enjoying big "pom-poms!"

## Motion

KNUS/Dallas has named a new Program Director, and he is a familiar name around the Dallas area. Returning to KNUS as PD is Jim White (pictured), who was a member of the original KNUS staff in 1972-73. Most recently Jim had been with TM Productions in Dallas as Director of Internal Operations/Programming . . . John Low has joined WKIX/Raleigh in its 2-6am slot, coming from WEEL \& WCTN/Washington . . . James Watkins, formerly at WQUD-FM/Memphis, now joins KRNA/Iowa City, IA in the 7-12midnight shift . . . Ron Thompson has rejoined KLWW/Cedar Rapids as PD. Ron was with KONO/San Antonio before his move back to KLWW The staff at Y95/Tampa has been realigned by new PD Mark Elliott, and here are the changes: Pat Barry is new in mornings, coming from WOKV/Hamilton, OH; J.J. Walker is now doing pm-drive as well as handling the music chores; Bobby "Left Channel" Ocean has joined Y95 from Y103/Jacksonville and will do 8-12midnight; and Joe Hearn comes from Q102/Cincinnati for all-nights
 at Y95 . . Bob Grimm is the new Local Sales Manager at WQAM/Miami. Bob's been with the station since May of 1978 and was recently promoted to his new post . . . Lee Nolan has accepted the morning show at WAIM-FM/Anderson, SC, joining PD Bill McCown from WQOK/Greenville . . . Hank Schmitt is the new News Director at WHHY \& Y102/ Montgomery, coming from WQXI/Atlanta where he had been Sports Director . . . Neil Linton, from WGAC/Augusta, GA, joins WSGA/Savannah as News Director, and Jack Acuff, who formerly had been PD of WBTR/Carrolton, GA as well as weekend announcer at 293/Atlanta, joins WSGA in am-drive . . . Bruce Garraway has been promoted to the new position of Operations Director for WNOR \& FM99/Norfolk. Ron Reger was promoted to PD of FM99 and Dave Hale was promoted to PD of WNOR. Both will report to Bruce in their new positions . . . Bob Wood, PD of WBEN \& WBEN-FM/Buffalo, has announced that George Hamberger will begin doing the 10am-12noon slot on WBEN-AM. Hamberger, a well-known air personality in the Buffalo area, is also a member of the sales staff at the stations. He replaces Larry Hunter, who left WBEN earlier this month. Hamberger was formerly with WKBW/Buffalo.

# TWO ROCKERS! TWO HOT! <br>  <br> MOON MARTIN "Pone" <br> Rolene <br>  <br> BREAKERS 

MOON MARTIN Rolene (Capitol)
4\% of our reprrters on it. Moves: Up 78, Same 24, Down 0, Adde 11, inchuding F105, CKGM, WPST, KEEL, WZZP, K104, KAAY, WRBR, CHUM 24-14, KRBE 2419, WOKY 28-21, KJR 17-15, KIMN 21-18. See Porallets, cherts at number 26.

## THE KNACK "Good Girls Don't" <br>  <br> BREAKERS <br> KNACK <br> Good Girfs Don't (Capitol) <br> 1\% of our reporters on it. Moves: Up 65, Seme 21, Down <br> adds 22, including KBEQ, WTRY, WKBO, KT8A, KXX100, <br> WLAC, WHOT, KFXM, 14WK, G100, KSEL, KLUC, KOOK <br> Soe Parellela, cherte at number 28.



KYA CELEBRATES TUT TOUR - KYA-AM \& FM/San Francisco took 100 contest winners for a private showing of the King Tut treasures, followed by dinner. Pictured outside the bus are (I.r) KYA.FM air personality Steve Moore, station Promotion Director Sharon Rosenbush, and air personality Mike Taylor.


KCMO PTCHES IN FOR PEACHES - KCMO/Kansas City, WEA, and Paach es Records staged an auction of various $6^{\prime} \times 6^{\prime}$ album cover palntings dis played at the record store. The promotion ralsed over $\$ 1000$ to fight cys tic flbros/s. Plctured (lir) are WEA's Andy Slelght, Peaches' MIke Shepard, concert promoter (and guest auctioneer) Daniel Socolof, and KCMO PD Tom Barsanti.


WRMT SCORES HIT OUT OF BOXING - WRMT/Rocky Mount, NC put on a "Main Event" boxing match in the local shopping mall to promote the movia of the same name. Air personalities Glenn Stuart (left) and Jay O'Brian duked it out for five rounds with the deadly gloves pictured above, until Stuart won by, according to station sources, driving his opponent from the ring with an acapella rendition of "The Way We Were."


KENNY ON THE HIGHWAY TO WNBC - During an action filled promotional visit to New York and Los Angeles, RCA's Gerard Kenny stopped by WNBC. Pictured (l-r) are RCA's Mike Shallett, WNBC MD Roz Frank, Kenny. RCA's Dee Pienark, and WNBC Programming Assistant Buzz Brindle.


HAPPY EYES AT FM100 - EMIIAmerica's Robert John visited FM100/L os Angeles recently for an interview. Pic. turad at the station are (l-r) FM100's Jim Carson, Robert John, EMIIUA's Dale Whita, station Public Affalrs Director Francesca Cappucci, Production Assistant Marilyn Talman, FM100 PD Lee Bayley, and EMIIUA's David Budge.


VACATION SENSATION - KSELLL ubbock staged a "Last Vacation" con iest, in which the correct idendifier of several conservative records played on the "Real" John Steele's show won a trip to Dallas for rwo and a Cow boys/Cardinals game, plus cash. The winner is plctured with Steele above.

## Two Album Hits Are Now Singles.

## "What's Right"



David Werner
WPEZ deb 35
WKEE add
WCIR deb 30
$13 Q$ on
WZDQ on
Z104 on
WFLB on
WXIL on

## "Easy Money"



## REO

Speedwagon

KWK 28-20
KSLQ 28-23
KBEQ 36
WNAP add 27
WHFM on

KJAQ on
KGMO on
KJMO on
KSKG on
WCIL on

Do "What's Right," It's "Easy Money."


WARNES UPON A TIME AT FM100 - Arista's Jennifer Warnes visited FM100/Los Angeles recently. Pictured (I-r) are station Public Affairs Director Francesca Cappucci, Warnes, and FM100 MD Mike Baez.


EWGF AWARD FOR WCIL - WCIL.FM/Carbondale, 12 recelved a com memorative plaque from Columbia for support of Earth, Wind \& Fire. Pictured displaying the award are (1-r) WCIL Promotion Director MikeChylew. skl, air personalities Al Lentine and Kelly Carls, and Operations Director Tony Waitekus.


WCIR CHECKS OUT CARS - Following a Cars performance in Charleston, WV, WCIR/Beckley, WV PD Dwayne Bonds visitad the group backstage. Pictured (1-r)are Cars'Ric Ocasek, Bonds, and group's Elliot Easton.


JOURNEY MAN GIVES GUITAR LESSON - KSLQ/St. Louis and Columbia's Journev teamed to give a listener who wants to be a rock ' $n$ ' roll star anelectric guitar and a chance to learn how to play thanks to a free lesson from the group's Neal Schon. Pictured backstage at the presentation are (l.r) KSLQ PD Joel Denver, winner, Schon, Journey road manager Pat Morrow, and Columbia's Bob Lohr


VIRGIN TERRITORY IN CLEVELAND - WGCL/Cleveland PD Bob Travis was a guest at a party introducing Virgin Records to Cleveland recently. Pictured (1-r) are Atlantic's Lou Sicurezze (Atlantic distributes Virgin). Scene magazine's Kaith Rathbun, Atlantic's Steve Evanoff, Virgin VP/Promotion Kurt Nerliner, Travis, and Vir
gin U.S. President Ken Berry.


WQLK PROCLAIMS FAITH IBANDI - WQLK/Richmond, IN staged a pro motion in which two winners got backstage passes to meet Mercury's Faith Band after the group played a show with Foreigner. Pictured with group members is WQLK Assistant MD Simon Strong Isecond from left. rear) and winners (front).



EAST
SOUTH



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177 REPORTS

| $\begin{aligned} & \text { JOHN DOE } \\ & \text { "Hit Song" (Anylabel) } \end{aligned}$ |  |  |  |  |
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| LP: Hit Song |  |  |  |  |
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| M ${ }_{\text {S }}$ S $50 \%$ |  |  | Some |  |
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| 100/25-100 RGR reporting stutions on it this weok, 25 of those 100 added is this weok. |  |  |
| :---: | :---: | :---: |
| $65 \%$ - Percentage of this weok's reporting stations playing it. |  |  |
| Regional |  |  |
| Reach - Percontages of this woek's reporting atallons playing the song withit. the four tracking regiona. |  |  |
| Natlonal Summery <br> Up 51 - Number of stations moving It UP on their charts. |  |  |
| Same 24 - Number of atations holding is STATIONARY on thelr charts (on 80 on. add io on, 31-31, erc.). |  |  |
| Down 0 - Number of stations moving th DOWN on their cherts. |  |  |
| Adds 25 - Agoin, number of stationsADDING it this week. |  |  |
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|  <br> ※HJ 9-9 <br> *PAC 23-2 <br> 8100 22-15 <br>  <br> MOPA 19-3 |  | Cr101 CH99 27-20 27-20 |
|  | YAPE -13-16 |  |
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| LOUISE GOFFIN Ramember... (Asylum) LP: Kld Blue 58/13 33\% |  |  |
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| IAN GOMM Hold On (Stiff/Ep/c) LP: Gomm With The Wind |  |  |
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Page 38

| MŌŌN MARTIN Rolone (Capitol) <br> LP: Escepe From Dominution 11311 4\% |  |  |
| :---: | :---: | :---: |
|  | 23 <br> BREAKER |  |
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| MAUREEN McGOVERN Different Worlds (WB) LP: Maureen McGovern |  |  |
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| DONNA SUMMER Div... (Consebionce) LP: Bod Onte $111 / 16$ |  |  |
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## Others Getting Significant Action

CHARLEE "KImer Cut" (Arrata) 32/3
Nover: Up 10.8 gme 15. Dow
$30-31$ KJR 22022 KIMN 28.22
COMMODORES "Btw" (Motown) 2011
Movee: Up 10. Same 4. Down 0. Adde 15, Including 293, 940, Q105, WLCY, WSGA, 14WK. WERC. WFOX, KEDF,
ABNFORD \& SAMPSON "Found A Curs" (WB) 20/10
Moves: Up 17. Seme 2 Down 0. Adde 10. CKLW. JB10k. BJ105, ways, wvic, wJBa
BOB DYLAN "Gotth Serve Somebody" (Columbla) $22 / 18$
Moves: Up E, Bame 4. Down 0. Adds 1s, Including WFIL JBice. YI00, KWEN, WNAD, KING, WMAY, KOWE-FM.
DAVE EDMUNDS "Gifle Telte" (8wan song) 21/4
Movee: Up 10, Same 14, Down 0, Adde 4, Q108, WKEE, 13FEA, V100, WKBW on, CHUM on.
PAT TRAVERS "Boom Boom" (Polydor 27/6
PAT TRAVER8 "Boom Boom" (Polydor) 27F6.
B100 d.23, KUPD On, WVIC 32.28 . Ad
CHRIS THOMPSON "H You Remember Me" (Planed) 2M4
Moves: Up 12, 8ame 10, Down 0. Adde 4, WBEN-FM, Q10s, WBBQ. WCGQ. WKBW d-2e. WFIL on, 940 20-24, CKLW d-24, WBBF $28-18$.
JOHN DAVID 8OUTHER "You're Only Lonty" (Columbia) $23 / 14$
Moves: UD 4, Same \&. Down 0. Adde 14, Including 2es, s40, WLCY, KIMN, KOPA Zss. WSON, KROY, WAKX.
TOBY BEAU "Then You Con Tell Mo Goodive" (RCA 2ar2
Mowe: Up A. semp 14. Down 1, Adds 2. WFIL. WMEE, SHXX 14-12. WPEZ 22-18, KWEN 22-21. KORL 33 .
ANNE MURRAY "Eroken Heerted Me" ICepton 22120
Movea: Up 1. Same 1, Down 0. Adds 20, Inchuling WCAO. CKLW, MICC, BJ108, wNOX, KLEO, KCPX, WVRE, WISE.

Mowew: Up 10, Seme 7, Down 0. Adde 1. WZUU. KLEO, K104. WKEW on, KJA 2:23, WKEE
HERMAN BROOD "Saturdaynight" (Artolal 201
HERMAN BROOD "Saturdaynight" (Vtohal 201 $24-20$ CK 1013430
RITA COOLIDEE "One Pine Doy" (ABMI 19M
Moven: Up I, 8eme 7, Down 0. Adde 4. CKLW, YM, KaWe-FM, KBOZ, WKBW 2e 24, KWEN
d.20 KORL $30-19$ K 10430 36.

ROCKETS "Oh WOM" (R8O) 18/1
Mover: Up 7, Same 6, Down 4, Adde 1, KORL WLCY 18.18, KWK 18.10, KJR 16.13, wnox
TRIUMPH "Mold On" (RCA) 180
Moves: UP 5, same 4, Down E, Adde 0, WPEZ 97, KWK 9-7, KEEL 23-20, BJ105 20-23, WZZP

## 139. KCBN $23-20$

VAN HALEN "Becurthu Cinde" NWB) 18N
Moves: Up 9. Same 9. Down 0, Adde 0. 96KX 2319, 297 78, KBEO 3430, KJR on, KNOW 35-32. V100 2822
LAUREN WOOD "Pleeee Don's Leave" (WB) 17110
Moves: Up 2 Same B, Down 0, Adds 10, g4a, WBEN.FM. BJ105, wBBQ, wskZ. WNOX. 91X, WIOY, WFOX, WFLE, KSLO 37.31. KBEQ On.
BUCKEVE "Where Win Your Heert Take You" (Polydor) 1712
Moves: UD 8. Same 6. Down 0. Adde 2 KLEO, WROV, 940 21-17, WNOE 31-24, KXX108 d.26. $92 \times 40.35$. KCPX 21.19.

BLUE OY8TER CULT "In Thee" (Cohmmbla) 1er2
Moves: Up 7. Same 7, Down 0. Adds 2, WCGQ. KBOZ, 140 28-24, KNOW 22-16, KXX10e
2318. WGUY 17.13.

CRUSADERS "8urbot Life" (MCA) 15/5
Moven: Up 6. Same 3, Down 1. Adde 5, sua, WTIX, WRJZ, WZZP, WAKX, WCAO 16.12
Y100 31-27. WOKY 18-14, WNOE 40-36.
BILLY THORPE "Chilitren Of The 8un" ( Ceprlcoml) 15:0
Mover: Up 7, Same 3. Down 5. Adde 0, WPEZ 30-28, KDWB 10-10, KOPA 20-17, KUPD 27.10,
MASE PRODUCTION "Fwecrncker" (Cotmion) 14/1
MAss PRODUCTION "Firecracker" (COtmin) 1411 13-10, WBEA 19-13. WHHY 24-18. WTMA 16-9, FM99 22-16.
RONNIE MILSAP "Bot It Up" (RCN 13/2
Moves: Up 1 , Same 3. Down 0. Adde 2, WERC, WISE, JB105 34-30, KNOW 33-28, KXX108 21 13. KAUX 37-34, WCIR 18-4, CK 101 36-34.

POUSETTE-DART BAND "For Love" (Cepltol) 12/3
Moves: Up E. Same 3. Down 0. Adde 3. JB105, WJBQ, WGUY, F106, 3430 , WRKO on, WHEB 0.33. WISE $35-30$.

CAROLVNE MAS "8tmeane" (Mercury) $12 / 1$
Moves: Up 4, Seme 7, Down O. Adde 1. WTIC-FM. KsLO 31.28, KBEO On, KEARTH on B100 23-21, Q108 on, KKLS 17-15.
CHIHCACO "Murt Move Been Crary" IColumbla) 1211
Moves: Up 8, 8eme 8. Down 1, Adde 1, 297, F105 36-33. WOLF 27.23. KNOW 21.18, KLEO
ADDRISA BROTHER8 "Choet Darcer" (Scotel Erothere) 120
 Moves: Up
WXIL 1817.
RECORDS "8tery Eyeo" (Mrgin) 11/4
Mowe: Up 1. Seme 4. Down 0. Adds 4. CHUM, WBEF, WNOE, BJ105, WGCL on, WGUY 9.7,

BAMA 'Touch Mo When We're Danchoge" (Free Fiotit) 10/3
Mover: Up E. Some 1, Down 0. Adde 3, WEAQ. KSLY, KBIM, KNOW 28-24, KCPX 29.26 , WHHY 30-27, WAKX 17.11.


## AOR HOTTRACKS

These tracke are by arthete who have recolved concentrated airplay and positive reection on AOR radlo over an axtended period of time. Tracks which have been trecks are fiteted in order of their level of airplay and acceptance.

AC/DC: 'Highway To Hell
AMERICATHON: "Cet A Move On"• "Chelsea
BLUE OYSTER CULT: Dr. Music" "Mirrors
JMMY BUFFETT: 'Fins - volcano'
CARS: 'Let's Co"* Dangerous Tyde
CHARLIE: "Killer Cut"* 'Fight Dirty
CHICACO: "Must...Crazy"* "Mama Take
TIM CURRY: "I DO The ROCk"
DIRE STRAITS: "Lady Writer"
BOB DYLAN: "Serve Somebody"
DAVE EDMUNDS: "Cirls Talk"
E. LICHT ORCHESTRA: "Bring Me Down"

IAN COMM: "Hold On"*
SAMMY HAGAR: "Plain Jane". "Trans Am BOB DYLAN: "Serve Somebody". "Slow Train Coming
JOURNEY: "Lovin' Touchin' Squeezin" "
KINKS: "Falling" " "Low Budget" "Cas"
KNACK: "Cood Cirls". "Frustrated" "Sharona'
LED ZEPPELIN: "Evening" "FOol.,.Rain"" "All My Love
LITTLE RIVER BAND: "Lonesome Loser"
NILS LOFGREN: "No Mercy"* "Baltimore
NICK LOWE: "Cruel"• "Susan
MOON MARTIN: "Rolene"*
RANDY NEWMAN: "Monev"
ALAN PARSONS PROJECT: "DAmned"
ROBERT PALMER: "Bad Case"* "Suspicion"
RECORDS: "Eyes"* "Teenarama"
REO SPEEDWACON: "ROad Again" "Survive
SNIFF 'N' THE TEARS: "Driver's Seat"
SOUTHSIDE JOHNNY: "Anxious"*
SUPERTRAMP: "Stranger"*"Logical"
rALKINC HEADS: "Life...Wartime
CEORGE THOROCOOD: "Nignt Time"
BILLY THORPE: "Children Of The Sun"*
PAT TRAVERS: "Boom Boom"*
DAVID WERNER: "What's Right"* "Melanle'
WINGS: "Arrow" "Slam"
NEIL YOUNG: "My...Blue" • "powder Finger"

## BREAKERS

AKB
Stand Up - Sit Down (RSO)
$52 \%$ of our reporters on It, 2 adds WDON, KHFI. Key moves: $19-17$ WZZD, 9-7 WMJX, 16-14 WBOS, hot rotatlon KXTC, WMAS, medlum alrplay WKTU, WDAI, debut 39 KTLK, on WKYS. Charts at number 30 on Alrplay/30.

## NEW \& ACTIVE

All other new and recent releases getting substantial alrplay. These are listed In order by ISIEY BROTHERS "ut A Distations
ISLEY BROTHERS "It's A Disco Night" (T-Neck - LP) 48\% reporting airplay added at KHFI, KITT.FM. Key moves: $23 \cdot 19$ WZZD, hot rotation WDAI, debut 10 WBLX, debut 24 WDRQ, debut 21 WMJX, debut 26 WEZB, on WGCI, KXTC, WBOS
BRUNI PAGAN "Fantasy" (Elektra - 12 ") $48 \%$ of our reporters on it, added at KHFI, KRLY. Key moves: 36.32 WZZO, $26-24$ WDON, hot rotation WKTU, medium airplay KXTC, WMAS, debut 19 WBOS, on WKYS, WMJX, KITT-FM, WEZB
DESTINATION "Move On Up" (Butterfly - LP) 48\% reporting action, 3 new adds WBSO, WIKS, KTLK. Key moves: 40.39 WDON, medium airplay WKTU, KXTC, debut KAREN SILVER 'HOS, KI IM, WDRQ, WEZB
KAREN SILVER "Hold On I'm Comin' " (Arista - 12 "') $44 \%$ of our reporters on it, 6 new adds WBOS, WIKS, KTLK, WKTU, KRLY, WMAS. Key moves: debut 30 WOKV,
on KITT.FM WEZB, KXTC on KITT-FM, WEZB, KXTC
KAT MANDU "'The Break" (TK - 12") 36\% reporting alrplay. Key moves: $29-22$ KRLY, hot rotation WKTU, medium airplay KXTC, WIKS, WKYS, debut 19 KITT-FM, on
WMJX, WEZB. WMJX, WEZB.
FRONT PAGE "Love Insurance" (Panorama - 12') 36\% reporting action, added at KIIS.FM, KRLY, Key moves: 24.16 WMJX, $26-22$ WOKV, hot rotation WMAS WKTU, medium airplay WKYS, on KXTC, WEZB
SISTER SLEDGE "Lost In Music" (Cotillion - LP) $36 \%$ of our reporters on it. Key moves: 29-27 WZZD, 13-12 WBLX, 28-26 WOKV, medium airplay WKYS, WGCI, debut
27 WEZB, on KHFI, WIKS. 27 WEZB, on KHFI, WIKS.
O'JAYS "Sing A Happy Song"' (Phil. Int'l. - LP) 36\% reporting airplay, added at WEZB, WOKV Key moves: 16.14 KHYS, $20-15$ WBLX, 34.31 KTLK, $20-19$ WDON, on
KHFI, WGCI KHFI, WGCI
ATLANTA RHYTHM SECTION "Spooky" (Polydor/BGO - LP) 36\% of our reporters on it, 5 new adds WIKS, WMAS, WKGN, WBOS, WEZB Key moves: medium
airplay WGCI, KFMX, on KTLK, KHFI.
SIREN "Open Up For Love" (Midsong - 12") 36\% reporting action, added at WDON. Key moves: $40-35$ KTLK, hot rotation WMAS, on the following stations WKTU, WIKS,
WMJX, KXTC, WEZB, KITT-FM CAMEO
CAMEO "I Just Want To Be" (Chocolate City - 12') 32\% of our reporters on it, added at WDAI, KRLY. Key moves: 24-20 WEZB, 16-8 WDRQ, 15-12 WDON, 35-30 WR2, 11 -10 KHY, medium arplay WMAS
GRACE JONES "On Your Knees'" (Island - 12") 32\% reporting airplay. Key moves: $21-20$ WDON, medium airplay KXTC, WKYS, debut 16 KITT.FM, debut 30 WEZB,
on WKS.
CORY DAYE "Green Light" (New York Int'l. - LP) $32 \%$ of our reporters on it. Key moves: $39-34$ KTLK, 18.12 WMJX, hot rotation WMAS, medium airplay WIKS, debut 22 WBOS, on KIIS-FM, WDAI, KRLY
DOOBIE BROTHERS "Dependin' On You" (WB - LP) 32\% reporting action, added at WKGN, WMAS. Key moves: 31-26 WKTK. 41-39 KHYS, medium airplay KFMX,
debut 37 KTLK, on WBLX, KHFI debut 37 KTLK, on WBLX, KHFI.
KOOL \& THE GANG "Ladies' Night" (De-Lite - 12") $32 \%$ of our reporters on It, 4 new adds WMAK, WIKS, WEZB, WDAI. Key moves: debut 27 WBLX, on KXTC, WDON,
WKTU.
ABBA "Voulez-Vous" (Atlantic - 12 ") 32\% reporting airplay, added at WDAI. Key moves: 25-21 KITT-FM, on the following stations KXTC, WIKS, WKTU, WMAS, KRLY,
KTLK.
BOB MCGILPIN "Sexy Thing" (Butterfly - 12") 32\% of our reporters on it, 4

## THE BEAT

Pam Bellamy \& Gail Mitchell

## Format Expansion

We would like to take this opportunity to thank the many people who have called during the past two weeks offering support to the new "Dancemusic" section. The general consensus was that it is, indeed, a time for change to accommodate the wider variety of music other than that classified as disco. Stations are now playing records by, for instance, M, Atlanta Rhythm Section, the Knack, etc. To acknowledge this transformation, WEZB/ Now Orleans now identifies itself as "FM97

Rhythm Ot New Orleans" according to Gary Franklln, Music Director . . Lou Krleger, WKTK/Baltimore linds that not using the term "disco" on the air he has encountered loss negative reaction . . . Michael Jones,
D. KRLY/Houston feels on the other hand
that, "Dancemusic can be any type of music, as for example Top 40 or Pop Rhythms." In the market he does not find "disco" offensive to his listening audience and wokvicincinnatt's Charle Brown wishes he "had thought of it first."

## Promotions In Motion

KJLA/Kansas City and the Crown Center Hotel held a "Summer Lightning Disco Party" 9-1 with the Dorsoy Dancers entertaining. KJLA sponsored a disco "Look" contest with winners receiving LP's and T-shirts. Over 600 people attended and were requested to fill out cards for the door prize drawing of an all-expenses-paid trip for two to New York
"Fun Run Cruise For Cancer" is wBOSi Boston's latest campaign. Tickets were on sale at various locations at $\$ 10.00$ each for

September 14, 1979 Airplay/30
MICHAEL JACKSON/Don't Stop 'Til You... (Epic) HERB ALPERT/Rise (A\&M) DIANA ROSSTThe Boss (Motown) ASHFORD \& SIMPSON/Found A Cure (WB) FRANCE JOLI/Come To Me (Prelude) FERN KINNEY/Groove Me (TK) CHICIGood Times (Atlantic) STEPHANIE MILLSIPut Your Body... (20th) EARTH, WIND \& FIREJAfter The Love... (ARC/Col) - LP JACKIE MOORE/This Time Baby (Columbia) LOVE DE-LUXE/Here Comes That Sound Again (WB) MASS PRODUCTION/Firecracker (Cotillion) DONNA SUMMER/Dim All The Lights (Casablanca) COMMODORES/Sail On (Motown) DENIECE WILLIAMSII've Got The... (ARC/Col) FREDDIE JAMESIGet Up And Boogie (WB) BARBRA STREISAND/Main Event/Fight (Columbia) AL HUDSON \& THE PARTNERSNOU Can Do it (MCA) CRUSADERSIStreet Life (MCA)
BONNIE BOYER/Got To Give In To Love (Columbia) MIPop Muzik (Sire) - LP
CHIC/My Feet Keep Dancing (Atlantic) GENE CHANDLER/When You're \#1 (20th) SWITCH/Best Beat In Town (Gordy) DAN HARTMAN/Hands Down (Blue Sky) ROZALIN WOODSIWhatcha Gonna Do... (A\&M) ADDRISI BROTHERS/Ghost Dancer (Scotti Bros.) A TASTE OF HONEYIDo It Good (Capitol) GQII Do Love You (Arista) - LP
AKBIStand Up - Sit Down (RSO)
numbers indicete signilicant upward movement. Arrow mdicates new entry.
new adds WIKS, WMJX, WMAS, WBOS Key moves: 27-23 WOKV, on KXTC. WEZB, WKTU, SISTER POWER "Give Me Back My Love Affair" (Ocean - 12") $32 \%$ reporting action, 3 new adds WBOS, WKGN, KITT-FM. Key moves: medium airplay WMAS on KXTC, WIKS, WEZB, KFMX
STEPHANIE MILLS "What Cha Gonna Do With My Lovin' " (20th - LP) 28\% of our reporters on it. Key moves: $15-10$ WOKV, 22-20 KTLK, hot rotation WKYS, 3.3 KIIS
FM, on WKTU FM, On WKTU
CORY DAYE "Pow Wow" (New York Int'I. - LP) 28\% reporting airplay. Key moves: debut 14 KITT-FM, 18.12 WMJX, debut 22 WBOS, hot rotation WMAS, WKTU, on WDRQ, WEZB
GEORGE McCRAE "Don't You Feel My Love" (Sunshine/TK - 12'") 28\% of our reporters on it. Key moves: 18.17 WBOS, $14-11$ KITT.FM, 19.18 KIIS.FM, medium
alrplay KXTC, WKTU, on WKYS. alrplay KXTC, WKTU, on WKYS.
KNACK "My Sharona"' (Capitol - 12") $28 \%$ of our reporters on it, 4 new adds WDRQ, WMAK, WZZD, WEZB. Key moves: 18.13 KHFI, hot rotation WIKS, on KFMX. ROBERT JOHN "Sad Eyes" (EMI America - LP) 28\% reporting action, added at WDRQ. Key moves: 19.18 KHYS, debut 18 KHFI, debut 21 KRLY, on WOKV, KFMX. CHIC "My Forbidden Lover"' (Atlantic - 12 ") $28 \%$ of our reporters on it, added at WKGN, WKTU. Key moves: hot rotation WKYS, medium airplay WMAS, debut 22 WMJX, debut
SUZI LANE "Harmony" (Elektra - LP) $28 \%$ reporting airplay, 3 new adds WDON, WEZB, KRLY, on the following stations KXTC, WKYS, KITT-FM, WKTU.
TAMIKO JONES "Can't Live Without Your Love" (Polydor - 12") 28\% of our reporters on it. Key moves: medium airplay WKYS, KXTC, debut 29 WOKV, on KTLK, MUX, WDRQ, KITT.FM
REVANCHE "Music Man" (Atlantic - LP) $28 \%$ reporting action, added at WIKS,
KITT-FM. Key moves: medium airplay WKTU, KITT-FM. Key moves: medium airplay WKTU, on KXTC, WEZB, WKYS, WMJX.
the two-mile fun run. At the end, the participants toured Boston Harbor and were treated to a party at the Lobster Trap restaurant It's time again for the annual KIIS-FMILos Angeles KIIS-Ot baseball team to play the cast of "Happy Days" at Dodger Stadium (9-17) before the Dodgers meet Atlanta.


## MCHIT



Warner/RFC introduces the mighty powerful sound of "Sweet Blindness" by Mighty Pope.

A total groove 12-inch (DRCS 8885)* from the forthcoming album Sway. (RFC 3310)

Produced by Jóhn Driscoll.


## n musics tProject.

Alan Parsons. From The Beatles to Pink Floyd to Al Stewart, his work has won him acclaim as a towering figure in the recording industry. Now, following the sweeping multi-platinum worldwide success of "I Robot" and "Pyramid", the new album by The Alan Parsons Project is here - "Eve." Featuring an all-star cast of musicians performing nine breathtaking new songs, it's yet another dazzling musical visionfrom the only man who could give it life.

INSTANT REACTION:
"Flashmaker Of The Week"-Record World \#1 Most Added and AOR Breaker-Radio \& Records
"National Breakout"-Billboard \#1 New Action Album - Album Network \#1 Most Added - Cashbox "Sales Chartmaker Of The Week"- Record World

"Eve." By The Alan Parsons Project.
His spectacular new album.
Featuring the single "Damned If I Do."
On Arista Records and Tapes.

## DANCE AMUSIC <br> R A D I O <br> ADDS \& HOTS

| EAST |  | SOUTH |  | MIDWEST |  | WEST |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Most Added | Hottest | Most Added | Mottest | Most Added | Hottest | Most Added | Hottest |
| Karen Silvar ARS <br> Bob McCllpin | Michaol Jackson France Joll Herb Alpert Ashford \& Simpzon Fern KInney | M | Michaol Jackson Herb Alpert Commodores Ashford \& Simpson Donna Summer (DIm) | Crusaders Kool \& The Gang | Michael Jackson Dlana Ross (Boss) Barbra Strelsand Fern KInney | Revanche Karen Sllver Slster Power Isley Brothers Front Page Destinatlon | France Joll <br> Michael Jackson Freddle James Herb Alpert |


| EAST |
| :---: |
|  |
| WKTU/New York, NY ADDED <br> Melba Moore <br> Chic (Forbisden) <br> Golestra Hollowoy <br> Venus Dodson <br> Gibson Brothers <br> Karen Silver |
| HOTTEST <br> Corv Dave (Pow) <br> M <br> France Joli <br> Asiford Et Simpson <br> Bruni Pagen <br> Kat Mandu <br> Michael Jack son <br> Diana Ross (Bow) <br> Front Page <br> Freddie lamer <br> Stephanie Mulls (Put) <br> Merb Alpart <br> - Mlenael Eils |
|  |
| wBOS/Boston, MA adoed <br> Todd Fonter <br> soint 8 Stephanie <br> Super Power ARS <br> Demination <br> Bob mectipin <br> Katon Silver <br> HOTTEST <br> Al Hudson 8 Pertnern <br> Michael Jackson <br> Fiane Joll (Come/Playboy) AKB <br> Bruni Pagan <br> Fern Kinney <br> - Jane Duncklee |
|  |  |
|  |  |
|  |
|  |
| mottest <br> AKB <br> Cory Daye (Pow/Grean) <br> Fenn Kinney <br> Michasl Jackton <br> Frence Joll <br> Ashiford \& Simpron <br> Herb Alpert <br> Front Page <br> Siren |
| - Chris Mcloude |







| $2 T T^{2}$ <br> kITT-FM/San Dlego, CA ADDED <br> Karen Sitver <br> Hory Block <br> Indey Broituan Revanche <br> hotrest <br> Gane Chondior Rotalin Woods Cory Dave (Pow) Grace Jones Kaf Mandu <br> Crusaders |
| :---: |
|  |  |



## Reporters

## EAST

WKTK/Baltimore, MD - Lou Krieger WCAUIPhlladelphia, PA - Roy Perry WZZDIPhiladelphia, PA - Mark Serpas WKYS/Washington, DC - Steven Manuel WDON/Washington, DC - Barry Richards WK TU/New York, NY - Michael Ellis WBOS/Boston, MA - Jane Duncklee WMASISpringlleld, MA - Chris McLoude

SOUTH
WMAK/Nashville, TN - Dan Vallie WKGNIKnoxville, TN - Mike swaggerty WEZB/New Orleans, LA - Gary Franklin KSETIEI Paso, TX - Chuck Kelly KHYS/Beaumont, TX - Ted Stecker KRLY/Houston, TX - Michael Jones KHFIIAustin, TX - Jack Starr WBLX/Mobile, AL - Carmen Brown WMJX/Miaml, FL — Frank Walsh

MIDWEST
WOKVICincInnati, OH - Charlie Brown WDAIIChicago, ILL — Mary Klug WGCI/Chicago, IL - Barry Mayo WDRO/Detroit, MI - Jim Ryan KFMX/Minneapolis, MN - Gary De Maroney WIKSIIndianapolis, IN - Fred Moore

## WEST

KXTC/Phoenix, AZ - Rick Nuhn
KTLKIDenver, CO - Paula Matthews KLAVILas Vegas, NV - Susan Korngold KIIS/Los Angeles, CA - Wagner/Cohen KITTISan Dlego, CA - Erik Garcia

## THE PICTURE PAGES

 Warner Brothers" Van Halen. Proving that all the world's a stage are (l-r) Alax Van Halen, Dave Roth. Eddie Van Halon and Michael Anthony.

## Atlanta/Riperton Cancerthon



Door proceeds plus the auction of several Minnie Riperton albums reised over $\$ 2000$ for the Attenta Cencer Society at the Affanta Minnie Riperton Cencerthon held at Mr. V's Fgure 8 Disco recenthy. Seen at the cer emonies are (lv) Attanta Cancer Society's Mrs. V. Cobbs, Capitol Records' Morris Rogers and Don Mac, Af. lante Cancer Societv's Debre Jackson. Mr. V and Mr. V's Program Director lceberg Silm.

## Brooding At The Roxy



Ariole Records' Hermen Brood 8 His Wild Romence recently performed at the Roxy in Los Angeles and was greeted after the concert by the rec. ord company. Shown are (l-r) Ariola's 7m O'Brien. Ariola President Jay Lasker, Brood, and Ariola Executive VP Howard Stark.


# THE PICTURE PAGES 

Alien Nation Gathers For Foreigner


Seen at the special preview listening session of the recently-completed album, "Head Games," from Atlantic Records Foreigner are, from left: group's lan McDonald, album's co-producer Rov Thomas Baker, Atlantic's John David Kalodner, group's manager Bud Prager, Atlantic President Jerry Greenberg, label's Judy Libow Atlantic VP Tunc Erim and Foreigner's Mick Jones.

## Crusaders Score Gold At Bowl



Following their recent performance at the Hollywood Bowl in Los Angeles, MCA recording group the Cru saders were awarded a gold recard for their latest album. "Street Life." Pictured at the presentation are (I-r) MCA Inc. VP Gene Froelich, Cruseders Wilton Felder, Joe Sample and Stix Hooper, MCA Records President Bob Siner, and MCA Records VP John Smith.

## Radio Reps Yipes! Types



When Millennium recording group Yipesl performed at the Palms Club in Milwaukee recently, the group wes feted and greeted back at the hotel by various radio reps who flew in for the occasion. Seen on the scene are (l-r) Y6KX/Pittsburgh's Jey Stone, Yipesl members Teddy Freese and Pet McCurdy, Millennium's Bobby Ragons, Kid Leo, RCA Dis Pete Strand, Andy Bartel and Mike Hoffman, Millennium VP Don lenner, WMMS/Cleveland's Kid Leo, RCA Division VP John Betancourt, and KDWB/Minneapolis's Pem Abresch.

## Columbia Gunning For Gatlin



Columbia Records has slgned Larty Getlin and will release his debut album for the label, "Stralght Ahead," In late September. Pictured at the pacting are, from left: CBS Records Division President Bruce Lundvall, Columbia Records Sr. VP/GM Jeck Cralgo, Larry Getlin, and CBS Records VP Rick Blackburn.

## DJM, Dunmore, Dumas Do More Unyquely



DJM Records have signed a production deal with Dunmore Productions, Lid. and Dumas Production Corp. for the group Unvque. Pictured at the signing are (l.r) DJM GM Carmen LeRose, co-producer Frelda Nerangis, Dunmore Production President Steve Frank, co-producer Britt Britton and DJM's managing director Stephen Jemes.

Polydor's Jackson's Roxy Reaction


Upon completion of her recent performances at Las Angeles's Roxy, Spring/ Polydor recording artist Millie Jackson was congratulated backstage by e host of label lumineries. Photo'd at the fete are (standing, l.r) Polydor's Steve Duboff, Soring Records President Jules Rifkin, Spring VP's Bl/I Splt. alsky and Roy Rifkin, Millie Jackson, Polydor VP Marty Goldrod, Poly. Bran's Larry Smith, PolyGram VP Emiel Patrone, and lackson's coproducer Brad Shapiro; (seated, I.r) Polydor's Bob Speisman and Deve Greenwald.


The MCA Distributing Corporation recently held its National Conference at La Posada in Scottsdale, AZ. Pictured at the MCA fall presentation are, from left: MCA/Nashville Division President Jim Fogelsong, Songbird Records' Michael Ehrman, Backstreet Records President Danny Bramson, MCA VP Denny Rosencrantz, and MCA Records President Bob Siner.

Arista's Dept Of Lorber


Arlsta's Jeff Lorber toured the Northeest in support of his debut album for the labal. Picrured in New York are (II-r) Arista's Andre Perry. Arista VP Mike Bone, Arista President Clive Davis, Lorber, Lorber's menager Jeffrey Ross, and Arlsta's Rav Everert.

Brooklyn Fetes Peter Tosh


The clty of Brookivn found Rolling Stones Records" Peter Tosh worthy of a day of h/s own, when a special "Pater Tosh Day" was recantly daclared for h/s songs and afforts supporting oqual rights. Plcfured at the Brooklyn Borough Hall are (l-r) Deputy Borough President Ed Townsend, Tosh, promoter James I. Williams and Ralling Stones Records Assistant to the Prosident Art Collins.

Polydor Pacts Quadrophenia Soundtrack


Polydor Records will release the double album soundtrack for the upcom. ing "Quadrophenia" film, based upon the 1973 Who album of the same
 earlier this year, are (l-r) Who mastermind Peter Townshend, Polydor Ex. ecutive VP Dick Kline, and Polydor Records President Fred Haaven.

## Sly Singing A Warner's Family Affair



Siv and the Family Stone have been signed by Warner Brothers Records. Making it official are (1r) Warner Bras. statf producer Mank Dav/s, Sy/vester Stone and Warner Brothers President Mo Ostin.

Frampton Where He Should Be


Pater Frempion found Los Angeles to be quite friendly, as he was bestowad a star on Hollywood Blud 's "Walk Of Feme"and had "Peter Frempton Dev" doclared by Mayor Tom Bradley. He pertormed at the Forum that night too and calebmted after the performance. Plcrured are (l.r) friend Barbara Goid, Frampton. A\&M Managing Director Jack Losmen, and AEM VIce.Chatr man Harb Alpert.

## Arista's Tropical Confab



Pictured at the recent annual sales and promotion convention for Arlsta Records held in Puerto Rico this yeer are, from left Arista's Bl/l Lemmons, label VP's Bob Feiden and Richard Palmese, Arlsta's June Colbert Arista VP Leonard Scheer, label's Joan Lawrence, Glen Lajeski and Lois Kennedy. Arista VP Dennis Fine and label's Jane Palmese.

Blondie Bash


Prior to their recent performance at the Greek Theater in Los Angeles, Chrysalis recording artists Blondie were feted at a cocktail party hosted by the label. Seen on the scene are (l.r) Chrysalis President Terry Ellis, Blondie members Jimmy Destri, Deborah Harry, Chris Stein, Frank Infante and Nigel Harrison, Chrysalis co Chairman Chris Wright, group's Clem Burke, unidentified, and labal Sr. VP Sal Licata.

## Durocs Dig Pink Pigs



Capitol's Durocs have chosen a pig's posterior for their mascot (and album cover designl, and the color pink to display it in. So it came as no surprise when Durocs and well-wishers pigged out on baconburgers and ink San Francisco at a recent record-playing party. Pictured (l.r) Capitol's Kevin McCaffrey, Cap. itol VP Rupert Perry, Durocs' Ron Nagle, Capitol VP Bobby Colomby, Durocs' Scott Mathews, Capitol's Geoff Bywater, Bruce Ravid and George Nunes, Durocs management's Kip Krones, Capitol's Paul Rose and Sandy Thompson, foreground, (l.r) studio musician Larry Blackshire, and Durocs management's Bob Brown and Dan
Navarro.

## Mercury Hot For Grill



Phonogram/Mercury Pres/dent Bob Sherwood announced the signing of former Grass Roots lead singer Rob Grill. Grill's flist LP is due In Septem ber, w/th Fleetwood Mac's bass player John McVie producing. Plctured at the signing are (1.r Phonograrr/Mercury's Director of Law David Werchen Grill's lawyer Steven Stelnberg, Grill, Sherwood, and McVie.

## Time Is On Her Side



RCS Records of New Orleans recently signed Irma Thomas. Pictured at the pacting are (I-r) Thomas's manager and husband Emile Jackson, Irma Thomas, RCS President C.E. Vetter and RCS VP/GM land "Judy in Disguise" hitmakerl John Fred.

MCA Makes Uncanny Signing


MCA President Bob Siner has announced the Inking of the band the Bottles. Pictured are (l-r) MCA VP Denny Rosencrantz, Bortle Jefrey Levy, Siner, Bortle Peter Bavless, and manager John Sheinberg.


## Cleveland's "Radio High" - In A Class By Itself

Ever wronder what happened to your former high school classmates? It turns out I didn't have to look very far to find out where mine ended up - most of them are right here in the radio and record industries.

I was on the phone recently with WVON/Chicago PD Carl Connors, and in the course of our conversation we started talking about people in the industry who went to the same high school (John F. Kennedy in Cleveland) with us. When we added them all up, the results amazed us - our class may have the highest percentage of music industry figures of any high school class in the nation. I thought it might be interesting to list the names.

Besides myself and Carl, our classmates include KDAY/Los Angeles air personality J.J. Johnson, WVON MD Lyon Tolliver, WABQ/Cleveland's Dee Perry, Chuck Denson from KELP/EI Paso, Eddie Edwards of WAMO/Pittsburgh (and WPTT-TV), WHUR/ Washington's Michelle Quander, and Marco Spoon of WGCI/Chicago. On the record side we contributed CBS's Eugene Sheldon and Shirley Brooks, John Wilson of Epic's Sly, Slick \& Wicked, Kenny Brown (bass player for Gladys Knight), and Stanley Dillard of Shalamar.

Not bad for one class, right? And going to school in Cleveland at the same time at other high schools were KSOL/San Francisco's J.J. Jeffries, KBLX/Berkeley's Bill Moon, KCOH/Houston Dave Baby Felder, WJLB/Detroit's J. Michael McKay, and WDVE/ Pitisburgh's Chuct Elston. Earlier Cleveland industry notables who inspired us include BMA co-founder Ed Wright, WVON/WGCI President Eamest L. James, WAMO's Mike Payne, WJMO/Cleveland's Curt Shaw, and Chrysalis's Billy Bass.

One final note - a great majority of my class at JFK was in a radio class taught by Mr. Winters (the school had its own station, WJFK), and most of us were kicked out for not having enough talent. I wonder where Mr. Winters is now?

## Donny Hathaway Scholarship Fund Formed

The Donay Hathaway Scholariship Fund, honoring the late composer/performer. is to be established in Pacific Palisades, CA September 17 by an industry group including Board of Directors Dick Griffey (Chairman), David Franklin, Ray Harris, Glend Gracia, Virgil Roberts, and Marty Lance. Scholarships will be awarded to gifted, deserving music students. Griffey commented. "The nature of this project should instill in all of us a sense of excitement and participation to return to the community some of the energy that perpetuates the music industry."

At the meeting, a reworking of one of Hathaway's songs will be unveiled, with new lyrics by Carrie Lucas and recorded by the Whispers. All proceeds from the forthcoming single, entitled "A Song For Donny," will be given to Hathaway's wife and children, who will be the honored guests for the evening.


KIN WOLSS COUTI WHH RNDO REPS - Following MCA reconding artist A. R. KIng's recent performance af tho Raxy in Los Angeles, the voteren blive artst wes foted and greeted backstage by verlous lebel and locel redio repa. Plctured aro from boft MCA's Jan Bemet MCA VP John Smith, KACE MDD Ahonzo MOIVO, B. B, MCA's Leure Mims, KACE GM



WOLs WINMER TAKES 70 SKYY - WOLWashington, DC, in conjuncton with Salsoul ncording group Skyy, recently held a "Skyy's The Limit" contest whoreby callinn listeners were rogktered for a drawing that could net them an all-expense-pald weekend anvwhere in the U.S. Shown at the stetion following the drawing are (standing, f.r) RCA's Patrick Spencer, WOL MO Diene Oougless, the winning contestant (she chose LA., incidentally) and WOL efternoon ditve jock Bobby Eennert (kneeling, An) WOL's Sennley Dickerson and Normen "Bootry" Bally.

## People

WAOK/Allanta is seeking a full time newsperson. All interested parties should direct their inquiries to Gene Michaels, News Director at the station. 75 Piedmont, Atlanta, Georgia 30303 .. Quita Allen is the newest addition to the airstaff of WOL/Washington, DC. She was formerly with WRAP/Norfolk

KOKY/Little Rock boasts a new program director by the name of Larty O'Jay, a former air personality with KWEN/Tulsa. Congratulations also to Jimmy Smith, Music Director there, who is the proud father of a 7lb., 602. baby girl named Jamey Michaelle . . . Fred Elkins has been appointed program director of KAEZ/Othanoma City. He was promoted in-house from the news director position . . . Air personality Hazel Spears of KDA Y/Los Angeles is taking her talent to a higher plateau. She is scheduled to be the lead in a local play, "The Invasion of Addis Ababa." It will be presented at the Inner-City Cultural Theater. She will also be appearing in two upcoming feature films: . . Barry Jay, air personality with KDIA/Oakland, is no longer with the station. No future plans have been announced. However, his replacement is Jeff Harrison, who will be doing mornings. Previously, Harrison was with WJPC/Chicago . . . Get well wishes to Jerry.Rushing. WEDR/Miami Program Director who is in the hospital . . . WPDQ/ Jacksonville has openings on its air staff and in the news department. Resumes should be sent to Mike Moore, WPDQ, 1221 King St, Jacksonville, FL 32211. No phone calls, please Marsha Jones will be handling local promotion/black product for Arista in Los Angeles. From in-house, she fills the vacancy left by Jim Blevins, who was promoted to a regional position . . . Please be sure to send me all of your station's news, photos, promotional materials, etc. Remember, you don't have to be a reporter to participate. Address to: Bill Speed, Radio \& Records, 1930 Century Park West, Los Angeles, CA 90067

## Places

UNCF FUND DRIVE: A 15-hour radiothon on September 15 to raise monies for the United Negro College Fund is in the planning stages in St. Louis with KATZ there the sponsoring station. It will be co-bosted by Jocelyn King and is in conjunction with a walk-a-thon to be lead by KATZ personality Billy Ryan. Another air staffer, John O'Day, is scheduled to host a skate-a-thon . . COMMUNITY INVOLVEMENT: WNOO/Chattanooga has been sending its remote unit weekly to various local housing projects and conducting live broadcasts while giving away T-shirts, gift certificates and, believe it or not, a 15-foot bologna

## Things

MAKE ME A WINNER: That's what the listeners of WENN/Birmingham are shouting in the current "WENN's Gonna Make Me A Winner" contest. In its effort to temporarily alleviate the rising cost of living, the station is offering to pay lucky winners' rent, house note, or electric bill. In addition, winners received cake and ice cream, and champagne for birthday and anniversary celebrations . . FOOD SPREE: Also championing the fight against higher prices, was WOIC/Columbia, SC who recently sponsored a food giveaway. Listeners sent in postcards and were picked at random to participate in shopping sprees. One winner literally cleaned up when a $\$ 900$ grocery bill was rung up... WowI'S "WOW-WEE SUZZLING SUMMER:" WOWI/Norfolk is winding up this summer-long promotion during which time they gave away concert tickets, albums and T-shirts . . KDIA/ Oakland now has a new survey line: (415) 834-6386 . . . Birthday congrats to WKND/ Hartford - it has been ten years. The station is on the lookout for artists to perform in a show to benefit the NAACP Scholarship Fund. Air personality Bill Mack is requesting that record companies please contact him if they have an act who will be in and/or around the New England area during the month of October

# HOTTEST <br> Following are listed in order of their airpley activity. <br> MICHAEL JACKSON <br> "Don't Stop TII You Get Enough" (Epic) FUNKADELIC <br> "Knee De日p" (WB) <br> CAMEO <br> "I Just Want To Be" (Chocolate City) <br> COMMODORES <br> "Sail On" (Motown) <br> O'JAYS <br> "Sing A Happy Song" (Philadelphia Intemational) <br> MASS PRODUCTION <br> "Firecracker" (Cotillion) <br> CHIC <br> "Good Tlimes" (Atlantic) <br> ASHFORD \& SIMPSON <br> "Found A Cure" (WB) <br> GAP BAND <br> "Open Up Your Mind (Wide)" (Mercury) TEDDY PENDERGRASS <br> "Come Go With Me" (Philadelphia Intemational) <br> CLIMBERS 

HERB ALPERT "Rise" (A\&M) 36\% of our reporters are on it The South leads the way with activity. In hot rotatiorrat WVEE, WHRK, WTMP. Climbing at WDIA, and KMJO. Debuts in the region at WYLD. The East has heavy airplay at WXYV, WWIN, WOL. WILD. Hot in the Midwest at WJLB and WDAO. The West is slow, however, its receiving heavy rotation at KSOL CRUSADERS "Street Life" (MCA) 33\% of our reporters are on it Record growing nationally, crossover from Jazz-formatted radio stations. The Midwest leads with action, receiving heavy airplay at WJLB, WKWM, in medium rotation at WTLC, WJMO, KPRS. The East reflects hot airplay at WAMO, WWRL WKND, climbing at WWIN. The South shows a debut at WJJS, as WLLE has heavy rotation. The West has heavy airplay at KSOL.
CURTIS MAYFELD/LNDA CLIFFORD "Between You..." (Curtom/RSO) 31\% of our reporters are on it Coming on strongest in the Midwest - receiving heavy rotation at WLOU. Medium rotation reported at WVON, WTLC, WKWM. Debuts in the region at WJMO, WDAO. The West has medium rotation at KDAY, and KSOL In the East it's hot at WWRL receiving medium airplay at WWIN. In the South it's receiving medium rotation at WGIV. ISLEY BROTHERS "It's A Disco Night" (T-Neck) $28 \%$ of our reporters are on it The South has heavy rotation at WDIA. WAOK. Medium rotation at WGIV, WLLE, KMJO added at WYLD. The Midwest shows medium airplay at WVON, WJMO, WCIN, WKWM.
DAVID RUFFIN "Break My Heart' (WB) 28\% of our reporters are on it in the East it's receiving heaw airplay at WOL otherwise in medium rotation at WWRL WWIN. The South shows medium airplay at WPDQ. WLEE, WKXI. In the Midwest it's climbing at WVON. WJLB, KPRS. Now in the West at KSOL.
RAYDIO "Hot Stuff" (Arista) 28\% of our reporters are on it In the Midwest it's new at WJLB, WCIN, WKWM. Medium rotation is reported at WVON. New in the West at KYAC. The South reflects hot rotation at WAOK. Receiving medium airplay at KMJQ and WDIA. Now in the East at WWIN, WAMO
KOOL \& THE GANG "Ladies' Night" (De-Lite) 28\% of our reporters are on it Catching on in the Midwest strongest New at WJMO, WTLC otherwise receiving medium rotation at WCIN, WLOU. WKWM. Added in the South at WGIV and receiving medium airplay at WAOK. In the West it's receiving medium rotation at KDAY. It's debuting in the East at WWRL and in hot rotation at WOL
FIVE SPECIAL "Why Leave Us Alone" (Elektra) 25\% of our reporters are on it in the South it's receiving hot rotation at KMJQ. WYLD. WLLE, and in medium rotation at WVEE. WHRK. The East has heavy rotation at WWIN, and medium rotation at WXYV. WILD. New at KPRS in the Midwest

## Album Airplay

Following are listed In order of their airplay activity.

COMMODORES "Midnight Magic" (Motownd "Sail On"e "Still" "Midnight Magic" MICHAEL JACKSON "Off The Wall" (Epic) "Don't Stop 'Til You Get Enough"" TEDDY PENDERGRASS "Teddy" (Phil. Int'I.) "Come Go With Me"* "Turn Off The Lights" ${ }^{*}$
GQ "Disco Nights" (Arista) "I Do Love You"* "Disco Nights"e
CHIC "Risque" (Atantic) "Good Times"" "A Warm Summer Night"

## CRUSADERS "Street Life" (MCA) "Street Life""

O'JAYS "'Identify Yourself"' (Phil. Int I.)"'Sing A Happy Song"*
ASHFORD \& SIMPSON "Stay Free" (WB) "Found A Cure" "Stay Free" "No body Knows
MINNIE RIPERTON "'Minnie"' (Capitol) "Memory Lane"." "Lover \& Friend"*

FERN KINNEY "Groove Me" (TK) 25\% of our reporters are on it Recoiving hot airplay in the South at WGIV, WLLE, WKXI. The Midwest has heavy rotation at WJLB, WKWM. It's receiving hot airplay in the West.at KDAY, KSOL The East shows heavy rotation at WAMO, WILD.
DIANA ROSS "The Boss" (Motown) 25\% of our reportere are on It The Midwest shows it's hot at WJMO ond KPRS. Recoiving medlum rotation at WVON. In the South it's in hot rotation at WJJS, otherwise medium rotation at WVEE, WHRK. The Eest shows hot air. play at WAMO, WILD and modlum rotation at WAMO, WILD and recelving madlum rotation at wxrv.
B.B. KING "Better Not Look Down" (MCA) 25\% of our reporters are on it The South is out front with heavy rotation at WDIA. WKXI, WYLD. WLLE, WGIV. In the East Its recelving heavy rotation at WAMO. Medium rotation in the West at KDAY, as the Mitwest shows hot airplay at WLOU, and medium at WCIN.
MINNIE RIPERTON "Lover And Friend" (Capitol) 25\% of our reporters are on it In the MIdwest it's receiving medlum alrplay at WLOU, WVON. WTLC. The South shows medium rotation at WAOK, WLLE, KMJQ. WKXI. Just coming on in the West et KSOL The East raflects madlum rotation at WOL
ARETHA FRANKLIN "Ladies Only" (Atlantic) 25\% of our reporters are on it The Midwest is out front on this one. Now at WJMO. WVON, WJLB. Receiving hot rotation at WDAO, and receiving medium alrplay at WTLC. WCIN. Now In the East at WKND. The South reflects hot alrplay at WAOK and added at WJJS.
UNCLE LOUIE "Full Tilt Boogie" (Marlin/TK) 22\% of our reporters are on it In the Midwest Ir's new at WTLC, otherwise hot rotation at KPRS, WVON. The South shows hot airplay at WYLD, WLLE. Medium rotation at WTMP, WKXI. Debuts in the West at KYAC. LTD "Share My Love" (A\&M) 20\% of our reporters are on it In the South ir's new at WPDQ and recelving medium rotation at WAOK, WVEE, WHRK. The East shows medium rotation at WXYV. New in the Midwest at KPRS. In the West it's new at KYAC.

## NEW \& ACTIVE

ROSE ROYCE "Is It Love You're After" (Whitfield) 19\% of our reporters are on it The Midwest shows it's new at WTLC, recelving heaw rotation at WCIN, and medlum air play at WVON. In the East it debuts at WWRL and WKND with hot rotation at WOL In the South it's climbing at WAOK.
PRINCE "I Wanna Be Your Lover" (WB) 17\% of our reporters are on it New in the Midt wost at WTLC, WVON, WDAO. The South reflects an add at WLLE and receiving heavy rotation at KMJO. Debuts in the East at WOL
KC \& THE SUNSHINE BAND "Please Don't Go" (TK) 17\% of our reporters are on it. New in the East at WAMO, WILD. Also new in the West at KDAY. Added in the South at WYLD, receiving heavy airplay at KMJQ. Receiving medium airplay at WVON in the Mid west.
GENE CHANDLER "When You're \#1" (Chi-Sound/20th) 17\% of our reporters are on it. The Midwest is out front on this one. Now at WJMO, otherwise receiving heavy rotation at WCIN, climbing at WJLB. In the West it's climbing at KSOL. Receiving heavy ro tation at WGIV. WKXI in the South.
DYNASTY "I Don't Want To Be A Freak" (Solar) 17\% of our reporters are on it New in the South at WANT, WJJS, with heavy rotation at WLLE. In climbing position in the Mid west at WKWM. In the East it's in Medium rotation at WWIN, WOL.

## JAZZ

HOTTEST
BOB JAMES . . . . . . . . . . . . . . . . . . . . . . . . . . . . Lucky Seven (Tappan Zee/Col.)

FREDDIE HUBBARD . . . . . .

(A\&M)
ERIC GALE. Various Cuts
 (Elektra) TOM BROWNE Various Cuts Browne Sugar Arista STANLEY CLARKE . . . . . . . . . . . . . . . . . . . . . . . I Wanna Play For You (Nemperor) HEATH BROTHERS. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . NORMAN CONNORS . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . .

## NEW \& ACTIVE

MONTY ALEXANDER.
Live In Tokyo(Pablo) Various Cuts
EAST: WRVRINew York, NY HerschellPrescott WHURIWashington D.C., Jesse Fax WEAABaltimore, MD, Chauncey Lewis. SOUTH: WCLK/Atlanta, GA, Requaya Ward. MIDWEST: WBBYIColumbus, OH, P. Norman Grant WJZVIDetroit, MI, Dorian Paster. WEST: KADXIDenver, CO, Chuck Edwards; KRE/Berkeley, CA, Hal Jackson; KKGOILos Angeles, CA, Monica Riorden; KJLH/Los Angeles, CA, Hal Jackson: KKG
Lawrence Tanter.

September 14,1979


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Joe Simon
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ADC Band


Stations are listed by region. Hots are listed in order of their airplay activity.

"KFMQ is a mass appeal radio station ... What we're bascially trying to do is play the best album cuts from the biggest albums.'

## KFMQ/Lincoln And WKQQ/Lexington; AOR's All-Time Ratings Champs

The Spring Arbitron ratings race resulted in a major win over-all for AOR's crosscountry, as audiences reaffirmed their rock ' $n$ ' roll loyalties. Many of the best books came from secondary markets where double digit twelveplus figures were not unusual. By far the two best books of the Spring sampling belonged to WKQQ/Lexington, with a $12+$ score of 18.2 , and KFMQ/Lincoln, who delivered AOR's top 12+ figure to date, a whopping 20.0 .

## The Visible Radio Station

WKQQ's score was their best ever, and was especially gratifying to new PD Gary Dick son, as the Spring book was his first for the station and his first as an AOR PD. Dickson had been PD of WKQQ's AM Top 40 sister station WBLG and was asked to move over to the FM after former PD John Navin's departure from WKQQ. Dickson credited Navin with "digging the programming trenches" so that no radical changes were made when Dickson took over. Aside from some musical adjustments which increased current hit rotations, the station sounded much the same as it did under Navin's reign.

What made the difference, then? Dickson had several thoughts on the subject. For one the station has no direct AOR format competition, which would account for a good book, though not necessarily an increase. "The main difference," Dickson revealed, "was visibility. The call letters were all over town." The station conducted a "Stick It and Win" bumper sticker campaign that put over 12,000 stickers onto cars, as well as yard and window signs for students and homes without cars. The Q-Bird mascot scouted for stickers in the station's van, rewarding those spotted with miscellaneous prizes.

Also contributing to the station's increase, Dickson said, was a half-price fair of station advertisers who offered their merchandise at $50 \%$ off. The promotion attracted 20,000 and was of particular interest to Dickson because of its lifestyle orientation. He plans a second such gathering next year.

## Mainstream AOR

The station brought in its listeners without the benefit of promotion dollars for billboards or television spots, which Dickson said would change for the next survey period. For the Spring book the station relied on self-generated promotions and what Dickson felt were the changing attitudes of the audience itself. "The audience has come around to us rather than us having changed. The mainsteam is moving into AOR."

For the future, Dickson expressed hopes of breaking a 20 -share in the Arbitron ratings. "I think we can," he said. "It may take two more books. Meantime, we will continue to program offensively and let the other guys worry about what we're doing." And what is that? "We just do what we know works."

## Life At The Top

Something's obviously been working in Lincoln, as well, where Arbitron recently de livered AOR's best book ever to KFMQ and PD Bruce Wheeler. Wheeler's first reaction? "It was pretty incredible. I'm always a little apprehensive when one of those gets dropped on my desk, so when I opened it up and turned to the $12+$ figures, I said, 'Oh my God, that's outstanding.' We were delighted."

KFMQ has been playing AOR since 1970; Wheeler has been PD for the past two years, taking over for Roger Agnew. Agnew left to run KFMG/Albuquerque with PD Frank Felix, whose controversial tight AOR KBPI was, at one time, the top-rated Denver AOR. Felix
"The audience has come around to us rather than us having changed. The mainstream is moving into AOR."

## - WKQQ PD Gary Dickson

acted as a behind-the-scenes consultant to KFMQ, and in many wajs, Wheeler revealed, the station reflects Felix's programming philosophy. "I inherited Roger and Frank's programming philosophy and approach. KFMQ is a mass appeal radio station.'

Musically KFMQ is a "mainstream rock station," as Wheeler described it. "The emphasis is on rock, but we do play some America, some Linda Ronstadt. What we're basically trying to do is play the best album cuts from the biggest albums. If one of the cuts on those albums happens to be something a bit slower we'll still play it." The KFMQ music
library is, in Wheeler's terms, "conservative": at any given time it includes about 600 cuts served up in a tightly-structured musical form.

The jocks, while limited in musical choices, are given a great deal of freedom to allow their personalities to surface. "Our jocks are real important to us," Wheeler reported. "That's one of the reasons we've been so successful here. We have longevity working for us, too; it's about $50 / 50$ between newcomers and people who have been here awhile. They're a great bunch of people who stress one-on-one conversation."

## Loyalty Pays Off

While KFMQ faces no local AOR format competitors, Wheeler reported that KEZO's AOR signal beams in loud and clear from neighboring Omaha. In Wheeler's mind, KEZO is only one of the station's competitors: "As a mass appeal station we are in competition with everyone," which includes several local Top 40's.

KFMQ's success came without the benefit of a massive promotional effort, and in fact, Wheeler said that may have worked to the station's advantage. "We don't run any contests beyond the normal ticket giveaways, and I think that's why people can listen to us for a long time. We have a very loyal audience who have come to depend on our consistent approach."

KFMQ was recently sold to Telegraph Herald from former owner Steve Agnew. Wheeler said he expected new management to bring new dollars to'increase the station's already high level of community visibility with billboards and TV spots. When that happens, Wheeler was confident that, "We can do better." What a thought!

In radio, history is being written every day. No sooner did I finish the above lead article for this issue than I took a look at the ratings results of our AOR reporter Montgomery, Alabama. WHHY-FM was gifted with a $12+$ figure of 20.3 , topping even KFMQ/ Lincoln, and providing further proof that the sky's the limit for AOR radio in the late Seventies and beyond. Next week, along with our talk with WLUP air personality Steve Dahl, we'll look into AOR's latest ratings champ, WHHY-FM.

I direct your attention to the front of this week's issue for New York and L.A. ratings results from the Summer Arbitron ratings period. It was a stable book for the New York AOR's, with WPLJ up a bit 3.5 to 3.7, WNEW-FM dipping just a bit 2.8 to 2.6, and WPIX holding steady. WLIR's share of the New York market showed improvement, the station gaining .8 to 1.1, while Jazz AOR WRVR came up 1.0 to 1.3.

Los Angeles provided some $12+$ figures that will bear further investigating. KMET took another leap upward to another market-dominant book for music radio up 5.8 to 6.2 KLOS held steady with a 2.6, while KWST was down 1.3 to 1.0 , as was KROQ with a down 8 . Soft AOR KNX-FM had a good up book under new PD Mike Sheehy, jumping 2.2 to 2.8 . while KZLA was down 1.6 to 1.4

It was a great summer for The Loop in Chicago, who came in "3 in a crowded radio mar ket, with an up 7.2 (from 5.3). Metromedia's Chicago station WMET was down 1.4 to 1.1 as was WXRT, with a 1.7 (down a notch from 1.8)

## Evolution

KRSI/Minneapolis is a new AM AOR with Gary Demaroney as PD and Gregg Swedberg as MD . . WHHY-FM/Montgomery PD John Reed has resigned as PD but will retain his regular airshift. Chris O'Kelly is the new WHHY-FM PD WGRQ/Buffalo's new PD is airstaffer Bob MacRae . . . Sam Cornish is the new PD at KRST/Albuquerque from the station's airstaff. He replaces departing PD Bob Shulman who has accepted an A\&R position with A\&M Records . . . KTIM/San Rafael's new PD is Cody Ryan from KMEL/San Francisco . . . Jim Brady has been named new MD at KWFM/Tucson, replacing departing Blake Brodersen. New to the station's airstaff is Dave Larussa from WBUF/Buffalo . . . WRCN/Riverhead's night-time air personality Sheryl Skylar has exited . . . With WEBN/Cincinnati afternoon drive air personality Glenn Gaskins departing to return to school, PD Denton Marr has taken over the regular afternoon drive airshift ... Scott Jameson, formerly M̄D with WIOT/Toledo, has joined KTCL/Ft. Collins for nights . . Kate Hayes has departed KTTM/San Rafael for middays at KSAN/San Francisco. Also new to KSAN is Matt Reidy for nights . . Kelly Saunders has been named head of promotions at WAVA/Washington... Casey Stangl has exited KSJO/San Jose for weekends at KMEL/San Francisco . . AAriola VP of Album Promotion Bill Bartlett

## The Demand At Radio Has Been So Great That This Single Already Has "A REASON TO BE"

 KANSAS

From The ALBUM "MONOLITH"


SOUTHERN FRIED CHICKEN - KPASIEI Paso drafted the Infamous San Diego Bird for a recent station promotion. Pictured (back row, l-r) are PD Bo Jagger, DJ's Tom Novack, Don Leeder and John Lyons; (front, I-r) GM Garrett Haston, the Bird, and DJ Gayle Miller.

## Update

WZXR/Memphis air personalities traded station T-shirts and buttons for over $\$ 2500$ in Muscular Dystrophy donations recently. WYXE/Madison's 24 hour radiothon for MD raised \$1800. WMET played a benefit softball game for MD which attracted hundreds . . . WBAB/ Babylon co-sponsored a reunion concert of Woodstock participants that included sets by John Sebastian, Rick Danko, Johnny Winter, Leslie West, Country Joe and Canned Heat. The entire ten-hour concert, which attracted 20,000 , was carried live on WBAB . . . KMOD/ Tulsa celebrated "Summers of the 70 ' $s$ " with a weekend-long recap of music and key news stories from the past decade's summers. The station is also the latest to instigate an AntiDisco group, called the "Long Live Rock Brigade," which has already signed up over 2000 members. Their membership cards will entitle them to future discounts on concert tickets and albums ...WQUT/Johnson City celebrated its 31st birthday for listeners with a dance contest at a local club. The station will be celebrating its anniversary all month long on the air as well, giving away prizes including stereo systems . . . When KYA-FM/San Francisco air personalitiy Candy Chamberlain visited KTYD/Santa Barbara, MD Laurie Cobb brought her into the air studio for an impromptu shared airshift . . WRVR/New York world-premiered the new Weather Report album a week ago, while WIBA-FM/Madison world-premiered the latest from Ben Sidran . . . KTXQ/Dallas invited listeners to a free concert by a mystery act which turned out to be Foghat . . . WMMR/Philadelphia held a rock ' $n$ ' roll party at a local amusement park which made all rides and pinball amusements free to listeners all evening . . . WYXE/Madison PD Alan Young reports that the station's imminent call letter change to WMAD does not mean the station is changing format, but is just interested in better calls.


THS PROMOTION SUCNS - WDHA/North Jorsey DU Skip Stang tried for a bit of "humor in a jugular vein" when he posed as Dracula for a station tiein with the recent Universal film release. Pictured with Steng are stetion GM Bob Linder lleft) and theeter manager Paul McHendrie.


HAPPY BIRTHDAY TO THEM - Helping WLIRLLong Island air personality Ray White sing heppy birthdey to the stetion at an outdoor concert celabration are 30,000 /isteners. Onstage and in concert were such groups as Southslde Johnny 8 The Asbury Jukes, Cherlie Doniels, and Good Rats.


ROCKFORD ROCKERS - The airstaff of Y-95/Rockford posed for this group portrait at the stetion's remote studio, parked adjacent to an outdoor concert thet Y.95 coverad. In the line up (l-r) are Tim U'ren, Doc Ballje, Michael Ames, PD Brent Alberts, salesperson Dirk Claussen, and concert promoter Bill Diamond.

## Concerts \& Conversations

PRESENTATIONS: WFBQ/Imdianapolis presented Roadmaster, Pat Travers for $\$ 3.95$ KSMB/Lafayette presented Point Blank for \$1.94.
RADIO/TV SIMULCASTS: Charlie Daniels Band on WNEW-FM/New York
RADIO CONCERTS: The Records on WMMS/Cleveland . . . Long John Baldry, Billy Falcon on WBAB/Babylon . . . The Shirts on WBRU/Providence . . . Joe Jackson, The Records on WLIR/Long Island and WRCN/Rivertead . . . New England, Michael Stanley, Southside Johnny, Suzi Quatro on WMMS/Cleveland Jeff Lorber Fusion on WKDF/ Nashville.

GUEST DJ'S: Charlie Daniels on WAAL/Binghamton.
CONVERSATIONS: Wet Willie on WBIR-FM/Knoxvile
. . Pat Travers on WFBQ/ jack, Blaclfoot on WOUT/ shall Tucker, Pat Travers on KEZO/Omaha . . . Bram Tchaikovsky on WMMS/Cheveland . Ted Nugent, Blackfoot on WWWW/Detroit . . . Blackjack on WYDD/Pittsburgh Rory Gallagher on KSHE/St. Louis . . . Henry Paul on WAAL/Binghamton . . . Pousette Dart Band on KOZZ/Reno . . . John Cougar on WBWB/Bloomington.

COMING NEXT WEEK: He's everywhere! He's everywhere! And we aren't talking about Chickenman, either, but WLUP/Chicago air personality Steve Dahl, who has been profiled in recent issues of Rolling Stone and Newsweek and was seen on the "Tomorrow Show" breaking disco albums over his head. Next week Steve will expand on his recent R\&R comments on the state of anti-disco promotions, and offer interesting comments on the difficulties involved in developing a winning radio personality.



Album cuts are listed in order of airplay preference.
"Lovo" "Fool" "Evening" "Saurez
"Go" "Do" "Type" Titlo
"Glits" "Shamona" "Selfish"
"Case" "Friends" "Jealous"
"Mothers" "Finger" "Black" "Blue"
"Faling" "Gas" "Emotion"
"Serve" "Train" "Angel" "Think"
"Cruef" "Up" "Susan" "Flghter"
"Road" "Survive" "Heovy" "Ma"
"Loeern" "Lifo" "Wonder" "Man"
"Semt" "Línes"
Titlo "Girts" "Touch
"Boom" "Stevio"
"LIfo" "Mind" "Paper" "Zimbra"
"Eyes" "Teenarama" "Up" "Girl"
"Damned" "Dogs" "Man" "Up"
"Jane" "Trans Am" "Pains" "Fire"
"Rolene" "Reason
"Cut" Title "California
"Holdr" "Hooked" "Service" "Can't"
"Right" "Imagine" "Melanie"
"Fins" Titlo "Survive" "Treat"
"Everything" "Anxious" "Reply"
"Down" "Run" "Wimp"
"Stranger" Title "Logicaf" "Way" "Dr." "Jester" Title
"Move On" "Chalsea" "Day" "USA"
"Mama" "Crayy" "Run" "Paradise"
"I Do The Rock"
"Side" "Fres" "Healing" "Gale"
Tite "Goddess" "Life"
"Night" "Nadine"" Way"
"Arrow" "Siam" "Closer" "Glad"
"Band" "Money" "Pants" "Spies
"Morcy" "Shine" "Baltimore"
"Girhs" "Wreckage" "Creatura"
$\begin{array}{ll}\text { "Gone" "All Night" } & \\ \text { "Writer" "West" Title } & \text { NEW } \\ \text { "Lovin" "Way" } & \\ \text { "Lake" "High" "Mistrusted" "Love" }\end{array}$

Our weakly reporter sampling, down slightly owing to the Labor Day holiday, kopt the ZEP on top with phenomenal hot reports. Sharing the lion's share of those hot reports were CARS, while KOHCK, PALMER, YOUNG and KINKS all held their respective positions. DYLAN jumped up while SNIFF, ACIDC, and TRAVERS malntelroed. HEADS bobbed up es RECORDS inched up. PAREON8 had a good wook while HAGAR held rock steady. MARTIN moved up while CHARLE held their own. GOMM, WERNER and BUFFETT all registered airplay gains. ANERICATHON was buoyed up by the single reloases from this soundtrack. CHicAGO moved up. CURRY and MORRISON both debuted with strong showings in all rotations. THOPPE reaurged as THOR OGOOD moved up. NEW. MAN and RAINBOW climbed while JOURNEY bounced beck on the chart (pushed by their curren singlel. MLSTRESS debutad while SCORPIONS and CHARLIE DANIELS came close to cherting this week.

The Album Airplay/40 chart represents activity based on a combination of add. medium and hot
reports. Artists' chart numbers reports. Artists' chart numbers
are displayed over a four-week are displayed over a four-week
period. The artists in italics regls tered the most rapid gains in airplay for the week. Album cuts that are also current singles are




## INFINITY RECORDS



Bill Hard Album Bepodit \#4 Most Added Album Network

Debut $\geqslant 15$
Goodinhone Bock Album chat

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

No albums qualified for breeker status this week.


FOREIGNER
"Dirty Whito Boy" (A tlantic)
2 CHARLIE DANIELS BAND
"Devil Went Down To Georgia" (Epic) CREG KIHN
"Roadrunner" (Beserkioy)
BRAM TCHAIKOVSKY
"Lady From The USA" (Polydor)
5 IAN LLOYD
"She Broke Your Heart" (Scotti Bros.)
BLACKFOOT
"Highway Song" (Atco)
7 JOHN COUGAR
"I Need A Lover" (Riva)
8 STEVEDAHL
"Do Ya Think I'm Disco" (Ovation)

- POINT BLANK
"Mean To Your Queenis" (MCA)
10 ATLANTA RHYTHM SECTION "Spooky" (Polydor)




## JAZZ ON AER

BOB JAME8 . . . . . . . Lucky Seven (Teppen Zee/Col.) "Blue Lick" JEFF LORBER . . . . . . . . . . . . . . . . . Water Sign (Arista)
"Tond's Plece" "Countr"" "Tune 88" Title NEIL LARBEN ................... High Gear (Horizon) JONI MITCHELL . . . . . . . . . . . . . . . . . Mingus (Asylum) "Dry Cleaner" CRUSADERS . . . . . . . . . . . . . . . . . . . Street Life (MCA)
 в.в. кina . . . . . . . . . . . . . . . . Take it Home (MCA) BEN \& BVRAM. . . . . . . The Cat And The Hat (Horizon) "Llke Sonny" "Minority" "7 Steps/Heaven" STANLEY CLARKE . . . . . I Wanna Play... (Nemperor) GATO BAREJERI ... R\&R Jolly Jamaican Boy "Speak Low"

## REGIONAL AER ACTIVITY





# "DOTIEROBK" <br> -Tim Curry 



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Produced by Dick Wagner \& Michael Kamen. Agency Premier Talent

Hottest \#40

Key Adds: WFB!
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kefs KILT
WKRT WRWO


# MOLLY HATCHET "FLIRTIN' WITH DISASTER" 

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## Cロロ® SLHLEEE LFLELLES GEE ELCLLL



## MOST ADDED

| UE STEEL |  |
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| No More Lonaly... (Infinity) city boy | 8/8 |
| The Day The... (Atlantic) | 7 |
| FRANK ZAPPA |  |
| Joe's Garage (Zappa) | 7/6 |
| MOLLY HATCHET |  |
| Live EP (Epic) | 6/6 |
| POINTER SISTERS |  |
| Priority (Planet) | 5/5 |
| Two numbers follow each album first represents total number of stations playing the album this second is the number of those station added it this week. | $\begin{aligned} & \text { The } \\ & \text { crn } \\ & \text { The } \end{aligned}$ |


| MEDIUM |  |
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| charlie |  |
| Fight Dirty (Arista) | 20/15 |
| JIMMY BUFFETT |  |
| Volcano (MCA) | 23/14 |
| RANDY NEWMAN |  |
| Born Again (WB) | 15/14 |
| KINKS |  |
| Low Budget (Arista) | 23/13 |
| RECORDS |  |
| The Records (Virgin) | 17/73 |
| IAN GOMM |  |
| Gomm With... (Stiff/Epic) | 16/13 |
| Two numbers follow each album title. The first represents total number of Southern stations playing the album this week. The second is the number of those stations who reportedicin medium rotasion this week. |  |


(Adver tisement)

## Tom Johnston told you to "Listen to the Music" You did.

Everybody did. People all over the globe took that rollicking message to heart, making it one of rock's alltime favorite anthems. But, then. Tom Johnston's made a career out of writing and singing rock classics. As the original voice of the Doobie Brothers he kept cars, homes, beaches and bars buzzing with the likes of China Grove," "Long Train Runnin" and "Rockin' Down the Highway.
Listen to music like that and you know something about great rock ' $n$ ' roll. Listen to Tom Johnston's first solo album and you know a rock in' roll great.

Key Cuts: "Savannah Nights"
"Outlaw"
"Small Time Talk"


## Tom Johnston. <br> Buerything You've Heard Is True.

Produced by Ted Templernan
On Warner Bros Hecords and Tape

Page 58


R\&R/Friday, Septomber 14, 1979


## MDWEST




## RUNNERSINTHENIGHT



## DESMOND CHILD \& ROUGE <br> The Second Album on Capitol Records \& Tapes.





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## Long Beach $213-437-0300$

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KAY COMES TO KONE－Jahn Kay lloft，farmer lead singer for Stoppon wolf．mot with KOME／San Jose air persanallty Dennis Erectus fright during his nacent tour of Northern Califormia．


## CKFMEB



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## News Notes

The outrageous morning man/PD of KCKN/Kansas City, John Leslie, has resigned due to "differences in opinion in regard to programming." As of Monday (10) Ron Kane took over the morning show on an interim basis, with MD Wes Cunningham being named interim PD. Bob La Bonte, who just moved to Kansas City from the Kaye-Smith corporate offices in Bellevue, WA will be screening applicants, along with KCKN GM Neil Maberry. Leslie made quite a stir in the market when he joined the station more than a year and a half ago. His promotion stunt of passing out $\$ 2$ bills was the subject of a story on the NBC "Nightly News." At this report, Leslie has not announced any future plans . . After more than seven years with KENR/Houston, Dr. Bruce Nelson has exited to join crosstown rival, KNUZ, to do afternoon drive. Nelson has been doing noon to 3 at KENR along with the MD chores. KENR's nine to noon personality, Dick Martin, has also left the station. Nelson was replaced by Steve Lundy in the noon to 3 shift and KENR Production Director Dan Gallo will do Martin's old shift. KENR Operations Manager Ric Libby will take over the MD job... Jim "The Dutchman" Schneider has been named PD of WTCR/Ashland, KY. Schneider has been in the market for more than 14 years. He replaces Dick Grogg, who, as reported here two weeks ago, returned to KVOC/Casper, WY as PD . . . Two stations in the last month have dropped their Country formats in Albany, NY. WOKO has opted for a Pop/Adult sound recently, with OD Lee Philips staying on with the station. Dave Boone, OM at WABY, reported to R\&R that the station dropped Country on Mon day for what he termed "old-line MOR, big band music, etc." That leaves WGNA. FM the only Country station in the market . . KGA/Spokane now has an FM station, KDRK, formerly KXXR, which will be formatted "contemporary Country," according to OD Dennis Bookey. Bookey will not only oversee the new FM with an afternoon air shift, but will continue to do the music for KGA on the AM side . . After 25 years doing Top 40 rock, WACO/Waco, TX has become the only 24 -hour Country station in the market. Their FM, KHOO, which had been Country, is now Top 40. Ric May is the PD and afternoon man at WACO. He was with the station under their other format...Tom Hardin has been named PD of WINN/Louisville. As of last week's report here, he had just been interim PD for the station. Dave Wolfe will continue to handle the MD job for WINN . . . I don't think a week goes by that we don't hear or read rumors of KRLD/Dallas going full-time Country. According to PD Becky Ulrich, "Right now the station is doing Country music only at nights from $7: 30 \mathrm{pm}$ to 5 in the morning, and on weekends. Larry Scott still is doing the all-night show, and we just hired Bob Clayton, who at one time worked at KBOX here, to do the evening show. KRLD continues to be successful with its daytime News format. Until that status changes, I don't forsee a programming change during that time period, even though we have had great response to our nighttime and weekend music programming" . . After more than 3 years at KHAK/Cedar Rapids, IA, Jim Powell leaves to join WYDE/ Birmingham, AL as morning man. Powell was doing middays and the music at KHAK. New arrival Pat Devaney will take over the music ... WWOK/Miami PD Dave Donahue is now doing afternoon drive, with Marijo Monette, from KRIB/Mason City, IA, signed on as the new all-nighter ... Wes James, a coal miner from Bosewell, PA, has joined WLAS/Jacksonville, NC to do all nights. He is taking artist interview calls at (919) 347-6066 . . KYNN-AM and now FM has new studios and offices. Their new address is 1615 North 90th, Omaha, 68114. The number is (402) 392-1549. The new FM, in stereo, will simulcast with the AM during drive times...The summer Arbitrons are starting to come in and it looks as though Country held its own in New York, L.A. and Chicago ... Details here next week on a 49-hour syndicated weekend special from McLendon Pro-


CLEANING UP . . THEIR ACT - For a Labor Day promotion, KEREIDonver, as re ported here last week, gave away the services of the General Manager and Oper. ations Manager for a day. Listeners were asked to tell in 25 words or less why KERE was the best Country music station around. GM Don Waterman and OM Jay Hoffer in prisoner uniforms "to demonstrate the sincerity of their servitude," are shown with winner, Thirza Kersting, and KERE air personality Bill Ashford.
ductions out of Dallas, hosted by Kenny Rogers and called "The Hickory Creek Reunion." Should be a radio special worth looking into for your area . . Also, next week details on FICAP's mini-seminar with WSM Radio during the October Convention in Nashville and the new location of the annual Radio Golf Invitational at this year's convention ... .Out of space and time for now ... Off to Nashville for a few days of work . . More on that next time around . . . Have a great week


DOLIY FOLLY - WEEP/Pittsburgh teamed with RCA Records and local Peaches rec ord stores for the first annual WEEP Look and Sound.A-Like Competition. Two things made this promotion unique. In the past, RER has reported several Dolly "look like" contests; this contest was based on looks and sound. No doubt the most unusual thing about the WEEP Contest was the fact that the grand winner was a male. That's rightl Winner Gary Myers was awarded $\$ 200$ worth of ladies clothing. Pic tured are WEEP Assistant PD Barry Mardit; another "Dolly" contestant; Myers,
and WEEP PD Joel Raab.

## D.J. Hall Of Fame Nominees Announced

The Country Music Disc Jockey Hall of Fame Foundation has named its 1979 nominees. The winners will be announced at the annual FICAP (Federation of In ternational Country Air Personalities) dinner, Friday, October 12 at the Hyat Regency, as one of the many scheduled events during Country Music Convention Week in Nashville (October 8-12).

Those nominated in the living category include T. Tommy Cutrer, formerty of WSM/Nashville and part-owner of WJQS/Jackson, MS, and currently a Tennessee State Senator; Paul Kallinger, an air personality who for the past 30 years has been doing a night show on XERF/Del Rio, TX; and Cliffie Stone, record pro-ducer-manager and past announcer at KXLA/Pasadena, KFVD/Los Angeles (now KGBS), KFOX/Long Beach and KLAC/Los Angeles. In the deceased category the nominees are "Tater" Pete Hunter, KTLW/Texas City, TX; Uncle Jim Cristy XEK/Nuevo Laredo, Mexico; and "Texas" Bill Strength, formerly with KFOX/ Long Beach and KTCR/Minneapolis

Past inductees into the D.J. Hall of Fame include, in the living category, Joe Allison; noted historian Hugh Cherry; R\&R's Nashville columnist Biff Collie; Eddie Hill: and WSM's Grant Turner. Deceased category inductees are Randy Blake, WJJD/Chicago; Lowell Blanchard, WNOX/Knoxville; Nelson King, WCKY/ Cincinnati; and "Pappy" Hal Horton, KRLD/Dallas.

RCA Records will be providing the entertainment for this year's FICAP dinner. Tom T. Hall, Razzy Bailey, Cliff Cochran and Zella Lehr have already been confirmed to perform that evening. For more information contact the FICAP
offices at (615) $320-0115$.

## BMI Log Jam

Anyone who has pulled down an airshift during BMI log week at a radio station will appreciate this recent letter and label copy R\&R received from Bob Orf, PD of KFEQ/St. Joseph, MO. It went as follows
"Note the copy of the label on the Cates" latest single, "Make Love To Me," on Ovation Records. I would imagine the number of stations adding the single during a BMI logging week would be zip! Eight (8) people wrote the song. There would have been a revolution at the station if I had added the song during our recent BMI logging week. (By the way, we did play the record, after the logging week was completed.)'


THE SINGLE/ROSANNE CASH WITH BOBBY BARE:


FROM THE LP
FT:
P1



## KENNY ROGERS You Decorated My Life (UA)

69\% of our reporters on it. Adds include WMAQ, KCUB WWOK, WEEP, WSAI, WHOO, KENR, WINN, WONE, KLAK KSON, WKDA. Charts: 27-15 KCKC, 35-26 WPOC, debut 17 WUNI, debut 30 KWKH, 20-16 WSEN. R\&R Chart Debut 34.

## DOLLY PARTON Sweet Summer Lovin' (RCA)

56\% of our reporters on it. Chart activity 25-17 WEEP, 12-5 KCKC, 36-27 WSAI, 35-28 KEEN, 7-1 KBMR, 29-24 WJJD, 29-21 KMPS, debut 27 WLWL-FM, 36-28 KNIX, 29-25 WPLO, 33-24 KUZZ Some activity on "Great Bails Of Firs" side. R\&R Chart Debut 35.
NEW \& ACTIVE
All other now and recent relasaes gorting substantibl airplay. Thase are listed in order of actuvity tor this week. You'll notice two numbers immediatoly follow sech eong title betow lexample 30/5l. the firat reprewents totul number of our reporting atsitions pheving ithe record this week. The second

OLIVIA NEWTON-JOHN "Dancin' 'Round And 'Round" (MCA) 78/4, wcms WOKK. WNRS. KGRZ. Cherte 3827 WMAQ debur 30 KNEW. 31.28 KEBC. 139 WUNI, 22.17 KRAN

TOMMY OVERSTREET "What More Could A Man Need" (Elektra) 78/11. KLAC, WPLO, KFTN, KCKN, WOQT, WKXA KGRZ. WKCQ WTHI, WOKQ Charte: 27.20 KTOM 3830 WCOSFM, 3629 KUZZ. debut 29 WLWI FM. RER Chart Debut 40 .

CRISTY LANE "Slippin' Up, Slippin' Around" (UA) 73/5, wsun, khey, kXAL WKXA, KGAZ. Charte 2827 KVOC, 3427 KWKH. $39.30 \mathrm{KSON}, 38-28$ KNIX, debut 30 WSLR, 3625 WAXX, 3425 KYNN, debut 29 WEAT, debut 29 WXCL
PORTER WAGONER "Everything I've Always Wanted" (RCA) 68/3, kLAC WFMSFM, WDDO. Chorts 38.29 WSAI, $14-10$ KVOC, $37-28$ KXLR, 3428 KEED, debut 24 WIWI.FM. dabur 29 KTHN .
GLEN CAMPBELL "Hound Dog Man" (Capitol) 67/15, KRZY, whK, wSAI, wone. HAK WWOK, WLAS, WGTO, WNYR. KVOC, KION, KSSS, KTYN, KEEN, KGFX. Charte debut WPLO 33.28 KFTN daburt $30 \mathrm{KMPS}, 2823$ WFil 22.19 KRGO

TOM GRANT '"Sail On'" (Republic) 6416, KCKC, KLZ, KIKX. KVOC. KFEQ KFGO WHBF, KGFX, WSAI, WODD, KWKH. WSUN, KXLR, WLAS, WIXY, WEEP. Charts: 2416 KRGO

MERLE HAGGARD "My Own Kind Of Hat" (MCA) 63127. One of the "Most Added" songs of the woek Now at WONE WHK, WEEP, WSAI, WCOS-FM, KVOO, KVET, KLVI. WLWI.FM, WOKQ WNYR, WADR, KCUB, KCEY, KKAL and othere. Bort sides added at KCKC.
KIKX. KEEN. Charts: debut 2 KRGO, debui 20 WUNI, dabut 30 WSEN.

GENE WATSON "Should I Come Home" ICapitol) 62120. Now at kNEW, kCUB CKLW.FM, KVET, WSUN, WGTO. WIRE, KVOO KZIP WAYP KREO KEEN KSSS, KMAK KTOM and others Charte 32.22 KCKC. debut 29 WUNI

OE STAMPLEY "Put Your Clothes Back On" (Epic) 61/12, wrII, wwok. wTH WKCQ WHAF, WHK WIRE KHAK, KUZZ KSON, KCEY, KAGO Charte 1810 WUNI, 22.17 KRZY K. 302 WIW FM. 21.16 WIAM, dobut 30 KMAK

WILLE NELSON "Crazy Arms" (RCA) 59/3, KsON. wsLr. wsun. Chart: 28.2 KRMD. 2420 WPLO. 28.19 KUZZ 30.30 KFTN. 2015 WWVA dobut 29 KMPS, 27.18 KXLR. 3929 YNN. dobul 30 W .37 .30 WIRK-AM, dabut 30 WYOE 3928 KIKX, 33.29 KHEY

MARGO SMITH "Baby My Baby" (WB) 58/8, KSON, KMAK, WONE, KVOC, WODD WHK, KNOE, WOOT. Chorts 28.18 KGFX. 37.28 WBAM, 33.28 KEBC. debut 28 WVII. 33.23 KWKH . orring strong asty phone action.

RONNIE MCDOWELL "Love Me Now'" (Epic) 56/7, WSAI, WONE, KSON, KEED KLVI, WYOE Charte 10.7 WUNI. debut 29 WPLO. 2823 KFTN 2818 WI WLFM 3427 WMA 20.28 wOOT

ROSANNE CASH wBOBBY BAPE "No Memories Hangin'..." (Cotumbia) 53/10 WSLR WIRE. WAXX, KXLA. KRAM, KNIX. KLAK. KMAK. WYDE. WADR. Charte 2520 WSEN 329 KEB

JOE SUN "I'd Rather Be Hurtin' "• (Ovetion) 51/16, KCKC. WEAT. KVET. WIRK:FM KWKH. WADR. WCOSFM, WGTO, KNOE, KGFX, WHBF, KBMR, KSSS, KRIY, KRAM, WXCL Kis 33 K OO, debut 30 KRGO

WAYLON JENNINGS "Come With Me" (RCA) 48/47. The "Most Addad" record , me Wook Now or kic, kso, WYOE. WHN. KCKC. KNEW, WSAI. WJJO. WSLR. WSUN.

EMAMYLOU HARRIS "Blue Kontucky Girl'" (WB) 47/44. One of the "Most Added EOngs of the weok Adde a WUN, WUBE KNEW, KLAC. WONE. WPLO, WHOO, KRMO, WIRK.FM

## Nation nabanamean

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## September 14, 1979

CHARLEY PRIDE/You're My Jemacia (RCA)
DON MLLAM8/It Must Be Love (MCA)
MOE \& JOEJJust Good OI' Boys (Columbia) CONWAY TWITTVII May Never Get To Heaven (MCA) JIM ED BROWN \& HELEN CORNELUS/Fools (RCA) JOHN CONLEEBefore My Time (MCA) ELVIS PRESLEYThere's A Honky Tonk Angel (RCA) KENNY DALEJOnly Love Can Break A Heart (Capitol) KENNY ROGERS 8 DOTTIE WEST/TIII I Can Make It On My Own (UA) MICKEY GILLEY/My Silver Lining (Epic/Playboy) CRYSTAL GAYLE/Your Kisses Will(UA) OAK RIDGE BOY8JDream On (MCA) DONNA FARGOIDeddy (WB) BARBARA MANDRELLFoolod By A Feeling (MCA) T.G. SHEPPARD/Last Cheater's Waltz (WB/Curb) RONNIE MILSAP/In No Time At All (RCA) WILLE NELSON 8 LEON RUSSELLHeartbreak Hotel (Columbia) JENNIFER WARNES/I Know A Heartache When I See One (Arista) CHARLIE DANIELS BANDTThe Devil Went Down To Georgia (Epic) REX ALLEN JR.IIf I Fell In Love With You (WB) BELLAMY BROTHEREYYou Ain't Just Whisting Dixie (WB/Curb) LARRY GATUN/All The Gold In Celifornia (Columbia) BILIY "CRASH" CRADDOCK/Robinhood (Capirol) THE KENDALLSII Don't Do It Like That No More (Ovation) STATLER BROTHERS/Here We Are Again (Mercury) MEL TLUs/Coce Cola Cowboy (MCA) JERRY LEE LEMSWho Will The Next Fool Be (Elektre) JOHNNY RODRIGUEZ/Fools For Eech Other (Epic) BILLE JO SPEARSILivin' Our Love Together (UA) CRYSTAL GAYLE/Half The Way (Columbia) RANDY BARLOWIAnother Easy Lovin' Night (Republic) DAVE \& SUGAR/Stay With Me (RCA) VERN GOSDIN/AII I Want And Need Forever (Elektra) KENNY ROGERSYYou Decorated My Life (UA) DOLLY PARTON/Sweet Summer Lovin' (RCA) RAZZY BALLEY/I Ain't Got No Business Doin' Business Today (RCA) EDDY ARNOLD/Goodbye (RCA)
OLVIA NEWTON-JOHN/Dancin' 'Round And 'Round (MCA) HANK WILLAANS JR/Family Tradition (Elek tra)

NEW TOMMY OVERSTREET/What More Could A Man Need (Elektra)

This chart is bosed solely on complied weokh reports from our roporting stations. Block circhad numbers indicate continued uavent
movernent from the me/ority of our reporters.

## Others Getting Significant Action

HANK THOMPSON "I Hear The South Callin' Me" (MCA) 42/9, kLAC, KFTN WIRE, KEEN. KKAL WKDA KXLR, WMZQ WNYR. Charte 3830 KSO Z $\mathbf{Z} 19$ KYNN.
CHARLY MCCLAIN "You're A Part Of Me" (Epic) 40/20, kikx kfea kvet WYII, KEEN. WNRS, KZIP, KEED. WHBF, WUNI, KNIX, KUZZ, KTYN, KXLR. KVOO, WGTO, WXCL WSLR, KVOC, KSSS, debut 28 KRGO
DEBBY BOONE '"Se日 You In September" (WB/Curb) 39/6, kLAK. WIRE. CKLW BUCM OWE
BUCK OWENS "Hangin' In And Hangin' On" (WB) 31/8, кCKC. WIRE, wXCL
JERRY REED "Hot Stuff" (RCA) 30/7, WIRK-FM, KYNN. WMUS, KFTN. WSEN, WAOR. wCMS

JACKY WARD "You're My Kind Of Women" (Mercury) 17116. KMPS. KNIX. KEED, KRGO, KSO, KWKW, CKLW.FM, KYNN. KFGO, WAXX KHEY, WBAM, WLAS, KRMD
CUFF COCARPAN "First Thing Each Morning (Last Thing At Nighty" (RCA) 15/10 KSO, KNIX, KRAM. KIDN, WAXX, KUZZ. KZIP, WLWI.FM, KVOO, WIRK.FM
JOHNNY DUNCAN "The Lady In The Blue Mercedes" (Columbia) 13/13 KNEW, KUZZ, WAXX. KFEQ WXCL KFGO, KGFX, WUBE, KWKH, KHEY, WLAS, WBAM, WKDA KITTY WELLS "Thank You For The Roses" (Ruboca) 13/5, kHEY, KKYX, wato. KYN. KVOC
SONNY CURTIS "The Cowboy Singer' (Elektra) 1214, кскс. кААМ. кWКн, WAXK REBA MCENTIRE "Sweet Drebms" (Mercury) 9/9, kso. WUNI. KRMD, wwVA KFEQ KYNN, KFGO, KTOM, KMPS.
FARON YOUNG "That Over Thirty Look" (MCA) 9/4, kNIX. кBMR. кHEY, kvoo RED STEAGALL "Goodtime Charlie's Got The Blues" (Elektra) 8/8, kso KRMD, WUNI, KBMR. KFGO. KFEQ KNIX. KROR
MEL THLUS "Blind In Love" (Elektra) 7/5. Eatty adde in the Wost Now at KLAC

## Most Requested

Charde daviels iepla oun wo MOE \& JOE ICOLUMDia)
ELVIS PRESLEY (RCA) LARRY GATUN ICohumb OAK RIOGE BOYS (MCA OON WILLIAMS IMCA BARBARA MANDRELLIMCA) MARGO SMITH WB) 10 DOLUY PARTON "Sweor" IRC
Active Re-Currents
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moe banoy
Barstool Mountain ICokumbia CMARLE DAMELS EAND WAVLON JENMMNGS Amanda (RCA)
EDDER R Rart EDDRE RABATT SUapicions (Eloktra) Don'it Lei Mo Crossover (RCA KENNY ROCERS \& DOTTHE WEST TIII I Con Make it On My Own (UA) STATLER BNOTHERS re Wo Are A osin M Cols Cowbor HANK WILIANES JR. Fomily Tradition (Elehtra) WLUE OLEON ortbrack Hotel (Cotumbia) One Ebe in The World (Epi


Lynn Anderson
CHARLES DICKENS's "A Christmas Carol" will be treated country for TV by Hoyt Axton and Mel Tillis. The Cates Bros. (not to be confused with the Cates Sisters) will produce the Christmas classic in a modern Tennessee setting, with supporting characters to include Lymn Anderson, Larry Gatlin, Barbara Mandrell, the Statier Bros., Dottie West and maybe even Roy Rogers \& Dale Evans and Tennessee Ernie Ford. (Will the real Tiny Tim play Tiny Tim??) Bill Walker is Music Director. The show will be seen Dec. 17 on NBC-TV.


PICK HIT: During October, Guitar Player and Frets magazines will be doing cover stories on RCA recording artist-producer Chet Atkins. Pictured here are Roger Siminoff, editor, Frets; Atkins; Donn Menn, Editor, Guitar Player, and Jim Crockett, Publisher of both magazines.

POCKET SECRETARY: Benny Goodman \& his Sextet opens the Performing Arts season at Vanderbilt University Sept. 20 in concert . . Charlie Byrd Herb Ellis, and Barney Kessely brought their classical jazz works to Vanderbilt's Underwood Auditorium last Friday for two concerts . . . Andy Williams is coming to town to do a P/A record session with veteran West Coast producer Dick Pierce . . . B.J

Thomas makes it to the Opry House next Wednesday night . . . The trustees of Elvis Presley's estate paid $\$ 430,000$ to satisfy that New Jersey suit against Presley stemming from an alleged breach of contract in the sale of a 707 jet . . The historic Nashville Sounds baseball club (they broke all Southern League and minor league attendance records this year with over 500,000 fans) are trying to buy the Salem, VA franchise in the Class A Carolina League to go along with their other two teams, Nashville in the Southern and Greensboro in the Western Carolinas League. Conway Twitty, Cal Smith, L.E. White, Jerry Reed, the Oaks' Joe Bonsall, and other music personalities are stockholders in the baseball company. Team President Larry Schmittou, former baseball coach at Vanderbilt here, who was named Sporting News' Class AA Executive of the Year 1978, is credited with shaping a "people-oriented" baseball operation. They pulled 170,000 in Greensboro this year; Conway Twitty is said to be $40 \%$ owner of the Sounds team

PERSONAL: One of my favorite radio personalities is Tony George. I've said in the ten years I've been in Nashville that one day, when Tony George gets his head straight, he'll be one of the great Country radio personalities. He's special to me. Last week Tony called to tell me that WWOK's RAM ratings gave him \#1 in his morning drive time period in Miami!! Super, Tony. (See, I told you so) ... Len \& Lee Ellis (Len's the small market DJ of the Year) called to talk about the Popcorn Festival in Valparaiso (Indiana) and that Jim Ed Brown \& Helen Cornelius were set to headline Sept. 15. It's a big affair and I wish they'd have invited me. Len. graffiti fans, was the first Country DJ ever to book a country package and promote it through a Country station. (Any challengers?) . . . I was sure pleased to see the Nashville Chamber of Commerce last Monday honor Dolly Parton with a luncheon ceremony to thank her for al-

lowing them to use her as the subject matter of a national tourism ad campaign this year. The ads, featuring a color photo of Dolly, have netted a "staggering respnse," according to a Chamber of Commerce spokesman

BITS: Con Brio recording artist Terri Hollowell signed to tour the United Kingdom with Don Williams Sept. 20-Oct 1. She appeared there earlier this year at the Wembley Festival in April . . Louis F. "Chip" Davis has formed his own publishing company, called Dots And Line Ink. Davis co-wrote "Convoy," C.W. McCall's smash a few years back . . Donna Fargo honored recently in Muncie, Indiana. The Mayor presented her with the key to the city . . . T.G. Sheppard has completed taping of a new TV show. The Osmond Production Company venture is titled "Country Roads" and is set for syndication this year . . Chisa Childs, owner of the Grapevine Opry in Grapevine, TX (between Dallas \& Ft. Worth), announced plans for a 40-room hotel immediately adjacent to the Opry House in downtown Grapevine, in which "each room will be named after a Texas-based entertainer who has performed at the Grapevine Opry (Hey. Chisai don't forget me!). The artist will be directly involved in the interior design and decoration of the room and will be donating a piece of personal memorabilia for "display in the room" according to the boss-lady. Great idea!

The Third Annual Music City News Hall of Music Exhibits will be on display at the Ryman Exhibit Hall at the Opryland Hotel Oct. 10-13 in conjunction with DJ Week.
"NASHVILLE SALUTES AMERICA" was the most SPECLAL unspecial "Special" ever on TV because it was nothing more than a real old-fashioned/ honest-to-goodness first class, authentic. prize winning Blue-Ribbon/down-home country show with lots of "Pure-D" uld country music; no "show-bizzy" skits or snappy repartee, but a maximum muste stiuw. Comgratulations to Jim Owens for the production and Jerry Reed for the natural Country-Show hosting job.


MCA recording artists Barbara Mandrell and Conway Twitty recently held a benefit softball game with their teams the "Do-Rites" and the "Twitty Birds" for the Sumner County Humane Society Pictured above with Twitty and Mandrell are (left) Ralph Emery, WSM/Nashville, and Tom Collins, Mandrell's producer (right)

# HANK THOMPSON'S NEW SINGLE "I HEAR THE SOUTH CALLIN" ME", <br>  <br> CB ${ }^{1}$ RW 




Sue" "Detour" "Summertime" "Trouble In Mind" "Wild Side Of Life" "Don't Fence Me In" "One For My Baby" "One For The Road" "Riding Down The Canyon" BOB NOLAN - The Sound Of A Pinneer - (Elektra) "Man Walks Among Us "That Old Outlaw Time" "Cool Water" "Tumbling Tumbleweeds
OAK RIDGE BOYS - Heve Arrived - (MCA) "My Radio Sure Sounds Good To Me" "Leaving Louisiana
CHARLEY PRIDE - You're My Jemaica - (RCA) "Let Me Have A Chence To Love You" "Heartbreak Mountain" "What're We Doing Doing This Again "Playin' Around" "Missin' You"
EDDIE RABBITT - Loveline - (Elektra) "Pour Me Another Tequila" "Loveline" "So Fine"
JERRY REED - Lival - (RCA) "Guitar Man" "It's Got To Come Out"
JIM REEVES - Don't Let Me Cross Over - (RCA) "I Fall To Pieces" "Oh How I Miss You Tonight" After Loving You
EARL SCRUGGS REVUE - Today And Forever - ICohmbial "No Chain At All" "Bye Bye Love" "Till You Opened My Eyes" "Sail Away" "Blue Moon Of Kentucky" "Play Mo No Sad Songs
Kentucky For More" "Faster Than I Could Dream""I Wish That I Could Hurt That Way Agein For More "Faster SAMMI SMITH - Gid Hero - (Cyctome) "For The First Time In My Life" "Dancin The Night Away" "Easy Touch
MEL TILLS - Mr. Entertainer - IMCA "Jump Shout Boogie" "Oh Lonesorne Me "Night Is The Longest Time Of The Day"" "Proof Of My Love" "Friends" "Babe It's Your Memory" "Tonight I Saw Three People" "Cottonmouth"
ERNEST TUBB - The Legend And The Legacy - (Cachet 'Walking The Floor' "Nearly Lose Your Mind" "Half A Mile" "Thanks A Lot" "Waltz Across Texas" CONWAY TWITTY - Cross Winds- (MCA) "Heavy Tears" "I Wish You Could Have Turned My Head" "Happy Birthday Darlin'" "Draggin' Chains" "Ol' Blues"


## Mike Kasabo

## Minneapolis Rocker Jumps To P/A

KSTP, longtime rock stalwart in the MinneapolisSt. Paul area, has made the commitment to become a full-service Pop/Adult outlet. The competition will be, to say the least, very tough, as WCCO's intimidating numbers can't be ignored. Program Director Denny Cappenter and I talked about his station's transition recently.

R\&R: Obviously this change was based upon considered research?
CARPENTER: Yes. Our research company, Magid, presented us with a clear definition of this changing market. KSTP was targeted 12-24. and more and more of those people were moving to the FM dial. And AM's perception in this market was still an information band. FM was perceived to be music and AM information. Additionally, the people most willing to turn to AM radio were the $25-44$ year-olds; in turn, the $12-24$ 's are spending their time on FM with their $\$ 1000$ receivers and speakers.

R\&R: Based on your input, then. it was quite clear you had to make some changes for the future?

CARPENTER: Right. We are doing fine now - but what about ten years from now? That is what we had to address: I mean, where is AM going to be in the music force? FM is really taking over that role at an accelerated rate.

R\&R: Give me some specifics on how you have geared for the change?
CARPENTER: We have added a number of services to the air in the last couple of months. We are utilizing eight full-time ureteorologists. We have a complete KSTP weather services department here, which is being used by our AM. FM, and TV. We are really going to go in depth with the weather information. Research has shown that next to music, the thing they want to hear is weather information.

R\&R: WCCO has had that weather thing locked up for years.
CARPENTER: They have had that image as being the weather station. We've just run another research project here about three weeks ago because we've been identifying ourselves as "Your Skywatch Weather Station" with the eight full-time meteorologists complete with billboards, newspaper and TV ad campaigns. And on that research that just came back, we asked the question: "Who in the Twin Cities is your skywatch weather radio station?" WCCO came up with 28\%: KSTP had 26\%. So, we're whittling away at their image of being a weather station, and that's with research between 25 and 44 years of age.

R\&R: How about traffic reports - are they airborne?
CARPENTER: No, but we have a unique set-up in the city by the State of Minnesota Highway Department: they have installed sensors on the highway at about every $200-300$ yards, and the implanted sensor then reads the traffic flow. It's really a very complicated situation. I've been to that room where the equipment is kept and it's right out of 2001. It's
"We are going after the young adults that have grown up with Top 40 radio and giving them the information that they need, along with the music."

## - KSTP-AM PD Denny Carpenter

nothing but television screens monitoring every major intersection and all the major highways. We are getting our news department into what we call effect news - news that on a personal level affects their lives. It could be the effect on your pocketbook. your love life

R\&R: Sounds like you're going after WCCO.
CARPENTER: We are the alternative to WCCO.
R\&R: How so?
CARPENTER: We don't have the farm news that they are so heavily into; we are not talking to rural Minneapolis-St. Paul. We are going after the young adults that have grown up with Top 40 radio and giving them the information that they need, along with the music.

R\&R: Has there been any realignment in the sales department?
CARPENTER: Nothing drastic because we've been really strong 24-34 - so now we'll just build up the 35-44's with our additional information input.

R\&R: What about your sports commitment?
CARPENTER: We have the North Stars, the hockey team. We picked them up last year from WOCO. We had a great adult book our first year with them, and they look strong enough to be a contender for the Stanley Cup Playoffs. As you well know, in this part of the country the cold winter makes hockey a very popular sport. Also, we've just signed a $30-$ year talk show veteran of the Twin Cities, Bob Allard. He was doing a talk show on WWGC before they changed to oldies, and had a 13 share up against 'CCO's 17 - so you can see he has strength. Overall, I really believe in the way we have committed ourselves to this change, that we'll be a better radio station with much more to offer the people of Minneapolis-St. Paul.

## Radio Aids In Vietman Family Ordeal

Recently the cinema citizens have given us a string of reflective human conflicts regarding the Vietnam War. Hit films such as "Coming Home," "The Deer Hunter" and a current record-pacer, "Apocalypse Now," which has talk of early viewers as a potential award-winner for visual special effects, have awakened the consciousness of millions.

Well, for an audio award of human excellence. I nomiate WLVL/Niagara, New York, which sponsored "19 to Freedom" week in the well-traveled newlywed resort area of the Empire State. But where does the Southeast Asian country come into the story?

Simplicity and its rewards are described by Program Director Hank Nevins: "Tom Eagles, a local man, needed financial and certainly emotional support in recent efforts to bring his Vietnamese wife's family to Niagara Falls." Eagles, it should be pointed out, is the most decorated man currently on active duty in the United States Navy, according to PD Nevins. "After delicate communications with the government of Vietnam," he continued, "a deal was made for their release. WLVL became a major contributor to the entire effort by raising over $\$ \$ 5,000$ for transportation and lodging. In addition to that, Senator Kennedy was persuaded to call when he learned of the plight of the Navy medic, and offered his support and the support of fellow Senators."

## Transition

Mike Harvey has been named Operations Manager for the Rust Communications outlet in Rochester, WHAM. Harvey will also be involved in the near future with that company's other properties in an advisory capacity, assisting Rust Chief Executive Officer Gary Burns, who, in turn, is as sistant to the company's founder and President. William Rust . . Cliff Albert has been named News Director of KFMB/San Diego, coming from a News Editor position at WROK/Rocloord, IL KDWN/Las Vegas News Director Roger Badesch has resigned that position to join the news department of WKQX/Chicago and is replaced by Gary Campbell, who comes from the Vegas all-news operation, KNUL . . . Add KDWN - weekend talk show host Don Jay has been promoted to a fulltime slot as he takes over the 1-3:30am portion with a toll-free line that covers eight Western states


Cliff Albert
Tom Gongaware has been pro- moted to the position of Program Director of WECQ/Geneva, NY; Gongaware will continue as Music Director as well as morning drive personality (some guys want all the money) . . Add WECQ - (Chris Travers has been named Sales Manager from an Account Executive position and replaces Jack Kidd, who exits the FM facility. .. Koberi X. Bruw h hac inined KOLE/Port Arthur, TX as Program Director after a very successful stint at KTRM/Beaunuan. . . aenoty Hiarins comes to KBLIF/Red Bluff to fill the newly created position of Promotion Director KARD-FM/Wichita meteorologist Dennis Smith has been appointed Chief Meteorologist of the Kansas State Network . . . Jlm Heath to KPPL/Denver from KAFM/ Dallas as Program Director, replacing John Driscoll, who moves across town to programkyGo

## Update

VP CHECKS in WTTH WCCO TEAM FROM CHINA: Vice President Walter Mondale interrupted high-level diplomacy in Beijing August 29th to surprise WCCO's Boone \& Erickson with a congratulatory call on their 20th anniversary as a broadcast team. The Vice President sent Charlie \& Roger greetings ". . . on behalf of Chairman Hua Guofeng, Deputy Premier Deng Xiaoping, and 900 million Chinese," and added kiddingly, "who listen to your show every day." Imagine an audience of 900 million! Program Director By Napier was last heard mumbling something about overseas diary placement

OVER 100,000 PARTAKE OF FESTIVITIES: WQUD/Memphis covered the annual Memphis Music Heritage Festival which this year featured Albert King, Carl Perlins, and Tracy Nelson. It drew 120,000 people and was capped off with a gigantic fireworks display
KEX/Portland Production Director Arlan Walker is recovering nicely after a fall from his moped while he was roaring around at the break-neck speed of 12 miles an hour. It doesn't sound serious but get this: he managed to break three ribs, shattered his shoulder blade and then to top that off, an ulcer was discovered during the X-ray examination To enhance an expanded emphasis on news coverage, KYUU/San Francisco will feature short documentary news segments in addition to regular news broadcasts . . . KDWN/Las Vegas talk show ace Don Jaye broadcast live from the fire department's snorkle (which is that suspended rescue bucket which aids in rescuing victims from tall buildings) along with Fire Chief Fred Jameson. The high-rise remote was part of the station's heavy involvement for the Muscular Dystrophy fund . . WGY/Schenectady's Paul Cassidy was part of a double wedding September 2nd with his fiancee's sister. The mooned it in Cape Cod . . . WLNH/Laconia, NH will be doing nine days of remotes from a 22 -foot cabin cruiser to cover the opening of a new marina ... KGNR/Sacramento has received FCC permission to broadcast with 5000 watts at night as well as daytime. Signal now blankets the area . . WCWA/Toledo's Doug Silver and his bride Kathleen are proud to announce the arrival, on August 25th of Joshua Douglas who charted at 7 lbs .4 oz.

## Color

IT COULD ONLY HAPPEN IN CLEVELAND: WGAR, using its mailing list only, held a no-contest contest with the winner receiving his very own hooker! The put-on contest was aimed at agency people who had to give a reason (based on the April/May Arbitron) why WGAR is 11 in Ohio's largest city. The fun promotion, which caused plenty of activity among the male members of the advertising community, was well received, and just for the record, the hooker is a hand-sized bottle of water with a hook and line in it: object. of course, is to position the bottle so the hook hooks the line. (Cut the chortling. it was a slow Color week.)

PARDON MY PRESIDENT: KVI/Seattle morning ace Hardwick noted the five-year anniversary of former President Nixon being pardoned by his successor Gerald Ford. So, last Friday he allowed his listeners to phone in and admit their fibs, petty crimes, and the like. Those calling in to get guilt off their minds were then officially pardoned by Hardwick. Audience reaction to the promotion was outstanding.

# BREAKERS 

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

## KENNY ROGERS

You Decorated My Life (UA)
72\% of our mporters are on it By far this woek's Most Added with a total of 28: inchuding WIP, WBT, KHOW, WBEN, WQUD, WNEW, WHIO, KNBR, WBZ, KDWN, WHAS, WASH, KOY, KRNT, WFYR, WTIC, WATR, KGNR. 33-25 WHAG, $28-28$ WRIE, $26-23$ WOWO, debuts 20 KRMG, 22 KOLO, 23 KVI, 27 KRKO, 27 WPRO, 27 WJBO, 28 WORG, 29 WLOW. Jumps $38-21$ on P/A chart.

## NEW \& ACTIVE

You'll notice wo numbers immadiataly follow each song title below
(easmple 30/5). The firsp represents total number of our reporting stations (enample 30/5). The first represents total number of our reporting stations
pleying the record this weet. The second is the number of those stations pleying the record this
that added it this woek.

BRENDA RUSSELL "So Good, So Right" (AGM/Horizon) $40 / 7$ odd WAIE. WBEN, WFDF, WCCO. WHAM. WTAR, WJBO, KOY Mover 17.13 WATR. 19.13 WYMC. 22.17
KBLF, 23.20 KOLO. 28 WS WORG. 21.18 KUKI, $2421 \mathrm{KVII}, 21.19$ WLW. 2825 WQUO dabul 28 KRKO KBLF, 23.20 KOLO, 2825 WORG, 21.18 KUKI, 2421 KVI, 21.19 WLW. 2825 WQUO, dabut 28 KRKO CHARY rotation: WTMJ, WKHM. Increas od 3328 on P/A chort
CHARLIE RICH' "Life Goes On" IUAI 39/10 add WDBO, WHIO, KAKO, WTAR, KAFM,
 Incrasay or 27 olA rhan
 WBEN, debut 24 KOLO Ineroased 31.28 on P/A chart 20.16 WSAR, 33-29 FM97. 27.19 WTAR, 2018 DOOBIE BROTHERS "Dependin' On You" (WB) $36 / 4$ add WTVN, wewo, wcco. WIP. Kor mover: 1811 WCHV, 2315 WPRO. 149 KUKI, 1918 WBEN, 2823 WOUD, 2620 WNEU 1914 WLOW. 2421 WHIZ, dobut 28 WLVA. Incrisased 3429 on P/A chorl
BONNIE POINTER "Heaven Must Have Sent You" (Motown) $32 / 2$ add wric WHEN. Kor moves: 1411 WHIZ, 12:10 FM97, 8.5 WYMC, 2420 KRKO. 33.25 KBLF, 29.26 WLOW, CARIY SIMON "Spy" IEIAR chart
CARLY SIMON "Spy" (Elektra) $35 / 8$ add WSLI, KAKO, WFDF, WTAR, WISN, WKHM. KHOW, KOLO. Koy movas: 2420 WBT, $30-27$ WLVA dabut 17 KOWN, debut 24 KVI, debut 30 BARBARA MANDRELL"
KANT. Kor moves 1815 WINH, Fooled By A Fe日ling" (MCA) $32 / 3$ add KEX, WSAR, KANT. Koy moves 18.15 WLNH, 27.22 KAKO, 31.28 WHAG, 40.30 WSGW, 23.19 WBT, debut 25 CRYSTAL GAYIE "Half The Way" IC
WOUA WRIE. WIP. WSU, WDBO, WFTL WORG KMRJ Key moves ode include KOY, WBAL Dobuts ot Na. 37 on P/A chart
WINGS "Arrow Through Me" (Columbla) $32 / 6$ khow, WSaw, WISN, KOY, WASH, WQUA Kor moves: 139 KOLO, 1412 FMM7, 30.27 WAIE, 3024 WBT. Incroas ed 40.38 on P/A Chare BEACH BOYS "Lady Lynda" (Caribou) 31/9 add WHIO, KAKK. WKHM, KHOW, KVI, WYNE, KPPL KMPC. WLNH. Kay moves: 31.28 WBT, 3627 KBLF, dobut 27 KOLO. dabut 31 WHAG. Dabuts al Na. 39 on P/A chort
NICK LOWE "Cruel To Be Kind" (Columbia) 28/5 odd KHOW, WLW, WSAR, WIP WFYR. Koy mover. 29.15 WCHV, 16.10 WLOW, 20.13 WOWO. 2823 WBT, dobul 27 WLNH. Debuta

## Others Getting Significant Action

ADORISI BROTHERS " ${ }^{24}$ Ghost Dancer" (Scotti Bros.) $28 / 2$ odd WLW. KOY. Move 24.20 WHAG, 1916 WORG, 2823 KUKI, $33-29$ WTAR, debut 30 WNEU

## Pop/Adult Album Airplay Tracks

The following albem tracks, alphabetically listed by artist are gerting significant airplay on many of our Pop/Adutt scations.

ALESSI BROTHERS (AEMM Words And Music
MMMV BUFETH OMCA "Draamsicta" "Chanson Pour Las Potits Entant" Vorcano" "Surutvo"

COMMOOORES IMOTOWN "Still
BOB OYLANICOhemin "I Balieve in You" "Do Right To Me Bebv IDo Unto Others)"
ELO IJOO "COnfusion"
AICKIE LEE JONES MWR "DOROV'S All Stor Sointo "NIghi Train"
NICOLETE LAASEN NWB, "YOU SAIS Mo"
NICOLFTE LARESN IWBI "You Sond Mo"
ANNE MURRAYICMMTOD "You ve Got What
GERAY RAFFERTYIUN 'TOUHIS''
OUANA ROSS IMtotown "No Ona Gets Tha Prite
CARLY SIMON IEletios "Love You" "Coming To GHI You" "Just LIke You Do"
DONAA SUMMER ICAseblencel "On MV Honor"
JAMES TAKLOR IConembial "Dov Tripoar" "Rainy Disy Man" "Company Man

OTONNE WARWICK MABETM "Deji V
WHNGS ICOAmity "Boov's Request". Winter

## Radio\& Records POP/ADULT AIRPLAY/40

Three Two Last
Weaks Weoks Week Wooks Weoks Woek $\begin{array}{lll}6 & 2 & 2\end{array}$ September 14, 1979

EARTH, WIND \& FRRE/After The Love Hae Oone (ARC/Columbia) HERB ALPERT/RIse (A\&M)

LOBOWhere Were You When I Wes Falling In Love (MCACurb) MAUREEN MCOOVERN/Different Worlds (WB/Curb) DIONNE WARMCMII'I Nover Lovo This Woy Agaln (Arista) COMMODOREASAll On (Motown)
MICHAEL JOHN8ONTThis Night Won't Last Forever (EMI America) ROBERT JOHN/Sad Eyes (EMI America) UTTLE RIVER BAND/Lonesome Loser (Capltoll) MAXINE NIOMTINGALE/Lead Mo On (Windsong) TOBY BEAU/Then You Cen Tell Me Goodbye (RCA) BARBRA STREIBANO/The Main EventFIghe (Columbia) EDDIE RABBITT/Suspicions (Elektre) MARY MACGREGORUGood Friend (RSO) ATLANTA RHYTHM SECTION/Spooky (Polydor) RITA COOLIDGEJOne Fine Day (AGM) GERRY RAFFERTY/Get It RIght Next Time (UA) CHRIS THOMPSONII You Remember Me (Planet) JENNIFER WARNESI Know A Heartache When I See One (Aris tel SUPERTRAMP/Goodbve Stranger (AGM) KENNY ROGERSIYou Decorated My Life (UA) DAN PEEKJAll Things Are Possible (Lamb \& Lion) OLIVIA NEWTON-JOHN/Dancin' 'Round And 'Round (MCA) ART GARFUNKEUBright Eves (Columbia) CHIC/Good Times (A tlantic) BRENDA RUSSELUSO Good, So Right (AGM/Horizoh) CHARLIE RICH/Life Goes On (UA) JEREMY SPENCER BAND/Cool Breeze (Atlantic) DOOBIE BROTHERSIDependin' On You (WB) BONNIE POINTERN Heaven Must Have Sent You (Motown) ELTON JOHN/Mama Can't Buy You Love (MCA) CHARLIE DANIELS BANDTThe Devil Went Down To Georgia (Epic) RAYDIOM ou Can't Change That (Arista)
PAUL ANKAAs Long As Wo Keep Believing (RCA) CARLY SIMON/Spy (Elektra)
BARBARA MANDRELLFooled BY A Feeling (MCA) CRYSTAL GAYLE/Half The Way (Columbia) WINGS/Arrow Through Me (Columbia) BEACH BOYS/Lady Lynda (Caribou)
NICK LOWE/Cruel To Be Kind (Columbia)
This chart is besed solely on airplay statistics compiled weakly from our reporting stations
glack circted numbers indicate significant upwerd movement from at

LEIF GARRETT "When I Think Of You" (Scotti Bros.) $27 / 9$ odd KNBR, WRIE GQ 'I DG, KMRJ, KVI, WVNE, WCER, WTAR MOVES 2420 WATR. dobut 20 WJBO
GQ "I Do Love You" (Ariste) 26/1 add WHAM Move
RICIOE LEE JONES 'Y KBLF.
CHUCK MANES "Young Blood" (WB) 250. Moves 21.13 WLOW, 2820 WमIE 3428 K BLF KPPL WLW, KANT, KDWN Moves 16.13 WLNH 28225 WIVe" (AGM) $23 / 6$ odd WDBO. WTAR PARKER \& PENNY "Hallelujah" (WB/Curb) 23/0. Moves 4430 WTAR Heavy rote UON: WCCO WNAL WNEW, WHIO.
JOHN STEWART . MMI
JOHN STEWART "MIdnight Wind" (RSO) $22 / 9$ sdd WIP, KNBR, KAMG, WCHV
KOLO. WHIZ WHOK, WBZ. WKHM. Moves 27.17 WLOW, 30.28 WPRO, 2320 WLNH, 30.24 KBLF DONNA SHMK, WBZ, WKHM, Moves 27.17 WLOW, 30.26 WPHO, 2320 WLNH, 30.24 KBLF DONNA SUMMER "Dim All The Lights" (Casablanca) 21/3 edd WSL, WHIZ DM97. Moves 21-15 WNEU, $26-19$ KBLF, 2823 WCHV, 2920 WQUD, debut 20 WFYR. debut 25 WLOW DIANA ROSS "The Boss" (Motown) 21/1 odd WELI. Moves 9.5 WPRO. 17.13 WBEN,
DEBBY BOONE "S You in
IAN GOMM "Hold On" (Stiff/Epic) $18 / 4$ odd WTAR, WNEU, WCMB, WATR, Mouen IAN GOMM "Hold On" (Stiff/Epic) $18 / 4$ odd WTAR, WNEU, WCMB, WATR. MOV.
23.19 WLOW, dobut 28 WYMC.
OLIVIA NEWTON-JOHN 6 ANDY GIBE "Rest Your Love..." (Polydor) 177 -d WCHV, WORG, KMRJ, WPRO, KOV, WAIE, WHIO. Moves 27.24 WLNH, debut 28 KUKI. BAMA "Touch Me When We're Dancing" (Free Flight) $17 / 3$ add KRMG, WINH,
KUKI, Moves 24.21 KOLO, 29.26 WORG. RONNIE MILSAP "In No Tim
OAK RIDGE BOYS "Dream On" (MCA) 15/6 1611 sdd WTAR Moves 32.27 Wet OAK RIDGE BOYS "Dream On" (MCA) $15 / 6$ add KRMG, WJBO, KRNT, WCER,
STEPHANIE MILLS "What Cha Gonna Do With My Lovin" " (20th) $15 / 2$ ROBERT PAIMER "BI CHV. 2622 WPRO, 2416 WOWO
KRKK. Movas 42 WLOW 9.8 wowo 15.13 WB2
BOBBY VINTON "Disco Polka" Tapest
JIMMY BUFFETT "Fins" (MCA) 11/4 sdd WINH, WHIZ WYMC KUKI Mon WS WLOW, dobut 22 WBEN.
ABBA "Angel Eyes" (Atlantic) 9/6 add WGA, WBEN, KGNR, WSGW, KOLO, KMRJ.
Dabuts 29 KAKO.
GEORGE BENSON "Hey Girl" (WB) $9 / 5$ add WHIO, KAFM, WFDF, KDWN, KPPL KANSAS "Reason To Be" (Kirshner) 9/3 add WCHV. WYNE. WYMC. Moves 326
FM97. debut 28 WPRO dabut 28 kolo POUSETTE-DART BAND "For Love" (Capltol) $9 / 3$ add WHIZ, WRIE, KRKO Move
30.27 WORG debui 29 WPRO


# OPPORTUUNIIIES 

## Openings

WTBN/Dover. NH Aduk TOp 40 looking for experienced If talent for middavi Good pey. Tepes end rasurnes to
Jim Sobsetien, Box 400 , Dover. NH O3820 EOE (0.7)

3 poeltione open inoluding a moming orazy pereon. Sond tapes mind remirnee ro Nod Smith, WGLF, Box 1816,
Taitahasees. FL 32302 (9 7)

80,000 manket Tapen, resurnas and antaws, DJ, traific o WBUK, 9112 S Weinnedge, Kalarnazoo, MI 48002 EOE 197

WTNT/Tallahessee is looking for 100 notch Country MDlafternoon drive Good production muat. Tapea 32302 or call (904) $2221270(97)$
KOKE is seeking experienced broedcear fournalist With strong re write and interview skills Must be able to saation Resumes to Frank Warlick, KDKB. Mesa, AZ -

Experienced reportirfanchor needed for Bekeratield a iop News stations Person selected must be e seasoned dedicated professional radio ournalist with good vaice and delivery, excellent raung ability end creativity to de velop arid report for our Country and AOR sudiences
Good pav, liberal benefita end full urne une of car Send Howell ND, KUZZIKKXX, 1209 N Chester, Bekersfield, CA 93308 EOE M/F ( 9.7 )

So you think you're a naws person...altypip Bette han Paul Hiarvey, huh? Tapes and resumes ASAP to
Memphis's No 1 contamporary radio stanon. FM100 1960 Union. Memphes. TN 38104, do Gary Gutherie, PD No calls please. (9-7)

## Moming person for small market newsiniormetion

 music station Should have willingress to involve sely with community Tepes and resumes to Dan Kellev,KBSO, Box 970 , Espanola, NM 87533 EOE M/F (9.7) must be aggressive Expenenced only. Tapes and res umes to Mike Farros, 605 Main St., Johnstown. PA
15901 No calls please EOE (9.7)

WODE/Albeny. GA still looking formprobx. Contact 436-0544 EOE M/F (94, Albany. GA 31702 or call (912) 436-0544 EOE M/F 19.7

We need to inject an incredible presence into the Mo ior City between 6-10am. Amaze us with your talent, esumes to Mark Dnscoll, PD. Chancom. Inc., WORO Redio. 20300 Civic Center Dr., Southfield, MI 48076 EOE

Conteniporary newsparson wanted for contempor. ary format. KKRC/Sioux Fulls, SD. Must be community
oriented Tapes and resumes to Brian Phoenix, KKRC 1704 S Cleveland Ave., Sioux Falls, SD 57103 EOE (9-7) 50,000 wott KBOI, No. 118 -plus Pop/Adult in Boise, Idaho needs telented anchor/reporter with e nose for
nows. Tapes end resumes to Bill Match, NO Box 1280 Boise, 10 B3701. No calls please. EOE M/F (9-7)

Wented Dynamic, strong, classy mala/famsle jock News team for major AOR outlet. Information at (516) 49.7625 evanings. EOE (9.7)

## Openings

lee manager here'e your chance to move up if vou heve a good mansgement Urack record Coms to the Bith largest growing city in the
U.S., Sun City. El Pewo. TX, and help ue grow proflibly Salary and overr-rde, iat year potential, $\$ 26,000-1$ 40,000 for right person. Contect Gevrei Hapion, GM KPAS, (915) E33-8211. (9-7)

Nown Oirector, lader ancouraged, atrong ability to ob tan, whte and deiver hocal nowe. Heaw on public afforre and persone. News features. Good natural dalivery and bove average production akilis. We are Bleck Contemp orery Cnasetto and reaums to M.A. Chnuin. 1483 Hill 10 D
Middoy alr talent needed by odult TOp 40 1270.WTSN Dover NH Come work with e profesatonel stati on Now its Tapes and rasumes to $\operatorname{Jim}$ Seboastax, PD. WTSN Box 400 . Dover, NH 03820 EOE ( 8.7 )
Adult Contemporary watton eccepting tapes for future openings None planned now, but we are elwoys on the ookoul for talent Send tapes and resumes to Howard Dameron, Box 1269 , Sumter, SC 29150 EOE 19.7
Burkharu Abrams nends moming entertainers for halfdozen superstars markets, all market sizes, looking for
velented individuals or teams. Send tepes end resumes o Burkhart'Abrems, 6500 River Chase Circle Enst, Al. Ionts, GA 30328 No calls plesse. EOE (9-7)
WWVAWhealing needs a newsperson. Tapes and Geumes io John Price. Cepron Music Ha, Whing. W resumes
2600319

VMIBiloxilooking for a morning personality. Con lact BoL Lima. Op
$388-2323$ EOE (9 7 )
Looking for e full time production and engineering oxpert for KCKC/San Bernardino. CA Get in touch with
GM Bob Mitchell before $10 a m$ and atter 20 m at (714) 882-2575 (9-7)

50,000 wert Country WEEP/Pittsburgh has rare open ing for right personality with super production ebilhties.
Tapes and resumes to Joel Raab. PD. WEEP Ditto Tapes and resumes to Joel Rasb, PD. WEEP
burgh, PA 15222. No calls please. (9.7)
.--- ---n."y yull and part-time announcers to assist and production a must. Sein. Mature, 3 yri experience ences. Salary $u$ ill be commensurate with experience Send io Announcers, Box B030, MadW. WI 5370

KKEZ/Ft. Dodge, IA, 100,000 watt Pop/Adult FM. now accepting tapes and reeumes for future full-time Box 578, Wi.

Newsperson needed et KFOR/Lincoln, NE. Call On Koch at (402) 475-4204 EOE M/F (9-7)

Looking for moming men experienced in Disco and production. Also on the lookout for a woekend jock, preferably from the immediate Washington D.C.IBattimore area. Send tepes end resumes to Barry Richards,
WDON 2647 University Bhid West, Whenton MD (9-7) Modem Country station progressive minded looking Gor conversationel announcer. Tepes end resurnes to Dick Grogg, kVOC, Box 2080. Casper WY 82602 EOE M/F

## Openings

WOW/Omahe, NE now looking for $10 \mathrm{am}-3 \mathrm{pm}$ par onaily, Good compeny, pey and bonafite Thpen and NE 68137 EOE (9-7)
KGHOIHoquiam. WA ecoepting epplicetions for tu Mure openinge for air talen
Morr Fri 2 pm-ipm, ( 9 .

LOVE SA.FM IWWWL/Miern soft rock FM noed wo seenoned newemen (one News Director) Warm personeble, but credible detivery necessary. Good mon V. Tapes and racumos inmediataly to LOVE 94, 843 - St., Miami, FL 33139. No calle please. EOE (1-7)

Immediale opportunity for morning Top 40 position at 100,000 watt No 1 radio atation for E yre in Central Texes. Send rapes and resumes to John Chomme,
kIXS, Box 880, Kiteen. TX 78641 or call (B17) B34-3181 EOE M/F 19 -
Sharp TOp 40 Jock/production person needad for NO station in Ogden, Uish. Merket of K, rnithon NO scroam (9.7)

WORQDetrolt looking for alt-around dynamic and creative air personalities. Tepes and resumes to Mark Dris-
coll, WORO, 20300 Cnic Comter Dr. Southield, MI 49075
(9.7)

WGUY/Bangor, ME looking for PM drive jock. Tighi Top 40 operation. Good production skills, personality re 7 Maine St., Bengor, ME 04401 or cell (207) 9477354 EOE (9-7)

ROVO/Missoule, MT looking for experienced mornIng man. Personality oriented to work Pop/Adult forme no screamers or jokers. Also acceping tepes end res umes for future openungs. Contact Bill Stebtine, Box 5023, Missoula. MT 59806 EOE (19.7)
E0,000 watt KAAY/Litte Rock is loang its 1978 award winning evening personality of the vear. Hio potan that io Jark Randall, KAAY, B Bx 1790 , Little Rock, AK 72203.

Exciting pro to handle aftemmon drive or midcontemporary format. Successful station up-tempo market, Greel Lakes erea. Good selary, euper benefits, chence to edvance. Tapes and resumes to Redio \& Records. 1930 Century Perk West, Box 158, LOS Angetes. CA 90087 EOE.

TOp AOR communicators now benng sought for the Mur sic Preview Network' netional sign- on. Rush repee end Inc. 73 McCulloch Dr., Dix Hille, NY 11746. EOE (9.7)
Experienced broadcest joumalist with strong writing. interview and on-air skills? Send resume for consider ation for upcoming morning nows position. Should be ing AOR. Send to News Director, KDKB/KDJO. Mees AZ 85201. (9-7)
WVOJ No. 1 Country and top rated for more than 10 yrs will be adding a very talented individual to our linelives and breathes redio 24 hours a deyl if you are thet person we want vour tapes end resumes now. Minority and female cendidates encouraged. Group broadcester offers rop pay, incentives and more. Tom Allen, WVOJ.

Openings
Yrou're on the way up, thir one ' for You. KRziwnco. TX, looking for very communicetive AM drive persorno ity. Send tapen and resumes to Cley Stenlo, Box 8003 Weco, TX 78710. No calle pleese. EOE M/F (8-31)
Progrenalve radio network looking for highly creathe producers with major market voices. encyclopedic for the news blump. Call (2 12) 508-2717 between 100 m . Cam (18-31)
Boulder, Coloredo AOR KBCO.FM looking for creetive air personality If you're sired of the blo ciry muede and buetie and went ro work in o triendly farnily armoeor mound end background in production, promotion end or musac Tapee mid resumas to Dennis Conetamine, PD KBCO FM, 4840 Riverband Rd. Boulder, CO 80301 or

KEEP
KEEP in the Intermountain Weat now accepting tepee and resumes for possible future openinge. Heavy Pop/
Adult Emphasis on news and information. Good proAdult Emphasis on news and information. Good pro-
duction a mult Also, probably fullotime newe poation operung for conversetionel newsperseon who cen gathe and deliver. Tepet and resumes to Terry Tario, KEEP KEZJ, Box 346. Twin Falls, 1083301 EOE MIF (8-31)
AMIFM Combo in Harrisburg. PA market now accopt ing topes and resumes for posabible future opaninges, both PD, WHYL Siations, Box 219, Carliele, PA 17013 EOE MIF (B.31)
Program Director for fringe Washington DC Pop/ Adult station. Experienced in programming, production and promotion a must. Short sir shift. Tepes and reaumes
(8-31)

My last MD is now a PD. I noed a replacamoni. Pop/ Adult or TOp 40 Tapes end resumes to Wome Anthory. WNOU INotre Deme Universityl/Note Dame IN 48666 8-31 pening for personality announcer. Morning or atherhas something to eav either humorous or aperious. Con tact Glomn Bell, Preadent, Stoner Broadcasting Co., (515) 285-8181. Tepes and resumes to 3900 N.E. Broedway.
Des Moines, IA 60317 ( 8 -31)

WAKY/Loulsulle, KY looking for middey personality Mejor market experience preferred. Tapes end resume
O Mike McVay, WAKY, 568 Rivarcity Mall, Louisville KY 40202 EOE (\&-31)
KLWW/Ceder Rapids, IA looking for air tatent. Surprie ingly good salery. Tapes and resumes to Ron Thomp
son, Box 876. Codar Repids, IA 52406. EOE 18.31 )

O102 medium marker FM TOp 40 reted No. 1 ARB ooking for evening jock, slso newsperson for future 1501 N W Whis and 1501 N. Washington, Denville, IL 61832. No celle plose

NEEDED: Personality oriented profestional for proe "ge Pop/Adult powerhouse in Michigen's second larg est merket. We went e communicator, not a time and temp person. Originality counts! Tapes, rasume and and-
ery requirements to Ed Mund, Box 1151 , Bay City, MI 48708. EOE M/F (8-31)

96-8GF/Bevannat's No. 1 (April/May ARB) 100,000 watt stereo Top 40 needs en up. creative 7.12 midnigh entertainer. Tapes and resurnes to Dowg Wellion, Oper ations Mgr, WSGF, Box 878, Sovennah, GA 31402
EOE MIF (8-31)

## CHANEES

## Radio

JIM ALAN formerty with KBRC/Mt. Vernon, WA appointed PD at KGHO/Hoquism, WA ANNIE AUSTIN joins WHB/Kinsas City, MO formerly with WDAF/Kansas City, MO MIKE RYAN appointed PD at KGFX/Pierre, SD formerly with KCCR/Pierre, SD. MARIJO MONETTE formerly with KRIB/Mason City, IA joins WWOK/Miami, FL LINDA RICHARDSON formerly with KSMN/Mason City, IA joins WWOK/Miami, FL as Asst. PD and Production Director
LONNIE GRONEK promoted to General Sales Manager at WHKICleveland, OH. ROSALIND BECKER appointed News Director at WGNA Albany, NY formerly with WTRYITroY, NY
MARK EVELAND appointed MD at WADC/Parkersburg. WV formerly with WMPO M/Pomercy, OH
KEN SIBURT formerty with WNEU/Wheeling, WV joins WWVAWheeling, WV TOM WILLIAMS formerly with WDXI/Jackson, TN appointed PD at KWKH/Shreve port, LA
DAVE MARTIN joins KEBC-FM/Oklahoms City, OK formerly with KWKH/Shreveport, LA
CHARLIE MARCUS formerly with WSNY/Jacksonville, FL appointed PD at WVOJ/ Jacksonville, FL.
DAVE JURGENSON formerly with WSEB/Sebring, FL joins WNYD/Sarasota, FL DAVE KAY named PDIMD at WNYD/Sarasota, FL SID WOOD promoted to PD at WMA Y/Springfield, IL
BOB BATEMAN formerly with KSTT/Davenport, IA joins WDAE/Tampa, FL
ROB GRAHAM formerly with KLNT/Clinton, IA joins news staff at KFMH/Muscatine, IA. SANDY WESTERKAMP joins KYUU-FM/San Francisco, CA as Sales Account Executive. LAURA WILKINSON joins WLUP/Chicago, IL formerly with WOSR/Tampa, FL JOHN CHRISTIAN formerly with WIQB/Ann Arbor, MI joins WDEE/Detroit, M MARK OWENS appointed PDIMD at WIQB/Ann Arbor, MI
BLAKE BRODERSON named MD at KWFM/Tucson, AZ formerly with KDKB/ Phoenix, AZ
DEAN CURFMAN joins KICT/Wichita, KS

KEN CALVERT joins WRIF/Detroit, MI
DOMINO RIPPY joins KPAS/EI Paso, TX formerly with KISR/Ft. Smith, AR. RICK WEST joins WXKE/Ft. Wayne, iN

## Industry Changes

ED BENSON appointed Associate Executive Director of Country Music Association, Inc. SUSAN SANDERS promoted to Maneger of the Pasha Music House Recording Complex RICH RAMBALDO joins Marlite's new independent television station in Rochester, NY as General Sales Manager.

## Records

MARK TEMPLE joins Capitol Records' Legal Department,
MARK SPELLMAN joins Capitol Records' Legal Departmen
GERRY YOUNG appointed Central Region Promotion Maneger for PolyGram Cenada.

## Station Line-Ups

WHB/Kansas City, MO LINE-UP: Gam-10am Dan Donovan/Pam Whiting, 10am-3pm Brother John Payne, 3pm-7pm Jeff Roberts, 7pm-12mid Annie Austin, $12 \mathrm{mid}-6 \mathrm{am}$ Larry Michaels. Weekends: Rich Brown
WMAY/Springfield, IL LINE-UP: 6am-10am Sid Wood (PD/MD), 10am-2pm Mike Stewart, 2pm-7pm Rich Douglas, 7pm-12mid Dusty Springfield, 12 mid -6am Dave
KGFX/Pierre, SD LINE-UP: 5:30 am-10am Mike Ryan (PD), 10am-2pm Don Hayes, 2pm-6pm Tim Wayne, 6pm-10pm Rick James, 10pm-2am John Guthrie.
KLAK/Denver, CO LINE-UP: 6am-10am Jeff Pigeon, 10am-2pm Larry Watts, 2pm 7pm Rick Jackson, 7pm-12mid Tom Christner, $12 \mathrm{mid}-6$ em Dave Ellis.
KMEN/San Bernardino, CA LINE-UP: 6am-10am Greg Roberts, 10am-2pm Mike Matthews, 2pm-6pm Doug DeRoo, 6pm-12mid Dave Murphy, 12 mid-6am Tommy Casteneda. Weekends: Greg Halsey and Mark Olson

# OPPORTUNIIIES 

## Openings

WKON/Knoxville. TN seeks high calibre full-time con emporery talent. Southem background trelpful. Expeineumes to Bill Miller, PD, WKGN, 2929 Alcoe Hwy. Knoxville, TN 37901 EOE (8-31)

KITT-FM/San Diego. CA has full-timer announcing po mition available. Also neeo weekender. At lesst $3-4$ yrs experience. Disco format. Selary open. Tapes and resumes to Walley Reed, GM, Erik Garcia MD, 3320 KompEOE (8-31)

Need AM driva personality. Creativity a must. Money is 88 good as you are. Rush tepes and resumes to Bob M1 48501 EOE MF ( 31 ) M

Chwef Engineer needed for AM daytimer and FM stereo ict Chuck Larsen, WHYL Statione, Box 219, Cerlisle. PA 17013 or call (717) 249-1717 EOE M/F (8-31)
KTRB/Modesto, CA is in noed of a Country enterteiner Enjoy the great Central Valley of Califomia at the No. erts, KTRB, Box 3839, Modesto, CA 96362. Need 1s phone. Call (209) 528-8600. EOE M/F (8-31)

Small market radio station not scared to play music tooking for experienced middey personality. Concemed not just as a job, need only apply. Cell Steve MacKalvie ot (208) 743-1551. EOE (8-31)

WOW/Omaha, NE looking for middey lock. Medium to major market personality. Good pey, super benefits
Mendith Corp. Erik Foxx, Omaha, NE 68137. EOE (8-31)

Newe Director needed for central New York state home town station. Applicents must be able to covar dedication essential. Rush tape, resuma and writing ornote to Bob Gesener, GM, WSGO, Box 4045, Owwego NY 13126EOE (8-31)
seeking Combination Engineer/Announcer for auto mated Country AM G FM. Excellent salary for small umes to Ron Dennington, GM, KHDN, Box 389, Hardin MT 59034. EOE MIF (8-31)

RUUXPhoenix hes immediate opabby Rivers, Bo 4707, Phoenix, AZ 85063 or call (602) 247-5789 EOE M/F (8-31)

KSTT, the Quad Cities most listened to radio station needs production professional who cen also do 12-2pm Brosdcesting CO., end the KSTT tredition of fine talen lives on! Tapes and resumes to Jim O'Hara, Box 3788, Davenport, IA 52808. (8-31)
WGNT/Huntington, WV saeking moming dive per son. Immediate opening. Creative and good persone communcator. Station is a moming gient. Reting bonus 1539, Huntington, WV 257.17. No calls please. EOE M/F (8-31)

Wroduction. Brand M8 looking for air talent, good Missiesippis escond largest city. Tapes and resumes to Todd Mertin, Box 5797. Meridien. MS 38301 or cell (B01) 093-2681. EOE M/F (8-31)

Morning drive is currenty opan at KFM/102 Las Vo gas. AOR experience a must. Rush tapea and resumer
to Joy Ford, KFM/102, Box 15223, Las Vegas, NV 89114 . No colle pleses. (8-31)
WCIR ie now eccmpting tapes and resumes for future openings. Must be able to do decent production, follow Bonds, Box 1063, Beckloy, WV 25801. 18-31

Looking for Country PD and Production Directo for Monterev/Selinas ares. Large chain, good benefits. EOE. Contact Larry Maher (209) 527-8100. 18-31)

It you're good at nows and public affaire and would ion in the beeuntiful 81 st morket - then we're intereate you. "We" are WJCWIOT 101 - the most listened to tetions in the fest growing tri-cities of upper East Tenof News \& Sports. Box W.CRS, Johnson City, TM 37001.

Northeest Adit Contemporay station eveking bright. conversetionel morning drive person. Send recent air check, resume end eelery requiremente to Operation
Mieneger, Box 3322 . Hertiord, CT 08103. EOE (8-31)

KFLY/Corvallis, seaks medium market sounding percreemers. New fecilities, steble staff, top station in th morket end onice city. Tepes end reeumes to Mike
non, Box K, Corvalis, OR 97330 . EOE MIF (8-31)

KZOKBeattle lis looking for creative nowsperson with good production akille. Topee and resumes to Ar
mend Chienti, 1428 5th Ave., Spettle. WA ge101. (208) 223.3913. EOE (8-31)

WZZOIAHertown, PA "Superatars" AOR located imera. Ploece send remumes end topes. to George How Pae, PD, 2285 Sehoenersville Rd., Suite 206, Bethlehem. A 18017. EOE (8-31)

## Goods \& Services

Original DJ Humor

The Aircheck Guide Openings

Pus vour el
ings daily.
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include your aircheck, resume and any information you eel would b holph. Hand ng 25. THE A1RCHECK 0947 Mon-Fri. 9am-6om EST

## The Aircheck Guide

 Radio StationsRedio stations nationwide are hiring announcers of all formats from THE AIRCHECK GUIOE. One phone ca ket sizes. Stations heve found e valuable assistance. To
 call 1-207-782.0947 Mon-Fri. 9am-6pm EST. All call

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The final 6 days of WIBG - The legendery Wibbage in Philedelphie with Hy Lit. A radio collector's iteml Un-
matched classic jingles and a classic ending. Airchecks: $\$ 15$ on cassettes. Sorty . . . limited supply. Make check payable to Sem Lit, 32
Angales, CA 90034

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Vour staion needs prizas. Wo can find anyning you need and have your call letters, siogen, etc.,
it. Call "THE PRIZE FINDERS" (915) 367-9225.

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 ServiceFREE SAMPLE ISSUE of radio's most popular humor
servicel O'LINERS, $1448-$ R West San Bruno. Fresno CA 93711 or phone (209) 431-1502.

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DROP YOUR PANTS, GRAB YOUR SOCKS, here come the lafts, here come the rocka. Complimentary snack
LOLA'S LUNCH. 1789 Hamler Drive, Ypsilenti, MII 48191

## Job Referrals

3ROADCASTER'S ACTION LINE. The Broadcasting Job you want anywhere in the U.S.A. 1 year placement
3earch $\$ 25.00$. Call ( 81212 ) $889-2907$ or write R2, Box $25-A$ Lexington, IN 47138

## 'Broadcaster's Action Line

EMPLOYERSII Send us vour job openings. We locate
the personnel you need. FREEII Cell (812) $889-2907$ or the personnel you need. FREEII Call 1812
write R2, Box $25-A$, Lexington, IN 47138.

## "Phantastic Phunnies"

epected sudience buikterl One month's introductory 400 onelinera, inphormetion end gipht . . . just $\$ 2.001$ PHANTAS
OH 44240.

## Goods $\boldsymbol{6}$ Services

Making your classified come alive or getting Onty 35 cents a word, 87.50 minimum per week. headlines are free. Contect RGR Classified De-
pertmem, Mon-Fri. at (213) 553-4330, or write us
at 1930 Century Park West, L.A., CA 90067 .

## Openings

Modem Country etation - number one in its fast Jrowing B1st market is looking for an experienced air
personality intereated in sports. Send tepe and rewume personelity intereated in aports. Send tope end remume
to Deve Hogen. Director of Operations. Tri-Cities Broadcesting. Box W-CRS, Johnson City, TN 37801. (8-31)

WROK is looking for en energetic. relatable com municator, to become part of a winning team. Tape Rockford, IL 81125 . EOE MIF (B.3i)

Chief engineer needed Immedietely for AM on Lone Island. Rush rebume and celary require
Box 130, Merrick, NY 11683 . EOE (8-31)

> MONOR MARKET ADULT CONTEMPORAR Exciting, mulki-dimenaional telent. If you wert to meke a big splash in one of the nation's top 10
merk ots cend a tepe and details to Redio \& Recmerk ets eond o tepe end details to Radio G Rec-
Ords, 1930 Century Park Weat, Box 167, Lo ordis, 1930 Century Park Went, Box 167. Lo: peraonality. .. We've got the facility thar's right
for youl

## Positions Sought

Colloge graduate, KCBQ broedcast graduate, looking for DJ position. Will adapt to Vour format. Prafer
Michigan firat, Ohio sacond. Phonie TRENT BROOKS collect (313) 886-3100 or write 17901 E. Warren Ave. Detroit, MI 48224 (9-7)
ROBERT W. KNIGHT seaks program position in Counry or Pop/Adult. Formelly with WCOP/Boston, WWVA Wheeling, WuFSMemplis. Aackground in Waberch. EX Call (901) 7540842 (9-7)
MARK MCCAIN available from WAYS/Chartotte to do medium or major markel Top 40. Excellent production Call (704) 392-8191 (9-7)

MAJOR MARKET PERSONALITY with successfu programming background wants to use his abilities and Strong on production, promotion, "localized bits" and station involvernent. Experience includes WRKO, WPRO AMEFM. KIMN. WCBM and others. Lers telk. Please call (817) 367-1164 (9-7)
seeking programming opportuntity. Hard working pro Call (408) 246-9083. (9-7)
like to foel as though I've helped in making our atation a winner. Ifeel conficent I can do the ssme fo Humen deliverv. Heew listener involvement and per sonal appearances. 10 yrs experience. Some PD, cur rently Asst. PD. (415) 457-1684 (9-7)
DAVE MATTHEWS, WHFM and WROC/Rochester, NY Asst. PD at WGGG/Gainsville, FL, 96 Super Q/Ft. Myers Adult medium to lerge market, preferably in the South Call enytima (904) 245-9080 (9-7)

Mr. Personality is looking for work. Must have free dom. Doesn't know the meaning of the word floormat.
Will also work as research consultant. Looks good with calculator. Tape and resume available by calling this nor oll free number; (312) 828-0197 or write to ROBER 60611. (9-7)

AOR communicator, medium or major markets, 7 Yfs
experience, 2 yrs AOR programmer. 100,000 watt axperience, 2 yrs AOR programmer. 100,000 watt FM able MD. Call GABE (316) 231-9200 (9-7)

TIM TEETER sales manager KLYX/Sioux Falls Midwas medium marker looking for good opportunity in soles ly. (605) 331-4095. (9-7)

Ifr ready to move. Currenty MD with 3 yrs experience looking for Pop/Adult afternoon shift in medium marke Will relocate. Call MORRY (614) $374-9478$ evenings.

Experienced AOR programmer with proven track record. Programmed WAALJBinghamton to a 14.5 share 722-2116 (9-7)

Currentiy working in Philadeiphia, doing weekend and fillin. Looking to 98 into a good professional station. call nights (215) 927-2821, (9-7)

Plain ... Simple. Olfferent1 I want to make
MORNING TEAM evallable immediately. 7 up Arbitrons in a row including KTLK, KLIF, KULF. All original Cell (713) 438-2235 or (713) 438-07.59. is-7)

Highly experiencáa PD available. Top 40 or Pop/Aduk 12 vears WCOL, WGCL, WINW, WCUS. Contect DAV
BISHOP at (6141) 231.8199. (9-7)

6 yeers experience TOD 40. Pop/Adult. Desire medium or large market. Currently mornings fringe D.C. Prefer Weat Coast, but all considered. Any shift. Available
early October. Call TOM McCULLOUGH (703) 388-4186 after 6pm (9-7)

Air personality with college and 4 yors experience Peeke medium morket position. Top 40 or Pop/Adul all. C@! TOM (412) 488-8744. (9-7)

1977 CMA Disc Jockey of the Yeer ready to get back on the air efter a fling at ownership. Tape and resume upon request. Ler's talk. (515) 955-4033. SHANNO
REED. (9-7)

Dedicated energetic TOp 40. Pop/Adult OJ. College and broadceating echool end 1 yr experience. 3rd on dorsed looking for medium market in the Midweat on Sourtwear. Will consider all
Moines at (515) 223.5470

With all the endlesa producte of telecommunications the entertainment induatry, end publiahing. it is atill of tion. JOHN TA YIOR a clear enewer communicato
Thar's no bull. Call (213) 438-8429. EOE (9-7)
Take charge nowe director now recognized an the Collor mod with 4 yrs exparience. TONY BRUSCATO (313) 887.7408 (8-31)
D.C.-Batimore aree aterions. Stable, mature air par sonality, currently employed at tod rated AM.FM, in Northeant medium market, desires chailenge. mll music formate. Nowe and Talk ahow experinence. Creative
production. Avellable now. Call "JAVE at (302) 472 -

## Positions Sought

COTT HARRIS former newsman at stereo KDWB, KTSA and Newe Director ot chennel $9 /$ Minneapolis, 7 rss experience. looking
(812) 377-2850. (18-31)

Pest 3 ro in medium market. From teen hype to MOR presently. Very versatile. If you're looking for stability, or one-an-one communicator with naturel ebility, excellent pipes, areet production and ability to work will wich others, call JON at (215) $435-0993$ before 12 noon EDT or (215) 437-3824. Prefer top 15 market and comfortable vear-round climete. (8-31)

Vorsatile announcer, 13 yra expertonce, looking for solid position on the East Coast. AOR format preferred.
Formerly with WAVA, WHFS. WFEC. Call BOB at (202) 338-9221. (8-31)
m Country DJ with darn good track record who has doubled es PD/MD. 16 yrs experience in arnell and med ium markata, with last 4 at present location. Fer West
only. DARREL. WILSON (802) 778-2497 thru 9/15, after only: DARREL W1LSON (80)

PETER PARISI former National PD of KADI/Br. Loule, MO seeking PD or MD position. 8 yrs experience at toD
12 AOR market. Call (314) 726 -0809 anyime ( $8-31$ )
seeking PD poettion. All-News, Telk, MOR or AOR pre erred. Will consider airwork or assistant PD position if ience. Call LEO (302) 054-1146. (8-31)

Atrention Midweet. PD, 16 yrs, meture, knowledge o KLWW, available immedietaly. Ready to go to work it you are. Call DAVE STEVENS at (815) 877 -9765. (8-31)

ROB SAUNDERS Currently PO WOOI/Homesteed, FL inrmerly wwok. 4 Vrs experience. Looking for amall or Cell (305) 247-9444. (8-31)

Former WHB, KIRL jock looking for medium markat MD position or large market jock job. I can do any type
Call MARK ROBERTS anytime at (816) 373 format. Cail
78-31)

Announcer 15 yre experience, 1st ticket, good voice. Have worked Country and Pop/Adult formats. Prefer to
stay in Florida but would go to another state in South stay in Florida but would go to another state in South-
east or Guli Coast. BILL SMITHSON (305) 448-1260. (8-31)

JIMMY BARE, age $25,8 \mathrm{yra}$ in medium and major mar kets loaking due to format changa. Last 4 yre at WDEE Detroit. Progremming and operations experience. Desire
DJ or PD position or DJ/PD combination. Call (313) $485-7600$ between 9am-5.pm. (8-31)
Contemporary Top 40 . $18 t$ phone sir tolent with multirack production experience looking for move up. Ce
MIKE RAAB weekdays between 2pm-6pm at (319) 372 1241. (18-31)

ZETA-A veteran, 4 y yrs as program host, AOR pro experienced with 12-track studio, good nows beckground uncanny knowledge of AOR music with BA from Un Call JEFF FISHER (305) 966-7778. (8-31)

How would you like to call the home office with these numbers? Total persons 12 -plus 18.6 to 25.8 men 18 -plus 12.2 to 18.3 . Women 18 -plus 14.5 to 25.8 teens 46.77 Those are the numbers from the station
programmed in a 14 -station market with 8 competing larger market signals. Ler's talk. JIM SUMPTER (904) 721-9111. Ater hours call (904) 725-6835. (8-31)

First phone operator with 2 yrs experience as hos programmer of a jazz music show end hosti,jroducer of phone-in/talk show in Philadelphio seeks air shift in South
west, preferably Southern Celitornia. A. HENDRICKS (213) 851-5951. (8-31)

Versatile and entertaining young professic 20 yre ol with 3 yrs full-rime experience. Loaking for challenge in top 50 market. Call JOHN LISLE at (919) 323-092
J.P. BEARO, 10 yre expprience in Top 40 and Coun ity. 1st phone. Currently on the air in Houaton. Looking for medium market PE or medium to major market jock and the station must have ite act together and pay de cent bucks. Cell (713) 774 .2892 or (713) 525-2408 (8-31)

Southwest-Northeest, I'm looking for tultime AOR, Pop Adult gig. Esoer to work and willing to take diroc
Call BOB at $(602) 268-2377$ or $(602) 894-8072$ (8-31)
Southem Callfornia Program Dlrector with numbere looking for medium to lerce market operations or pro
gramming. Verious formats. Coll KEN (714) 697-6008 gramean

BOB JDHNSON wente to move from Emall to eecond ary or medium merket. No mejors or emell merkets need sonolity with ferile mind. Willing to move. Call 1918 237.7738. (8-24)

## Miscellaneous

$91 X$-FM. in iookng lor any ald how robses doaling 6in Ave. San Diego, CA $92101(0-7)$
Joseph King, presently PD, MD and morning man at to continued mesoclation with Bekerafield'e Pop/Aduth to contimued

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

## WINGS

## Arrow Through Me (Columbia)

73\% of our reporters on it. Moves: Up 86, Same 18, Down 1, Adds 24, including F105, KRBE, Q102, KOPA, WFBR, WNOE, KSTT, WOW, KMJC, KFXM, 13FEA, KAAY, KKXL, KOOK. See Parallels, charts at number 23.

## KENNY ROGERS

## You Decorated My Life (UA)

69\% of our reporters on It. Moves: Up 59, Same 20, Down 0, Adds 44, including WPGC, Z93, Q102, WTRY, WKBO, KEEL, WSKZ, WNOX, WMEE, 91X, KCPX, WIGY, FM99, KKLS, KENI. Soe Parallels, charts at number 25.

## DONNA SUMMER

## Dim All The Lights (Casablanca)

67\% of our reporters on th. Moves: Up 94, Same 8, Down 0 , Adds 18, inchuding WZUU, KELP, WNOE, Y103, WKIX, KSTT, 21X, KERN, WROV, KOWB-FM, KKLS, KBIM. See Paraliels, charts at number 24.

## LOBO

## Where Were You When I Was Falling In Love (MCA)

64\% of our reporters on It. Moves: Up 72, Same 20, Down 5, Adde 16, inctuding WKBW, CKGM, KBEQ, B100, KEEL, WBBQ, WAYS, KZ93, WNDE, Y94, WEEO, KILE, WGBF, KBIM. Se日 Parallels, charts at number 27.

## MOON MARTIN <br> Rolene (Capitol)

64\% of our reperters on it. Moves: Up 78, Same 24, Down 0, Adds 11, including F105, CKGM, WPST, KEEL, WZZP, K104, KAAY, WRBR, CHUM 24-14, KRBE 24-19, WOKY 28-21, KJR 17-15, KIMN 21-18. Soe Parallels, charts at number 26.

## MICHAEL JACKSON

## Don't Stop 'Til You Get Enough (Epic)

62\% of our reporters on it. Moves: Up 74, Same 15, Down 2, Adde 19, inctuding KVIL, WLCY, Q108, WLAC, WSKZ, KOFM, WMEE, KERN, WCIR, WHHY, CK101, WGBF. See Parallels, charts at number 20.

## KNACK Good Girls Don't (Capitol)

61\% of our reporters on it. Moves: Up 65, Same 21, Down 0, Adds 22, including KBEQ, WTRY, WKBO, KTSA, KXX106, WLAC, WHOT, KFXM, 14WK, G100, KSEL, KLUC, KOOK. See Parallels, charts at number 28.

## FOREIGNER

## Dirty White Boy (Attantic)

$60 \%$ of our reporters on it. Moves: Up 50, Same 27, Down 0, Adds 30, including F105, 293, 94Q, WBBF, Q106, KNOW, WAPE, FM100, KLEO, WHOT, KFXM, KRQ, V100, WNAM, KCBN. See Parallels, charts at number 29.


Recent releases with alrolay recorted by at least 50 of our reporting stations are ilsted In order

| Recent releases with alrplay reported by at least 50 of our reporting stations are isted In order |
| :--- |
| of their activity The two numbers following the artist /titie/label designation lexample: 100/25) | of their activity. The two numbers following the artist /itite /label deslignation (example: $100 / 25$ )

indicate now many of our reporters are on the record this week (100) and of those 100 now many added it this week 125). "Moves" are broken down for each record and inalcate how many stations moved the song up on thelr charts, held it the same con to on, ado to on, $31.31,0$
etc) moved etc.). moved it Down on their charts, or Added, it this week. Complete alrplay activity on all songs listed in New \& active can be found in the parallet

## IAN GOMM "Hold On" (Stiff/Epic) 98/36

Moves: Up 35, Same 24, Down 1, Adds 36, including KBEQ, WZUU, KJR. KOPA KC101, WKBO, WAYS, KRAV, WNAP, KJRB, KORL, WHEB, WTMA, WRBR.
CHEAP TRICK "Ain't That A Shame" (Epic) 94/1
Moves: Up 63, Same 19, Down 11, Adds 1, KFYR, WIFI 19-16, 96 KX 17.14, F105 33-31, Z97 18-11, U105 26-24, WGCL 25-23, B100 19-16, WTRY 24-16, WLAC 23-13, WZZP 20-13. See Parallels, cherts at number 30.
JOHN STEWART "Midnight Wind" (RSO) 89/12
Moves: Up 57. Same 19, Down 1, Adds 12, including WFIL. WFMF, KOFM Moves: Up 5N. Same 19, Down 1, Aid
JENNIFER WARNES "I Know A Heatrache When I See One" (Arista) 89/8, Moves: Up 67. Same 10, Down 4, itds 8, WPEZ, WSGA. WGH, KSTT, WMEE, WKXY, KSLY, KBDF.
LED ZEPPELIN "AM My Love" (Swan Song) 88/34
Moves: Up 34. Seme 18. Down 0, Adds 34, including F106. CKGM, 297, KDViL WZUU, WOKY, KIMN, WICC, Y 95 , WRVQ, WHOT, KRSP.

NATIONAALARARPLAY/30

| TMNE WEESS AOO | nwo wilks A 0 | Last WEEK |  |  |
| :---: | :---: | :---: | :---: | :---: |
| 4 | 1 | 1 | 1 | LITTLE RIVER BAND/Lonesome Loser (Capitol) |
| 16 | 10 | 5 | 2 | COMMODORES/Sail On (Motown) |
| 3 | 3 | 2 | 3 | ROBERT JOHN/Sad Eyes (EMI/America) |
| 10 | 7 | 4 | (4) | DIONNE WARWICK/I'ii Never Love This Way Again (Arista) |
| 1 | 2 | 3 | 5 | EAFTH, WND \& Prinelafter The Love Has Gone (ARC/Columbia) |
| 14 | 12 | 10 | ( 6 | SNIFF 'N' THE TEARS/Driver's Seat (Atlantic) |
| 12 | 9 | 8 | 7 | ROBERT PALMER/Bad Case Of Loving You (Island) |
| 6 | 5 | 7 | 8 | ELO/Don't Bring Me Down (Jet) |
| 2 | 4 | 6 | 8 | KNACK/My Sharone (Capltoi) |
| 21 | 17 | 13 | 10 | NICK LOWE/Cruel To Be Kind (Columbia) |
| 18 | 16 | 12 | 11 | M/Pop Muzik (Sire) |
| 27 | 20 | 16 | 12 | HERB ALPERT/RIse (AGM) |
| 23 | 22 | 17 | 13 | ATLANTA RHYTHM SECTION/Spooky (Polydor/BGO) |
| 8 | 8 | 9 | 14 | SUPERTRAMP/Goodbye Stranger (A\&M) |
| 5 | 6 | 11 | 16 | MAXINE NICHTINGALE/Lead Me On (Windsong) |
| 26 | 23 | 19 | 10 | CERRY RAFFERTY/Get It Right Next Time (UA) |
| 28 | 19 | 18 | 17 | BONNIE POINTER/Heaven Must Have Sent You (Motown) |
| - | 30 | 23 | 18 | JOURNEY/Lovin', Touchin', Sque日zin' (Columbia) |
| -. | 26 | 24 | 18 | DOOBIE BROTHERSIDependin' On You (WB) |
| - | - |  | 21 | MICHAEL JACKSON/Don't Stop 'Til You Get Enough (Epic) |
| 11 | 11 | 14 | 21 | CARS/Let's Go (Elektra) |
| 9 | 13 | 15 | 22 | CHIC/Good Times (Atiantic) |
| - | - |  | 23 | WINGS/Arrow Through Me (Columbia) |
| - | - |  | 24 | DONNA SUMMER/Dim All The Lights (Casablanca) |
| - | - |  | (3) | KENNY ROGERS/You Decorated My Life (UA) |
| - | - |  |  | MOON MARTIN/Rolene (Capitoi) |
| - | - |  | 27 | LOBO/Where Were You When I Was Failing In Love (MCA) |
| - | - |  |  | KNACK/Good Girls Don't (Capitol) |
| - | - |  |  | FOREIGNER/Dirty White Boy (Atiantic) |
| - | - |  |  | CHEAP TRICK/Ain't That A Shame (Epic) |
| This chart is based solely on airplay statistics compiled weekly from our Top 40 reporting stations. Black circled numbers indicate significani upward movement from at least $60 \%$ of our reporters. |  |  |  |  |

## MOST ADDED

KENNY ROGERS/You Decorsted My Life (UA) IAN GOMM/Hold On (Stiff/Epic)
LED ZEPPELIN/All My Love (Swan Song) FOREIGNER/Dirty White Boy (Atlantlc) WINGS/Arrow Through Me (Columbla) WINGS/Arrow Through Me (Columbla)
Completo Reglonalized Station Us tings on pege 26 and 27 .

## HOTTEST

## COMMODORESISall On (Motown)

M/Pop Muzik (Sire)
LITTLE RIVER BAND/Lonesone Loser (Capitol) ROBERT JOHN/Sad Eyes (EMI/America)
DIONNE WARWICKI'll Never Love... (Arista)

MAUREEN McGOVERN "Different Worlds" (WB) 79/5
Moves: Up 43, Same 14, Down 17, Adds 5, WPEZ, KELP, WLAC, WMEE, 91X, WCAO 27.17, F105 24-19, KVIL d-25. KBEO 28-24, WOKY 10-8, KFI on.
PATRICK HERNANDEZ "Born To Be Alive" (Columbia) 68/3
Moves: Up 35, Same 20, Down 10. Adds 3, WBBQ. FM100. KFYR, WOLF 4-3, WNOE 20-9, WZUU 22-14, WOKY $33-27$. KFXM 12.9.
MICHAEL JOHNSON "This Night Won't Last Forever" (EMI/America) 62/12
Moves: Up 39, Same 9, Down 2, Adds 12, including KWK, KC101, KXX106, KOFM, WHB, WMEE, Y94
STEPHANIE MILLS "What Cha Gonne Da Wyth My Lovin" " (20th) 60/7
Moves: Up 37, Same 15, Down 1. Adds 7, WZUU, WAEB, KELP, WLAC, WAYS, KSTT, WROK, WABC 16-13, WXLO 5-5, WCAO 21-19, 293 17-15, WGCL 27-25.
LOUISE GOFFINi "Remember (Walking In The Sand)" (Asylum) 58/13
Moves: Up 21, Same 24, Down 0, Adds 13, including Y100, WBEN.FM, 14Q, WNOE, 92Q, KORL, WCIR, CK101, WKBW 25-20, 293 21-19, 940 3-2, WGCL 28-26.
KC \& THE SUNSHINE BAND "Please Don't Go" (TK) 55/18
Moves: Up 24, Same 12, Down 1. Adds 18, including WCAO, WPGC. WLCY, KOPA, WFBR, WSGN, WRJZ, WHB, KJRB, WYRE.
JIMMY BUFFETT "Fins" (MCA) 52/23
Moves: Up 19, Same 10, Down 0, Adds 23, including WKBW, WICC, 298, KRAV, WMEE, KRUX, WLBZ, WHHY. VUFIB, KYSN.
KANSAS "'risesen To Be" (Kirshner) 50/11
Moves: Up 18, Same 21, Down Ū, Adds 11, Including KSLQ, WTIC-FM, KNOW, KWEN, KRQ, FM99, KCBN, WPEZ 33-30, 940 on, KBEQ d-37, WGCL $30-28, \mathrm{KFI}$ on.

## Others Getting Significant Action

EDDIE MONEY "Get A Move On" (Columbia) $47 / 6$
Moves: Up 21, Same 19, Down 1. Adds 6, KIMN, Z98, WNDE, KPUR, KKXL, KQDI, CHUM d-25, KBEQ on, WOKY 35-31, KFI on.
DIANA ROSS "The Boss" (Motown) 4712
Moves: Up 31, Same 9, Down 5, Adds 2, WZZP, WRBR, KVIL d-24, 293 25-23, Y100 26-19, WOKY 25-23, WBBF 11.6, 92× 14-11.
MARY MACGREGOR "Good Friend" (RSO) 41/4
Moves: Up 22. Same 15, Down 0, Adds 4, WKBO, WFMF, WMEE, KGW, WFIL 15-13, KHJ on, WTIX 39-33, KORL 17-10 KISS "Sure Know Something" (Casablanca) 37/12
Moves: Up 15, Same 8, Down 2, Adds 12, including KRBE, Y100, Q105, KBEQ, KJR. Y103. WNDE, KRUX
BRENDA RUSSELL "So Good, So Right" (A\&M/Morizon) 33/4
Moves: Up 20, Same 8. Down 1. Adds 4, WTIX. WSGF, WTMA, FM99, CKGM on, CKLW 26-17, KBEQ 29-27 KIMN 14-9.
SUZI QUATRO "I've Never Been In Love" (RSO) $32 / 9$
Moves: Up 7, Same 16, Down 0, Adds 9. WHYN, 14Q, WSGF; WLAC, WNDE, 92X, 14WK, WXIL, WISE
(Continued on Page 33)

