## WHAS CLAIMS FIRST UNCENSORED RADIO DIALOGUE

## Louisville Talk Show Host In Frank Radio Discussion With Soviets

## "Anything was fair game for American citizens to call in"

The guests on Milton Metz's nightly phone-in talk show on WHAS, Louisville discussed crime, materialism. news media, handguns, and political defections with callers in a spirited exchange of ideas. The unusual aspect of the pro gram was that the guests were two "middle-level" Soviet diplomats, Dr. Boris N. Davydov, First Secretary of the Soviet Embassy in Washington, and economic counselor Dr. Milchail 1. Zakhmatov. The discussion, which was unrestricted by the Soviet government and uncensored by WHAS, marked an "American first," according to Metz.
"I think it was the first time that Russian diplomats have ever appeared on a phone-in program which was uncensored and unstructured in the history of radio broadcasting," Metz told R\&R. "These are what I would call middle level diplomats," he continued. "Not the lowest, not the highest. Their importance can only be assumed because they were allowed to speak without any censorship or regulation from their superiors. Needless to say, we placed no restrictions on them whatsoever. Anytiing was fair game for American citizens to call in, which was unusual.'

## Russian Into The Breach

Metz capitalized on a fortunate opportunity to line up his special guests. Dr. Joseph Maloney, who heads a graduate study program at the University of Louisville, had arranged to meet with the Soviet diplomats. "He called me
in advance," Metz said, "knowing we go in for innovative programs. So I extended an invitation to have them both on the TV show I host and the radio phone-in show which they immediately accepted. I didn't think Russians had that much freedom to speak out and take an unrehearsed spontaneous phone-in. But they not only did it. but did it with good grace - though from the Russian point of view.'
In answering listener questions, the diplomats put forth their views that the Soviet Union had far less violent crime, largely because the news media did not blow up crime news into sensational headlines. They also passed off the recent run of defections in the U.S. as "not typical" and exaggerated. Metz said that audience reaction was "very courteous," and added that the diplomats themselves had "a lively sense of humor. They were not uptight. They became more nationalistic when they got on the air."

## "A Milton Metz In Russia?"

Metz summed up his experience by saying, "There are gross mis understandings by both nations, but we have much in common. They reiterated the importance of both superpowers getting together if we're going to have any peace in the world, and I think further contacts like this can only help the sit uation. I'd love to see an exchange program - I'd like to take some people over to Russia." He added, "I asked them if they had anything like this in Russia, and they laughed and said, 'You mean a Milton Metz in Russia???' "

## Moran Joins Churchill As VP

Tom Moran, a leading Beautiful Music broadcaster for years who most recently headed Southern Broadcasting's Beautiful Music operations, has resigned to accept a vice presidency at Churchill Productions. Moran will also become a principal in the Churchill operation, one of the leading Beautiful Music syndicators.

Churchill Productions President Tom Churchill told R\&R, "We are delighted to have Tom. He is one of the most knowledgeable Beauti-
ful Music broadcasters in the bus iness today. His stations have consistently been rated No. 1 or 2 in their respective markets. His participation will include everything we do at Churchill Productions."
Moran told R\&R, "It is difficult leaving what I consider one of the top broadcasting companies in the business. The opportunity with Churchill is, however, an outstanding one. I look forward to being an integral part of Churchill Productions."


DU HALL OF FAMERS - A highlight of the recent country music festivities lest woek in Neshville wes the induction of two legendery country air personalities into the DJ Holl of Fome ot the FICAP dlnner. Pictured ef left are producer Steve Stone end his father, Ciffie Stone, formerly with KXLA/Pasadens, KFOX/Long Baach and KLAC/Los Angeles, now whth ATV Music, end a now Hall of Femer. At right are Paul Kallinger, e 30-year vateran ot XERFIDel Rlo, TX, and award prasenter Chuck Challman. Jlm Duncen provides a complate dey-by-day rundown of the weak's avants in his "Neshville Notepad" column on Page 61.

21 CONDITIONAL RENEWALS, 7 DELAYS

## FCC Cites 28 Stations For EEO Shortcomings

The FCC said this week (10-15) that 28 radio stations in the South failed to hire enough minorities and women Seven stations. WCEH-AM-FM/Hawhinsville, GA; WDEN-AM-FM/Macon; WQCK \& WRBN/ Warner Robins, GA; and WSTU/ Stuart, FL will have to submit goals and timetables for EEO compliance in the future before licenses will be renewed. Twentyone other stations were told they would be renewed soon, but with specific conditions to ensure future EEO compliance.
The FCC said it had singled out these stations because:

- The total number of women or minorities on the station's full time staff fell below $50 \%$ of the number of women or minorities in the workforce, and/or
- The number of women or minorities in the upper four job categories fell below $25 \%$ of the number in the workforce.


## More To Come

"This is just routine," FCC EEO Officer Glen Wolfe told R\&R. "There were more stations cited this time because we were backed up from summer vacation." Wolfe admitted, but added there will be even more stations cited in the weeks to come. Broadcast Bureau Chief Dick Shiben recently announced the establishment of an EEO enforcement branch in his office (R\&R 9-28).

## "Bad Timing," Says WAVA

WAVA/Arlington, VA was one of the stations found guilty of EEO
shortcomings. Asst. GM Jeff Hedges told R\&R it was just bad timing. "We had made some improvements which couldn't be included by our renewal filing date," he said. Wolfe agreed WAVA was an unfortunate case.
10 YEAR KGLL MORNING MAN

## Whittington Walks Off Air

At 7:40am Wednesday (10-10) KGIL/Los Angeles morning man Dick Whittington simply walked off the air. Whittington, who had been the station's morning drive personality for 10 years (excepting a brief period at neighboring KFI), exited his show due to dissatisfaction with KGIL's selfdescribed "ballads, blues and big bands, too" programming.
KGIL Program Director Mike Lundy told R\&R that he was at home shaving while listening to Whittington's show when he heard Whittington say over the air, "Get -undy on the phone. I can't take this any more." Minutes later the phone rang. It was Whittington, explaining that he needed to take some time off. Lundy then hurried in to the station.
While Lundy was driving in, Whittington took to the air, telling his listeners that, while he thought KGIL's format was appropriate for the rest of the station, he felt it was incompatible with the energy he wished to generate in morning drive. Whittington added that he was not quitting, but that he just had to go away, and thanked his listeners. All this, Lundy noted, was said in a logical, professional
"A lot of those stations hired inexperienced white males. They didn't try hard enough to get blacks. If you're going to train someone, you can train a black employee as easily as a white." Wolfe said.

## manner. Whittington then went

 into a newscast.As Lundy arrived at the station. he met Whittington on his way out. According to Lundy, Whittington said, "Mike, I hope you understand," and completed his exit
Lundy told R\&R that the situation had been building for some time. Meetings had been held on the subject with Whittington allowed to program some recurrent material into his show as a result. In the end, Whittington felt that it was necessary to play some stronger current material to achieve the effect he wanted.
Having told KGIL newsman Ed Ziel to fill in for the remainder of the show, Lundy spoke with station General Manager Stan Warwick. Upon further consultation with the station's attorneys and AFTRA, KGLL posted a memo to the effect that Whittington had walked off his show, that he had been terminated, and that the station wished him well.
Lundy stressed that there were no recriminations and "no nastiness" involved, adding that he had the greatest respect for Whittington's talent. Whittington was unavailable for comment.

## TOM PETTYAAPE HEARTBREAKERS

THEIR

Produced by
Tom Petty \& Jimmy lovine Eneinecred by Shelly Yakus

## LETTER

## Z97's Mack Attacks Record Ad Policies

## Dear Record People:

There's an old, unwritten rule in your business not to advertise on stations that don't break records. Broadcasters like Z-97, which adds no new music until its appeal in the Dallas-Fort Worth market has been determined, are often the subject of an economic boycott. Several local retailers have confided that huge amounts of co-op money are available as long as advertising is not placed on Z-97. The real irony is that your advertising of music already being researched (but not yet on the air) actually makes our research much faster and more accurate. And all record people in this market know that massive sales begin the moment we start playing a new record. The bottom line is that you are only hurting yourselves.

In our 2 h-year history, no rock station has ever beaten us. Arbitron has ranked Z-97 \#4 in each of the last four books; only 3 stations have more listeners - two are Country and one is Pop/Adult. We've worked hard for our success, and other advertising has more than offset your childish punishment.

You are now in a fascinating situation. After wasting thousands of words, hours, and dollars discussing why your profit world has collapsed, you've only come up with excuses, not answers. The real problem, which was not solved by staff and budget cutbacks, is that you do not operate like a business. You approach the 1980 marketplace with 1950 techniques.

Unlike every major product industry, you toss a record into the market with virtually no knowledge of its appeal. You engage in constant deception with your own customers by using countless gimmicks to sell what remains an unknown commodity. You have learned how to manipulate the marketplace so effectively that many radio stations chart your product with unrealistically high numbers. That information is fed to national trades, where the deception multiplies. The false demand you create soon gets returned to the warehouse and the cycle begins again.

Meanwhile, you advertise on the stations that break records, which may or may not be the ones that move product out of the stores. In the Dallas-Fort Worth market, big sales don't happen untll Z-97 airplay begins, and every record person here has known that since the first month of our existence. The simple truth in most cases, is that stations which expose a lot of new music (mostly album stations) are reaching the audience they want. Stations with shorter playlists and little new music are reaching the audience we want. Both audiences contain many, many record buyers. The naive fear that a significant number of stations will turn to "call-out" research and not break records is just another example of your failure to understand the real world and react accordingly.

Your obligation is to sell product and I suspect that artists, managers, stockholders and others are not aware that your marketing strategy is based more on returning favors than returning dollars. The government would be interested in payola after-the-fact which is being disguised as advertising.

So now your two big problems are recovering from your mistakes and combatting lost revenue by people who tape music off the air. Since you have an economic boycott against stations like Z-97, will you also boycott stations that track albums and thereby encourage home taping? Those stations (and there are three in this market) cost you a lot of money, yet you advertise heavily with them. This station can earn you a lot of money and doesn't track albums, yet you won't spend a dime on 2-97!

Now, tell me again why business is bad.
Gary Mack
PD Z97/Dallas-Ft. Worth

## McGrew Named President Of Unlimited Gold

Rod McGrew, longtime broadcaster and concert promoter, has been appointed President of Unlimited Goid Reconds, Barry White's Columbia-distributed label. Mc

## For The Record

In R\&R's "This Week" table of contents section of last week's issue (10-12, Page 3), information regarding ratings survey security was incorrect. Jhan Hiber's Ratings \& Research column stated that a radio station general manager recieved six ratings diaries, without spe cifying Arbitron, as was er roneously stated on Page 3. The diaries were in fact not from Arbitron but from anoth er ratings research firm. R\&R apologizes for any inconvenience to Arbitron that may have been caused as a result.

Grew has been GM, Sales Man ager, and PD of KJLH/Los Angeles at various times, is a member of the BMA Board of Directors, has worked in radio syndication, and established a scholarship in his name.
McGrew told R\&R, "I'm going to do my best, and help make the name Unlimited Gold actually mean what it says." He will be directly involved with A\&R, and will work in all areas concerning the company. He added, "I will not be shut off from the community," and said he planned to be accessible to artists and promotion people: "I'm from a field of communication, and I believe in doing just that communicating.'
McGrew also announced that Stan Bethel, most recently VP/ Promotion at Source Records, would become VP/Promotion at Unlimited Gold.

## L.A. Bureau

When NBC Radio's "The Source" began broadcasting Monday (1015), it became the only radio network to originate newscasts from the West Coast on a regular basis. Essentially news aimed toward the 18-34 age demographic. "The Source" joins NBC Radio News as that network's second news service.
According to "Source" News Director Jim Cameron, the West Coast newscasts are part of a larger plan to decentralize the network Cameron told R\&R plans were underway to further decentralize pro gramming by establishing Washington, DC and Chicago bureaus, which would also originate their own newscasts.


## Diener Named <br> Exec. VP <br> At CBS Int'l

Steve Diener, President of ABC Records until its absorption by MCA earlier this year, has rejoined CBS Records International in the newly-created position of Executive VP/Creative Operations, Latin American Operations. Diener had been with CBS International from 1971 until his ABC appointment, becoming Director of Marketing/European Operations in 1975.

In his new position, Diener will oversee marketing, planning, and A\&R for CBS in Latin America, as well as the marketing of Spanish and Portuguese product in the U.S. He will report to Sr. VP/Latin Americàn Operations Nick Cirillo.

## Man Impersonates Roanoke PD In Mail Fraud Case

Record costs have been rising, and it's getting hard for a dedicated music fan to afford all the records he wants to hear. One determined fan, Hugh Mayo of Roanoke, VA, devised an ingenious scam for scoring free records, according to federal authorities impersonating the PD of WROV/ Roanoke.

A federal mail fraud indictment states that Mayo arranged to have free records sent to post office box by a Philadelphia-based record company (unnamed), representing ROANOKE PD/ See Page 24

AD AGENCIES AGAINST ON-AIR ANNOUNCEMENTS STATIONS AIRING DIARY ANNOUNCEMENTS FACE HEAVY AGENCY PRESSURE - OR PENALTIES. JHAN HIBER LOOKS INTO THE NEW AGENCY HARD LINE, WHILE JONATHAN HALL REPOPTS THAT WASHINGTON, DC BROADCASTERS ARE GOING FULL SPEED AHEAD ANYWAY.

See Page 4 and 16
THE AMAZING METZ - WHAS/LOUISYILLE TALK SHOW HOST MILTON METZ CELEBRATED HIS 2OTH ANNIYERSARY WITH THE PROGRAM BY HOLDING FRANK DISCUSSIONS WITH THE RUSSIANS. THAT STORY'S ON PAGE I, WHILE MIKE KASABO EXAMINES METZ'S PAST TWO DECADES INSIDE.

See Page 67

## this week...

## COURTS OUT OF BOUNDS ON TRIAL ISSUE?

A recent Supreme Court decision has spurred fudges to move tor closing all trials to the nows media - even common criminal cases. Brad Messer oncourages broadcastors to rally around the First Amendment and keep the courts open for news coverage.

LISTENING TO THE MUSIC
Anyone who supervises music for a blg radlo chain is a key target for record company attention. But what do National Music Coordinators actually do? John Leader Interviews Charter's Sherry Toennles and RKO's Dave Sholln and loarns some surprising detalls.

See Page 20

## 12-INCH RECORDS: HEADED FOR THE VINYL SCRAPYARD?

In the early days of disco, radio programmers loved to play those extended 12 -Inch versions. As Dancemusic evolves, many are taking a hard second look. Pam Bellamy and Gall Michell explore this double-sided issue.

## TIGHT PLA YS IN ALBUQUERQUE AOR

Frank follx is AOR radio's strongest edvocate of the super-ifght playlist. KBPIIDenver hit ratings helghts with that phllosophy, and now KFMG/Albuquerque is playing a grand total of 240 cuts! Joff Golb explores Follx's viow that a now low In tracks may bring e new high in ratings.
features
Washington Report
What's New
Gary Owens
TV News
Rip 'N' Read
Media Marketing
Ratings \& Research
Street Talk
Picture Pages
Opportunities

## staff

Editor \& Publisher: BOB WISON
Vice President. Sales \& Marketing : DICK KRIZMAN
Senior Editor: MARK SHIPPER
Senior Editor: MARK SHIPPER
An Olfector: RICHARO ZUMWA
An Olirector: RICHARO ZUMWALT
Director, Creative Services: STEVE USLAN
Drector, Croalive Services:
News Edtlor K $E$ BARNES
Assoctate Nows Ednor: DON WALLER
Top 40 Edifor JOHN LEADER
Country Edhor: JIM OUNCAN
Nashville Edthor: BIFF COLLIE
Nashvill EdHor: BIFF COL
AOR EdHor: JEFF GELB
Pop/Adult EdMor: MIKE KASABO
Black Radio Edtor BILL SPEED
Dancemusic Edtors: PAM BELLAM
Dancemusic Edhors: PAM BELLAMY, GAI
Ratings \& Aesearch Edifor: JHAN HIBER
Media Marketing: RICHARD LUTZ
Media Markeing: RICHARD
Assoclate Edinors: CHRISTINA ANTHONY, ELLEN BARNES
NANCY HOFF, LINDA MOSHONTZ, SYLVIA SALAZAR LEE WADE
Assoclate An Drector: MARIL YN FRANDSEN
Photography: ROGER ZUMWALT
Production Manager: LESLIE HALPER
Production Assisiants: RICHARD AGATA, SANORA GUTIERREZ,
KENT THOMAS
Display Advertising: KEN ROSE
Circulation: KRISANN AGLIO
Circulation: KRISANN AGLIO
Research: JACK TOOTHMAN, CLAUDIA STEWART
Washington Bureau: 101 Connecticul Ave. NW. Sutte 1004
Washington D.C. 20036 (202) 4666.4960
Bureau Chiel: JONATHAN HALL
Ollke Manager VIVIAN FUNN
Legal Counsel JASON SHRINSKY
Associate Edtior ELISABETH GOOD






## EDITORIAL

## The Broadcasters' Seat On The Commission

Many longtime FCC observers are saying that Jim Quello will have a difficult time being reappointed to the Commission when his term expires in June. They say he's not in tight enough with consumer activist groups, for example. They say he's too conservative a Democrat. They say he won't win Chairman Ferris's support.

And then there are those who believe he's not ethnic enough, meaning he's an Italian-American and not an Hispanic-American. He has the support of the country's second largest Italian-American newspaper, the Tribuna Del Popolo (Italian Tribune).

In an editorial Thursday (10-18), the Tribuna commented, "Someone with Quello's excellent record should not have to resort to ethnic or any other politics for reappointment." In addition, Quello has the backing of Italian-American Congressmen.

No other Commissioner has worked as diligently as has Quello to effect changes in broadcasting. He was the first Commissioner to back the deregulation posture of Rep. Lionel Van Deerlin's legislative proposal to rewrite the Communications Act. He's a forceful advocate of President Carter's deregulatory politics, and has consistently preached a good sermon to broadcasters, reminding us to stand up and fight for First Amendment rights.

He's been a persistent watchdog on broadcasters' behalf. More important than what he's done for broadcasters has been his role as advocate and seer.

When Commissioners sit in high counsel to discuss issues, the ball is in their court. The assembly room where they meet literally could be packed with radio experts, but their knowledge is as audible as a tree falling in the desert. So it's important for broadcasters to have a practical and knowledgeable voice on the Commission.

It's unfortunate for broadcasters and for Jim Quello that his term expires during an election year (June 30, 1980). No other commissioner knows the practical impact of the FCC's decisions on broadcasting as well as Quello. The White House has a perfect opportunity to give Quello's seat away as a means of winning extra support for President Carter's campaign. And despite Michigan broadcasters support, the Michigan delegation isn't seen as a key Carter trouble spot.

Seven years ago, Quello ran hard and with some degree of difficulty won approval for his seat. Now, his term is almost over and he's decided he'll wait for the draft, rather than attempt to muscle support. He says he has nothing to gain or lose by staying.

Broadcasters must decide how much they'll lose if he leaves. The alternatives are to:

- Do nothing. Not back Quello. Let politics run its course. Analysis: Broadcasters stand to lose a "voice" with particular interest in radio.
- Support Quello. Analysis: An all-out grass roots effort via Congress is needed to focus White House attention on him. After all, he is a Democrat and has backing from the National Association of Educational Broadcasters and several prominent citizens' groups. In addition, the National Black Media Coalition may officially endorse Quello, and $\mathbb{R} R$ R has learned they will not attempt in any way to block his reappointment.
$\mathbf{R} \& \mathbf{R}$ endorses Quello. He's a middle-of-the-road businessman whose roots as a broadcaster began in programming and whose record in service to the public as a radio manager at WJR/Detroit was faultless. His presence is vital to assure a balanced outlook for future decisions affecting radio broadcasters.


## BURNETT, BBD\&O RECEPTIVE TO BURKE

## DC Broadcasters Align Against Ad Agency Pressure


#### Abstract

Seek Help From Alternative Rating Service Most members of the Washington Area Broadcasters Association (WABA) have reaffirmed their plans to go ahead with broadcasting on-air diary announcements during the current sweep despite flak from influential advertising agencies (see related story, Ratings \& Research, Page 16). Last week, Dick Weinstein, Arbitron Radio Marketing VP, wrote to WABA Chairman Ted Dorf (VP/GM WGAY) advising him of agency criticism. R\&R has learned that some agencies are urging less credence be given for stations using announcements.

Meanwhile, one WABA braadcaster, Alex Sheftel, Pres. \& GM of WAVA/Arlington, VA, told R\&R, "The only way to adequately combat Arbitron's monopoly is for


## The Week In Review

- Twenty-eight Southern stations zapped for EEO violations, and FCC spokesman says there will be more to come.
- President Carter, live from NPR, spent two hours answering listeners questions in tightly controlled format.
- Philosophies differ, but broadcasters in and around the nation's capital appear united in face of ad agency repercussions over airing of on-air diary announcements.

More FCC developments, Page 6.

- Jonathan Hall
broadcasters to subscribe to alternate services and for ad agencies to follow suit."
R\&R has learned that two agencies are doing that. Leo Burnett, Chicago's largest agency, is comparing Burke's numbers to Arbitron's on many buys and BBDexO in Minneapolis is using Burke's programming quotations exclusively to market 3M Scotch Tape. Another station, NBC's WRC, will air the announcements, but fearing possible antitrust implications, will omit the reference to WABA in the following spot, which is the official WABA announcement:
"RADIO AUDIANCE LISTENING MEASUREMENTS ARE BEING CONDUCTED IN THIS AREA. SURVEYS SUCH AS THESE ARE DMPORTANT TO THE PROGRAMMING AND OPERATIONS OF RADIO STATIONS. IF YOU PARTICIPATE IN ANY OF THESE SURVEYS, IT IS IMPORTANT THAT YOUR ACTUAL LISTENING BE ACCURATELY REPORTED ALONG WITH PROPER IDENTIFICATION OF THE STATION TO WHICH YOU ARE TUNED. THIS MESSAGE IS BROUGHT TO YOU IN COOPERATION WITH THE WASHINGTON AREA BROADCASTERS ASSOCIATION."


## Washington Street Talk

Look for Rep. Lionel Van Deerlin, Chairman of the House Communications Subcommittee, to begin oversight hearings with the FCC on Oct. 23-24 and NTIA on Nov. 2. Purpose is to give Congress an accounting of organizations' performances.

NAB spent between $\$ 10,000$ and $\$ 12,000$ earlier this week to bring its 31 Radio Board members, along with 12 of its TV Board members, to Washington for radio deregulation round table discussion. Result was reaffirmation of association's original call for deregulation in areas of ascertainment, commercials, and program logs, plus renewed emphasis on having staff draw-up options (to be presented at board's January Palm Springs meeting) suggesting how license stability 'based upon current market structure" can best be achieved. Insiders contend the leading option is still Commissioner Tyrone Brown's proposal for a fixed percentage of
localized programming.

NAB/NRBA merger potential definitely down to zero. NRBA issues statement this week denying any merger discussions with NAB. Meanwhile, NAB board receives outline of O'Shaughnessy recommendation for consolidation (R\&R 10-5) and stone-
walls it walls it.

NTIA head honcho Henry Geller and White House Media Advisor Steve Simmons assured NAB directors Tuesday that the adoption of two NTIA proposals -9 kHz and FM directional antennas - would only produce an estimated 400 to 700 new stations, probably closer to 400 , rather than 2000 stations that others are suggesting. Despite NPR's and Pres. Carter's good feelings about Q\&A format used in last Saturday's two-hour radio broadcast, White House media advisors were sighing a big
ho-hum!

New ideology coming from FCC this week is that the Commission has authority to regulate structural changes in TV networks. A thorough investigation is taking place on the networks' history, affiliate relationships, regulations, O\&O's, and advertising practices, in addition to possible new roles for program producers and expansion of the number of TV stations.

Joseph McCaffrey, Chief Congressional Correspondent for ABC's Pop/Adult WMAL/Washington, told a luncheon of the Federal Communications Bar Association this week that TV is to blame for the decline of America's political parties by making politics into a cult of personalities. A veteran of more than 20 years of Capitol Hill, he was also critical of Congress for passing vague laws and leaving them up to the federal
agencies to figure them out.

## Rickie Lee Jones Invites You To Danny's All-Star Joint

# "Danny's All-Star Joint" 

 is the next hit single from Rickie Lee JonesProduced by Lenny Waronker and Russ Titelman

# Mutual Pioneers "Lifestyle" On WCFL 

## Hears From 28 People

President Carter fielded questions on the economy. foreign policy, and the upcoming election Sat. (1013) on a two hour NPR phone show hosted by Susan Stamberg. Actually, it was a call-out show.
NPR selected 60 cards at random from over 10,000 people who had written in asking to be called. "We started calling people 15 minutes before the show." NPR's Richard Spring told R\&R, adding, "we had five people on the line at all times to protect us against cut-offs and short questions." Spring was delighted the show worked smoothly and said the President also seemed pleased.

During his second national radiocast (the first was April, 1977 using CBS network), the President got in a few digs at the news media. He criticized radio and TV for not focusing more attention on government's accomplishments.

## Carter Asks FCC About Radio Deregulation

"The President wants to know if . . it's cheaper not to have a deregulatory structure," Plans and Policy Chief Dr. Nina Cornell told R\&R. Cornell is the FCC's liaison to the White House


Testifying before a Senate subcommittee last week, she said the cost of radio deregulation will be studied. "If we can preserve things like non-entertainment guidelines and it costs less, the President indicated he'd favor deregulation," Cornell said.

## EBS Test Scheduled

A closed-circuit EBS test will be run Tuesday (10-23) between 2:03:30pm and 2:09pm Eastern time. ABC, NBC, CBS, NPR, MBS IMN, AP and UPI audio network affiliates will participate. Closedcircuit tests are not broadcast over the air.

## Magazine For Ears

A lot of people will be watching WCFL/Chicago very closely for the first few books. According to GM Orrin McDaniels, whether the new format sinks or swims may determine the future sound of lots of radio stations. "We're the pioneer of the 'Lifestyle' News/Talk format," McDaniels told R\&R. "We believe news doesn't need to be hard and controversial all the time. Soft news doesn't need to be fluff.'

Unlike the gradual change from Pop/Adult to News/Talk at KSD/St. Louis (R\&R 10-5), WCFL changed overnight. "When we signed off on Aug. 26 we were Adult Contemporary," said McDaniels. "When we signed on Aug. 27, we were News/Talk."

## A Lot Of Local News

Formerly VP and GM of AllNews WTOP/Washington, McDaniels joined WCFL when Mutual took over the station. He enthusiastically describes "Lifestyle" as "radio entertainment minus music. If you're a prospective home buyer, we tell you how increased mortgage rates will affect you We'll tell you if interest on checking is a good or a bad deal. We'll tell you whether some after-five attire is appropriate on the job and where women's skirt lengths are going. We're a continuous potpourri of information like that.
"We also do a lot of local news." McDaniels continued. "We're involved with the city. We do man-on-the-street interviews. We have our street reporters on live a lot. We may devote five minutes to a local story instead of 60 seconds."

Hopes For 45\% Share In First Year
"We market ourselves as the al-
ternative to traditional All News," says McDaniels, who says he hasn't lost any advertisers since the switch of formats. "It's too early to tell how we're doing," he noted. "but so far calls are running five to one in favor of the new format."


Orrin McDaniels

## Supreme Court May Clarify Closed Court Decision

## Arguments Expected In January

Acting only three months after its Gannett decision, which upheld the right of local'judges to close pretrial hearings to the press and public, the Supreme Court last week (10-10) agreed to hear a similar case. Sandy Wellford, attorney for Richmond Newspapers, Inc., told

R\&R his case will give the court a chance to clarify itself regarding the Gannett decision. Richmond Newspapers has issued a constitutional challenge to a Virginia judge's order barring the press and public from a murder trial.

The Gannett ruling said, in part, Members of the public have no constitutional right . . . to attend criminal trials." The problem arose when some judges took that
to mean they could extend the closed-door policy to trials as well as pretrial hearings. The court's 5-4 split on the decision and subsequent statements by some justices showed the confusion is far from over (R\&R 9-7).
"Our appeal says that the right of the individual to attend and observe a criminal trial is confirmed but not clearly defined by the First and Sixth Amendments," Wellford said

## FCC At A Glance

## XTRA, San Diego Stations Still Feuding

Noble Syndications has appealed an FCC denial of Noble's request to make public an alleged ex parte pre sentation (made by persons with an interest at stake) made to FCC Chairman Charles Ferris by KSON/San Diego President Dan McKinnon. Noble, a San Diego-based advertising rep for XETRA/Tijuana, filed its appeal this week.
Noble claimed McKinnon talked to Ferris regarding XETRA's infiltration into the San Diego market and that the conversation violated ex parte rules. The Commission said the meeting with Ferris took place before any court action had evolved.

## Brown Seeks Out <br> Citizens' Groups

Commissioner Tyrone Brown carried his call for comments on deregulation to the National Association of Media Women's annual convention in New York Friday (10-19). He has also delivered that message to the National Citizen's Committee for Broadcasting
(NCCB) (10-3) and the National Black Media Coalition (NBMC) (10-5). In all cases his theme was the same: citizens' voices will be heard and taken into account as the FOC ponders radio deregulation.

Citizens' Groups Fighting Each Other In NY
Last week ( $10-11$ ) the FCC decided not to pursue a complaint by VOTER, a citizens' committee from Westchester, NY, which alleged insufficient sponsorship identification by 15 New York radio stations. VOTER supported passage of a referendum establishing
a county utility agency and claim ed that another citizens' group Westchester Citizens, which ad vertised against the referendum. was really a front for Consolidated Edison, New York's major utility company. Westchester's anti-ref erendum spots, VOTER said, should have been tagged "paid for by Con Ed.'
Art Ginsburg, Chief of the Complaints and Compliance Division admitted that Con Ed contributed substantially to Westchester, but neither wrote the copy nor controlled Westchester's board of directors. "We cannot find any violation of a Commission rule or policy," Ginsburg wrote in his decision.

## WJLD License Held Up, Then Renewed

The license of WJLD/Birmingham, AL was renewed after the station got an automatic tape logging system to prove the accuracy of its logs. WJID had been opera-
ting on a short term renewal for failing to properly $\log$ commercials and identify sponsors.

## WSRC Cleared After Dropping North Carolina <br> Central Univ. Football

The FCC renewed the license of WSRC/Durham, NC and dismissed a petition to deny by the Durham Coalition which claimed WSRC's ascertainment survey was deficient and the black community's needs were not being met. Big issue was station's cancellation of NCCU football games. The Com mission noted that the organization was headquartered in New York and failed to show how it represented Durham's black pop ulation.

## Brown Dissents On

 KKDA Renewal; CallsFor A Hearing
Supporting a petition to deny by the National Black Media Coalition (NBMC), Commissioner Ty rone Brown dissented last week
from an FCC order issuing a shor term renewal to KKDA-FM/Dallas. "I would designate their license for hearing," Brown said. The other commissioners voted, however to grant the renewal.
NBMC claimed that KKDA fail ed to program to the Dallas black community; failed to meet FCC non-entertainment guidelines by logging commercials, spots, and entertainment as news; and offered programs which included profanity, racial slurs, and promotion of alcohol, drugs and sex.

## Cable Squabble Can't

 Stop Radio RenewalOver the objections of TV Cable of Alabama, Inc., the FCC affirmed the renewal of WHRT/Hartselle, AL, licensed to Dorsey Newman. TV Cable has filed proceedings against a cable company owned by Newman, but the Commission said a fight between two competing cable companies was no reason to hold up a radio station license renewal.

# PORTRAIT OF ABreAker 



BREAKERS
JOHN DAVID SOUTHER
You're Only Lonely (Columbia)
67\% of our reporters on t . Moves: Up 83, Same 16, Down 0,
Adds 23, including Q102, WOKY, KC101, KAUM, KTSA WNOE, WSGA, FM100, WLAC, WVIC, KSTT, WNCI, KFXM. See Parallels, charts at number 26.

TAKEN FROM THE LP 'YOU'RE ONLY LONELY'' sc з6о9з PRODUCED BY J.D. SOUTHER, A FULL MOON PRODUCTION ON COLUMBIA RECORDS



## The NARM Story

The National Association of Recording Merchandisers (NARM) re cently put together a 16 -page brochure in the shape of a 7 -inch die-cut picture sleeve single which details the non-profit association's programs (ranging from regional seminars to its scholarship foundation), philosophy, and membership procedures. All NARM members and prospective members will be mailed the brochure between October 15 and November 15. Individuals wishing to receive the brochure may contact NARM at 1060 Kings Highway North, Suite 200, Cherry Hill, NJ 08034, (609) 795-5555.

## Chrysler Tops '78 Spot Radio Advertisers

Financially-troubled Chrysler Corp. topped the list of the nation's largest spot radio advertisers in 1978 with expenditures of $\$ 27,668,000$. Rounding out the rest of the top ten spot radio advertisers were: 2) General Motors ( $\$ 20,202,000$ ), 3) Anheuser-Busch ( $\$ 12,315,000$ ), 4) Nissan Motors $(\$ 7,834,000), 5)$ Ford $(\$ 6,473,000)$, 6) Coca-Cola ( $\$ 6,427,000$ ), 7) Fotomat ( $\$ 5,968,000$ ), 8) Pepsico ( $\$ 5,638,000$ ), 9) Levi Strauss ( $\$ 5,616,000$ ), and 10) Delta Airlines. $(\$ 5,614,000)$.
Other companies whose spot radio expenditures topped four million dollars last year were (in descending order): United Airlines. General Mills, KTkT, Continental Airlines. Carling Beverages, Squibb, Adolph Coors Brewing. Exron. and Bristol-Meyers. Borden placed 20th, spending $\$ 3,994,000$.

## "THE JOHN HOUR"

## Koch Calls For Airing Prostitutes Patrons Names

New York City Mayor Edward Koch recently proposed to broadcast the

## Magazines See

## Single-Copy

Sales Slumping
Many magazines have seen singlecopy sales slump over the past six months. Hardest hit have been magazines such as Family Circle, Women's Day, and others that depend upon sales at supermarket checkout counters. Rising food costs are viewed as the cause. "Housewives apparently are passing up magazines in favor of feeding their families," theorizes a spokesperson for the Magazine Publishers Association.
Even TV Guide. America's largest selling magazine, with a circulation of 20 million copies weekly, notes its total circulation declined 1.6 percent during the first half of 1979, while single-copy sales dropped 3.6 percent. However, single-copy sales of other magazines declined from six to 30 percent, according to the Wall Street Journal.

## Metal Cassette Maximizes Highs

Featuring a dramatically increased maximum output level especially at high frequencies where higher recording input levels can be achieved without tape saturation, a new metal cassette tape was recently introduced by TDR Electronics. The tape, designated "MA-R," utilizes newly-developed particles which have greater magnetic energy than oxide particles and is loaded into a "Reference Standard" cassette mechanism fabricated from die-cast metal.


This permanent calendar clock is a timeless blend of modern and ancient technologies. Housed in a diamond cut-edge aluminum cabinet, a five-inch LCD display clock shows the hour, minutes, seconds, month and date. One UM-4 battery lasts up to 10,000 hours and the permanent calendar lasts from now till eternity. Available from: Qualitron Sterling Corp., Monterey Park, CA.

## Wall Street Journal Nation's Largest Daily?

The Wall Street Journal has apparently overtaken the Now York Daily News as the nation's largest circulation daily. According to its annual statement of ownership, management and circulation printed in its October 3 issue, the WSI reported average total paid circulation for the past 12 months as $1,616,860$ and total paid circulation of a single issue published nearest to the filing date as $1,709,754$. Figures for the New York Daily News were 1,576,118 and 1,660,997, respectively. Official Audit Bureau of Circulations figures, due from papers by October 15, will be available in early November, when it remains to be seen whether the Journal has dethroned the News as the nation's largest daily.
names of those people convicted of patronizing prostitutes via WNYCl New York, the city-owned radio station. "We're going to call it 'The John Hour,' "Koch said semi-seriously.

Koch based his unusual proposition upon two things: first, a two-year-old state law designed to equalize the penalties between prosititutes and their customers, which Koch claims has not been as rigidly enforced by judges as he would like; and second, what Koch termed as the "public deterrent" value in such an action, likening the broadcasting of prostitutes
patrons names to the Puritans' prac tice of putting public offenders in stocks as a means of public humiliation. Koch also said he hoped news. papers would likewise print the names of the convicted.

No specific lormat for "The John Hour" has been set (whether it would be part of the news, a special leature, or even how frequently the offenders' names would be aired), so lor now the idea appears to be simply a gleam in the mayor's eye.

## Harrisburg Firm Rolls Out

## "Hotroks"

In what can only be described as a glowing marketing concept, rocks from the Susquehanna River are being packaged in "Hotrok" boxes. Developed and marketed with radiant glee by Creative Concepts, a Harrisburgbased ad agency, as a memento of the Three Mile Island nuclear accident the "Hotroks" will retail for $\$ 3$ and come complete with a booklet, which includes a chronology of the accident, a glossary of nuclear terms and a (satirical) "care and use section."

> Let us do for your listeners' eyes What you do for your listeners' ears
> Atkin \& Co. produces and syndicates
> state of the art television commercials
> for the best radio stitions.
> Our television spots are visually exciting, reasonably priced and, most importontly - effective.
> And each spot is individually customized for you.
> For further information contact
> Doug Bornstein, VP Sales and Marketing Athin \& Co.
> - 3570 Dixie Conyon Avenue (i) Sherman Oaks. CA 91403 (213) 995-3240

# EAGLES THE LONG RUN 

THE NEW ALBUM ON
ASYLUM RECORDS AND TAPES.
PRODUCED BY BILL SZYMCZYK
FOR PANDORA PRODUCTIONS LTD.
CONTAININC THE SINCLE.
"HEARTACHE TONICHT."


FALL TOUR 1979

Charlotte, NC
Raleigh, NC
Largo, MD
Murfreesboro, TN
Knoxville, TN
Atlanta, GA
Birmingham, ALA
Cincinnati, OH
Philadelphia, PA

Coliseum
North Carolina State University
Capitol Center
Middle State Tennessee University
University of Tennessee
Omni
Jefferson Civic Center Arena Riverfront Coliseum
Spectrum

# W/HAT'S NEW/ 

## CBS Posts Record

## 3rd Quarter Profits

While CBS reported record third-quarter profits, power ed by a strong pertormance by their broadcast division, the company posted lower nine month earnings. CBS Records re flected the recent state of the domestic record market, as profits slid for both the third-quarter and nine months of 1979, but the firm's international operations boosted the rec ord group's nine-month sales.

In the nine months ended September 30, CBS's net profits dipped three percent to $\$ 136.7$ million, down from $\$ 141.6$ million for the year previous. Nine-month sales increased 14 percent to $\$ 2.63$ billion from $\$ 2.3$ billion in 1978
Third-quarter profits for CBS rose nine percent to $\$ 53.1$ million, up from $\$ 48.5$ million for the corresponding period of 1978, while third quarter sales likewise climbed to $\$ 882.9$ million from $\$ 807.4$ million during the same period. Beyond the decline in profits from the U.S. record business, attributed to sales softness, heavy returns, and the manufacturing of records for other labels, the company noted declines in the areas of consumer publishing (principally paperbacks) and lower profit margins on the retail sales of audio equipment.

## Warble While You Wash

Singing in the shower is perhaps Amercians' third most popular indoor activity. Taking advantage of the stall's acoustical advantages, every morning millions across the U.S. tind their warblings magically transformed into exact duplications of Sinatra's, Streisand's or Seger's. The only thing is, most people have trouble remembering all the words to their favorite tunes.

Not the type to let such an opportunity go down the drain, SongTime Inc., a Mount Holly, NJ-based firm, has begun marketing "Singin' Sam's Shower Songs," a $\$ 4.95$ kit consisting of a suction cup and lyrics to eight American active recurrents such as "Wait 'Til The Sun Shines, Nellie" printed on waterproof cards.

Created by attorney Wood Huntley, the instructions say, "Attach suction cup to wall of shower, hang lyric card on peg, turn on water and sing." Six different collections of lyrics are available, including a new set designed to conserve water and energy - the cards are designed to be sung as duets.

## NO MEAN FEAT

Instructional
Disco Album

Hearkening back to the halcyon daze of the early 60 's dance crazes when everybody was doin' the Locomotion, the Pony, the Mashed Potato, the Bristol Stomp, the Philly Dog, and the ubiquitous Twist, K-Tel International has introduced "Night Moves," a tworecord instructional set designed to help the nation's wallflowers get into step with current disco styles. "Night Moves" comes complete with a book by Deney Terrio, star of the syndicated television series "Dance Fever" and John Travolta's dance coach for "Saturday Night Fever," which describes how to teach your feet such feats as the Rock, the Freak, the Skater's Switch, and other popu-

lar steps. In addition to featuring disco tracks by artists such as Cerrone and Sylvester, the album also con
lains an updated version of the old holiday chestnut, "I Saw Mommy Discoing, With Santa Claus."

## EMI Shows Year-End Profit; Turns U.S. Arm Around

Despite declines in its European music operations, EMI posted a pretax profit of $\$ 23.7$ million on sales of $\$ 194$ million for the year ending June 30, 1979. Last year, the firm reported a pretax profit of $\$ 56.9$ million on sales of $\$ 191$ million. After tax profit was $\$ 7.5$ million for 1979 as opposed to $\$ 21: 3$ million in 1978

While EMI's music business operations accounted for 50 percent of the total group sales in 1979, these operations contributed only seven percent of the profit. In contrast, EMI's film operations represented only 17 percent of the firm's total sales but 66 percent of the profit. A further significant area of improvement lies in the company's U.S. opera tions, where 1978's $\$ 10.1$ million deficit was reversed into a profit of $\$ 5.3$ million in 1979

# NCBA Elects Pierce President 

Thomas H. Plerce has been elected President of the Northern California Broadcasters Association. Pierce is currently VP/GM of RCBS-FM (97 E)/San Francisco. Additional officers elected at the NCBA September board meeting were KOME/San Jose GM Dan Tapson. Vice President KFRC/San Francisco GM Pat Norman. Secretary; and KMEL/San Francisco GM Rick Loo. Treasurer.

Past President Bill Clark of KABL-AM \& FM/San Francisco will now serve on the Association's Board of Directors. Also serving on the board will be KIBE-RDFC's Ed Davis. KRE-EBLX's Frank Haye. EYUU's John Hayes. EKHI-AM \& FM's Ilm Hickey. KBAY's Bill Holmberg, RGO's Mickey Luckoff, ESRO's Frank McLaurin. and ESFO's Jim Myers.


Smith Appointed VP/Promotion For Atlantic
Everett Smith has been appointed Vice I'resident of R\&B Promotion for Atlantic/Cotillion Records. Most recently Smith served as Director of National Promotion for Cotillion, having previously served as National Promotion Manager for the label. Smith's industry career also includes stints as an independent promotion person, a local $\mathbf{R} \& B$ promotion representative for WEA. Operations Manager of Sam K Records and General Manager of Audrey \& Del's Rec. ords chain as well as owning his own custom label. De-Val Records.
In making the announcement. Cotillion President Henry Allen noted. "Evere:t Smith and I have been working closely together for several years. In that time. I've come to admire his promotional skills and expertise. Everett has had a major hand in the development of the Cotillion label. and I look lorward to the continuation of our professional relationship." In his new post Smith will oversee the planning and execution of all promotional activites for $\mathbf{R} \$ \mathbf{B}$ product released on the Atlantic. Cotillion. Atco and Custom Labels.

## Reichenbach Named Nat'l. LP Promo Dir. For RCA

Chuck Reichenbach has been named Director of National Album Promotion for RCA Records. Prior to joining RCA Reichenbach was Midwest Regional Manager for Janus Records, having also served as Janus's Western Regional Manager during his fiveyear tenure with the label.
In his new post. Reichenbach will be responsible for coordinating radio promotion nationally for all RCA and Associated Labels album product. He will be based at RCA's New York offices
Norberg Named VP For C.C.C.
Eric Norberg has been named Vice President al Consolidated Communications Consultants. Most recently Program Director for KEX/Portland, OR Norberg's radio background also includes having helped program K MPC/Ios Angeles and a PD stint at KMBY/Monterey.
In making the announcement. Consolidated Communications Consultants VP/GM Mark Blinoff said. "Eric is the best radio programmer, bar none. in the United States. He has a command of Top 40. Pop/ Adult, News. Talk. Country and other formats. As

Vice President, he will personally supervise all of Consolidated's program activities and a revolutionary new networking concept which Consolidated is developing. In addition, Eric will personally be able to give interested clients a professional. experienced and unbiased analysis of their station's sound, the market and their positioning.

## Gormley Named Assistant To

 Chairman At A\&MMike Gormley has been promoted to the post of Assistant to the Chairman at A\&M Records. Gormley joined the label in 1978 as Director of Communications, a position he will continue to hold in addition to his new post.

## Ginocchio Upped To National <br> Singles Sales Dir. At RSO <br> Vic Ginocechio has been appointed National Sin

 gles Director in the Sales Department of RSO Records. Ginocchio most recently served as West Coast Marketing Manager for the label. having previously served as Midwest Marketing Manager as well. In his new post. Ginocchio will supervise the distribution and sales of all singles released by RSO.

## We Speak Their Language.

And your language, roo, if you're a contemporary radio station with a 12 to 34 year-old audience. We are "The Source." The new "young aduli" network from NBC. Unlike some other youth-oriented nerworks, The Source offers upbeat, rwominute newscasts 24 hours a day. specifically designed by and for today's generation. Written and produced in language that 12 to 34 year-olds understand. And plugged into their needs and interests. Plus rock concerts and enterraining, provocarive drop-ins. More good stuff. Commercials are fed adjacent

to the programming, not within. Is The Source for real? Burkhart and Abrams helped us get born and they do continuing audience research to keep us on track. Our chief "Sourcerers" are Big. Jim Cameron, former News Director, WCOZ, and John McGhan, former Program Director, WDVE. We also keep our heads straight by listening to what our stations have to say. Looking for a sound alrernative? Come to The Source. Write to: Chuck Renwick, VP, Affiliate Relations, The Source, NBC Radio, 30 Rockefeller Plaza, New York, New York 10020.

It's time once again for another poltroonish gossip column here at the Gary Owens Quidnunc control center: Singing star Lyle Fendishman of Puke Records has a tendency to be grumpy in the morning until he's had a cup of coffee . . . then he turns mean!

The Room-Tones, the popular recording group, currently on tour of Sunset Boulevard, all graduated from grade school!
*****

Ace Nurfman, who plays the strobe toilet seat, is a snappy dresser. Ace says all he wants out of life is an unfair advantage.

Rod Sewart was a gravedigger at the age of $17 \ldots$ he worked his way through rock stardom as a cadaver.

The hit group Kansas is composed of six guys who have been friends for a bunch of years. Inside sources at R\&R just learned that Kansas is also the name of a state!

Cheryl Tiegs, Suzanne Somers, Lynda Carter, Cheryl Ladd, and Rip Taylor did not play for the Green Bay Packers while Vince Lombardi was coach!

The Grimy Amours, the big acid rockers, owned a swimming pool that was shaped like a swimming pool!

## *****

When Olivia Krelman-Hyphen is tense, she likes to do nothing better than to relax by going bareback riding on a lizard.

The ubiquitous and prominent raconteur, lover, and plagiarist Coleman C. Bork III will be operating his new barracuda hatchery come December.

Leif Garrett gets embarrassed when someone in a crowd screams, "Oh my God, it's Leif Garrett" . . . especially if they are looking at Jack Palance at the time!

## *****

Radio station manager Edwin Rommel is causing comment around San Francisco with his "Nuke The Dykes" bumper sticker.

Afterbirth, the exciting new group who really hit it big last year, bought an expensive World War I monoplane and gave it to Pope John Paul II because of a typo in their PR man's press release . . . they thought it was protocol to kiss the pope's wing!
Former ****** ball star Hymie "Dipstick" Blarf still has baseball eyes . . . two baggers!

## - * * *

Jet set phony "Foofy" Bastardstein was seen in Gotham, wearing such a tacky fur coat, it resembled something that has been harpooned in a drainpipe. ISo was Foofy, incidentally. 1

## ****

What famous actor came to California in a bunch of bananas?

Incidentally, she and co-
star Biggie Macho are not close friends . . . just lovers!
$\square$
V


Miami TV Stations Adopt Radio Methods For Bee Gees Contest
Two MiamI TV atations. WPLQ and WCIX-TV, ran call-In contests for Hickets to the Bee Gees' October 6 concert in Miann. The time-tested radio promotion seemed to prove successiul in television as well, with a phone company estimate of 1.8 million calls to WPLG.TV, more than came in as a result of Hurricane David. Y100 PD/moming man Bill Tanner hosted the promotion, asking viewers questions about dally rerun episodes of "Happy Days" and "All in The Family." and awarding the tenth correct caller two ticketa. The WCIX contest was of the oulcall variety, with staffers calling numbers at random untll a respondent answers with the station's slogan. "Say Six."

MUSIC ON TV: Bob Dylan is reportedly set for "Saturday Night Live" October 20 . . Al darreau will guest on a hlstorical PBS serles, "From Jump Street: A Story of Black Music." Air date is in the fall of 1980 . . Sammy Hagar taped a segment of "The Composers," a half-hour PBS series of conversations with songwriters. Others set for this serles include Henry Mancinl, Smokey Robinson, Barry Mann \& Cynthla Well, Carole Bayer Sager, and Dave Mason..

## ABC World Series Power Assures Easy Victory

ABC, upset by NBC twice in the first three weeks of the present Nielsen fall ratings season, came back for a convincing victory during the week ending October 14. The reason was series power - not ABC's usual powerhouse comedies, but the World Series. The first three games of the baseball classic, alred in prime time, all scored top ten rankings, with game number two leading the pack for the week. ABC's average rating was 21.0, well ahead of NBC's 18.8, while CBS stayed close at 17.9, though scoring more shows in the top 20 (eight) than either competing network (ABC had seven, NBC five).

Following the second Series game, CBS'a "MASH" took second place for the week, followed by 3) Serles game No. 1.4) "The Miracle Worker" (NBC Movie) 5) "60 Minutes" (CBS) 6) "CHIPs" (NBC) 7) "Little House On The Prairie" (NBC) 8) tie between the third game of the Series and CES's CMA Awards presentation, a strong showing for the country apecial, and 10) "When Hell Was In Session" (NBC special).

Leading of the $11-20$ sector was ABC's "Mork 8 Mindy," followed by 12) "One Day At A TIme" (CES) tied with an ABC pre-game show 14) "Dallas" (CBS) tied with "Flesh \& Blood" (the controveralal CBS movie) 16) a three-way tie between "Love Boat" (ABC), "Barnaby Jones" (CBS), and 'Three's Company" (ABC) 19) "Solitary Man" (CBS movie). and 20) "Quincy" (NBC).

## Sidian 0 ODMP

Schudel's "Video Telecaster'" enables you to convert any 13 or $\mathbf{1 4}$-Inch television recelver into a video projector. No electronic modification ls required and therefore manufacturer's warranty on the existing receiver is not affected. Unit is floor-mounted and consists of a single-tube, single-lens system with a washable screen ... Sony Corp. of Japan and Netherlands-based N.V. Philips recently announced an agreement to exchange patent rights on a varlety of products, Including laser-read audlo and video dlsc systems. North American Philips Corp. and U.S. Philips Corp. are also Included In the agreement. Action was described by the firms as an effort to establish standards for Interchangeability of their products rather than establishing joint, competing methods. Meanwhile, RCA Corp. plans to unvell a home videodisc system later this year which utilizes altogether different technology, wlth Sony's Japanese rival, Matsushita Electric Industrial Co., currently working on videodisc systems that will be compatlble with RCA's . . .

## ERR WAVES

BY BOBBY DCEAN


TELL LES TALENT THAT A CEAGE AND DESKT ORDER ON THE FLEEOND HACK EECORD IS MENDING HIS


## DONT STOP, RADIO!

## NOBODY CAN GET ENOUGH OF MICHAEL JACKSON

Just weeks after release, the album ("OFF THE WALL") is platinum, the single ("DON'T STOP 'TIL YOU GET ENOUGH') is gold, and Michael is hotter than ever.

And now his new single keeps the force coming "ROCK WITH YOU"

## 0105 add Y103 add WLCY add WRVO add KEARTH add KROY add WSGN add 14WK add

## HER HEARIBEAT KEEPS INCREASIIGG..



CARLENE "DOIITMA MEABT: EATM
WLAC add
WNOX deb 27
WAYS add
WHEB add

WVLD<br>WTOB<br>WSM-FM<br>WILS<br>KCBN on

PRODUCED BY LANCE OUINY AND TOMY BONGIOVI
(1)

ON WARNER BROS RECORDS

## Brad Messer's 12,

Closed Trials Issue Must Be Publicized

These columns week after week tend toward peripheral issues and light humor, but this week Ifeel a responsibility to jump into the most serious matter in recent years . . . the pmesibility that criminal trials might be closed to the public and news media.

Last year a confusing and controversial U.S. Supreme Court decision opened the way for some pretrial hearings to be held behind closed doors, and we now see attempts to extend that secrecy to full-fledged criminal trials. The high court has agreed to decide the issue this session.

Radio-TV News Directors Association President Curtis Beckman stressed that news reporters and editorn must "raise the flag" and tell people, "By God, something's going on!" Beck man told a state gathering of Illinois broadcasters, "Wo are losing a very important right!" He said RTNDA expects to spend about $\mathbf{8 5 0 , 0 0 0}$ in legal fees in the " 79 fiscal year, almost all of it on Freedom of Information battles. "Maybe we ought to protest. We'd get coverage then!" he said.

RTNDA past President Ernie Schultz was quoted in "NewScript": "This is extremely dangerous. When you begin to hold secret hearings and begin to meet behind closed doors, bad things can happen. Things should be done in the open in this form of government, and in every form of government . . . you've got to have access. The people have to know what's going on in their courtrooms." Schultz says now, "the Court is saying, under certain circumstances, we can keep the people out too."

From my platorm here at R\&R I urge you to help make the issue of closed trials the most-discuseed problem in America, so our friends and neighbors realize this isn't just a smack at news reporters, but a really dangerous flirtation with removal of a basic American right.

How many ateps could it be from secret trials, to the Khoumeini type of justice, if none of us knows what happens in closed courtrooms? Time to do some serious communicating, my fellow newspeople, because if there has ever been a crisio this is it.

MONDAY OCTOBER 22: Exactly 17 years ago today, most of the people in this country were actively worried, wondering whether there was about to be an all-out global war between us and the Russians. On October 22, 1962, President John Kennedy addressed the nation on live radio and TV, saying the Soviet Union had been building missile and bomber bases in Cuba. He raised the adrenalin level on both sides of the ocean by revealing the U.S. would "quarantine" the island as of October 24th to prevent shipment of offensive weapons, Oct. 25 photos of the missile bases were shown to Americans, Oct. 27 President Kennedy refused a Russian compromise offer, Oct. 28 the Soviet Premier gave in and promised to remove the missiles and dismantle the bases, if the U.S. would promise not to invade Cuba. Finally Nov. 20 Kennedy announced the missiles have been removed and 42 Soviet bombers would be removed within 30 days. The naval blockade was lifted. It had been the biggest showdown of the nuclear age, with the superpowers on the brink of war.

Thanksgiving is a month away. Catherine Deneuve is 36. Timothy Leary 59. Annette Funicello 37. The firat pro football on TV was 40 years ago, Dodgers and Eagles (1939).

Three planets appear quite close to the Moon tonight. They are Uranus, Venus and Mercury.

TUESDA Y OCTOBER 23: Johnny Carson was born 54 years ago in Corning. Iowa. He was emcee for "Who Do You Trust." "Earn Your Vacation," and other daytime TV shows, and began hosting his version of the Tonight program Oct. 2, 1962. He moved the show permanently from New York) to Burbank in ${ }^{\prime} 72$, signed a $\$ 3$-million-a-year contract for three nights' work per week in ' 78.

Gore Vidal is 54. Tiny Tavares hits 30, the youngest of the Tavares quintet which has hit the Top $\mathbf{4 0}$ seven times in six years, most recently with "More Than A Woman" last year. Soccer hero Pele becomes 39.

On this date in 1915 about 25.000 women marched in New York City demanding the right to vote in all 48 states, and on this date in 1917 the first shot was fired in World War 1.

This is traditionally the day the swallows depart Capistrano Mission in Southern California to fly south, so when next spring arrives they can stage their return, but don't take the departure and arrival dates literally. They're more romantic legend than fact.

WEDNESDAY OCTOBER 24: Rolling Stone Bill Wyman rolls up to his 43rd birthday and bluesman Sonny Terry hits 68. The United Nations was formed in 1945, the same day the nation of Vietnam was established in French Indo-China. The first telegrams were sent across the U.S. in 1861 immediately making the Pony Express outdated. The first women's nylon hosiery was sold exactly 40 years ago today. Nevada became a state in 1854 despite the population not meeting legal requirements. President Abraham Lincoln pushed the issue to help get the Thirteenth Amendment (against slavery) ratilied. Halloween is a week away

THURSDAY OCTOBER 25: Two months from Christmas. Thanksgiving is four Thursdays a way.
Sarah Ophelia Colley Cannon, better known as Minnie Pearl of the Grand Ole Opry, is 67. Tony Franciosa is 51. spaceman Russell Schweikart becomes 44. Helen Reddy turns 3\%, and Carly Simon arrives at 35.

A quarter century ago (1954) the U.S. Air Force concluded its Project Blue Book documentation and investigation of "flying saucers" and other Unidentified Flying Objects, by saying nearly all could be explained as imaginary or misinterpreted natural events. The first widely-noted UFO incident of modern times was in 194\%, when a pilot saw saucers over the Northwest. That was the year the transistor was invented at Bell Laboratories.

FRIDAY OCTOBER 26: The Gunfight at OK Corral was 88 years ago today, when Wyatt Earp, his two brothers, and Doc Holliday mixed hot lead with the Clantons and McClaurys at Tombstone, Arizona (18911. The Public Library there has accounts of the batte, and the librarian has been very helpful in past years by reading excerpts down the telephone.

The Shah of Iran, now out of work, was crowned 12 years ago today.


Editing, Coding, And Tabulating Data

0nce the actual field interviewing has been completed, or in a mail survey, the questionnaires have been returned, the next step in the research project is data analysis. Data analysis begins with some very simple "housekeeping" activities and culminates, sometimes, in sophisticated statistical analyses. For our purposes, rather straightforward analyses involving simple one-way frequencies and cross-tabulations will suffice. (I will reserve for the 21 st Century my thumbnail descriptions of techniques such as non-metric multidimensional scaling, automatic interaction detection, and principal components analysis with varimax rotation - no kidding, all those techniques really exist, although they aren't too useful for day-to-day market research. But I thought you'd like to hear the names anyway - they make great cocktail party conversation!)
he basic purpose of editing is to ensure that the data submitted to further analysis meet some minimum quality standards. Editing is accomplished by having someone well versed with the study go through each questionnaire and check each question for missing or incomplete responses. For example, in mail surveys, respondents often fail to respond as indicated, writing out their answers longhand in the margins instead of checking the boxes like they were supposed to do. The person responsible for editing transfers such responses into the necessary form. In telephone surveys, interviewers sometimes fail to record an answer in legible form. The editor contacts the interviewer and attempts to recapture the original response in as complete a form as possible

Editing is most effective if it is done by the well-trained individual, because this tends to ensure greater consistency across questionnaires. The editor should also be motivated to "clean" as many questionnaires as possible, rather than simply throwing them out of the sample due to too much missing data. Some questionnaires will have to be discarded, of course, but a lazy editor can throw away far too many. Once edited, the questionnaires are ready for coding

## Questionnaire Coding

Coding refers to the procedure by which responses to questions are assigned to numerical categories for subsequent data analysis. Coding has taken on increased significance recently, with the use of computers for data analysis on the rise virtually everywhere. Computers are a powerful tool for quickly summarizing the responses of large numbers of respondents, but the use of these machines almost always requires data coded in very specific fashion i.e., numerical

Coding of close-ended questions is generally a very simple task. For example, the following question could be coded as indicated by the numerals to the right of each response category:

## "How do you feel about the song, 'Fins,' by limmy

 Buffett?" (READ CHOICES)| Like it a lot | $\square-1$ |
| :--- | :--- |
| Like it a little | $\square-2$ |
| Neutral | $\square-3$ |
| Dislike it a little | $\square-4$ |
| Dislike it a lot | $\square-5$ |
| Unfamiliar with it (DO NOT READ) | $\square-6$ |
| Don't know/refused (DO NOT READ) | $\square-7$ |

Thus, every respondent to the survey would be assigned a number between one and seven for that question. The numbers themselves really have no meaning, except as they identify the response categories they represent. We could easily use the letters " $A$ " through " $C$ " to code the question, but as 1 mentioned above, most computers are most comfortable with numbers.

Coding open-ended questions is a much more complicated problem. Unlike close ended questions, where the response categories are pre-determined, the first step in the coding of responses to an open-ended question entails the determination of a mutually exclusive and collectively exhaustive set of categories. This process involves judgment on the part of the coder and is thus much more error prone.

For example, consider the range of possible responses you might get to the question, "What do you like about listening to radio?" Responses to this question would be in the form of handwritten phrases by either the respondent (in a mail survey) or the interviewer (in a phone or personal interview survey). A possible coding scheme might look like the following:

## 1 - To hear music I like

2 - To hear the latest music
3 - To get local news
4 - To get weather information
5 - To get fraffic information
6 - Because I like the air personality
7 - For the commercials
8 - Other
9 - Don't know/Refused/No answer
After deciding upon a set of categories, each respondent's answer must be assigned to one category. This is done by the coder. In order to check coder accuracy, it is customary to have at least a subset of the questionnaires coded independently by another coder. High levels of agreement ( $80 \%$ of more) between the two coders are taken as evidence of good accuracy. For low levels of accuracy, either the coder is replaced or the response codes are re-defined to allow more accuracy

The chief trade-off involved in coding openend response is that of precision versus parsimony. It is tempting to be very precise and have a large number of response categories, but with very few responses in each category. This overly precise approach results in a lack of parsimony. Parsimony means that we classify as many people as possible into as few categories as possible, but enough to give us good insights into the total set of responses - we don't want a giant "other" category. Too few categories are just as useless as too many, so it is important to strike a happy medium.

## Tabulation Of Results

Having coded all questionnaire responses into a usable numerical form, you are now ready for data tabulation. The most basic form of tabulation is the one-way frequency distribution, which simply counts the number of respondents falling into each of the response categories. This count is generally converted to percentages to facilitate comparisons from one question to another, and from one survey to another. For example, consider the following hypothetical responses to the question, "What is your favorite kind of music ${ }^{\prime \prime}$

| Type of Music | No. Respondents | \% |
| :---: | :---: | :---: |
| Rock | 50 | 33 |
| Dancemusic | 45 | 30 |
| Country | 25 | 17 |
| Black | 20 | 13 |
| Classical | 10 | 7 |
| total | 150 | 100 |

The most common ways of displaying the results of one-way frequencies are pie charts and histograms, as shown below.

Sample Pie Chart and Histrogram for Music Preferences


The use of visual depictions of survey results is recommended, because many managers are re luctant to read tables and charts

Perhaps the most useful tabulation procedure is the cross-tabulation, where re sponses to one question are tabulated against responses to another question, in order to gain a meaningful comparison. For example, suppose you wish to compare current listeners to your station with non-listeners. The question with respect to listening habits might appear as follows: "Do you ever listen to radio station KAKA?"

$$
\begin{array}{ll}
\text { Yes } \square-1 & \text { Don't know } \square-3 \\
\text { No } \square-2 & \text { Refused } \square-4
\end{array}
$$

Let's assumes that of the 150 respondents to the survey, 50 , or $33 \%$, answered "yes" and 100 , or $67 \%$, answered "no" to the above question "Listener" vs. "non-listener" then becomes a categorization against which all other questions in the questionnaire are tabulated. For example, let's go back to the music preferences above and suppose that the 150 total respondents broke down as follows against listenership

Music Pref.
Rock
$n=3020 \% n=2013 \% n=50(33 \%)$
Dancemusic $\mathbf{n}=307 \% n=3523 \% n=45(30 \%)$
Country
Black

TOTAL $n=50(33 \%) n=100(67 \%) n=150(100 \%)$
The cross-tabulation shows that your listeners strongly prefer rock to other types of music, while non-listeners are more dominatly discooriented. This comparison was not possible in the one-way frequency table, which lumped all respondents together. Note that the far right margin of the cross-tabulation shows the same frequencies as did the one-way frequency. The crosstabulation, then, adds more information by telling us exactly how two questions relate to one another (in this case, music preference and radio listening.)

NEXT WEEK: More on the interpretation of data tabulations


# atings ${ }^{2}$. 

"Many of the larger agencies are making it clear that it is their intention to be anything but "ho hum" about the on-air announcements."

# Ad Agencies Rally Around Arbitron On-Air Announcement Stand 

In the last couple of months Arbitron has announced details of its stance against stations that during an Arbitron sweep ran announcements regarding that sweep. Reaction set in first from broadcasters, and the reaction generally was "ho hum," that the policy of sending to ad agencies lists of stations running the announcements would be ineffective. However, the people who control the media pursestrings, the ad agencies, are now beginning to be heard from. Many of the larger agencies are making it clear that it is their intention to be anything but "ho hum" about the onair announcements.

## Caveats To Broadcasters

Perhaps the most succinct summary of the way major agencies are talking about their reaction to the announcenients came from Barry Perrin at BBD\& O. In a letter to the head of advertiser/agency sales for Arbitron. Perrin states, "It is thoroughly unethical for radio stations to run spots reminding the ARB respondents to fill in the diaries. BBD\&O's official position is to do our best to penalize the offending stations when buying radio, whenever possible."

Other agencies, such as Ted Bates, Ogilvy \& Mather, Meyerhoff Associates, Benton \& Bowles, the Interpublic Group, and Grey Advertising have strongly indicated to Arbitron that they consider the on-air announcements to be a detriment to the reliable measurement of radio listening and will take a close look at buying stations which ran the announcements.

## Possible Agency Penalties

There are apparently two main ways that agencies are planning to deal with stations identified by Arbitron as having run the on-air announcements during a survey. The first of the measures being considered is not to use the estimates for station $X$ that come from a report in which the station ran the on-air promotions. Ogilvy \& Mather VP Jack Hill has instructed media staffers not to use a report in which any

Station ran on-air messages, "since audiences (for competing stations) could also be affected. Use the latest report for the market which is Iree of this influence" (the on-air messages). This could mean that huys in certain markets could be based on data which is outdated in terms of station format or popularity, but the agencies evidently feel that the bias introduced by the on-air announcements is a more serious problem than outdated or obsolete info. If this type of policy becomes widespread, it will be incumbent on stations and their reps to keep the agencies informed of latest developments in the marketplace.

The other major type of agency reaction to the on-air message controversy is for the buyers to discount the numbers received in a sweep during which the messages were being aired. Mike Moore, Senior VP for Benton \& Bowles, probably summarized the feeling of many when he wrote that "our current practice is to adjust downward the ratings for stations designated by Arbitron as having implemented these unethical practices (the on-air announcements) during the survey in question. We plan to continue to adjust ratings even as we seek more concrete information concerning the inflationary impact of these promotions." How much adjustment night be made to a station's numbers? It will vary from agency to agency and market to market, but an agency source in New York told R\&R that he would not be surprised to see adjustments downward in the range of $25 \%$ off the station's estimates.

## More GRP's For Less Money?

A nother type of adjustment which some New York agency personnel have discussed with R\&R has to do with essentially getting bonus GRP's (gross ratings points) from stations which have run the announcements. If station X ran the announcements an agency might require the station to deliver 200 GRP's in a schedule for the same dollars as other stations which only are targeting 175 GRP's. Essentially, the agencies are saying that

## Q\&A

A potential slogan conflict situation came to our attention recently and we were asked, "How can I keep a competitor, which has never used my slogan before, from submitting it to Arbitron, hoping to rip off some of my station's credit?"

This problem arose last year when in markets like El Paso and Indianapolis stations started submitting other stations' slogans. At that time we at Arbitron changed the facility forms to require that a station which submits an on-air slogan actually use that slogan at least once per daypart during the sweep. If the station copying your audio logo does not air that slogan you can alert Arbitron and ask them to not give credit to the other station involved. However. realize that as long as your competitor makes minimal use of the slogan his station can claim it, causing a potential callback problem for Arbitron.

## Week In Review

Ad agencies react against on-air announcements, support Arbitron stand.

Steps major agencies are taking to penalize stations which run on-air announcements during a survey are detailed this page.

## Burke Gains Some, Loses Some

The effort by Burke Broadcast Research to become the alternative to Arbitron scores more success and one loss. Burke picks up support in Chicago (WBBM-FM, WLUP), Cleveland (WWWE, WDOK, WJW), and Atlanta (WQXI AM-FM). However, Doubleday Broadcasting cancels support over Minneapolis misunderstanding with Lew Alpert of Burke. Major agencies now using Burke as supplement to Arbitron include NW Ayer, with the possibility that Doyle Dane Bernback will agree to do so by the end of the month.
Arbitron Names New Western Account Exec.

James Francis named Account Executive. Western Radio Division Sales. Mr. Francis has experience with the NBC Radio Network in Chicago (Arbitron Radio Sales Manager Dick Logan is an NBC alumnus) and most recently was with Katz rep firm in L.A. Francis will be based in the Arbitron L.A. office.
they are not sure of the impact of the on-air messages on a station which runs them, so that a station must be willing to throw in extra spots to make up for the uncertainty in the estimates for that station. Station managers will not like the idea of tying up extra inventory in order to placate some agency buyer who does not like the fact that the station aired some on-air messages relating to the Arbitron sweep.

## Dollars Speak

The bottom line on the agency reaction so far to Arbitron's stance concerning the on-air messages is that they may not know how much impact the announcements have, but they don't like the idea. Agencies are going to use this leverage either to discount the estimates for the station(s) involved - or squeeze extra spots out of the stations as a penalty for possibly screwing up the quality of the survey results. Although the Advisory Council and most broadcasters feel the Arbitron stance is not strong enough, they may change their tune when the P\&L begins to suffer as a result of media buys which hurt stations running the announcements. If enough stations begin to feel the pinch, perhaps the practice of on-air messages will cease to be a problem. We should know in the next six months, as agencies begin to examine the results of the Fall $\cdot 79$ sweep and make buying decisions on that data.

Jhan Hiber. R\&KN: Research Fditur (and former Manager of Arbitron Radie), welcomes your questions ahout ratinges
 213-553-4330 duriug innivess Inours. California time.

## Onc Of Topdens Favorite Voices

Returns.

Second Week Out! WNOX add

94Q 21-18
WSGA 28-24
95SGF deb 30 WBBQ add WSKZ 30-27

WAAY 23-19 KX104 on WFOX on WCGQ add KRLC add
on Warner Bros. Records

## INFINTTY RECORDS

## Personals

If you like Pina Coladas and getting caught in the rain, if you're not into health food and into champagne,

## then "ESCAPE" with RUPERT HOLMES.

> The new single from his new album "PARTNERS IN CRIME"


## Others Getting Significant Action

RUPERT HOLMES "Escape" (Infinty) $37 / 22$ Moves: Up 10, Same 5, Down 0. Adds 22. including WFIL Z93, 940, KBEQ, KJR, KEEL, KXX106, KLEO
KJRB, KCPX, KGW, WROV, KPUR.

As the autumnal equalizer was begiuning, a long list of people were scrambling into their new jobs. With the book now underway, things should calm down a bit . . . get out your scorecards, because here come the lineup changes for this week:

Steve Casey is the new MD at WLS/Chicago. Exiting KKKQ/Phoenix, where he had been PD and assistant to John Sebastian at KUPD, Steve will be in Chicago shortly, working on a music research system for "'The Big 89."

London \& Engleman, the very funny morning team last heard on KULF/Houston, have relocated to Los Angeles. In a widely-rumored move, KEARTH will go live in AM-drive with the new duo starting on the air Monday (10-22).

Meanwhile back in Houston, Kenny Miles, who left KRBE/Houston's morning show last week, has relocated this week at KULF (see what we meant about scorecards?) but not to do mornings. Kenny takes over in pm-drive at KULF and IPD Steve Roddy is real glad to have him.

Dave Bishop, formerly of WCOL/Columbus, has accepted the PD's job at WLEE/Rich mond, reportedly for a very nice package deal. Insiders say the station will most likely continue its direction toward Pop/Adult under Dave, a direction started under former PD Ken Curtis.

Three new Northeastern PD's were announced this week: Dave Mason from 13Q/Pittsburgh to WBBF/Rochester; Jack O'Brien from WIGY/Bath to PRO-FM/Providence; and Benjamin Hill from KMGK/Des Moines to WCBM/Baltimore.

All that commotion has created two nice PD openings, one at WIGY/Bath and another at KMGK/Des Moines (KIOA's sister FM).

And we have babies this week! Congratulations to Ron \& Rochelle Alexenburg on the birth of their son, Ari David, arriving Monday (10-15) in L.A. Midsong Records VP Steve Metz became a daddy, courtesy of his wife Wendy and new son. Daniel Alan, born last week in New York. And Lorraine Winegar, Music Director at KRSP/Salt Lake City, had to miss her Tuesday music-day this week because she was giving birth to a baby girl, Tennille. Mother, father and baby Tennille are doing fine.

An interesting change announced at $92 \mathrm{X} /$ Columbus this week, with PD Jerry Dean reveal ing that he will leave the station as of December 1st. His replacement has already been announced as well; it's Buddy Scott from the highly successful WDJX/Dayton.

At long last Stevie Wonder's much discussed, but as yet unreleased "Secret Life Of Plants" soundtrack LP has a debut date. Sources close to the artist say October 26th is when the album will be released and that a single, "Send One Your Love," will precede the LP. And the superstars just keep on comin'

Jim Sumpter leaves Y103/Jacksonville to become the new PD at KIOY/Fresno. Maja Piff has been named Assistant PD at Y103

Some music moves this week include Beau Richards being named Music Research Director and Music Assistant at WLCY/Tampa . . . Nick Bazoo, formerly at WNOE/New Orleans, has been named MD at $92 \mathrm{Q} /$ Nashville . . . and a move from MD to PD is on tap for KRUX/ Phoenix's MD Robert Chenault, as he takes over as PD for KDJQ/Phoenix (KDKB's AM station).

Street Talk is very heavy on the West Coast that Steve Wax and artist manager Shep Gordon will be getting together on a long term project in the very near future. It could mean the birth of a new record label with an artist roster that shouldn't be too hard to pin down.

Lawyers from Warner Bros. and RKO are conferring this week over the Fleetwood Mac LP leak problem (R\&R 10-12). We're told the actual leaker has not yet been identified.

And finally, Burkhart, Abrams \& Associates has changed names. The consulting firm will now be known as Burkhart, Abrams, Michaels, Douglas \& Associates. The name change better reflects the contributions of all the firm's programmers and besides, we heard they were running out of stationery anyway, so

THE ELECTRIC WEENIE, RADIO'S NUMBER 1 GAG SHEET GETS LETTERS
DAVE PORTER, BBC . . . "Dear Tom, delighted to renew for another year. If it is as good as the last year. I'll be well
pleased." pleased.


## AN OPEN LETTER TO BROADCASTERS

There has been a most disturbing development in the broadcasting industry: Leading popular music stations have been promoting the home taping of major new album releases.

For an industry such as ours, plagued for years by piracy, bootlegging, counterfeiting, and the effects of this year's inflation and recession, this can be the most dangerous threat thus far to our well-being.

When a radio broadcaster announces that he will be playing an important new album without interruption and suggests that his listeners get their tape machines set up; when manufacturers of blank tape sponsor "clean hours" of music and recommend that the contents be recorded; when advertisers make their pitch for tape machine sales around the same theme, then all of us .- artists, writers, publishers, and record companies -- are being drastically whipsawed.

We are all attempting to get something done at the legislative level and experimenting technologically, but we are in a sensitive area of individual rights and free trade.

What we can expect is some understanding and responsible restraint from our friends and associates in the broadcasting community. What we can hope is that no legitimate radio programmer will deny all the parties involved in the creation and marketing of records their right to profit from their success. What we can ask is that this terribly destructive practice stop at once.



## John

 Leader
## RKO'S DAVE SHOLIN \& CHARTER'S SHERRY TOENNIES

## Coordinating Music For "The Chain"

Any promotion person can tell you the importance of having certain people "like" the music they are promoting. Among these "V.I.P." 's are programmers at stations we're all familiar with, music directors in vital markets, and two of the more involved people, who have the title of National Music Coordinator for the companies that employ them.

Sherry Toennies first worked in radio at KSLQ/St. Louis and soon after that became the station's Music Director. In May of 1978 she moved from St. Louis to San Diego and became the National Music Coordinator for Charter Communications. Each week Sherry assists the PD's and MD's at KCBQ/San Diego, WOKY/Milwaukee, and KSLQ

Dave Sholin got his radio career started in college at San Francisco State, later turn ing "pro" in San Jose, and finally joining the staff at KFRC/San Francisco in 1974. He moved into the National Music Coordinator job with RKO Radio in November of 1977, relocating to RKO's Los Angeles headquarters in May of 1979. Each week Dave deals with WRKO/Boston, WROR/Boston, WXLO/New York, WAXY/Ft. Lauderdale, WHBQ/Mem phis, WFYR/Chicago, KHJ/Los Angeles, KRTH/Los Angeles, and KFRC/San Francisco.

## An Atypical Week

Interestingly enough, both Dave and Sherry do basically the same things day-to-day. Mondays are spent in preparation for a full music day - Tuesday, with sales reports, visits from record promotion people and phone contacts with the radio stations. Tuesdays are, of course, music days, often with multiple calls from all stations, putting together playlists, rotations and new adds. Wednesdays are "catch-up" days generally spent answering questions from national music promotion people and arranging all the data collected the day before.

Thursday and Friday Sherry spends reading the trades, looking for helpful information for next week's repeat performance. She again checks with each station by phone and coordinates late-week music information with them. The last two days of the week for Dave have become more than the usual preparations for the week to come. He has taken on new responsibilities for the RKO Radio Network and for the production of several radio specials that RKO Radio has commissioned. He spends several hours on Thursday and Friday getting together the information necessary for those specials, calling artists and managers, lining up interviews and assisting in similar matters for the newly formed network. It's interesting to note that both Sherry and Dave work about 80 hours a week, but their collective complaint was not how much they worked, but rather that there simply weren't enough hours in the day

## Why Have A National MD?

My real purpose in talking to both Dave and Sherry was to try to clear up some of the basic misconceptions surrounding their titles and their jobs. Many people incorrectly assume that the power they hold over the stations is absolute and unyielding, but in reality what they do is a lot more than just "pick music." In fact picking music is one of the least important functions they both serve.

I asked Sherry and Dave the same questions, trying to get a better definition of their jobs, attempting to find out what a National Music Coordinator does. Sherry said, "I have to oversee everything
nothing goes on unless it's been approved. I really try to keep

the PD's from overlooking something they might miss or help them spot something that's coming up they might not be aware of yet. I can help because what I've tried to do is make myself as knowledgeable as possible about each of the markets in which we operate. Maybe a record that's doing relatively well nationally might not be right for a certain market for any number of reasons. And the opposite might also be true, where a record is just right on the local level, even though nationally it's not happening yet. It comes with having a knowledge of the markets and a look at things nationally that it's tough to have when you are within the same radio station day in and day out, as our PD's must be. I also serve as a 'go-between.' taking a lot of pressure off the local PD's from the national promotion people. The national people deal with me, the locals deal with the stations and information passes along several channels in that way. I can give the national people an-
swers that will save them having to call the local PD's and ask them. I'm kind of like a 'buffer zone' in that aspect of the job.'

Sherry also reports all station activity in music and promotions to Charter President Russ Wittberger each week. Her contact with the stations helps her know exactly what they are up to with music, contests, and most other aspects of the station's programming.

## The National Overview

Dave Sholin also mentioned his special perspective when I asked him about his job "The main thing I provide for the stations in the chain is a national overview that's really impossible to have at the local level. I can help them with new records that I 'hear,' but more than that. I can spot records that may be burning out, records that have a distinct airplay trend developing, things like that. And, of course. in a company this size there has to be someone keeping track of all the stations and what they're doing musically and promotionally. Dwight Case (RKO Radio's President) takes an active interest in each station, and I provide him with individual station input on music that only someone in a position like mine could provide. In a way I help to insure that the stations are doing the right things for the right reasons."

## The Decision-Making Process

Both Dave and Sherry potentially hold a lot of musical power when you consider the stations that coordinate their music with the two each week, but they are aware of the po tential for abuse and guard against it. I asked them both who makes the music decisions.

Sherry replied, "I do have the final say-so on music for the stations, but it's not an ironclad policy. The PD's and I make the decisions together, and we listen to each other re garding specific product. Technically, the final decision rests with me, and about the only
"The PD's and I make the decisions together, and we listen to each other regarding specific product."

- Sherry Toennies

National Music Coordinator, Charter Broadcasting
time I will stop any station from adding something is on a totally new and unproven record. I make the stations justify what they want to add, and if they can, then it goes on. It sounds autocratic, but it's a real good way of keeping things on an even keel. Individual station needs are always taken into consideration, like do we need more ballads, more rock, less disco, whatever. The individual marketplace is also taken into consideration, because Milwaukee reacts differently than St. Louis, and what's happening on the other stations within the market is also a factor. Most of all the music in discussion for adds has some kind of research available on it, be it positive or negative. We discuss all that input and then make the decision together."

Dave's position is similar, but his statement was even more direct. "I think the days of being a dictator about which records go on a station and which records do not are over. I think the way radio is today, one person cannot have the kind of power over a number of stations in different markets. That's why the RKO programmers and I make the decisions on new music together. It's a pure exchange of information. They give me theirs and I give them mine and then we talk. Which new records go on really depends on what we both feel comfortable with that week. It's hard to be general when you're dealing with something as specific as a particular record, but, no. I do not control what goes on the stations. I do participate in the process, but I don't dictate. Should someone really believe in a record for their station and I happen to disagree, I will state my opposing opinion, but, honestly, that situation doesn't come up very often. And it works the other way too ... sometimes I'll think a song is absolutely right for a station and the PD or MD will not share my feelings. Again, we discuss and decide together."

## More Than Just New Music

Both National Music Coordinators do a whole lot more than just help their PD's decide what new records to add each week. Dave told me, "Sitting up here in RKO head quarters with what I consider to be a good overview of the whole nation, one of the really important things I can help the stations with is burnouts. Watching how long a particular record will 'wear' in other non-RKO markets can help us see when to back the rotation pattern down. I watch a lot of radio stations besides those within our own chain. I also talk to a lot of other non-RKO PD's each week for their input on music. That kind of information can really help a PD who has his hands full with the regular duties of programming a station and perhaps can't spend as much time studying music as I can.'

Sherry agreed. "I think it's very important to have certain stations that you can look at every week and help yourself to a better understanding of music. In order to know all you can about another station's list, you have to talk with the PD or MD and find out what certain kinds of jumps mean, because not all stations move things the same way up and down their lists. I spend a lot of time with a phone stuck in my ear.'

Both Dave and Sherry also help stations with their on-air contests and promotions lining up artists for interviews, albums for giveaways, procuring special programming for the stations and generally acting as advisors on all aspects of station operations. The job of National Music Coordinator isn't all fun and games. The hours are long, the demands are many, and the responsibilities are huge. Although some in the record industry might candidly feel people in positions like Sherry and Dave act as road blocks to the exposure of new music, the PD's and MD's within their respective chains unanimously welcome their input and advice. It's clear that in the cases of Dave Sholin and Sherry Toennies, the job of National Music Coordinator is a lot more than just helping their stations find new records to add ... it's advice, input given and received, shared knowledge and experience all rolled into one package.

## INDIVISIBLY dyan


"COTTA SERVE SOMEBODY"
THE SINGLE
TOP RECORD DN
NEW \& ACTIVE
BOB DYLAN "Gotta Serve Somebody" (Columbia) $84 \Pi$
Moves: Up 46, Same 29, Down 2 Adds 7, WIFI, 14Q, KILE, KKXL, KDV
KENI CKGM $28-18,94028-22$ KSLO $28-25$, KFRC 18-16, KJR 6-4, WNCI 24.13.

TAKEN FROM TEE LP "SLOW TRAIN COMING"
PRODOCED EY JERET WELLER/BAREY EECEETT
FC36120
OM COLUKEL EECORDS



THE RECLINE OF THE WSGF EMPIRE - WSGF/Savannah staged a "Candy O" lookalike contest to find the girt with the greatest resemblance to the Cars album cover. The winner, pictured above reclining under admiring glances from WSGF jocks C.B. Geffney (left) and Eddie MecNeil, took home over $\$ 300$ in prizes from the station and Elektra Records.


KOFM A LA CART - KOFM/Oklahoma City's "Air Stars" competed in a day crew vs. night crew go-cart race recently. The team picture portravs (hr, standing) News Director Ron Williams, Ken Barlow, Jeff Edwards, Cynthia Herron, Lee Taylor, PD Mike Miller, and MD Chuck Morgan; (I-r sitting) Big Jim McCloud, Pat Murphy, Larry Stain, Lisa Carr, and Jerry McCall.


KORL'S GIRLS - KORLHonolulu sponsored a "Van Fest" fe日turing con tests for vans and beautiful women. The station sent us snapshots of winners from both contests, and after careful dellberation, the results of our editorial choice are pictured above. Shown with the Miss Van Fes contest winners (grand prize winner at center) is KORL's Kimo Akane.


CHUM'S NIGHT OF THE HUNTER - CHUM/Toronto played host to Chrysalis artist lan Hunter and his producerl guitarist cohort Mick Ronson recently. Pictured (1-r) are Ronson. CHUM's J.D. Roberts, and Hunter.

## Congratulations

 Sandra \& Lee Abrams on the birth of

Roanoke PD

Continued from Page 3
himself as one Vince Miller, PD at WROV. Mayo is believed by at least one federal official to have operated the PO Box arrangement for several months, victimizing several record companies. Bart Prater, the actual PD of WROV, heard about the scheme when an acquaintance at a record company asked him, "When did you lose your job?" He discovered that the company had received an invoice listing Vince Miller (actually a part-time air personality for the station who is unconnected with Mayo's scheme) as PD. Other record companies called, Prater told a local newspaper, and he turned the matter over to postal inspectors, leading to the indictment for one count of mail fraud and one count of using a false name.

## ASCAP Files Suits Against Unlicensed Jukes

The American Society of Com- vously, ASCAP had filed several posers. Authors and Publishers suits against individual unlicensed (ASCAP) has filed 35 federal suits operators, in an attempt to conin 12 states in an attempted crack- vince other operators to comply down against unlicensed jukebox with the law, but to no avail operators. The action was taken thus the mass suits. on behalf of ASCAP members whose songs were being played on these jukeboxes without permission.
According to the newlyestablished copyright law, effective January 1, 1978, compulsory licenses are available for $\$ 8$ per box per year from the U.S. Copyright Office. An ASCAP spokesperson claimed that fees derived from the licensing of jukeboxes should amount to between $\$ 3-4$ million yearly, based upon an estimated half-million jukeboxes in operation. However ASCAP claims that only $\$ 1$ million in fees has been collected.
Therefore, ASCAP has taken the matter to the courts in an effort to retrieve lost revenues. Pre-

## Klein Appeals <br> Tax Conviction

In an attempt to overturn Allen Klein's tax evasion conviction ( $\mathbf{R \& R}$ 8-17), attorneys represen ting the former Beatles manager have filed an appeal in New York Federal Circuit Court. Klein had been sentenced to two months in prison and fined $\$ 5000$ on one count of filing false income tax returns in 1970 . He was additionally placed on two years probation for the remainder of the two-year sentence


PEAK VIEWING IN TOPEKA - V100/Topeka was visitad by Playboy's Playmate of the Year, Moniqua St. Pierre, recently, when the station par. ticipated in a stereo store opening. Pictured (l.r) are KDVV MD Paul Blair, St. Pierre, station morning man Marshall Barber, and store owner Jim
Nelson. Nelson.


DIXON HOUSE SEES FUN AT CFUN - Infinity's Ted Dixon House of the Dixon House Band visited CFUNNancouver recenty while touring Westarn Canada. He's pictured (left) with CFUN air personality Tom Jeffries.

[^0]

ELTON'S BIG DRAW - WABC/New York and MCA combined to handle e drawing for Elton John concert tickets, with over 400 pounds worth of mall flooding in to the station. Over 16,000 pieces of mall came in withln two days of a Sunday New York Times ad announcing the dates. Pictured among the letter Ifrer are WABC air personality George Michael (left) and concert promoter Ron Delsener.


STYX IN MADISON - WISM/Madison presented Styx in concert recently. Picturad backstage (l-r) are group's John Panazzo and James Young, group's promotion manager Jim Cahill, WISM's Chartie Simon, Styx's Tommy Shaw and A GM's Marko Babineau.


A BLEND OF SPECIAL PEACHES AND HERBS - Engaging in a bit of identity confusion are Polydor's Peaches 6 Herb, posing playfully backstage after an L. A. concert with Polydor's Deve Greenwald (left) and KHTZ Assist. ant PD Jim Conlee (second from right). As for Peaches \& Herb's location, your guess is as gaod as ours.


BROADCAST OF REMOTE INTEREST - KOBONuba City staged a remote at a local custom cal parts shop, and to add extra automotive interest invited Playboy's Miss April Missy Cleveland to join in live. Pictured (l.r)
are KOBO sales reps Les Crook and Rick Corrigan Cleveland and are KOBO sales reps Les Crook and Rick Corrigan, Claveland, and air personality J.R. Jackson.



| MIDMEST |  | Mrusic Kev: IDPI indicatas the song is getting pley duving certain perts of the day and/or nighe IRAN indicatas the song was dropped from the plowisi then readded. |  |  |
| :---: | :---: | :---: | :---: | :---: |
| Most Acdied | Hottest |  | Most Added | Hottest |
| Barbra E Donnm | Engles |  | Supertramp | gles |
| Commodores John David Souther Anne Murray |  |  | Lirtie Rivar Bend Peblo Cruise | Kanny Rogars |

## MIDWEST

|  |
| :---: |
|  |

WEST



## EPIC'S TRIPLE TREAT



"IWANT YOU TONIGHT"

| Kk/s |  | WORD |  |
| :---: | :---: | :---: | :---: |
| Whilr. | WRFC | WCOS | WKY |
| KRKE.FMM | KBOS | WOOK | KPLZ |
| ${ }^{980}$ |  | CK101 | 920 |

parallels
Parmel f: Saloctad stations in mator matkete that are format domit Porrited II: Seloctiod scatons in secondery mantrete that are format dominant and/or exert a significent local or regional intluence. Th/s quality forperallel one stanie.

Amen II: Soloctod stadons in emaber mentreet that are format dominant: andior exart a slgnificant localinfluence. This parallel mav contain some secondery merket stations thef do nof quallfy for peralla/ wo stastus
Now: 1-IFormat dominence is besed on the Mondar. Sundey, 6AM 12Midnighe rotel persons 12 plus shares as published by Arbitron.
All present and possible future reporting stations are ovaluated and All present and passible future reporting stadons are evaluated and and Jur
 BLONDE





$\qquad$

|  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
|  |  |  |  |  |

FLEETWOOD MAC FLEETWOO
Tusk NWB) LP: Tuak 16

$\qquad$



Pago 34


## Others Getting Significant Action

CAPTAIN 6 TENNILLE "Do That To Mo One More Jrne" ICasablancal 2720, Movor Up 4. Some 3. Down O, Adde 20, Ineluding KBEQ WKEE. 299. WaKY HALL E OATES 'Weh For Me'' (RCA) $25 / 9$

MELLS8A MANCHE8TER "Protty Oirts" (Nrtete) $25 / 7$
Movos: Up 13. Same B DOWE O. Adde 7, KJA, KTSA. WTIX, WNOE, KRAV, KJAB, KOD SPORTs 'Who Letens To The Redio'" (Arsta) 25/0
Movar: UD 4, Some 16, Down 0. Adde 0. WPEZ, WOCL WNOE g2x. WFOX. WO EARTH, WIND \& FIRE "In The Btone" (ARC/Columble) 24/3
 JOHN COUGAR "I Need A Lover" (Riva) 2318
Movot: Up 11 , Same 2 Down 1, Adda 9, KRBE, O108, WKBO, WHYN, KLEO, KEND, KAKE SMOKEY ROBINSON 'Crulain' "1 KOWE 108. KO
Mover: Up 6, Same 2 Down 0 . Addo 12 including KEARTH, WICC, WPST, OIOE. WT IED ZEPPELIN "F COI In The RALn'̈
Movar UP 3. Same 13. Down 0, Adde 3. SeKX. KRQ KAKEFM. 297 12.11, KDWB 4 OLORIA GAYNOR "Lot Ma Know II Heve A Ridete" (Potydor) 191 Mover Up 11 SSme B. Down O. Adde 2 K8TT, KENO, Flos 3322 KALA 3028.140212 MOOL 6 THE GANO "Ladiea' Night" (De-Lute) 1A/8
K×104, KEARTH 27.21 W,
FLEETWOOD MAC "Angel" (WB) $18 / 8$
Movor: Up 1, Some 11, Down 0. Adde 6. WBEN FM. KZ29. WOUY, WLBZ VID0. KPU
VVONNE ELLIMAN "Love Palne" (RSO) 1E5
2B $28 . \mathrm{KORL}$ 29 28 . EACLE8 "The Long Run" (Aoytum) 18/4
Movee Up 3. Some 11, Down 0. Adde 4. KZ93. 91X, KRQ. VI00, KDWE 2521, KUPO 2911 BLACKFOOT 'Trmin, Trman" LAvool 1E/3
 NTEFL YTE "H You Wert IT" (Artola) 17\%
Mover: UD 7. Seme 5. Down 0. Adde E, O108. WTIX, zse. WXIL KDZA WNOE 30 3. KWEA
IAN LLOYD "Silp Awar" (8cort Brothero) 14/4
TOM JOHNETO 9, Down O. Add 4, WKBW, WTXX WNOE KBIM, KHJ 3028
Moves UNNSTON "Sovenmeh Niatra"' (WBB) $11 / 4$
FOREIGNER "Heed Gemes" (Atlentc) $11 / 2$
Mover: Up 1 , Some \& Down D. Adde 2 297, WSGA. KW
Moves: UD 1. Some 0 . Down 0. Adde 9, JB106, WBEQ WAYS, KWEN, WYRE WHHY,
WERC, WISE. KDZA. RICHIE FURAY "I 8 8w Have Dreems" (Eblatrol 10/5
 FLEETWOOD MAC 'TTink About Me" (WB) $10 / 4$
CHIC "My Fotiden Lover" WABC. WEEN FM. M1X, KENO, KWK 16.13
CHIC "My Fortiddan Lover" (Atientic) 10/2

## AER HOTTRACKS

## Thection on AOR radio over on oxtended poriod of dime. Tracke which have bet



## AC/DC "HIgnway To Hell

PAT BENATAR "Heartbreaker" "Lover"
BLONDIE "Drearring": "Accidents
KARLA BONOFF "Baby"
JIMMY BUFFETT "Fins". "Volcano
CARS "Let's CO": "Dangerous Type" "All I Can Do
CHEAP TRICK "Dream Police -volces
JOHN COUGAR "I Need A Lover
TIM CURRY "IDO The ROCK"*
BOB DYLAN "Serve Somebody"* "Slow train Coming
EAGES Heartache Tonight Long RUn
FLEETWOOD MAC "SIster" Titie
FOGHAT 'SOMebodv's...Bed" "Boogle Motel'
FOREICNER "Dirty White BOV"• Title "Revs,"
IAN COMMM "HOIC
SAMMY hacap "Pain
JETHPO TUIL "MOrth Sea Ol Trans Am
JETHRO TULL "North Sea Oil" "Move" "Orlon
JOURNEY "Lovin' TouChin' Squeezin
LED ZEPPELIN "All MY Love".
LITTLE RIVER BAND "Lonesome coser"• "Wond "ine Evening
KENNY LOGGINS "Lonesome loser"• "Wonder"
KENNY LOGCINS 'That is it": "Love
NICK LOWE "Cruel". "Susan""
MOLLY HATCHET "Filrtin'..." 'Whiskev Ma
MOON MARTIN "ROIene"". "Reason"
VAN MORRISON "Bright Side".
ALAN PARSONS PROJECT "Damned If
ROBERT PALMER "Bad "Damned If..." "Lle Down...Dogs
OUADROPHENIA "5:15" "Joker James
BONNIE RAITT "Thank You" "GOOd Thing
RECORDS "Eves" "Teenarama"
REO SPEEDWACON "Road Again" 'Take Me
HOES Wanted "Lightning
SHOES 'Tomorrow Night
STYX "Babe"• "Lights
TALKING HEADS "Ilfe ...Wartime
NEIL YOUNG "My ...Blue"

## Say What You Feel!

Your Comments Are Welcome, Signed Or Anonymous.

# You're Going To Get Jealous This Week. 




## BARBRA STREISAND \& DONNA SUMMER

No More Tears (Enough...) (Columbia/Casablanca) $58 \%$ of our reporters on It, 14 new adds including WKTU, KLAV, WOKV, WMJX, WCAU, KRLY, KHYT, WZZD, KIIS-FM. Key moves: hot rotation KCBS-FM, medium airplay KSFX, WDMT, WMAS, debut 20 WDRQ, debut 40 KJLA, on WDAI. Charts at number 24 on Airplay/30.

## ISAAC HAYES

Don't Let Go (Polydor)
$50 \%$ of our reporters on it, 4 new adds KTLK, WGCI, WXAP, WDMT. Key moves: 43-21 KHYS, 24-15 WDON, 20-11 WDRQ, 15-11 KKCS, 24-18 WCAU, hot rotation KFMX, KCBS-FM, medium airplay KXTC, on WDAI, KIIS-FM. Charts at number 26 on Airplay/30.


All other new and recent releases getting substantial airplay. These are listed in order by their activity levels at our reporting stations.
BRENDA RUSSELL "So Good, So Right" (Horizon/A\&M - LP) $47 \%$ of our reporters on It, 5 adds KITT-FM, WXAP, KKCS, WSOQ, KHYS. Key moves: $12-8$ KTLK, 14-9 KJLA, 15.14 WDON, 6-6 WDRQ, medium airplay KCBS-FM, WGCI, WOKF, debut 22 WCAU, debut 31 WZZD, on KHYT, WDAI, KXTC. Station activity charts it at number 28 on Airplay/30
CORY DAYE "Pow Wow" (New York International - 12") $42 \%$ reporting airplay Key moves: 4.2 WBOS, 18.14 WXAP, 2.2 WCAU, 3-3 WPEG, hot rotation WWOM KSFX, medium airplay KCBS-FM, WKTU, WDAI, on KITT-FM, WKGN, KLAV.
KAT MANDU "The Break" (TK - 12') $42 \%$ showing action, added at KFMX. Key moves: 17.15 KRLY, 18.9 WPEG, 33-28 KJLA, 21.19 WSOQ, 7.7 KIIS-FM, hot rotation KSFX, KXTC, medium airplay WKTU, debut 12 KKCS, debut 20 WXAP, on WKGN.
TAANA GARDNER "When You Touch Me" (West End - 12") $42 \%$ of our reporters on it, added at KKCS. Key moves: 26-21 WPEG, 20-17 WDON, 15-14 WSOQ, 40-39 KTLK, hot rotation WMAS, medium airplay KXTC. WDMT, WKTU, debut 16 KITT-FM, O WDAI, WBOS, WRMZ.
DOOBIE BROTHERS "Dependin' On You" (WB - LP) $42 \%$ reporting airplay Key moves 29-26 WSOQ, 8-5 WKTK, 26-25 KJLA, not rotation KCBS-FM, WMAS, medium airplay KFMX, WWOM, debut 30 WOKV, on WDRQ, KKCS, WBLX, KSFX, WXAP
SPINNERS "Body Language" (Atlantic - 12 ') $42 \%$ of our reporters on it, added at KTLK, WDAI, KHYT, WDMT. Key moves: $37-33$ KHYS, 25-18 WDON, medium airplay KCBS-FM, debut 35 WZZD, on the following stations KXTC, WMJX, WWOM, WBLX, WMAS, KRLY, WCAU
STARGARD "Wear It Out" (WB - 12") $39 \%$ reporting action, 7 new adds KKCS, KJLA, WBLX, WSOQ, WZZD, WPEG, KHYT. Key moves: 26-17 WCAU, medium airplay KJLA, WBLX, WSOQ, WZZD, WPEG, KHYT. Key move
WKTU, KXTC, debut 39 WDON, on WKTK, WKGN, KTLK.
PAMALA STANLEY "This Is Hot" (EMI America - 12") 39\% of our reporters on it, added at WCAU, WMAS. Key moves: 20.15 KIIS-FM, 16.12 KITT-FM, 29-25 WOKV, on the following stations KCBS-FM, KRLY, WDMT, KLAV, KJLA, KTLK, WBOS, WPEG, KXTC.
KC \& THE SUNSHINE BAND "Please Don't Go" (Sunshine/TK - LP) 36\% showing action, added at KSFX. Key moves: $40-18$ KHYS, 19-12 WDRQ, 13.7 KKCS, 31.24 WSOQ, 20.17 KJLA, 7.6 KRLY, 19.17 KTLK, debut 30 KHYT , on WOKV, WBLX, WMAS. NATURE'S DIVINE "I Just Can't Control Myself" (Infinity - LP) $36 \%$ of our reporters on it, 6 new adds WXAP, KXTC, WDAI, KHYS, WZZD, WDRQ (ra) Key moves: 36.34 KJLA, 21.19 WCAU, medium airplay WDMT, KCBS-FM, on KTLK, KRLY, KHYT. VILLAGE PEOPLE "Sleazy" (Casablanca - 12"') 36\% reporting airplay, 4 new adds KLAV, KFMX, WPEG, WKTK. Key moves: 39.30 WDON, 35.22 KITT.FM, $35-16$ WSOQ, debut 18 WBOS, on KSFX, WXAP, KXTC, WMJX, KHYT
FAT LARRY'S BAND "Lookin' For Love" (WMOT/Fantasy - 12') 33\% of our reporters on it, added at WRAP Key moves: 21.15 WZZD, $15-13$ WCAU, 13.12 WSOQ, hot rotation KXTC, medium airplay WKTU, KCBS-FM, WMAS, debut 15 KITT•FM, debut 28


Pam Bellamy \& Gail Mitchell

## "The 12 Inch Record: <br> The Long And Short Of It"

## This week we thought we would conduct an

 informal survey among our reporters concerning their use of the $12^{\prime \prime}$ versions of rec. ords.Here are a few comments ... Aich Brother Robbin, PD at KHYT/Tucson, feels "five to six minutes for a song is ideal; any longer would be a disaster for our market. " According to Rich. "We usually play the shorter version (if available) until the audience ac. cepts it, then the $12^{\prime \prime}$ is aired.
KJLA/Kansas City's Mark Richards feels that if the instrumental is too long it can
cause a tuneout. At that point they will do an early fade..Roshon of WOKFITampa bases the station's use of the $12^{\prime \prime}$ on the rec ord itself Roshon says, "Generally, because of the information we give in the morning, and the spot load, we will play the 45 in drivetimes." He agrees with Mark Richards that some of the long percussion breaks are un necessary.

Rick Nuhn, MD KXTC/Phoenlx states that the station's recurrents are strictly 45 's. He does stress however, that KXTC wants

| 1 | 11 | 1 | MICHAEL JACKSON/Don't Stop 'Til You... (Epic) |
| :---: | :---: | :---: | :---: |
| 3 | 22 | 2 | FRANCE JOLI/Come To Me (Prelude) |
| 6 | 54 | 3 | MIPop Muzik (Sire) |
| 26 | 2012 | 4 | KOOL \& THE GANG/Ladies' Night (De-Lite) |
| 7 | 63 | 5 | DONNA SUMMERIDim All The Lights (Casablanca) |
| 2 | 35 | 6 | HERB ALPERT/Rise (A\&M) |
| 9 | 97 | 7 | CRUSADERSIStreet Life (MCA) |
| 15 | 1110 | 3 | DESTINATION/Move On Up (Butterfly) - LP |
| 4 | 46 | 9 | ASHFORD \& SIMPSON/Found A Cure (WB) |
| 17 | 139 | 10 | ISLEY BROTHERS/It's A Disco Night (T-Neck) |
| 10 | $8 \quad 11$ | 11 | COMMODORESISail On (Motown) |
| 25 | 2518 | 12 | CHIC/My Forbidden Lover (Atlantic) |
| 5 | 78 | 13 | FERN KINNEY/Groove Me (TK) |
| 16 | 1414 | 14 | AKBIStand Up - Sit Down (RSO) |
| 30 | 2821 | 13 | SUZI LANE/Harmony (Elektra) |
| - | 24 | 13 | FUNKADELIC/Knee Deep (WB) |
| 23 | 2317 | 17 | CAMEOII Just Want To Be (Chocolate City) |
| 27 | 2720 | 10 | GLORIA GAYNOR/Let Me Know (Polydor) |
| - 2 | 2926 | 10 | COMMODORESIStill (Motown) |
| 20 | 1616 | 20 | BRUNI PAGAN/Fantasy (Elektra) |
| - - | - 27 | $(21$ | FRONT PAGEILove Insurance (Panorama) |
| 11 | 1215 | 22 | STEPHANIE MILLSIPut Your Body... (20th) |
| 28 | 2619 | 23 | GQ/I Do Love You (Arista) - LP |
| - |  | (24) | STREISANDISUMMER/No More Tears... (Col/Cas) |
| 8 | $10 \quad 13$ | 25 | DIANA ROSSIThe Boss (Motown) |
| - |  | (2) | ISAAC HAYESIDon't Let Go (Polydor) |
| 3 | 3028 | 27 | ELTON JOHN/Victim Of Love (MCA) |
|  |  | (2) | BRENDA RUSSELLSo Good, So Right (Horizon/A\&M) |
| 24 | 2429 | 29 | KAREN SILVER/Hold On I'm Comin' (Arista) |
| 21 | 1925 | 30 | CHIC/My Feet Keep Dancing (Atlantic) |
| - Unless otherwise stated allabove records are avatable in 12 ". <br> This chart is based solelv on atrolay slatistics complled weekly from our reporting stations Black clicled numbers indicate significant uoward movement Arrow indicates new entry |  |  |  |

WPEG, on WDMT, WDON.
SMOKEY ROBINSON "Cruisin" " (Tamla - LP) 33\% reporting action, added at WKGN, WKTK, WBLX Key moves: medium airplay KCBS-FM, WDMT, debut 35 KJLA, debut 22 WDRQ, debut 37 KTLK, debut 37 WZZD, on KXTC, WMJX, WDON.
CORY DAYE "Green Light" (New York International - 12 "') $31 \%$ of our reporters on it. Key moves: $4-2$ WBOS, $13-12$ KTLK, 3-3 WPEG, 8-8 WMJX, hot rotation WOKF, medium airplay WDAI, debut 17 KKCS, on KLAV, KSFX.
O'JAYS "Sing A Happy Song" (Philadelphia International - LP) $31 \%$ of our reporters on it. Key moves: 21.17 WOKV, 11-10 WZZD, medium airplay KSFX, WWOM, WMAS, on KRLY, WXAP.
SWITCH "I Call Your Name" (Gordy - 12 ") $31 \%$ reporting airplay, added at WRMZ, WMJX, WDON Key moves: 3-1 KKCS, 19-9 KHYT, medium airplay WGCI, on KTLK, KXTC, WDMT.
BOB McGILPIN "Sexy Thing" (Butterfly - 12") $31 \%$ reporting airplay, added at WKTK. Key moves: $35-32$ KJLA, 12.9 WOKV, hot rotation WOKF, medium airplay KXTC, debut 19 KITT-FM, on WDAI, WMJX.
SUGAR HILL GANG "The Rapper's Delight"' (Sugar Hill - 12'') $31 \%$ reporting action, added at WKGN, WDAI. WMJX, WSOQ. Key moves: 22.9 WZZD, 9.4 WDON, ON KXTC, WBOS, WKTU, WCAU.
DUNCAN SISTERS "Boys Will Be Boys" (Earmarc - 12') $31 \%$ reporting airplay, added at KRLY. Key moves: 38.35 WSOQ, 29.26 WBOS, 51-50 KITT.FM, medlum airplay, added at KRLY. Key moves: 38-35 WSOQ, 29-26 WBOS, $51-50$
play WDMT, KXTC, debut 30 WRMZ, on WDAI, WKTU, WPEG, KSFX.
ANITA WARD "Don't Drop My Love" (TK - 12'") $28 \%$ of our reporters on it. 3 new adds WDMT, WDON, WRMZ. Key moves: medium airplay KCBS-FM, debut 20 KKCS, on the following stations WKTU, WXAP, WMJX, KXTC, KRLY
SLY STONE "Dance To The Music" (Epic - 12") $25 \%$ reporting airplay, 5 new adds KLAV, WDON, WMJX, KHYT, WPEG Key moves: hot rotation KFMX, debut 22 WBOS debut 36 WZZD, on WKTK.
to play more music, and the station motto is, "We play it longer." KXTC is integrating more 45 records, as he feels listeners need and want more variety .. Marc Richardson of KCBS-FMISan Francisco says "the 12 " is very valuable to the clubs. Our drivetimes are usually filled with the 45 version, but we will play the $12^{\prime \prime}$ if it's a big hit. "Doug Enlow of WXAPIColumbia, SC plays the $12^{\prime \prime}$ because he feels they are of better quality. Agreeing with Doug that the $12^{\prime \prime}$ is better quality is Mary Klug, MD WDAl/Chicago, who will not daypart these records

The general consensus is that most of our reporters daypart the $12^{\prime \prime}$ record. Whereas in the beginning. Dancemusic stations were strictly playing the $12^{\prime \prime}$, they are now alternating belween both sizes, depending upon the response, with the 45 and LP cuts usually
being played in the mornings and afternoons. Each market is individual, yet these stations are competing for the same listeners as Top 40 and/or Pop/Rhythms. Therefore, they must develop the right mixture for their area

## Segues:

Steve McFarland joins KSFXISan Francisco doing morings. Steve comes from WWL New Orleans... Dave Strube has been named General Manager of WOKF ( 96 Feverv Tampa, Dave was formerly General Sales Manager at WLCY/Tampa . . Ron Parker, formerly WLCY, joins WOKF serving as morning drive and Creative Services Director Bob Logan joins WOKF as Assistant Music Director from KKSSISt. Louls . . . Mike Roberts has been promoted to Program Director at WSOQISyracuse, NY.

DANGEMUSNG
Radio\&Records
R A D I O
ADDS \& HOTS

| Most Added | Hottest | Most Added | Hottest | Most Added | Hottest | Most Added | Hottest |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Strelsand/Summer | Kool \& The Gang M <br> France Joll Destinetion | Streisand/Summar | Kool \& The Gang Michael Jackson M France Joli | Several Artists Tlad | Michaol Jackson Kool \& The Gang M Franca Joli | Strelsand/Summer Pablo Cruis | Kool \& The Gang Suzi Lane Michael Jackson |



# THE PICTURE PAGES 

Capitol's MVP's


Capitol Reconds' "Mast Vahuabla Promotion Players Of 1979" were feted at a dinner held at Mr. Chow's in Beverty Hills recentlv. Captured at the ceremonv, with the winners holding their gold record plaquas, are, from left AOR Promotion Manager Craig Lambart National Pop Promotion Manager Steve Mavar, District Pop Promotion Manager Mike Steele, VPIPromotion Bruce Wendell, Distrct R\&B Promotion Menager Rusty Moody, and National R\&B Promotion Manegar Don Mac.

Blondie And The Birds


Whan the Chrysalls recording artists Fabulous Thunderbirds performed ot the Bortom Line in New York City recently, labalmate Debble Horry of Blondle came backstage to greet them. Seen at the scene along with Blondie and the Birds ara (top row, Lrl T.Birds' Kelth Ferguson and Mika Buck, Debbie Harry. T.Bird Jimmy Vaughn, Chry salis VP Billy Bess, and Chrysalis's Jeff Aldrich; (kneeling, fr) label's Freddie Solzberg, T-Bird Kim Wilson and friand, and Chrysalis Music's Frank D'amico.

Snuff's Salmon Soiree


R\&R's roving photographer, Salmon Dave, netted this candid snap of Snuff Garrert's annual "Superstar Salmon Derby," hald in British Columbia recently. Pictured are a number of big fish from a variaty of media lbottom row, l-r) Neil Bogart, Michael Coleman, Snuff Garrett, Roy Rogers and Bob Wilson; (top row, I.r) Clint Eastwood, Olaf Wiaghorst, Paul Durtz, Steve Rosa and Gary Nibleft

Abba's Amiable White House Reception


While in Washington DC recantty, Attantic recording artists Abba visitod the White House, where the President's doughtar Amy Carter graciousth ascorted them on e private tour of the residence. Plctured are, from left Abba's Benny Andersson, Amy Carter, and Abba members Fride Lyngsted and Bjorn Ulvaeus.

Alpert Rises For The Occasion


Herb Alpert Vice Chairmen for A\&M Records, is shown (right) accepting e gold record for his single "Rise. "Pictured with him is A\&M's Chairman Jerry Moss.

## Bee Gees King Center Benefactors



The Bee Gees recently presented Mrs. Coretta King a check for $\$ 50,000$ to be donated to the Martin Luther King Jr. Center for Social Change. Pictured ara (1.r) Maurice, Robin and Barry Gibb and Mrs. King.

## THIS NIGHT WON'T LAST FOREVER


fromhis newalbum "DIALOGUE" At last, something to talk about...

## IL RIGKRIET



MICHAEL JOHNSON
This Night Won't Last Forever (EMVAmerica) 59\% of our reporters on k . Moves: Up 68, Same 17, Down 9, Adds 13, inchuding WIFI, WCAO, Q105, WTRY, WAXY, WNOX, WGH, WOHO, KFXM, KCPX, KRQ, V100. See Parallets, cherts at number 29 .


This year, with the economy in a downswing, you're re-evaluating advertising expenditures carefully. Some of you are cutting print to the bone.

You want to know, What's the best possible use I can make of my advertising/ marketing/merchandising dollars and exactly which trades and consumer books are the strongest for delivering the audience I need?

Because this is a whole new market than the one you operated in before, you need media vehicles that will fulfill your objectives more efficiently. This is where ROLLING STONE comes in.

Today it is a recognized fact that the right media and proper marketing can critically affect sales for even the top recording stars. ROLLING STONE-with high credibility among record buyerscan be an integral part of your effort to launch a new act; to take a second or third release up another 100,000 units in sales and add 100,000 or more sales onto a double or triple platinum act.

## No waste readership.

And ROLLING STONE gives the most efficient, targeted use of your dollars because it delivers NO WASTE audience. It has the highest concentration of 18-34 year olds of any publication. Hardcore record and tape buyers with plenty of money to spend.

Our W.R. Simmons Readership Study, conducted last year, reveals that each ROLLING STONE reader (and there

OROLLING STONE MAGAZINE 1979
are $3,200,000$ of them) buys an average of 86.4 LP's a year. Their average household income is $\$ 19,000+$ and because they aren't bogged down with mortgages and family responsibilities ( $69 \%$ are single) almost all of their income is discretionary.

## Rolling Stones readers aren't afraid to spend.

In a tight economy, ROLLING STONE readers aren't afraid to spend for the things they want. You shouldn't be either.

When you think about ad dollars, think about this: During the past 3 years, while numerous magazines folded, ROLLING STONE's circulation jumped $42 \%$. The timid spending habits of the average recession-wary American just don't reflect those of the ROLLING STONE reader. Even when our cover price went from $\$ 1.00$ to $\$ 1.25$, circulation continued to make rapid gains ( $20 \%$ in the last 6 months), proof that our audience is hungry for news about music, movies, and lifestyles. And when they want quality music reportage, ROLLING STONE is what they read.

How basic ROLLING STONE is to the core of the record industry's primary consumer can be measured by facts like these:


Point Blank Finds New York Range


Following their recent performance at Great Guildersleeves in New York, MCA artists Point Blank gethered backstage with local label execs. Pictured lback row, l-rl are MCA's Barry Goodman, Point Blank members Rusty Burns and Kim Devis, and MCA's Harold Fein and Howard Tarrentino; (front row, l-r) group mambars Jahn O'Daniel, Bill Randolph, and Peter "Buzzy" Gruen, MCA's Sammy Vargas, and Paint Blank's Steven Hardin.

## Little River Band And Sweet Meet



New York City's Palladium was the meeting grounds for two Capitol Records groups, the Littla Rivar Band and Sweet Pictured beckstage are (1r) LRB's Derek Pallici, LRB manager Glenn Wheattey, Capitol's Bettelynn Mcltuain, LAB's Mal Logan, Capitol's Bruce E. Gerfield and Ira Derfler, LRB's Glenn Shorrock, Sweet's Andy Scott, Capitol's Meurean O'Connor, and Sweet's Steve Priest and Mick Tucker.

Whitesnake Gigs Royce Hall


United Artist's rock group Whitesnake recently parformed ar UCLA's Rovce Hall and took time to uncoil for this photo. Pictured standing (l.r) Whitesnake's Jon Lord, EMIIUA VP Joe Potrone, group's lan Paice, Nail Murray, Mickey Moody, and Devid Coverdele, EMI/UA President Jim Mazze, EMI/UA VP Don Grierson, EMI/UA 's Bill Burks, and group manager John Coletta. Front row (l.r) group's Bernie Marsden, and EMI/UA's Steve Resnick Gary Gersh, and Devid Bridger

## Jackson's Debut Gold



A\&M recording artist Joe Jackson was presented with a gold record oward for his debut album, "Look Sharp," while In New York recently. Pictured at the presentation are (I-r) Joe Jackson, band member Graham Maby, A\&M Records President Gil Friesen, band members Gary Sanford and Dave Moughton, Joa's producer and A\&M VP David Karshanbaum, and Joe's maneger John Telfer.

Life In The Fast Lane


Suzi Lane, a disco singer on Elektra/Asylum Records, recently met with e group of New York disco spinners and record pool representatives. Pic. tured standing (l-r) Garden State's Lulu, Better Deys' T. Scott Xenon's Tony Smith, Gerden Stete's George Rodriguez, Westchester Record Pool's John Stark, E/A's Marriet G//strap and John Brown. Seated (l-r) Suzl Lane, and For The Record's Judy Weinstein.


Doucette's second album for Mushroom Records, "The Douce is Loose GM boen certified platinum in Canede. Pictured (|l.r) Mushroom Records GM Joe Owens, Sam The Record Man President Sam Sniderman, Mush son.

hen Epic's REO Speadwagon recantly performed af the Long Baech Arena, there was something unmistakebly thy about the beckstaga colabretion. Cought while candidly posing are, from laft. E/P/A's Michael Alhedeff, oup members Bruce Hall, Akan Gratrer, Gary Richrath, and Noal Doughty, E/PIA's Jim McKeon, REO's Kevin onin, and E/P/A's Lerry Douglas.

Atlantic Execs, Kermit The Frog Hop To It


Flowing in the grand tradition of Clarence "Frogman" Henry, Atlantic recording artists Kermit The Frog and hiss Piggy met with Attantic execs recently to get them hopped up over Kermit's new single, "Rainbow Conn:tion." Pictured at the labal's pad are, from left Attantic Sr. VP/GM Dave Glow, Miss Piggy, label Presint Jerry Greenberg. Kermit and Muppet-mester Jim Henson.

## Blind Date's Whisky Date



Alir their racant Whisky performance, Windsong recording group Blind Date was visited backstage by savaral Lev execs. Pictured amidst the stars and guitars are (seated, I.r) RCA Division VP Arnia Orieans and RCA YBud Dain; (standing, I-r) Windsong's Ron Lee, Windsong VP Denny Diante, Blind Date's Dane Brammage, Vidsong President Al Teller, group's Pinky Chablis, Windsong VP Peter Mollica, and Blind Date's Arnie Bude and Brad Billion.

## McGovern In The Middle



Redio rtvals KFI/Los Angeles MD Roger Collins (left) and KNX.FM/Los An. gales PD Michael Sheahy (right) joined In congratulating Wamar/Curb recording artist Maureen McGovern following her recent performence at the Greak Theetre in Los Angales.

Frampton: Star Of Stage, Screen \& Street


While in Los Angeles for a recent performence at the Forum, AGM recording artist Peter Frampton was honored with a permanent star on Hollywood Boulevard's "Walk Of Fame. "Shown at the ceremonies along with Frampton (left) is NBC newsman Boyd Matson.


ElektralAsylum recording artist Jim Weatherly (at pianol previewed his upcoming singla, "Smoorh Sailin"" for a group of Nashvilla label execs recently. Looking on (behind Weatherly, l.r) are E/A VP Jimmy Bowan and label's Ewall Roussall and Norm Osborne.


## Mutter Evans: A Conversation With The First Black Female Radio Station Owner

Owning a radio station at 26 years of age is a pretty remarkable achievement. But when you're a black woman, the odds against you would seem to be impossible. In fact, no one had ever done it before Mutter Evans purchased WAAA/Winston Salem, NC for slightly over $\$ 1$ million a few weeks ago. With the aid of loans from two local banks and the Small Business Administration, Evans became owner of the Black-formatted station she'd started working at five years ago as a part-time news reporter while she was attending Wake Forest University. She worked her way up through positions as News/Public Affairs Director, Sales Manager, PD, and Operations Manager, and will now serve as GM of the station and Executive VP of Evans Broadcasting. This week I spoke with this remarkable young broadcaster.

R\&R: How did you get involved in buying a radio station?
EVANS: Actually, it wasn't exactly a planned strategy. It was decided when I was appointed GM - the present owner said to me that he wanted to sell, and we agreed that at some point I would be allowed the first opportunity to purchase the station. If he decided to sell before I decided I wanted to buy, then they would make me aware of it. So it really became a mutual thing in terms of a gut feeling as to when the time was right. Basically that was the main thing for me, to decide whether or not I wanted to take advantage of the opportunity set before me. I decided I did, and from there it was routine procedure as in acquiring any business - getting your proposals together, your financial package for presentation

R\&R: Let's talk about your plans for the station
EVANS: Well, there could possibly be some format changes. My major thrust at this point is for this station to tecome very involved in what's going on in the community of Winston-Salem. "Triple A" radio is the oldest Black broadcast station in the state of North Carolina - on October 28, we'll be celebrating our 29th anniversary. It has been Blackformatted since it's been on the airwaves. Obviously, the reason the station's been around so long is because the black community has supported it. And the reason it will be a success and will reach the greater heights it's capable of in the future is because the black community will continue to support it. So before we make any drastic changes, I am in the process of setting up meetings with people on all levels - political, civic, social groups, you name it.

R\&R: Any changes in your public affairs stance?
EVANS: I'm sure we will change some public affairs programming, but we've always been known as a spokesperson for the local community, and we want to take all pertinent issues and deal with them, whether they're positive or negative. We don't want to get into too many new things at this point, but as they happen, you will know it.

R\&R: How was the staff's reaction been?
EVANS: The reaction basically has been positive. The whole thing is unique because they're not dealing with a stranger. I've been here; I started working here. The people that have been here have been here because I've hired them in the past. So they didn't have to panic and wonder what to think about what the new owner was going to do. Even if I weren't the owner I would be expecting a 100 percent effort and cooperation and efficiency from the staff. There are a couple of positions that are vacant; we're looking for qualified people for higher management.

I'd like to thank all of you who have inquired about being a reporter. but as you know there are only a limited number of available spots for stations at this time. But as time goes on, there will be many more. Here are the new stations and PD's that will be reporters to this section:

KATZ/St. Louis - Gary Starr WBMX/Chicago - James Alexander WLOK/Memphis - Melvin Jones WBLK/Buffalo - Frank Lorenz wWWS/Saginaw - Kermit Crockett WAMM/Flint - Enoch Gregory WENN/Birmingham - Jim Lawson WJMI/Jackson - Carl Haynes WHYZ/Greenville - Mike Williams WPXI/Charleston - Tony Jamison WOIC/Columbia - Bob Waiters KOKY/Little Rock - Larry O'Jay WOWI/Norfolk - Chester Benton WNOO/Chattanooga - David Oliver KAPE/San Antonio - Rudy Greene KDIA/Oakland - Jerry Boulding KAEZ/Oklahoma - Steve Scott

Racifa


WILLAMS'S FACTION STIRS UP JACKSON ACTION - Shown at a recent Jackson, MS in-store appearance with MCA recording artist Lenny Williams are, from left MCA's Step Johnson, WKXI MD Jerry Mason, Williams, and WKXI PD Tommy Marshall.

## People

With stations preparing for the upcoming October/November rating period, news is at a minimum this week Birthday salutations to Program Director Lawrence Tanter and Von Moore of the production department at KJLH/Los Angeles . . . Don Mizell, General Manager of the music fusion department at Elektra Records, has left the company with future plans including album production Eugene Shelton, a publicist with the Black Music Marketing department of CBS Records, had a main event of his own to promote on October 5 when Eric Joseph bounced into the world at $5 \mathrm{lbs} ., 14 \mathrm{oz}$. Mother Iris, a news announcer at KFWB/Los Angeles, is doing well also . . . Ragan Henry is the newly-elected president of NABOB . . . 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

LET'S BREAK BREAD TOGETHER: The Sheridan Broadcasting Network held its second regional affiliates meeting on October 10 and 11 in Jackson, MS. Principal discussion topics included broadcast legislation plus the present and future plans of the company following its recent acquisition of the Mutual Black Network . . . The first national meetings conducted by newly-formed LAX Records are scheduled for October 26 at the Sunset Continental Hyatt in Los Angeles. Al Edmundson, Vice President/Promotion, promises "it will be the best promotion meeting all year." . . KMJQ/Houston has moved to temporary offices while its studios and offices are being redecorated . . . ARTIST VISITS: KJLH/ Los Angeles recently issued forth the welcome wagon for David Oliver, Billy Preston, Carrie Lucas, Leroy Hutson, Ashford \& Simpson and Marlena Shaw . . Meanwhile, on the other side of the country, WDAS/Philadelphia played host to McFadden \& Whitehead and Earth, Wind \& Fire . . . BON VOYAGE: Recently a surprise birthday was held at the Imperial Gardens in West Hollywood for Shirley Jones of the Jones Girls recording group. Guests also toasted their success and national tour with the $\mathbf{0}$ 'Jays . . . Two stations proved not too long ago that they can also work together when WKAR/East Lansing, MI and WKWM/Grand Rapids, MI co-emceed a Jacksons-LTD concert in Kalamazoo .

## Things

GET READY: The old Temptations hit has been covered by several artists over the years (currently Smokey Robinson). Now it will also be the theme of the New York Knicks basketball team this season as they have contracted with Motown to use the song throughout this year's series of games The Martin Luther King Jr. Center for Social Change received, October 1, a $\$ 50,000$ donation from the Bee Gees following a previously unsched uled September concert date

THE BLUES - OLD AND NEW: KADX/Denver presents a blues show every Friday night, "Blues Old And Blues New." Hosted by Wesley Westbrooks, the program is currently celebrating its 100th airing . . KOKY/Little Rock, in association with Dimensions Unilimited sponsored a concert featuring talent such as the O'Jays, Jimmy "Bo" Horne and the Jones Girls. The station will also conduct a "Blues And Jazz Day" October 20 at Magic Springs National Park in Hot Springs, AR . . . And speaking of concerts, WYBC/ New Haven recently presented Anthony Braxion at the Battell Chapel there

## ONE WAY me AL HOSON

There is "ONE WAY" and "ONE WAY" only... AL HUDSON AND THE PARTNERS'
New Name and Brand New Album ONE WAY featuring AL HUDSON

# ONE WAY 

neming AIETEIESONV


On MCA Records and Tapes

# HOTTEST <br> Following aro listed in order of their aliplay activity. <br> KOOL \& THE GANG <br> "Ladios' Nhght" (De-Lte) <br> FUNKADELIC <br> "Knee-Deep" (WB) <br> SMOKEY ROBINSON <br> "Cruisin' " (Tamla) <br> NATURE'S DIVINE <br> "I Just Can't Control Myself (Infinity) PRINCE <br> "I Wanna Bo Your Lover" (WB) <br> COMMODORES <br> "Still" (Motown) ISAAC HAYES <br> Don't Let Go" (Polydor) MICHAEL JACKSON "Don't Stop 'TII You Get Enough'" (Epic) DAVID RUFFIN <br> <br> Break My Heart' (WB <br> <br> Break My Heart' (WB <br> <br> MAYFIELD/CLIFFORD <br> <br> MAYFIELD/CLIFFORD "Between You Baby..." (Curtom/RSO) 

## CLIMBERS <br> Following are listod in order of their airplay activity.

SUGAR HILL GANG "Rapper's Delight" (Sugar Hill) 40\% of our reporters are on it In the Midwest is is new at WJMO. WCIN and climbing at WKWM while hot at VIWWS and WVKO. In the West it is hot at KDIA and KDAY; added at KYAC. The South reflects medium airplay at WOWI. WYLD and WPDQ: hot at WGIV, WDIA, KOKY and WANT. Hot in the East at WDAS, WWIN and WOL
DONNA SUMMER "Dim All The Lights" (Casablanca) 38\% reporting airplay. In the East it is hot at WKND and WOL In the South it is climbing at WAOK. WDIA, WYLD and WNOO, while hot there at WPDO WJJS, WOIC and WANT. The Midwest reflects medium airplay at WJLB, WJMO, WKWM and WTLC while hot at KPRS. Hot at KDKO and KDIA in the West
BAR-KAYS "Move Your Boogie Body" (Mercury) 38\% reporting activity. Hot new record. In the East it is hot at WXYV: medium at WWIN. The South reflects now adds at WOWI, WNOO, WEAS and WGIV; climbing at KMJQ and KOKY and hot at WAOK, WVEE and WHAK. Added at WKWM and WDAO in the Midwest while hot at WTLC. Added also in the West at KDAY and KYAC.
RUFUS \& CHAKA "Do You Love What You Feel" (MCA) 38\% of our reporters are on it Breaking strongest in the South; medium airplay at KMJQ WAOK, KOKY. WYLD. WVEE and WHRK. Now in the MIdwest at WLOU, WKWM. WJLB; medium airplay there at WTLC, WJMO. WVKO and hot at WCIN. Debuting in the West at KDIA.
FATBACK BAND "King Tim III" (Spring/Polydor) $36 \%$ reporting action. In the East it is now at WWIN and WXYV while climbing at WKND and hot at WDAS. New in the South at WHRK and WVEE: Otherwise hot at WANT, WOIC, KOKY, WDIA. WGIV and WAOK. In the Midwest it is climbing at WDAO and WKWM; hot at WVKO. Hot in the West at KDAY. SWITCH "I Call Your Name" (Gordy) 36\% reporting activity. In the West it is new at KDIA and climbing at KDKO. The Midwest reflects the record climbing at WDAO, WJLB, WBMX and WJMO; hot at WVKO and WTLC. The South shows it new at WANT, climbing at WNOO, WJMI and WVOL while hot at WYLD and WKXI. Climbing at WKND and new at WWIN in the East
ARCHIE BELL \& THE DRELLS "Strategy" (Philadelphia International) 33\% reporting activity. In the East it is hot at WDAS and WXYV. In the South it is climbing at WPXI reporting activity. In the East it is hot at WDAS and WXYV. In the South it is climbing at WPXI and WGIV; otherwise hot at WPDQ WYLD, WEAS, WHRK. WVEE and WANT. The Midwest HERB ALPERT "Rise" (A\&M) 33\% reporting alrplay. Hot in the West at KDIA, KSOL and KDKO. In the Midwest it is hot at WBMX, WVKO, WWWS and WTLC. In the South it is new at WPXI; otherwise hot at WVOL. WOWI, WYLD and WJJS while in medium airplay at WOIC. Climbing at WWIN in the East and hot at WDAS.

## Album Airplay <br> Following are listed in order of their airplay activity

O.JAYS "Identty Yourseff" (Phil. Int'L) "Forever Mine"* "Sing A Happy Song"* MICHAEL JACKSON "Off The Wall" (Epic) "Rock With Me"" "Don't Stop 'T You Get Enough "Working Day And Night
FUNKADELIC "Unclo Jem Wants You" (WB) "Knee Deep".
ASHFORD \& SIMPSON "Stay Free" (WB) "Stay Fres"* "Found A Cure". "Nobody Knows'
CHIC "Risque" (Adantic) "My Forbldden Lover". "Good Times"e "My Feet Keep Dancing'
COMMODORES "Midnight Megic" (Motown) "Still". "Sail On". "Midnight Magic"
LTD "Devodon" (AGM) "Stranger". "Share"."
CURTIS MA YFIELD "Heortbear" (Curtorv/RSO) "Between You Baby And Me"KOOL \& THE GANG "Ladiea' Night" (De Lite) "Ladies' Night"*

- Asterisk denotes that cut has been released as a single.

CHIC "My Forbidden Lover" (A tlantic) 33\% of our roportors are on It In the East it is climbing of WKND; othorwise hot at WWRL and WXYV. In the South it is now ni WNOO and WEAS; cllmbing ai KMJQ. WDIA. KOKY and WJMI whill hot at WVEE, WGIV and WHRK. In tho Midwest it is medium it WJMO and WBMX; hot at WCIN.
BRENDA RUSSELL "So Good, So Right" (Horizon/A\&M) 33\% of our reportore are on It In the East it la hot of WDAS; climbing of WOL Climbing in the South at WOIA WYLD WOWI and WVOL In tho Midwest it Is now ut WJMO and WBMX: cllmbing it WLOU WKWM and WVKO whilo hot at WJLB. In the West it is hot at KSOL and KDKO plus a medium ol KDIA.
LOVE UNUMTTED "High Steppin', Hip Dressin' Fella" (Unilmited Gold/Col) 33\% inporting alrplay. Now in the West at KLIP, Modium airplay in tho MIdwost bt WLOU, WKWM WCIN, WWWS and WVKO; hot it WDAO. In the South it is hot ut WAOK, WEAS and WGIV climbing at KOKY and WKXI. The Enet roflects it new at WWIN while hot at WWRL and WOL KC \& THE SUNSHINE BAND "I Betcha Didn't Know That" (Sunshine/TK) 31\% of our reporters aro on it Climbing in the East at WWIN, WKND and WXYV. Climbing in the South at WHRK, WVEE and WOWI while hot at KMJQ. WYLD end WKXI. In the Midwoet it is now at WJMO and hot at WBMX. It is in medium airplay at KDKO and hot at KSOL in the Woat MARVIN GAYE "Ego Tripping Out" (Tamla) 29\% of our reportera are on It Addad in the West at KYAC. Added in the Midwest at WLOU, WKWM, KPRS and WDAO. New in the South at WVOL white otherwlse hot at WAOK, WGIV, WVEE and WHRK. Hot in the East at WXYV and new at WWIN while cllmbing at WDAS
JIMMY "BO" HORNE "You Get Me Hot" (Sunshine/TK) 29\% of our reporters are on It Hot in the East at WDAS. Climbing in the South at WJMI and KMJQ: hot at WPDQ. WKXI and WYLD. Climbing in the Midwest at WLOU, WTLC and WKWM; hot there at KPRS and WWWS. Climbing in the West at KDIA and KSOL.
PLEASURE "Glide" (Fantasy) 29\% reporting airplay. In the East it is medium at WKND and hot at WDAS. Medium in the South at WYLD and hot at WANT. Added In the Midwest at WWWS and WJLB; climbing at KPRS while hot at WTLC and WKWM. CHmbing at KDIA and KOKO in the West
SHALAMAR "The Second Time Around" (Solar/RCA) 29\% reporting actuity. Added in the East at WKND. Added in the South at WDIA. WKXI, WNOO and WJMI; climbing at WGIV. In the Midwest it is in medium airplay at WTLC, WKWM. WCIN and WWWS; hot at WLOU and WDAO. Climbing in the West at KDKO.

## NEW \& ACTIVE

EARTH, WIND \& FIRE "In The Stone" (ARC/Col) 24\% of our reporters are on it Added in the South at WYLD and WEAS; picking up medium airplay at WJMI, WAOK and WPDO while hot at WOIC. In the Midwest irs new at WKWM and WDAO with medium alr. play at WVKO, WCIN and WLOU
ROSE ROYCE "Is It Love You're After" (Whitfield) 22\% of our reporters are on it Showing medium rotation at WXYV and WOL in the East. The South shows climbing positions at WKXI, WHRK and WVEE; hot at KOKY and WOWI. In the Midwest it's climbing a WMJO and KPRS. The West has medium airplay at KSOL
SPINNERS "Body Language" (Atlantic) 20\% of our reporters are on it Picking up medium airplay in the East at WXYV. In the South it's climbing at KMJQ WHRK, KOKY and WVEE; hot at WGIV. The Midwest has an add at WBMX with medium airplay at WDAO and
WWWS wwws.
PEACHES \& HERB "Roller Skatin' Mate" (Polydor) 20\% of our reporters are on it Hot now record debuting in the East at WWIN and WWRL. New in the South at WGIV while hot at WANT. Now in the Midwest at WLOU, KPRS and WBMX. Debuting in the West at KDKO and KYAC.
LTD "Stranger" (A\&M) 18\% of our reporting stations are on it Now in the East at WKND; medium rotation at WOL and WWIN. Added In the South at WYLD; hot at WVOL and WDIA. Debuting in the Midwest at WDAO while climbing at WVKO.

## JAZZ

## HOTTEST

Water Sign (Arista) "Toad's Place" Various Cuts NOEL POINTER. High Gear (Horizon) ERICGALE Various Cuts Fealit (UA) Various Cuts FREDDIE HUBBARD LENNY WHITE Verious Cuts Various Cuts FLORA PURIM

## NEW \& ACTIVE

No New Records Qualified For Now 8 Actve
EAST: WRVR/Now York, NY HerschevProscort WHURWelingtor, D.C. Jesse fax WEAABBeltimore, MD, Chauncey Lewis SOUTH: WCLK/Adanta, GA, Requev Ward. MIDWEST: WBBY/Columbus, OH, P. Norman Grant WJZUDetroit MH Dorian Paster, WEST: KADXIDenver, CO, Chuck Edwards; KRE/Berkeley, CA Hal Jackson: KKGO/Los Angeles, CA, Monica R/ordan: KJLH/Los Angeles, CA Hal Jackson: KK
Lawrence Tanter
lawrence Tanter.



## Jeff Gelb

## Felix's Law: Less Is More

Frank Felix is one of AOR radio's most respected yet controversial programmers. While PD at KBPI/Denver his super-tight playlist took that station to ratings heights it has not yet been able to equal again. Felix is now programming a new AOR signal in Albuquerque, KFMG, where he has taken his unusual music and programming philosophies several steps further. In the following conversation with Felix and KFMG GM Roger Agnew, we'll detail these controversial and intriguing philosophies.

## Subtracting To Add Numbers

The most controversial aspect of KFMG is its musical playlist, which consists of 239 cuts total. Current hits rotate every five hours while older material may take three to four days to come up again. Why reduce the entire output of 20 years of rock ' $n$ ' roll to less than 250 tracks? Felix explained, "Let's say our station played ten cuts an hour and you as a listener liked eight. After hearing those two cuts you didn't like several times they'd be a tune-out. So if we subtracted those two cuts from our playlist, theoretically you would want to listen longer because what you'd hear you'd like." Felix first put this philosophy into programming practice at KBPL/Denver and amassed that station's highest ratings figures ever. He has further refined it into what he uses at KFMG: 239 hit album tracks and hit singles by AOR artists.

## Topical Blend

Not all of those cuts are hard-rockers, either. Felix programs a handpicked blend of AOR's biggest hits, which might include anyone from Boston to Billy Joel. Felix commented, "I can follow the philosophies that led to all-rock programming: Things have become

"I want to amass the largest audience I can. At the same time I want to do it with AOR because I believe it's the most mass appeal format, potentially, that exists."

Frank Felix
so fragmented that a station might want to grab its niche of the audience and keep them happy. And if the all-rock stations aren't adding tons of new material, then they're doing the same thing I am: subtracting soft stuff to make what's left sound better.
"I think an all-rock format can become just as boring as an all disco format, and just as quickly," Felix continued. "I think you can come up with a way of shooting for a broader audience and pleasing them. I want to play the most popular music possible. I want to amass the largest audience I can. At the same time I want to do it with AOR because I believe it's the most mass appeal format, potentially, that exists."

## Picking Winners

With only 239 cuts to choose from, Felix has two vital concerns: that those cuts be the very best and least offensive ones he can play, and that his rotation pattern is airtight so that the same songs don't come up at the same times daily. Regarding track choices Felix revealed, "It's as much what we don't play as what we do. Every time I've heard of someone trying to make AOR a mass appeal format he always starts adding artists who don't fit. The average 22 -year-old has a real hard time figuring out what's hip to like. He knows only two things he doesn't like: disco and middle-of-the-road music. It amazes me that anyone would try to put such artists in 'mass appeal' AOR's, but they do."

KFMG's musical blend is a result of research and instinct. "I don't believe in passive research," Felix commented. "I spent a lot of time doing it, and it always seems to slant answers toward an England Dan \& John Ford Coley type of sound. I spend a lot of time looking through thousands of telephone request lists. When these active listeners call we often ask them what they think of ten or fifteen different songs. It does nothing to reach other stations' listeners but you learn a hell of a lot about pleasing the active end of those who are already listening to your station. You've gotta answer your phones; you've got to write down their requests."

## Community Appeal

Beyond the telephone lines, Felix keeps a watchful eye on the community-at-large. "It's that whole bit about what's being played in the car next to you and how loud it's be ing cranked up. Or walking into a 7-11 store and seeing if they're still tapping their toes to 'Don't Bring Me Down.' About the time I get sick of hearing something on the radio, that's when I know I can't even consider pulling it out of rotation yet."

All of this input, combined with Felix's own instincts, results in the station's supertight musical blend. This group of tunes changes as often as Felix deems necessary to
keep the station sounding fresh. Also of vital importance are the airplay rotations, determined mathematically so that a song is never played at the same time two days in a row Jocks are also given some leeway to creatively mix the tunes for maximum impact.

The station's rotations have been set up for an optimum listening time of two to three hours. Felix stated, "I can't feature any mass appeal radio station satisfying a ten-hour-aday listener. Two to three hours is about as active as I want us to get."

## De-emphasizing Personality And Promotion

Music is emphasized over both personality and promotion at KFMG. Felix stated, "Everytime a jock opens his mouth he runs the chance of alienating someone. If he plays a tune and then says how much he liked it, the audience perception might be that the jock is playing what he likes, not what they want to hear. I'd rather convey to our audience that we're playing what they want to hear, without doing a bunch of liners."

As for promotions, Felix claimed. "We're open to them and listen to what other stations are doing, and if something comes up we'll move on it. But most promotions are designed either to sell a record album or record company, or to help out the sales department. none of which are my concerns. My concern is Arbitron. And when you're playing the best damn music that's come out of 20 years of rock ' $n$ ' roll, that's pretty powerful all by itself."

## The KFMQ Connection

Just how powerful KFMG will prove to be in the Albuquerque radio marketplace (especially in comparison to competing KRST) is yet to be determined. The station signed on in the middle of the Spring ratings period with some well-placed TV spots and garnered a $12+$ figure of 4.4 to KRST's down 7.3. The true test will come in Albuquerque's upcoming fall ratings book. An interesting indication of the format's possibilities for ratings numbers came from Lincoln, Nebraska at KFMQ, where KFMG GM Roger Agnew was formerly that station's GM. Agnew and Felix were brought in as consultants for KFMQ's most recent book. With KFMQ PD Bruce Wheeler executing the Felix-inspired tight playlist, KFMQ garnered its best ratings ever, and one of AOR radio's top $12+$ figures as well: a whopping $20+$. A week ago Felix and Agnew left their posts at KFMG (though they will continue to consult the station) for co-programming positions at 91X/San Diego, where they will headquarter a new consultancy company.

KFMG/Albuquerque: just an AOR oddity or a harbinger of a major evolution of the AOR form for the Eighties? Agnew opined, "We have developed tomorrow's Top 40. It happens to be album-based. All we've done is take some basic Top 40 philosophies and apply them to the ultimate extreme to AOR radio." Felix added, "If you look at your goal as being everyone who listens to radio and keep plugging away at them, you're bound to get closer and closer to achieving that goal." The next several ratings periods in Lincoln, Albuquerque, and now San Diego, should show whether Felix and Agnew can achieve that goal.

## Evolution

KYA-FM/San Francisco, which suffered a down Spring Arbitron book, has switched formats to Top $40 \ldots$ Carey Curelop has been named PD at KFMG/Albuquerque following Frank Felix's departure from the station . . Bill Goldsmith has joined WCAS/Cambridge as PD from KDON/Salinas . . . Rogers Brandon has been named PD from Sales at Magic 98 (KMGN)/Bakersfield... Roy Stuewe has exited as PD at WOMP-FM/Wheeling . . KFMQ/Lincoln airstaffer Tom Burke has been upped to MD . . . Tawn Mastrey has exited KS.O/San Jose where she was MD. She'll announce her new plaris shortly . . . Ken Johnson has been upped to MD at KGOT/Anchorage . . . Scott Jameson has joined KDKB/Phoenix for nights. . . Jim Sprinkle has joined KBCO/Boulder, as has Annette Griswold. . . Tim Cawley is new to WTAO/Carbondale . . WLPX/Milwaukee's new overnight air personality is Cassandra Stancil . . Gabe Babtiste has joined WXLP/Davenport for mornings. Also new to WXLP is Dave Hanson for middays and the MD post . . . Wolf Schneider has been upped to Production Director at Westwood One . : . Sally Weinstock has joined Watermark as Publicity Manager... Al Moss has joined Wynn Jackson Promotions, Inc . . . Phillip Page has exited his Jem Records promotional post for a National Promotion position with Virgin . . . Tom Mazzetta has joined International Artists as their National Promotion Director ... KLOS/Los Angeles newsperson Leslie Sawyer has exited that post for a New York newsanchor post with the RKO Network. Her successor at KLOS is former parttimer Jane Platt.


ORLANDO GETS HATCHET JOB - In commamoration of Epic recording artists Molly Het. chat's success from a hometown bend to a major recording ect, WDIZ persuaded Orlando Mayor Carl Langford to proclaim a racent Molly Hatchet Weak. Pictured (l-r) are station PD Neil Mirsky, group's Danny Joe Brown, Duane Roland, and Dave Mlubak, (sifting) Mayor Langford.


## Jeff Gelb

## Update

KLOS/Los Angeles provided official live coverage from the city's "Street Scene," a weekend-long outdoor free festival of arts and music which emphasized L. A.'s new wave bands. KLOS set up an information booth to provide a focal point for informational services, and was on the air hourly with live coverage of the musical portions of the weekend

WMMS/Cleveland is reprising its "Buzzard Beatles Blitz," a weekend-long special of rare Beates-nlated interviews and music, and adding new material to the show as well Six Eastern AOR radio stations hooked up for an informal radio network concert broadcast of Polydor recording artist Bram Tchalkovsky. WBCN/Beston acted as host station. WBCN also provided live coverage of the Seabrook anti-nuke demonstrations for ten AOR's nationwide .. WIYY/Haltimore had an overflow response to their most recent promotion, which gave away tickets to the World Series games . . KSAN/San Franclsco cosponsored a skate-a-thon for Greenpeace that amassed an impressive $\$ 40,000$ in pledges KBCO/Boulder's fifth annual Boulder Music weekend aired tapes from area musicians who were judged in a competition for a grand prize Martin D-28 guitar. Leading the panel of Judges was Richie Furay . . . WDHA/North Jersey has set up voter registration booths complete with refreshments and station tours to encourage a large voter turn-out KWFM/Tucson is lining up acts for a Fall Jam '79 concert with proceeds earmarked for the March of Dimes. Among those already signed to perform are Mike Nesmith and Point Blank . . Magic 98 (KMGN)/Bukersfleld is a new AOR that needs album service from all labels. Contact MD Luke Johnston at (806) 397-7000.


SAMLING FACES - Greating Epic Records recording ardist David Werner (center) backstage for lowing a necent LA. concert appearance were KMET Assistant PD Jack Snyder lleft and R\&R AOR Associate Editor Christine Anthony Irightl.


MAKIN CONVERSA TION - Columbie recording artlst Eddie Money performed for a recent outdoor concert near Columbus, Ohio. The event was covered by QFM96/Columbus. Picrured beckstage before the show (tr) are Money, QFMSG PD Tom Teuber, Columbia's Pete Ander. son.


TAKE A FL YING LEAP - That's CHOM-FM/Montreal Promodon Direcror Mark Sherman provIng he ll do anything for the sake of a station promotion, Including skiling down a menmade snow slope into a swimming pool. Sherman was a contestant in a station-sponsored summer skiling tourney which netted its winner a $\$ 3000$ RCA home video system.


GUITARS 'N' STARS - Columbia recording artist Ron Wood brought his Naw Barbarians to Cleveland for a concert appearance. Pictured backstage atter the show (tr) are Columbia's Brian Litman, Wood, WMMS PD John Gorman, WMMS alr personallty Berty Korvan.

## Concerts $\mathcal{\&}$ Conversations

PRESENTATIONS: KSMB/Lafayelte presented Prism for $\$ 1.94$
WMMS/Cleve land presented Moon Martin for $\$ 1.01$.

RADIO CONCERTS: Moon Martin on WMMS/Cleveland . . Rippi Marchello on WLIR/Long Istand . . . Bullseye on WBAB/Long Island . .. Carolyne Mas, Shirts, Danny Douma on WAER/Syracuse . . . Bread And Roses on KTIM/San Rafael . . . Records on KSAN/San Francisco

GUEST DJ'S: Dennis DeYoung (Styx) on WMET/Chicago
Police on WZAM/WMYK/ Norfolk . . ."Heavy Lenny" Bronstein (A\&M) on KSMB/Lafayette . . . Dr. Demento, Robert Palmer on WMMR/Phlladelphia.

CONVERSATIONS: Michael Gregory Jackson, John Scofield, Herb Alpert, Dizzy GHlispie on WRVR/New York . . Jimmy Messina, David Werner on WMET/Chicago ... David Werner on KNAC/L,ong Beach . . . Molly Hatchet, Billy Thorpe on KMOD/Tulsa

Martin Mull on KTYD/Santa Barbara ... Robert Fripp on WLIR/Iong Island . Jerry Jeff Walker, John Prine, Dirt Band on WKDQ/Evansville . . Roger Glover, Richi Blackmore (Rainbow), Eric Bloom (BOC), Richie Furay on KTCL/Ft. Collins, CO . . David Werner, Eddie \& The Hot Rods, Roy Loney on WJKL/Elgin . . . Desmond Child on K99/Great Falls ... Pages, Molly Hatchet on KBPI/Denver ... Kenny Loggins, Knack, Tom Petty on WLUP/Chicago ... Blue Steel on WBRU/Providence... Pop on KWST/Los Angeles . . . Kenny Loggins on KSHE/St. Louis . . . David Werner on KNAC/ Long Beach ... Persuasions on KVRE/Santa Rosa ... Ricky Medlock (Blackfoot) on WBIR/Knoxville ...Records on KSAN/San Francisco...Doug Fieger (Knack) on GWUW/Detrit land.

COMING NEXT WEEK: With the World Series still fresh in people's minds, this seemed the right time to check in with AOR radio for its opinions on sports coverage. Next week we'll speak with PD's and air personalities at AOR's nationwide who have turned to innovative sports coverage for unique flavoring to the AOR radio form.


## Page 52

## October 19, 1979

154 REPORTERS
EAGLES.................................
LED ZEPPELIN . . . . . . . . . . .
The Long Run (Asylum).
In Through The Out.. (Swan Song)
Head Games (Atlantlc).
Dream Police (Eplc)
Cornerstone (A\&M)
Slow Train Coming (Columbia) Stormwatch (Chrysalis).
Flirtin' With Disaster (Epic).
Eve (Arista).
Get The Knack (Capitol) . Tusk (WB).
Boogie Motel (Bears ville/WB)
Fear Of Music (Sire)
. Eat To The Beat (Chrysalis). Volcano (MCA)
Gomm With The Wind (Stiff/Epic).
Marathon (Columbia)
. Candy-O (Elektra) .
. Escape From... (Capitol).
. Highway To Hell (Atlantic)
. The Glow (WB)
. Nine Lives (Epic)
Keep The Fire (Columbia)
. Rust Never Sleeps (WB/Reprise) .
. Various Artists (Polydor).
. Fearless (A\&M)
. Present Tense (Elektra)
. Secrets (Island)
. John Cougar (Riva).
. First Under The Wire (Capitol)
Street Machine (Capitol). I'm The Man (A\&M)
Restless Nights (Columbia)
. In The Heat Of The... (Chrysalis)
. Into The Music (WB)
. Labour Of Lust (Columbia)
. X-Static (RCA)
. Unleashed In The East (Columbia)
The Records (Virgin).
Evolution (Columbia)

Album curs are ilsted in orde of airplay preference
"Heartache" Title "Shoes" "King "Love" "Fool" "Evening" "Saurez" "White Boy" Tit/e "Rev" "Even"
Titfe "Voices" "Tonight" "Hell"
"Babe" "Lights" "Never" "Borrowed"
"Serve" "Angel" "Train" "Animal"
"OII" "Move" "Orion!" "Home"
Title "Whiskey" "Over" "Rockin"
"Damned" "Lucifor" "Man"
"Good" "Selfish" "Sharona"
"Sisters" "Think" "Angel" Tite
"Bed" Title "Lucky" "Motion
"Wartime" "Paper" "Mind"
"Dreaming" "Accidents" "City"
"Fins" Title "Lady" "Drinks"
"Hold" "24 Hr." "Come"
"Wanted" "Lightning" "Times"
"Go" "Type" "Do"
"Rolone" "Reason" "Chance"
Titte "Rhythm" "Touch"
"Thank" "Thing" "Baby"."Coming"
"Road" "Heavy" "Money" "Take"
"This /s" "Love" Title
"Blue" "Sail" "Finger" "Black"
" $5: 15$ " "Joker" "Faces"
"Rock" "Paradise"
"Tomorrow Night" "Late" "Now" "Friends" "Jealous" "Case"
'Loyer'" "Dancin'
"Loser" "Change" "Man" "Wonder"
"Jane" "Trans Am" "Pains"
Title "Radio" "Different" "Kute"
"Baby" "Walir" "Trouble" "Water"
"Heartbreaker" "Lover" "Rated X" "Bright Sida" "Game"
"Cruer" "Susan"
"Wait" "Bebop"" "Intravino" NEW
"Diamonds" "Manalishi"
"Diamonds" "Manalishi" $\longrightarrow$
"Stary Eyes" "Teenarama"
"Lovin' " "Angels" "You"

Chart
Summary
EACLES swooped Into first place this week, un setting ZEP with a potem list of hot reports. ZEP FOREIGNER and TRICK all remained phenomenal ly strong. 87 YX inched in to top five as TULL and HATCHET inchod up. KNACK held rock steady MAC debuted stronger than any album in 1979. with a potent combination of alrplay in all rotations. Watch for this record to join the superstars crowd at the top of the chart nex week es the massive mumber of edds convert to high er airplay rotations. FOG HAT jumped upward as HEADS bobbed up. BLON DIE leaped upward as SANTANA inched up RAITT had a good week of increased airpley rots tions. REO maintalned and LOGGINS moved up nice ly. CURRY Inched up as SHOES Jogged upward. COUGAR had a good week end JACKSON de buted with numerous adds. H\&O moved up while RANNBOW nearty charted

The Album Airplay/40 chart re presents activity based on a com bination of add, medium and hot
reports. Artists' chart numbers reports. Artists' chart numbers
are displayed over a four-week period. The artists in italics registered the most rapid gains in air
play for the week. Album cuts that are also current singles are that are also curr
listed in bold type.

|  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 |  |  | 10779 | 1072 | 10/5 | 9728 |  |  |
|  |  | FleETwOOD Mac | 134723 | 010 | 010 | 00 |  |  |
|  |  | Tusk (WB) |  |  |  |  |  |  |
| 2 |  | "Sistors" | ${ }^{\text {H8 }}$ |  |  |  |  |  |
|  |  | JoE Jackson | 8180 | 22 | 00 | 00 | 00 |  |
|  |  | I'm The Man (A\&M) |  |  |  |  |  |  |
| 3 |  |  alck derrinaer | N. 37 | 17n2 |  |  |  |  |
|  |  | hick derringer Guitars \& ... (Blue Sky) | $\begin{gathered} 3720 \\ \text { M } \end{gathered}$ | 17172 | 73 | mo | 010 |  |
|  |  | Trum | $\mathrm{H2}$ |  |  |  |  |  |
| 4 | - 2 | 2020 | 2812 | $20 n 9$ | 18 | 00 | ao |  |
|  |  | $20 / 20$ (Portrsity | M4 |  | ${ }^{10}$ |  |  |  |
|  |  | "Tellow Pills" |  |  |  |  |  |  |
| 5 |  | D. MAME J. OATES | 56/23 | 6net | 818 | 00 | 00 |  |
|  |  | X-Static (RCA) | m. 28 |  | Mo |  |  |  |
|  |  | "Watt For Me" | $\begin{array}{ll} \mathrm{H} 4 \\ 2122 \end{array}$ |  | mo 3838 | 00 |  |  |
| 7 |  | Marathon (Columbla) | m 46 |  | Mo |  |  |  |
|  |  | "All L... Wonted" | M.23 | M. 13 |  |  |  |  |
|  |  | gmail | 28,20 | 3128 | \% 10 | 00 | 00 |  |
|  |  | Flow (Craam) | M6 | M. 1 | m. |  |  |  |
|  |  | "Tonight" APRIL WINE | $\mathrm{H}_{1} 17 \mathrm{Ma}$ | 00 | ${ }^{1+4}$ | 00 | 00 |  |
|  |  | Hardor...Faster (Capitol) | mo |  |  |  |  |  |
|  |  | "ILke To Rock" | H. |  |  |  |  |  |
| 9 |  | OONNIE RATT | 80715 | 80/21 | 60/51 | 16/78 |  |  |
|  |  | The Glow (WB) | M 38 |  | 49 |  |  |  |
|  |  | "Thenk You" | ${ }_{8}^{4} \cdot 2 \pi / 14$ | ${ }_{63}^{42}$ | H8, 13/1 | ${ }^{\mu 0} 0$ |  |  |
|  |  | Keep The Fire (Columbie) | M. 37 | M 6 | M. 1 |  |  |  |
|  |  | 'This is $/ f$ " | N. 17 |  |  |  |  |  |
|  |  | POUCE | 16/74 | 010 | 00 | 00 | 0,0 |  |
|  |  | Reogata Da alanc (A\&M) | M 1 |  |  |  |  |  |
|  |  | "Massago in A Bortlo" | ${ }^{1} 0$ |  |  | 00 |  |  |
|  |  | Teste Of Passion (Adantic) | MS 17 | M 1 J-A | 0 | 00 |  |  |
|  |  | "Boach GIr'" | ${ }^{+3}$ |  |  |  |  |  |
|  |  | UK | 20174 | 20178 | 13/3 | 00 | 00 |  |
|  |  | Night After Night (Polydor) | M 4 | m 1 | mo |  |  |  |
|  |  | "Nothing. Loso" |  | ${ }^{\mathrm{HO}} \mathrm{ON}$ | ${ }^{100}$ |  |  |  |
| 10 |  | 3-SPECIAL <br> Aockin' Into The... (AGM) | $\mathrm{m}_{0}^{14 / 74}$ | 010 | 010 | 00 |  |  |
|  |  |  | но |  |  |  |  |  |
|  | 11 | headeors | 18/33 | 1/1 | 0.0 | 00 |  |  |
|  |  | Handboys (RSO) | M4 | 10 |  |  |  |  |
|  |  | "Shapo" |  |  |  |  |  |  |
| The Added reports of charting artists are displayed over a five week period. They are listed in order of total reports within the specific rotatio |  |  |  |  |  |  |  |  |
| for the week. Two numbers follow each allum title. The first represents total |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| are breakdowns of the album's reports in other rotations for the week. The |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |





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


Tusk (WB)
Shaters:" 7746 "Think" "Angel" $87 \%$ of our re portere on 12 Toted album reports: 134. A.123, M.3. H8. Debutad this wook at number 11



JOE JACKSON I'm The Man (A\&M) Thte "Radio" "Different" "Kurte." $63 \%$ of our roportars on H. Total album roporta: $81 . \mathrm{A} 80, \mathrm{M}-\mathrm{O}, \mathrm{H}-1$. Dor 32.

## SINGLES <br> POLICE

"Message in A Bottle" (A\&M)
2 RAINBOW
"Since You've Been Gone" (Polydor)
3 SNIFF 'N' THE TEARS
"Driver's Se日t" (Atlantic)
4 KINKS
"Catch Me Now I'm Falling" (Arista)
5 DAVID WERNER
"What's Right" (Epic)
DAVE EDMUNDS
"Girls Talk" (Swan Song)
7 HEADBOYS
"Shape Of Things To Come" (RSO)
CHARLIE
"Killer Cut" (Arista)
9 SINCEROS
"Take Me To Your Leader" (Columbia) 10 SOUTHSIDE JOHNNY
"Anxious" (Marcury)
These 48 's racelved algnificent AOR alrplay reports this wook. These alinglee Album Alrpiayitio chart The chert is listed in order of total mentione recolved Ab
the wook.

## JAZZ ON A®R

JEAN-LUC PONTY . . . . Taste Of Passion (Atlantic) WEATHER REPORT . . . . . . . . . . 8:30 (ARC/Columble) "Birdland" NEIL LARSEN . . . . . . . . . . . . . . . . High Gear (Horizon) JEFF LORBER FUSION
..... Water Sign (Ariata)
BRAND X . . . . . . . . . . . . . . . . . . . . Product (Passport) CRUSADER8. . . . . . . . . . . . . . . . . . . 7tte Rodeo Drivo B.B. KING . . . . . . . . . . . . . . . . . Teke It Home IMCA) DAVID SANCIOUS . . . . . . Just As I Thought (Arista) FLORA PURIM Tit/e "Remember"
Cerry On (WB)
Sarara

These albums recalved eloniticent olrplay reports that woek but did not chan on the Album Alrplayluo listing. This chart repreeonte sctulty based on a com binotion of add, madium and hot reporta, at

## REGIONAL AER ACTIVITY



## LPBiticos Bta Long Island

 ond con
sion


Page 56





Page 60

| 17 | Pint Jocen loo Angotos |  |
| :---: | :---: | :---: |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |



## MREM-5M

Spokane
$609.446 \cdot 2000$

## Jim Duncan

## Nashville Notepad

It was a nonstop week in Nashville for the 1979 Country Music Convention, Music City's annual salute to the makers of music and those involved in the many ifacets of this complex business: radio, records, talent buyers and sellers, etc.

An impossible task it would be for any one person to attend every event scheduled during the week, but it is worth the try. This reporter put in close to 400 miles during my seven-day visit. Next year I have to look into the possibilities of using a helicopter to get from place to place.

Here's how it went . . . Hope you enjoy the pictorial coverage found in the next few pages

## SUNDAY. October 7

Found myself packing to exit the Hyatt Hotel . . . The Opryland Hotel had screwed up my reservation and told me last night I would be staying downtown

So much for the early start getting together with people I needed to see for the Monday night network radio show . . If Opryland Hotel hadn't been so close to much of the activity for the week, I would have much rather stayed ANYWHERE else in Nashville. In all of my travels, it is by far the biggest ripoff More about that someday when there are no more radio stations to talk about A great deal of activity underway at the site of the 13 th Annual CMA Awards Show, the Grand Ole Opry . . . One of many FINAL meetings for the CMA's first coast-to-coast radio show got underway in the afternoon . . . I spent that evening at WSM doing the final dubs of show openers, special segments, and music for the radio show

It was late when I returned to my home for the week into someone in the lobby who told me Joe South, Charlie Louvin, Ira Louvin, Elsie McWilliams, and Rev. Thomas Dorsey were inducted into the Songwriters Hall of Fame at the Nashville Songwriters Association International annual dinner earlier that evening . . I was in town for a day and already I had missed one of the events . . . This could be tough . . . As I dozed off, thinking of a busy Monday, it flashed on me that it was my birthday and I had forgotten all about it.

## MONDAY, October 8

Being on Los Angeles time, I couldn't believe it was time to get ready to go to the CMA Board of Directors meeting . . . After all, this was the day I would be a part of radio history . . . The largest radio network for a live Country radio broadcast had been put together for tonight on NBC (174 stations) . . . I was tired "Whose idea was this gam meeting?" . . . It still was good seeing the many people who I'd worked with during the past year on the CMA board . . . I will have to read the minutes to find out what was said. My mind was on the final segment times for the radio broadcast . . . After the meeting at the new Raddison Hotel, I was reminded of the start of the CMA's annual Talent Buyers Seminar . . . Looked like another good lineup of meetings and talent . . . Meanwhile back at my mirror later that night . . It was 10 minutes until the television show was to begin. . I was running late, but I was a couple minutes away from the backstage entrance. I knew I would make it in time to supervise the taping of segments from the television show for the radio prugram . . ."No, this can't be happening to me!!"" . . In my hand were two pieces of a broken cuff link . . ."Who the hell decided we all would wear tuxedos for this?" A paper clip saved the night . . . Good TV show . . . Glad Willie, Kenny, Charlie and Barbara won It was about time . . . Speaking of time . . "One minute to show time!" "Willie doesn't like to do these things, hope he shows up" . . "The NBC Radio Network presents the world premiere Country Music Association Radio Special . . By the time the hour-and-a-half was over all the winners, including Willie, had stopped by to be interviewed by radio hosts Bill Anderson and Ralph Emery or "roving reporter" Bill Robinson . . Dolly Parton, Don Williams, Crystal Gayle, Anne Murray, Mel Tillis, and others joined the winners as part of the biggest lineup of stars for the radio show . . . A few minor technical problems But it worked . . . Thank you for your comments and ideas for next year . . . At three in the morning, back in my room, I did a report for Australia radio station, 2CC, about the awards show . . . It had been a long day and night, but I was wide awake from the excitement of it all . . . Now I wished I would have taken a couple of minutes to enjoy some of the delicious food the CMA had at their post-awards party


## TUESDAY, October 9

Had to get my film on the first plane out of Nashville to Los Angeles for the R\&R deadline . . Made it . . (You saw that work last issue) . . . FICAP and WSM put their heads together for the first event of the day ...WWL/New Orieans air personality Charlie Douglas moderated a radio personality panel featuring Ralph Emery, King Edward Smith IV, Biff Collie, Ron Martin. "Tiny" Hughes, Paul Kallinger, and the very funny Doc Lemon . . . Phono-gram-Mercury beld a cocktail reception in the afternoon . . . It began to get cold and the rains came . . . Attended the BMI Awards dinner . . 115 writers and 66 publishers received awards . . "Is it still raining?"

## "40 degrees in Music City!" . . . Many brave souls made the early start of the

 Seventh annual Radio-Golf Tournament . . . Had to cover the RCA, Capitol-EMIUA and CBS Showcases, all day and into the evening, as part of the WSM-Grand Ole Opry 54th Birthday Celebration . . . The ASCAP Awards dinner got me back into a tuxedo for the third time this week. . Bought a new set of cufflinks Now I'm looking good . . . At the ASCAP dinner, songwriter Rory Burke and music executive Henry Hunt, of Chappell-Intersong Music, walked away with the most awards that night. Larry Butler was named "Producer of the Year"
## THURSDAY, October 11

The annual CMA membership meeting was the best attended in years Larry Butler ("The Gambler") and John Boylan ("The Devil Went Down To Georgia") won the CMA's "Producer of the Year" awards for top song and single from the Monday night awards show . . . The CMA's founding president. Connie B. Gay, presented Ben Smathers with the Founding President's Award ... At the meeting, elections for the CMA board of directors was held... In the radio category. King Edward Smith IV of WSLC/Roanoke will represent disc jockeys, along with Mike Hoyer of KICD/Spencer, IA and Don Nelson of WIRE \& WXTZ/ Indianapolis will join Jim Slone of KCUB/Tucson to oversee the radio membership needs . . After lunch, enjoyed the MCA show . . . The picture of Jerry Lee Lewis and Carl Perkins, with Ralph Emery, was during the taping of "Pop Goes The Country." Lewis and Prkins made a rare appearance together to sing a duet of "Blue Suede Shoes Thanks to WHN's Ed Salamon for tipping me to this special television taping. This was the busiest day by far. . . Ovation Records had the Kendalls available in a studio for radio stations to do top quality station promo spots . . They had a show featuring their acts later that night New to the country field, Casablanca Records and FilmWorks hosted a wonderful and delicious bar-b-que. . . Balloon rides were the at the party for new label, MDJ Records . . Cachet Records held a showcase of its artists including Johnny Cash. who did a gospel album for the label, and Ernest Tubb . . . Warner Brothers spotlighted the Bellamy Brothers and "Big Al" Downing at the Exit-In . . . Between shows. I put on my tuxedo tie and presented SESAC"s "Broadcaster of the Year" Award to Mike Oatman. He owns KFDI, KWKH, and KYNN among others . . MCA/ Nashville President Jim Fogelsong had most of the convention (and then some) to his house for his 9 th annual party. It is always a great way to end a busy day and night

## FRIDAY, October 12

The CMA's annual artist-disc jockey tape session started this day bright and early . . Good response to the first CMA D.J. luncheon which included the official presentation of the " 1979 Disc Jockey of the Year" Awards by last year's winners . . . Congratulations to Terry Slane, WGTO/Cypress Gardens, FL; Dugg Collins, KZIP/Amarillo; and Bill Bailey, KENR/Houston on taking this honor. It was nice they were seen on national television as part of the Monday CMA awards. Of course, they were featured on the network radio show . . . Bill Anderson, KENR's Ric Libby; Jack Cresse of KVOO/Tulsa; Mike Oatman, via a tape brought by KFDI's PD Jerry Adams; and Connie B. Gay had nice things to say about the CMA for the visiting radio people. I enjoyed the task of MC for this first. hopefully, annual luncheon.

The FICAP dinner rounded out the evening. Sorry I had to miss this one. Bussiness called me back to L.A. early. Congratulations to friend Cliffie Stone of ATV Music and XERF/Del Rio, TX, air veteran, Paul Kallinger on being inducted into the "D.J. Hall of Fame" that night. "Tatar" Pete Hunter was inducted in the deceased category. His widow, Carla Hunter Dominguez, accepted the plaque. She is pictured here with R\&R Nashville Editor Biff Collie; Ernest Tubb and Chuch Chellman . . . RCA Records provided the entertainment with Tom T. Hall, Dave \& Sugar and Cliff Cochran for the FICAP dinner Next week, be sure to tune in for any follow-up. I'm sure I missed a thing or two As always, it was a pleasure making some new friends and seeing many veterans of the annual Country Music Convention. After all, isn't that what it is all about? (Don't ask me! Let me have a couple days sleep and I will see if I can come up with an answer. I probably will have better luck answering the age-old question: "What is Country Music?") . . . Over and out




The Federation of International Country Air Personalities (FICAP) and WSM Radio hosted e seminar on "Put ting the Air Personality Back Into Country Radio." Shown here are Charle Dougtos "Tiny" Hughos Ratoh Emery, King Edwand Smith IV, Paul Kallinger, Bfff Col IV, Ron Marthn and Doc Lemon.


R\&f's Jim Duncan (right end) emceod the CMA's firs annual disc jockey luncheon. Presentetion of the "1979 D 1 of the Year" awerds were mede Shown here lleft to right) are CMA's founding President, Comile B. Gay, to right are CMA s founding President Cown B. Geý Raph Poor, largemarket winner Bur Bovey of KENR/ Houston: smallmarket winner
Cvpress Gardens, FL; Dugy Collns of KZIP/Amarillo, winner in the medium market category; BHI Andersort last year's winners Len Ehts and Larry lemesr KENF's RIC LBby, the CMA's Chairmen of the Baard, Tom Comins 1978 CMA D.J. winner, Jack Reno; Jerry Adems of KFDI/Wichita; and Duncan.




Larry Gaefin hosted and entertained at the CBS Rec ords show.


Guitarist Hant Gartand is shown being honored by the City of Nashville with the proclametion of "Hank Gerland Day" by the mavor. A representative from the mayor's office (left) presents the award as Chet Abtins looks on


Backstage at the RCA Records showcase are a group of their performers, label representatives, and radio notables.


RCA's Eddy Amod and Johrmy Duncen of CBS Rec. ords are plctured during the annual CMA artist-D.J tape session.


Brende Loe performs at the MCA Records program.


As one of the top award-getters, Kenny Rogers be came the center of press attention throughout the con vention. He is shown here with members of the inter national press corps.


New to the country music field is Ceseblance. A party by the label was one of the highlights of the weeklong convention.


Producer Lepy Butter won the CMA's Producer of the Year award for the "Song of the Year," "The Gembler." He is shown accepting that award from follow.pro ducer and the CMA chaiminn of the board Tom Calns


## (000ntics

# BREAKERS 

## JACKY WARD

You're My Kind Of Woman (Mercury) 67\% of our reporters on it Now at KLVI, WKXA. Charts: 26-16 KHAK, 39-30 KSON, 29-25 WPLO, $34-29$ WINN, debut 26 WYII, 32-28 WONE, 28-24 KFGO, $30-23$ KLZ, debut 29 WJJD, 31-21 WKKN, debut 29 WDAF, 36-24 KVOC, 3428 WKDA, debut 29 KTYN. R\&R Chart: 38-33.

TOM T. HALL

## You Show Me Your Heart (And I'll Show...)

 (RCA)On 69\% of reporting stations, Added at WMAO, KCKN, KCKC KOKE, KENR, WHN, WYVA, WKXA, WWJO. Charts: 23-17 KFGO, $35-27$ KKYX, 30.22 WUBE, $35-30$ KRMD, 37.30 WMOZFM, 33-26 WEEP, debut 30 KMAK, 33-27 WKDA, debut 27 KMPS, debut 28 WJJD. R\&R Chart Debut 34.

## MOE BANDY

I Cheated Me Right Out Of You (Columbia) Reported on $67 \%$ of our stations. New at WHK, KOKE, WSUN, WIL, WMAQ, KSON, WCAW, and others. Charts: 36-26 KCUB, $39-25$ KIKX, $38-29$ WKDA, $38-28$ KFEQ, $37-30$ KSO, $39-29$ WTSO, 47-30 KGFX, $36-28$ WKKN, debut 30 KNIX, 39-29 KKYX. RER Chart Debut 35.
NEW \& ACTIVE

 HANK WILLIAMS JR. "Whiskey Bent And Hell Bound" (Elektra) 79/6, WMAQ WEEP, KVOC, WKSJ, WYVA WPOR. Charts: 1310 WCXI, dobut 39 WONE, 4020 KRAK,
23.21 WBAM, $36-29$ KEEN, 32.28 WMZQ.FM, 30.25 WEAT, 29.20 KCKC, debur 27 WVDE, 35.27 KUZZ. 2621 WKMF, RER Chart Dobut 37 .
BUCK OWENS "Hangin' In And Hangin' On" (WB) 73/6, коке, wmza.fM.
 23 WONE. 2519 KMPS, 17.12 KFEQ 2822 WKDA. 38.26 KNOE, RधR Chort Dobul 38.
CLIFF COCHRAN "Let's Take The Time To Fall In Love Again" (MCA) 68/6, KSON, WKDA WVNA KKAL KCUB, KVET. Charte: 37.
KVOC 27.22 KLZ. 38.30 KAZY, 32.20 KHAK. 2319 KRMD.
LORETTA LYNN "I've Got A Picture Of Us On MY Mind" (MCA) 63/19, KEEN, KRZY, WTSO, WCXL WSAI, WIRE. WNVY, KVOO, WSUN, WINN. KEBC, WGTO, WPOR,
WEEP, WADR, KSSS. KION, KFFN, KMAK. Chart: 36.29 WFMSFM, 3326 KFGO, 4529 KLVI, 22.12 KCKC. 3529 WMZa.FM.
JIM CHESNUT "Let's Take The Time To Fall in Love Again" (ŃACA) 63/3, WCXI, KCUB, WCMS Charts 40.30 WCOSFM, 36.29 WUBE, 20.16 KRZY, 2823 KFDI.
HOYT AXTON "A Rusty Old Halo" (Jeremiah) 62/17, KEEN, KLAK. WFMSFM. WHBF, WTSO, KYNN, WSLR. WTHI, WWJO, KFEQ WSUN, KLVI, WPOR, WYII, WEEP, KSSS, STEPHANIE WINSLOW "Say You Lave Me" (WB/Curb) 55/6, Whn, WPOR STEPHANIE WINSLOW Char 34.29 KUZZ. 29.18 WWOK. 31.24 KLZ .30 .26 KMPS . $36-30$ WBAM, 3328 KSOP, 3321 KHAK, 37.28 WHK.
CHARLE DANIELS BAND "Mississippi" (Epic) 54/11, KEEN, KLAK, KMAK, WFMSFM, WSLR, WTHI, WWOK. KIVI, WKDA. KHEY, WVA Charts: 3729 WCOSFM, $20-16$ WSEN, 30 - 18 K KURR. 3429 WIRK.FM.
REBA McENTRE "Sweet Dreams" (Mercury) 54/9, kSON, KLZ. KLAK, WSAI. KCKN, WUBE, WTHI, KVET, WOAT. Chars: i6 11 WKMF, 37.28 WCOS-FM, dobut 29 WPLO, dobut MARTY ROBBINS "Buenos Dias Argentina" (Columbia) 50/12. WADR WBAM KVOO, WYDE, WINN, KWMT, WHBF, WIRE, WDGY, KEEN, KMAK, KRZY. Charte: 2619 WCXI, $3628 \mathrm{KUZZ} .31 .25 \mathrm{KFGO}, 3425 \mathrm{KSOP} .26-21 \mathrm{KCKC}$
DAVE \& SUGAR "My World Begins And Ends With You" (RCA) 49/24. One of the "Mont Added" records for the socond woek in a row, Now adde include KIKX. WHK, KCKN, WONE, KSO, KRMD, WYDE, KTOM, KCEY, KKAL KRDR, KRAM, KIDN, KUZZ, WTSO,
KKTN, WTHI, KVEI KNOE, WCOS FM, WHOO, KHEY, WGTO, WCMS, debut 30 WSEN. 3 , 29 KUGR PED STEAGAII "Good Time Charie's Got The Blues" (Elektra) 48/4, wnRS RED STEAGALI "Good Time Charlie's Got The Bl
WGTO, WVVA WADR debut 18 KVOC 42.30 KHAK. debut 21 KOKE
RC. BANNON "Winners \& Losers" (Columbia) 48/2, WSAI, KCUB. Charts 31.26
KUIZ. dobut 30 WHOO. 29.23 WIRK.FM, 22.16 WMC. 28.23 KMPS. 35.30 WKDA. 3422 KHAK.

## Others Getting Significant Action

MEL STREET "The One Thing My Lady Never Puts Into..." (Sunset) 46/9, LACY J. DALTON "Crazy Blue Eyes" (Columbia) 45/6, KOKE. KFDI. KCKN. WFMS FM, KVET, KNOE Chorts: 22.12 KHAK, 3630 KEEN, dobut 25 WIRK.FM, 3527 WUBE.
MEL McDANIEL "Lovin' Starts Where Friendship Ends" (Capitol) 44116, KTOM, KGFX, WDEN, KKAL WKKN, KVOO, KRAM, WXCL WCOSFM, KFTN, KL
KFEQ KHEY KEBC. Charts 34 28 KEEN, 37.28 KUGR, dobut 30 KVOC, dobut 29 WOKQ. KFEQ KHEY, KEBC. Charts 3428 KEEN, 37.28 KUGA, debut 30 KOC, debur 29 WOKQ
JOHNNY PAYCHECK "(Stay Away From) The Cocaine Train" (Epic) 43/9, KRAM, KCKN, KWMT, KRMD, WMC, KLVI, WOQT, WGTO. WYVA. Cherts: 22.16 WCXI, debut 27 ETC BAND "Stranded On A Dead End Streer" (WB) 42/11, KRAK, KLAK. KFTN. KGFX. WXCL WONE, KWMT, KOKE. WINN, KXLR, KNOE, Charts: 21.17 WWOK. 39.27 KHAK. 27 22 WOKQ 3328 WRCP.
LYNN ANDERSON "Sea Of Hearbreak" (Columbia) 41/12, WrVA WDEN, KNOE KVOO. WIRK.FM, WHOO, KHEY, WAXX, KYNN, KRZY, KRAM, KSSS, 32.28 KFGO, $38-30$ KUGA BRENDA LEE "Tell Me What Its Like" (MCA) 38/15, WSLR, WXCL KIKX, KTOM,
KCEY KKAL WGTO, WYDE, WIRK.FM, KVOO, WLAS, KNOE. WRCP, WMZO-FM, WVII, 34.26 KCKC. JOHN WESLEY RYLES Y YOU ARE AIWGYS OC KUZZ KFTN, KIKX. CONWAY TWITTY "Happy Birthday Darlin" " (MCA) 37137. The "Most Added of tha woak Some now stations includo KCKC, WIRE. WPLO, WEEP, WKDA, WUBE, WONE. WTH KRAK. KMPS, KIKX, KEEN, KNIX, KFEQ WMUS, KSO, KFDI, WKMF, WIRK-FM, KHEY, WYII

## Radio\&Records NATIONAEAIRPLAY/4O

Three Two Last
Wreks Weeks Week

## October 19, 1979

LARRY GATLIN/All The Gold In Callfornia (Columbia) KENNY ROGERSIYou Decorated My Life (UA) T.G. SHEPPARD/Last Cheater's Waltz (WB/Curb) JOHN CONLEEB Before MY Time (MCA) CRYSTAL GAYLE/Half The Way (Columbia) OAK RIDGE BOYSIDream On (MCA) DOLLY PARTON/Sweet Summer Lovin' (RCA) RONNIE MILSAP/In No Time At All (RCA)
BARBARA MANDRELLFFooled BY A Feeling (MCA) BELLAMY BROTHERS/You Ain't Just Whistling Dixie (WB/Curb) waylon Jenningsicome With Me (RCA) GENE WATSON/Should I Come Home (Or Should I Go Crazy) (Capitol) merle haggard/my Own Kind Of Hat (MCA) razZy balleyll Ain't Got No Business Doin' Business Today (RCA) JOE STAMPLEY/Put Your Clothes Back On (Epic) EMMYLOU HARRIS/Blue Kentucky Girl (WB) DON WILLAMSII Must Be Love (MCA) anNe MURRAY/Broken Hearted Me (Capital) meL TiLusiblind In Love (Elekura) rosanne Cash w/bobby bare/no Memories Mangin' 'Round (Columbia) CRISTY LANE/Slippin' Up. Slippin' Around (UA) the kendallsil Don't Do Like That No More (Ovation) TOM GRANT/Sail On (Republic) WILLE NELSON/Crazy Arms (RCA) RONNIE McDOWELLLove Me Now (Epic) JOHNNY DUNCANTThe Ledy In The Blue Mercedes (Columbia) JIM ED BROWN \& HELEN CORNELUSIFools (RCA) Charly mcclain/You're a Part of Me (Epic) gLEN CAMPBELLHound Dog Man (Capital) JOE SUNII'd Rather Go On Hurtin' (Ovation) MARGO SMITH/Baby My Baby (WB) ELVIS PRESLEY/There's A Honky Tonk Angel(RCA) JACKY WARD/You're My Kind Of Woman (Mercury) TOM T. HALLYou Show Me Your Heart (And I'll Show You Mine) (RCA) mOE BANDVII Cheated Me Right Out You (Columbia) MOE \& JOEJJust Good OI' Boys (Columbia)
HANK WILLAMS JR.IWhiskey Bent And Hell Bound (Elektra) BUCK OWENS/Hangin' In And Hangin' On (WB) HANK THOMPSON/I Hear The South Callin' Me (MCA) tOMMY OVERSTREETM What More Could A Man Need (Elektra)

## This chart is based solely on compiled waekth novement from tha majority of our reportars

DOTTHE WEST "You Pick Me Up (And Put Me Down)" (UA) 34/13, WEAT, KSO, IOHNNY RODRIGUFZ \& CHARIY MCCLAIN "I Hete The " (Epicl 33/18 WEEP, KLZ. KMPS, KSOP, KRDR. WFMSFM, KSO, KFGO, WIRE, WXCL, KFDI, WMUSFM, WHK. KHEV, WSEN, WCAW, KKYX, WVII.
SYLVIA "You Don't Miss A Thing" (RCA) 32/8, wMzQ.FM, wTso, whbf, wnvy. KFGO, KMPS, KVOC, кTOM.
ERNEST TUBB \& FRIENDS "Walkin' The Floor Over You" (Cachet) 327. KFIN, KRAK, KSSS. WWJO, KVET, KNOE, WVMI. Charts: 3529 KFGO, debut 25 KFEQ dabut 30 JOHNNY CASH
JOHNNY CASH "Cocaine Blues/I'll Say It's True" (Columbia) 327, ksss HANK SNOW "It Takes, KVOO, KNOE, Predominant alrplay on "True" side.
KVOO, KEBC.
STATLER BROTHERS "Nothing As Original As You" (Mercury) $24 / 24$ One of the "Mort Addod" of the woek. Now at WIRE. KCKC, WOAT, WRCP. KRMD, WIRK.FM KNOE. KFDI, KFEQ WAXX, WNRS, WKMF, WKKN, KRAK, KEEN, KUZZ. KNIX, KRDR, WMZQ-FM KKYX, WYOE, WBAM and othors
FREDDY FENDER 'Sque
FREDDY FENDER 'Squeeze Box" (Starflite) 22/8, KRAM, WNAS, WHBF, KYNN,
WGTO, WWOK, KVOO, WDEN. JOHN ANDERSON "Y
JOO WNANDERSON KFDI, KYNN. WIRE, WAXX, KFEQ KMPS, KFTN KVOC, KSOP KRDR KRAK O WKMF, dobut 29 KENR.
JIM ED BROWN "You're The Part Of Me" (RCA) 16/11, KNIX. KSOP. KMPS, KMAK, KRAK. KUZZ. KEBC, WAXX. KNOE, WCOS.FM, KVET,
MUNDO EARWOOD "Philodendrum" (GMC) 14/5, KIKK, KMPS, KYNN, KTYN
CONWAY TWITTY "Heavy Tears" (MCA) 11/11, WKDA WHOO, WYII, WMZO-FM WOKO. KGFX. KHAK, KFEQ WAXX, WNRS, KRDR
EARL SCRUGGS REVUE "Play Me No Sad Songs" (Columbia) 117, kckc DAVE \& SUGAR "Why Did You
KWMT WTSO, KEEN. WKXA WMZQ. FM, dobut 30 WGe Be So Good" (RCA) 11/6, wIL NARVEL FELTS "Because Of Losing YOU"
KTVN, KSSS. WPLO, KEEN, WBAM, KHEY, KNOE, KKYX YIRK.FM
TOMNY ROE "You Better Move On" DICKEY LEE 'יH Beter Move On (WBICurb) 10/4, KSOP, KROR WBAM, WGTO KICKEY LEE 332 WOGY
LOIS KAYE "Drowil In The Flood" (Ovation) 9/5, KCEY. KLAK. WKMF, WADR
WOKO ONKHAK, KTYN, KRAK KGFX (lHpl.

Most Requested CAYSTAL GAYLE (Columbia)
LARAY GATLIN (Columbia) KENNY ROGERS (UA) T.C. SHEPPARD (WB/Curb) WAYIO JENNINGS ANNE MURRAYICPpitoll DOLLY PARTON IRCAI MANK WILLAMS JR. (EIOKUTI
RONNIE MCOOWELLIEDicl

## Active Re-Currents

 BROWN O CORNEUUS BROWN \& CORNELUS
FFoos (RCA)
BILYY CRASH' CRADOOC
Robinhood (Capitoll Robinhood (Capitol) KENHY DALE Oniv Love Con Braak A Heart (Cepital) CHARLE DANIELS BAND The Dovil Wont Down To Geo
DONNA FAROO Daddy (WB)
 Silver Lining (EPpic Ph
MOE 8 JOE Just Good OI' BoysiCotum
ELVIS PRESLEY Thero's A Honky Tonk Angol (RCA) CHARLEY PRIDE ROOERS O WEST TIII Can Moke It On Own (UA) CONWAY TWITrY May Nover Gor To Heeven DON WILLAMAs WIUE ELEON

## Biff Collie Inside Nashville

IF YOU SAID I HAD A WONDERFUL TIME WOULD YOU BE ABLE TO CONVINCE ME: Some of the "hit" songs written by D.J.'s during Convention week include "How To Cheat At Volleyball," "How To Fix A Flat Tire (Let Her Walk Home)." "I Coasted On The Bicycle Of Life," and "It Ain't Far To The Bar (But It's Sure A Long Way Back)'

Overheard: "I don't mind him washing the car but in the bathtub??" . . "With the price of gas, I'm gonna start mailing myself to work!" . . "Wow, she had curves like you've never seen before. Too bad they were all on one side" $\qquad$ "She walked into my room at 9:30. I know, because that's when the clock stopped!". .. "She wore a new creation; from the back it looked like she was trolling for mackerel. From the front it looked like she caught one!' He said: "She's fat, bowlegged, pigeon-toed, toothless, and ugly!" and I said: "You don't have to whisper. She's deaf too!" Mr. \& Mrs. John Smith were here for the convention. They slept in their car. (They were too embarrassed to register in a hotel.)

CHICKEN: Bill Anderson's new 35-acre farm in nearby Lebanon will make him a part-time farmer

Charlie Daniels
Charlie Daniels got a telegram trom Jimmy \& Rosalynn Carter in Washington congratulating him on the three awards he won. (They're real friends, you know) . . Ernest Tubb hosted the Cachet Records convention show, took bows on his "Legend \& Legacy" album . . . Sonny James \& Charlie Douglas guested with Patrick Mooney on his prime time Country radio show live from Nashville, broadcast nightly in Dublin, Ireland . . Chubby Checker twisted a Pee Wee's Nashville Club. ("I got my name because I'm a game guy and wanted to be on King's Row.")

Bobby Wood and Roger Cook won the Robert J. Burton award for the "Most Performed BMI Song of the Year," . . Tree International was named BMI's top Publisher of the Year, Billy Sherril won top songwriter honors . . . Willie Nelson held court for two nights at the Willie Nelson General Store, 915 N . Gallatin Rd., in suburban Madison. That's where he had his convention social, in his recently-opened gen-
eral store and public restroom . . . Square dance impresario Ben Smathers is over that heart attack he had last April. Says he quit drinking and smoking, and now he's growing a beard. "My wife Margaret says she won't kiss me with that beard. But hell, she ain't kissed me in 25 years!" . . . Kenny Rogers did the most fantastic marketing job on wife Marianne Gordon's career when he sang "She Believes In Me" on the Awards show. The phenomenal slide shots of Marianne behind Kenny while he sang really showcased her as a lovely, many-mooded person who could sell just about anything commercially.

FEATHERS: George Jones has been losing a lot lately! He's missed over a half-million dollars worth of showdates in the last year or so, but last month, George showed up for a booking in Greenville, SC, ready to work, and guess what - the show had been cancelled! ... "You Wreck 'Em, I'll Fix 'Em" was the name of Gene Watson's body shop in Houston. He sold the shop (but kept his tools. You can't ever tell about this business) . . . Doc Pomus came to convention from home in New York for the first time. Doc's been in a wheelchair since he was six, but no body knew it when he wrote "Save The Last Dance For Me," and 25 Elvis Presley songs .. . Gary Gen try is an up-and-coming Nashville songwriter. While he's waiting for his ship to come in, he's moonlighting as a liquor store manager. Is it true that he ap prehended a holdup man the other night and held him until the police came? And that while they were wait ing, Gary sang the hijacker one of his songs? Called "Shame On You?"

When Johnny Cash, June and Dolly Parton gave command performances at the White House for the President and Friends, you could say they were "eatin' high on the hog." On the way home to Nashville, due to a mishap in plane reservations, the Country Music Royalty were relegated to the coach section of the airplane ("Chicken today, and feathers tomorrow").

REAL PEOPLE: Kenny Price, the Hee Haw "Honey" will record soon with his friend Ray Pennington. They put together his big ones, "Sheriff of Boone County," "Walkin' On New Grass," etc. Johnny \& June sang on the Cachet Records Show last week. He's got a 2 -record set gospel album on that label. . . Did you see that Crystal Gayle's new hairdo makes her look like Jeannie C. Riley? Did you see "Concrete Cowboys" Wednesday night (17th) with Jerry Reed, Roy Acuff, Barbara Mandrell and Ray Stevens? . . Ray Price makes his motion picture debut in Willie Nelson's "Honeysuckle Rose" now on location in Austin, TX. Ray plays himself during a concert setting just outside the city. It was the first professional teaming of Price and Nelson in some 15 years. Willie formerly was a member of Price's band, the Cherokee Cowboys... Buck Owens's new beard? . . . Roy Clark \& Dolly Parton's new pinball machines? . . . Tammy \& George are selling their Franklin Rd., mansion here for $\$ 1.2$ mil?... Dolly cut the ribbon on the Dolly Parton Parkway in Sevier County, TN? ... Loretta Lynn signed a fat contract to be a TV spokesman for

Crisco? . . . Freddy Fender on the "Tonight Show" last week with David Letterman? . . . Gene Autry guesting on "Hee Haw" Saturday? . . . BMI's Fran ces Preston picks up a citation (good one) from WEAL (Women's Equity Action League) in New York?

SUCCESS: Most people have problems with lack of success. Charlie Rich had problems with success. Remember Charlie's unforgettable introduction of 1975's "Entertainer Of The Year," John Denver when he set fire to the winner's card with his lighter? That was the lowpoint of Rich's success, he says, climaxing a lot of incidents resulting from the Silver Fox's inability to handle the success that had been so elusive for 25 years in the business. He's fine now, though. He's off the road, off the sauce, off the excruciating grind of playing "star" and enjoying the positive aspects of his success, i.e., the sale of early 1979 of his Wendy's Hamburgers stock for a cool $\$ 4$ million. Hoyt Axton says the excitement and grueling work schedules of his early-to-mid-sixties "Folk Hootenanny" days (he was a driving force in that music era) got him involved in cocaine, and he really thought he was "cool." Then his world started falling apart. He struggled for a long time before "Getting off of it, not getting off on it." Hoyt says, "Coke is debilitating, affects your nervous system and especially the nasal membranes, constricts your voice, and makes it thin and scratchy. And if it doesn't mess up your mind and music, it's sure likely to mess up your life and career. Shame to waste talent with coke," Hoyt says "and there are a lot of music people really involved with the stuff!" That's a shame.

TUBE TALK: Ed McMahon, comedian Woody Woodbury, and Jed Allen (of "Days Of Our Lives" soap opera) shot stuff for "Hee Haw," taping here this month.
The "Johnny Cash Christmas Special" was taped here last Monday night at the Opry House, with Anne Murray, Tom T. Hall, June Carter, and Andy Kaufman (from the "Taxi" TV series) guesting on the Yuletide special . . Mac Davis's holiday spectacular will have Kenny Rogers, Robert Ulrich, and Dolly Parton as guests... The reunion show we did during Fan Fair 1979 will be televised on PBS stations this fall. Airdate is imminent
MEMORIES OF CONVENTION '79: The Duke Of Paducah (Whitey Ford) waited till after the CMA awards show to go into the hospital for surgery. He was a finalist in the Hall of Fame voting. Duke's 78! Minnie Pearl said it about
 Mel after he'd snowed her about her beauty: "The boy's stutterin' has gone to his eyes!" . . . Kenny Rogers said, "If you call me a gambler, wait'll you see what Dolly has poured herself into tonight!" . . I cheered when on the Awards Show Willie Nelson, in accepting his "Entertainer Of The Year" award, said he'd like to see people like Jimmy Dickens, Faron Young, and Ferlin Husky honored as "Entertainers Of The Years."


UA's Jorry Sambot Dotbe Wost and Kenny Rogers. the CMA's "Vocal Duo of the Year," are shown with RER's JIm Duncan beckstage during the UA/EMI/ Capitol showcase.


Hark Thompson, WHNINow York PD Ed Salamon, Joe P. Ethitidge of KVETIAustin, MCA's BIII Anderson and Conway Twitty, Shd Wood of WMA Y/Springfield, IL, and WHN's Robbia Romen are pictured backstage at the MCA show


At the Phonogrem-Mercury cocktall reception are Dictrey Lee, Jorry Kennedy, Becky Hobbs Bob "The Praz" Sherwood, JIm Jeffiles, and Frank Leffol.


## Country Albums

## Ibum cuts ric

JOHNNY CASH - Silver - (Columbia) 'The LEN Don't Stop Here Anymore "I'm Gonna Sit On The Porch..." "Bull Rider"" "Lately / Been Leanin' Towards The Blues
ROSANNE CASH - Rightt Or Wrong - (Columbial "Man Smart Woman Smartor "Right Or Wrong" "Better Start Turnin' 'Em Down"" "Couldn't Do Nothin' Right' JOHN CONLEE - Forever - (MCA) "No Relief In Sight" "The In Crowd" "Baby,

DAVE \& SUGAR - Golden Tears - (RCA "I Thought You'd Never Ask" "Why Did You Hove To Be So Good" "Take A Ride On A Riverboat" "Remember Me LARRY GATUN - Straight Aheed - (Columbia) "Taking Somebody With Me When I Falf" "Can't Cry Anymore" "The Way I Did Before
CRYSTAL GAYLE - Miss The Mhssisslppil - (Cotumblal "A Little Bit Of The Rain Don't Go My Love" "Miss The Mississippi And You" "Room For One More" "Denger Zone". "The Blue Side"" "Like We Never Said Good Bye

BARBARA MANDRELL - Just For The Record - (MCA) "Derlin"" "Selfish" "/s
It Love Yet" "Years"
MOE \& JOE - Just Good OI' Boys - (Cokmbla) "Bye Bye Love" "Thank Good. ness It's Fridey" "Holding The Bag" "He Better Get On Home" "Honky Tonk Man When It Comes To Cowgirls
TOMMY OVERSTREET - The Real Tommy Overstreet - (Elektra) "Fedin'Rene-
gede" "Lost Her In The Sun
DOLIY PARTON - Great Bens Of Fre (RCA) "Help" "Ir's Not My Affair Anymore CHARLEY PRIDE - You're My Jamaica - (RCA) "Missin' You"
EDDIE RABBITT - Loveline - (Elektra) "Pour Me Another Tequila" "Going Too
KER
KENNY ROGERS - Kenny - IUA) "Coward Of The Country" "Goodbyo Marto" "She's A Mystery" "Sentiago Midnight Moonlight" "You Turn The Light On "Tulsa Turnaround" "In And Out Of Your Heart"
JOHN WESLEY RYLES - Let The Night Begin - (MCA "You Are Always On My Mind" "We've Just Got To Get Together Agein"
T.G. SHEPPARD - $1 / 4$ Lonaly - (WB/Curb) "It's Onlv Love" "I'/l Be Coming Back For More
JOE SUN - Out Of Your Mind - (Ovation) "Out Of Yaur Mind" "Why You Been Gone So Long "Still Crazy About You" "Shotgun Rider
GENE WATSON - Should I Come Home - (Capitol) "Circle Driveway

O'SHEA DOES O.K. - Golden West Broadcasting National Program Director Michael O'Shee is captured congratulating WKRP's Loni Anderson (who might shortly become a guest col umnist in the P/A sectionlat the conclusion of a recent softball exhibition in which 'KRP won by a score of 5.1. As O Shee points out "It was a dirty job, but someone had to do it. "Now we know, first hand, the tough side of a National PD's life.

## Transition

Veteran news broadcaster Len Deibert will rejoin WMAL/Washington next week in the position of News Director. Deibert first joined the station in 1958 as a news reporter: Operations Manager Jim Gallant said, "Len is the very best News Director in the country, and WMAL is excited and proud to welcome him back." Also at WMAL, Jane Reino exits the station's Music Director position with no future plans announced . . . Bob Conners is the new morning drive personality of WTVN/ Columbus, replacing John Fraim, a fourteen-year vet in that spot, after a dispute with management . . . Larry Cook is a new member of the KVI/Seattle sales staff, coming from outside radio; also at KVI, Bruce Macgowan has been named to the station's "Sports Page" broadcast team . . . James George has been named Account Executive at WFYR/Chicago . . . Terry Patrick is the new Music Director of WWWE/ Cleveland, after serving as MD and research director of WZZP in that city, he replaces Vickie Sue Winston, who will now do the all night shift. Also at 3WE, a new morning team of J. Michael Wilson and Jeff Elliott, moved from two different dayparts to make the combination; and finally, Jack Reynolds moves to afternoons from the all-night shift . . . New air personality at WCWA/Toledo is Rich Gates who comes from WFMB/Springfield, IL, where he did morning drive . . . Drewe Phinny is the new Program Director of WGNT/Huntington, WV, promoted from in-house where he served as assistant to Bob Miller who is now at KEX/Portland

Another family affair as Randy Marsh was promoted at WIRK/West Palm Beach from on-air work to Music Director . . . Mike Rivers from KYA/San Francisco, is the new Program Director of KQFD/Anchorage and will also handle the afternoon drive segment under the name of Tom Rivers . . WGIR/Manchester, NH veteran, Moe Quinn, leaves the station to accept the News Director position of WBNS/Columbus . . . Paul Warren is the new PD of WECQ/Geneva, NY coming from WACK/ Newark.

## Color

THE SPOOK OF THE SOUTH: WSB and the area Jaycees are preparing to make this Halloween one of the spookiest in Atlanta history by celebrating the holiday in an 80-year old mansion. The scary, Victorian-style edifice is located in an eerie section and features carved dragons on the eaves which lend a foreboding look. The Haunted House will charge admission, all of which will go to various community projects. The two-story building will feature such frightful characters as Dracula, Dr. Jekyll and Mr. Hyde, the Creature frem the Black Lagoon, a Torture Room, Mirror Room, Spider Room, Maze, Roaming Gorilla, Chamber of Horrors and a Mummy Room, and of course, all the sights and sounds that will add charm to the festivities.

RADIO \& RODEO?: What started off to be just good off-the-wall fun on a recent Hardwick norning show on KVI/Seattle, turned into a surprising trip to the fair for more than thirty of the station's listeners. Several Thursdays ago, Hardwick presented a "behind-the scenes at the fair" program during which he interviewed a couple of rodeo clowns, and having survived a brief on-air instruction session in the fine art of "avoiding bodily contact with a Brahma bull," he was invited to do a guest appearance with them at the rodeo the next evening. Smelling the fires of public humiliation, fellow personalities Jack Morton and Clark Race organized a special KVI cheering section in honor of Hardwick's debut as a rodeo clown. The devilish duo chartered a bus, and made all necessary arrangements. Guests appeared in formal attire complete with cowboy boots and brought pieces of underwear to wave during the finer moments of the morning personality's performance. The results: a classily clad cheering section, eight rows of flying underwear, a superb performance by Hardwick who climbed the fence only three times.

## BREAKERS

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

## STYX

Babe (A\&M)
61\% of our reporters are on it Very strong showing this woek - adds inchude WIP, KHOW, WCMB, WASH, WCWA, KSTP, KROD, WSGW, KUKI, WQUA. Key moves: 15-11 WFYR, 18-9 WDIF, 28-15 WCHV, 22-10 KOLO, 35-15 WGAR, 24-16 WOWO, 23-17 WNEU, 29-23 WYMC, 24-21 WBEN, debut 17 WFDF, debut 22 WORG, debut 23 KEX, debut 24 WHIZ Jumps $40-27$ on PIA chart.

## NEW \& ACTIVE <br> You'll notice two numbers immediately follow each song iitle below

 (example 30/5). The first represents rotal number of our reporting stations pleying the recond this weak. The second is the number of those stations that added it this woek.DONNA SUMMER "Dim All The Lights" (Cesablence) $43 / 4$ add wse, waua KROD, WCER K oy movas: 18.9 WLNH, $18-11$ WORG, 9.5 WYMC, 148 WRIE, 19.10 WBZ, $18-13$ 21 WHAG. 23.18 WHBC, 29.21 WDIF. debut 19 WFDF. Hear
 $23-16$ WSGW. 159 WBEN. $25-21$ KRKO. 27.23 KUKI, 2924 WRIE. $28-24$ WWWE. 2924 WLW, 19.17 KMPC. Increased 36 -29 on PIA char
ORLEANS "Forever" (Infinity) $42 / 8$ add WEL WCWA. WKIQ WBOW. KOKO. KHOW, WIS WHAM, Kor moves: 17.12 WDIF, 27.24 KRKO. 27.25 WLVA debut 20 WLNH, debut 22 WFD debut 29 WJBO. Increased $38-31$ on P/A chart
LAUREN WOOD "Please Don' Leava" (WB) $36 / 9$ add WIS, WSB, WFDF (dpl. Weow WBZ KSTP. KFME. WNEU, WCWA KAY moves. 19.11 WDIF, 23.17 WLOW, 34.27 WHBC. 2821 KOLO. 22.20 WSM-FM, 30.26 WORG, dobut 27 WYMC. debut 29 WPRO, debur 30 WJBO. Debuts

JOHN STEWART "Midnight Wind" (RSO) $35 / 0$ Koy moves. 31 WLOW, 21.16 WNEU, 2418 WHI 2421 WHBC 22.18 WLW, dobut 26 WBOW Hoev rotation: WIP, KRKK. Increes 24.18 WHIZ. 2421
37.33 on P/A chart
E. OAN \& J.F. COLEY "What Can I Do With This..." (Big Tree) $34 / 8$ add KFMB, WNEU, KRKK. WHIZ. WYNE, WFDF, WIBW, KOLO. Kay moves: $28-25$ KRKO, $29-25$ WOIF, debui 26 WLNH. Heavy rotation: WCER. Debuts as No. 35 on P/A chart
DR. HOOK "Batter Love Next Tima" (Capitol) 31/16 adds include KvI, KMeZ WGY, WWWE, WHBC, WGIR, KEX. WHIO, WDEF, WRIE, WJBO, WSIX. K oy moves: $25-18$ WDIF, $28-22$ WBT, debut 23 WBEN, debut 28 WSB. Debuts as No. 38 on PIA chart
YVONNE ELLIMAN "Love Pains" (RSO) 31/7 add WQUA. WYMC. WCER. WHIZ. WKHM, WBT, KEX Koy moves: 2b-21 WSMY BUFFETT "Fin"
JIMMY BUFFETT "Fins" (MCA) 31/3 add WIP, KEX, KNBR. 29.15 WCWA, 20.18 WGR, 29. 21 WLNH. 28.22 KUKI, $26-22$ WPRO. 3027 KOLO, debut 23 WNEU, debut 26 WOIF, debut 26

## Others Getting Significant Action

B. STPEESAND \& D. SUMmiER "No More Tears/Enough.." ICol/Casablancal32/2B By far the Most Added this woek. including WTMJ. WBT, WASH, KHOW, KSTP, WPRO, WIP. KVI, WIS, WTVN, WCBM, KMEZ. WISN. WHEC. WOWO, KEX, WBEN, KMPC. WNEW. JUSt out and too eorly for eny significant moves, but hoxt wook should see oction
KERMIT THE FROG "Rainbow Connaction" (Atlentic) $27 / 3$ add KSTP, KMRJ WORG. MOVEs 81 WGR. 32 WRIE. 32 - 29 WHEC. debut 30 KOLO. Hot or WIBW.
OAK RIDGE BOYS "Dream On"' iMCA) 26/0. Moves 1910 WSB. 21-16 KRKO. 20.18 wJeo.
EAGLES "Heartache Tonight" (Asylum) $24 / 4$ odd WDIF. WOUA. WBow. WCER Mover 2
KC \& THE SUNSHINE BAND "Ple日se Don't Go" (TK) 23/4 odd WLW, WCWA WHIZ. WFYR 22.14 WNEU, 159 WSM.FM, 12.9 KDWN, 74 WLOW, 22.19 WORG. 27.24 WYMC debut 28 KOLO.

## Pop/Aduft Album Airplay Tracks

The following albem track, alphabebically listed by artist are getting significant airplay on many of our Pop/Actult stations.)

```
ABBA Ladenda "Chiquidta"..I Heve A Dream""uf/l Wosn'l For The Nights
```



```
AMWVY BUFFETT (MCN "Draomsicto" "Chenson Pour Las Patit Enfmis" 'Votcano" "Survive
CHEAP TAKCM IEmNC" "Voicos
CHMCAGO ICommala) "Lita Is Whariris" "Runowav"" "Laser With A Broken Hoart
RTTA COOLDGE LAGMD "SWoer Emotion" "I'd Rathor Loove Whila In LINQ"
BOB OVLAN(Cothemb/ "I Baliove in You""Do Rlghe To Mo Babv IDo Unto Others)
BOB OVLN',
FLEETwOOD MAC WE) "Honev Hi" "Never Make Mo CN"" "Sistors Of Tha Moon"" "Sarg"
"Anget" "Ovar G Over" "STorms" "TMink Abouf Me
ARCKIE LEE JONES NWBI"NIgh! TroIn"
GARRY MANILOW Martse" "Rain" "Why Don't We Tr A Slow Dance"."Sundav Father"."
Don't Went To Walk Withoul You" Where Are Thev Now""One Voice"
OOn't Want To Walk WHMOUTVOU
OLAMA ROSS MOLOWN "NOONE GeE THO PrIte
CARLY SIMONIESNELU "Love You" "Coming To
lol
RANOY VANWARMER (Beerav/ued "Losing Our On LOve
UENNASIC OMAMNEN"SabY''S Request" Wintar"
```


## 

## October 19, 1979

## Three Two Last Woeks Weoks Weak <br> 

```
KENNY ROGERS/You Decoreted My Lifo(UA)
COMMODORES/Sell On(Motown)
LOBONWhare Were You When I Was Falling In Love (MCA/Curb)
ANNE MURRAY/Broken Heerted Ma(Capitol)
MERB ALPERT/RIsG (AGM)
RITA COOLIDGEJOne FIne Day (AGM)
MICHAEL JOHNSON/This Night Won't Last Forever (EMI America)
CRYSTAL GAYLE/HaHf The Wey (Columbie)
BRENDA RUSSELLSO Good. So Right(AGM/Horizon)
J.D. SOUTHER/You're Only Lonely (Columble)
BARRY MANILOWIShips (Arista)
COMMODORES/SUII(Motown)
MARY MACGREGORUGood Friand (RSO)
GERRY RAFFERTY/Get It RIght Naxt Time(UA)
WINOS/Arrow Through.Me (Columbie)
DOOBIE BROTHERS/Dependin On You (WB)
EARTH, WIND & FIRE/After The Love Has Gone (ARC/Columbia)
ATLANTA RHYTHM SECTION/Spooky (Polydor)
IAN GOMM/Hold On (Stitf/Epic)
ROBERT JOHN/Sad Eyes (EMI America)
BARBARA MANDRELLFooled BY A Foeling (MCA)
LEIF GARRETT/When I Think Of You (Scotti Bros.)
DIONNE WARWICKII'IN Never Love This Way Again (Arista)
TOBY BEAU/Then You Cen Tell Me Goodbye(RCA)
DONNA SUMMERUDim All The Lights (Cesablanca)
NICK LOWE/Cruel To Be Kind (Columbie)
STVX/Babe (A&M)
MAUREEN MCGOVERN/Different Worlds (WB/Curb)
ABBA/Angeleves (Atlentic)
BEACH BOYS/Lady Lynda (Caribou)
ORLEANS/Foraver (Infinity)
LAUREN WOOD/Pleese Don't Leave (WB)
JOHN STEWART/Midnight'Wind (RSO)
JENNIFER WARNES/I Know A Heartache When I See One (Arista)
ENGLAND DAN & JOHN FORD COLEY/What Cen I Do With... (Big Tree)
CHARLIE RICH/Life Goes On(UA)
LITTLE RIVER BAND/Lonesome Loser (Capitol)
DR. HOOK/Better Love Next Time (Capitol)
YVONNE ELLIMAN/Love Pains (RSO)
JIMMY BUFFETT/Fins (MCA)
```

This chart is based solety on airplay statistics compiled weekly from our reporting stations. black circled numbers indicate significant upwand movement from at least $60 \%$ of our reporters

KANSAS "Reason To Be" (Kirshner) 23/0. Moves 1412 WSM-FM, $33-28$ WHec. 3025 KUKI. debut 25 WLNH, debut 28 WBOW.
ELTON JOHN "Victim Of Lova" (MCA) 21/2 add WKHM. WKIa. Moves 21.15 WOIF 30.25 WCWA. 2320 WPRO. 32.27 KUKI, debut 27 WLNH

ELO "Confusion" (Jov) $19 / 7$ add WTAE. WTMJ. WHAG. WYMC. WSM FM. KRKK, KRMG Moves 22.19 WOIF, debut 22 WSE.
DOLLY PARTON "Sweet Summer Lovin" " (RCA) $19 / 1$ add KHOW. Moves 18.14 WJ80, $20-16$ WB7.
DIONNE WARWICK "Deja $\mathrm{Vu}^{\circ}$ ( (Aris ta) 18/16 adds include WBAL WOEF, KVI, WGR
 MELISSA MANCHESTER "Pretty Girls" (Arista) $18 / 6$ add WIP, WHIz. WPRO WLNH.KMOOD MAC "'T
FLEETWOOD MAC "Tusk" (WB) $18 / 2$ odd WGAR. WBOW. Moves 17.10 WNEU. 20.13 RUPERT MOL MES "'EsC
RUPERT HOLMES "Escape (Tha Pina Colade Song)" (Infinity) 16/6 ada wTMJ WCHV. KUKI, WHEC, WOIR. WBT. Moves 25.19 KOLO, debut 18 KRMG, dabut 31 WORG.
LTTLE RIVER BAND "Cool Change" (Capitol) $12 / 10$ add waUA. WLOW, WKHM
JIMMY MESSINA " Now A
2421 KVI, debul 27 WSM.FM.
ALESSI BROTHERS "I Wish That I Was Making Love (To...)" (A\&M) 11/1
Add WFDF. Moves 1311 WLOW. $28-25$ WORG
DANN ROGERS "Looks Like Love Again" (International Artists) $10 / 4$ odd WIBW, WATR, WHEC, WKIO DEbuts 28 WDIF
BOB DYLAN "Gotra Serve Somebody" (Columbie) 11/1 add WCHV (dpl. Moves 144 WCWA. 2921 WLOW, 29.25 WGAR.
SUPERTRAMP "Take The Long Way Home" (A\&M) 9/9 add WASH. WKHM WDIF. NLNH, WCHV. WGR, KNBR, WTMJ, WHIZ. Moves 3025 WLOW
JANIS IAN "Fly Too High" (Columbia) $9 / 1$ odd WFDF Dobuts 28 WSM.FM
CHIC "Forbidden Lover" (Atlantic) $8 / 3$ odd WPRO. WORG, WGAR. Moves $32-23$ WHAG DAN HILL "Hold On To The Night" (20th) $8 / 2$ add KUkI, whio.
ORSA LIA "I Can't Hold On"" (Infinity) $8 / 2$ add wcef, kuki.
RANDY VANWARMER "Call Me" (Bearsville) $9 / 1$ gdd WTMJ Dobuts 25 wSe
THE CAPTAIN \& TENNILLE "Do That To Me One More..." (Casablance) $7 / 7$ odd WGIR. WGR. WJBO. WHIZ, WKIO, WIBW, KOLO
CLIFF RICHARD "We Don't Talk Anymore" (UA) 717 odd WORG. WTMJ. KRMG FM97, KOLO. WOIF, WHIO.
CARLENE CARTER "Do It In A Heartbeat" (WB) $7 / 5$ add WTMJ. WSM. FM. WBT
WGR, WEEN. Debuts 26 WSB
AMERICA "All My Life"' (Capitol) 7/3 add KMBZ. WNEW. WKHM

Most Added:
BARERA STREISAND $\&$ DONNA SUMMER No More TearryEnough .. ICollCosablence Add ed at 33\% of our reporting steviona BARAY MANILOW smips (Antsta) Added al 24\% of cur Still (Motown)
Added et 20\% of our repor DR HOOK
Better Love Nart Time iCapitrall
$19 \%$ of our raporting strition
DIONNE WARWICK Dojo Vu (Arista) $19 \%$ of our reportin CRYSTAL cavie
Hatt The Woy IColumbial
Added al 13\%\% of our roporting stritions STVX
$B \in$ (AGM)
13\% of our reportin
Hottest:
KENNY ROKERS
Vou Decorstod MY LIfe IUA) COMMODORES Sall On (Motown) Reportod hot at 39\% of our
ANNE MURRAY

Browan Hoarrad Mo (Capitol) hot al 39\% of our station
HERB ALPERT HERB ALPERT
Rise (AGM) hot ar $36 \%$ of ou COMMODORES Soll (Morown)
Redortad hot at 22\% ot our atestions.
RITA COOLOGE OITA COOLDGE portod hot al 19\% of our station MICHAEL JOHNSON Noported hot ot $19 \%$ of our stations

## \&R/Friday. October 19, 1979



# OPPORTUNIIIES 

## Openings

uture jock and naws openinge. Clear channel fecility in enuriful Smokey Mountainge. One of the Southeont's ostest growng markers. Tepes end resumes only to Bob Sovage, 日9WNOX, 4400 Whitrie Springs, Knoxville, TN employment. EOE M/F (10-19)

WOHKFt. Woyne, Indiana's newest Pop/Adult-Coun ir atation is expending our staff. We're looking for one n-air communicetor ond one copywiter/production person. If youre dedicated to winning then I want to colk to you. Above avernge pey and great benefits. Thpes F. Wayne, in 46816 or cail (219) 447-6511. EOE M/F (10-19)

Morning person with good track record needed a WEIRWeirton. WV. 2 to 3 vis expenence preferred. Good bucks for nght person, Tapes and resumas to Roger
Corey, WEIR, 3578 Pennsylvanle Ave., Weinon, WV 26082 EOE M/F (10-19)

KUHLSAnts Maria, CA nas immediato opening fo anty avening fock with production skills. Tapess end res 3456 DOE MV (10.19) KL, Box 16e, Seno Mana. CA -

WYC/Mavilaid nesde thpes and reaumes for var Music Director Send to Mike Brophey, Box V, Moytield,
Mer MY 42066 or call (502) 247-1430 EOE M/F (10-19)

Full time redio ennouncer, 6 - 10 pm shift. Minimum of 3 vis experience. Send tepes end resumes only to Scott
Slade, WAYS, 400 Redio Road, Charote. NC 28216 EOE (10.19)

Program Director/air personaily, atrong on production for Aduh Contemporary format. Resume and bircheck to Join the RKO radio famity in Boston, MA. WROR-FM reode the best Production Director in the country to join Boston's fastest growing redio astation. In addition to production, you will elso handle a shor, deily eirshift. If you neve 36 ws on -ir/production experience in either Top 40 of Pop/Aduht, send aircheck, production semple end resRKO General Building. Government Center, Bosion, MA 02114 EOE M/F/HN (10-19)

Group oxpensing into two other Midwest outert Looking for Pop:Aduth Program Director and personelity Box 997, Grend Forks, NO 58201 EOE M/F (10-19)

Brian Miller, PD at WKY X/Paducah, KY looking for cre ative top notch morning personelity with shand production stills. Send tepes and resumes to Brien Miller, PD, Box
2997 . Peduceh, KY 42001 or cell (502) 442 -6311 EOE M/F (10-19)

WKBO/Harrsbburg looking for a talented commun cator for edult epproach Top 40 in midday or afternoon drive slot. Good production and adult voice a must Excellent pay and benefits for right person. Send tepes
end resumes to Jim Buchanan, WKBO, 411 S .40 th St. Harnisburg. PA 17111 EOE M/F (10-19)

KATVCosper, WY needs en experienced drive-time porsonaliy onmmunicator for contemporery station. Also, tuture openings for news reporter. No. 1 rated ARE
$12-48$ in e merket of 80,000 . Super salary. Tepes and resurnes to Fred Le
82602 EOE $(10-19)$

## Openings

KOILOMaha. We're reshaping our entire news and Oillo atfolr depertmente ind heve two poenings induding News Director, If vou believe in up-beet, Ithestyth oriented newn, on well es the henw atuff, nasilize that bublic affairs can be entertaining and know how to be dynomic as well as peraonable on the oir. you're the one We're looking for. Good strring sainer, Innge benefite esumes to Jimmy O'Naill PD, KOIL, 8901 Indian Hills Or., Omaho, NE 88114 (10 18)

KZZX neede Nawa Director/AM drive news exper lenced broadcester-joumallst. Good dethery essential and be eble to communicete. Tepes nnd resurnes to Chris
Carey, KZZX, 4011 Menaul N.E., Allbugurque, NM 87110 EOE M/F (10-19)

KWSLSIOux City, IA has o middav opening. Good production a must. Right slot for right person. Tapes and resumes to Barry Micheels, Box 1230. Sloux City IA 51102 (10.19)

Wanted: Nawspeople for future openinge. Anchor end reponter positions. 2.3 yrs experience needed. Send
tapes and resumes to Dick Cullom, WISE, 90 Lookout Ad., Asheville, NC 28804 EOE (10 19)
KNBOTTocoma, WA looking for noturál energy Top 40 jock. Tapes end resumes to Gery Bryan, Box 5200 40 lock. Tapes and resumes to Ger
Tecome, WA 98405 EOE M/F (10-19)

WJBONFMF/Baton Rouge, LA now accepting tapes and resumes for future news opening. Send to bil Graham, Box 496, Baton Rouge, LA 70821. No calle
please. EOE M/F (10-19)

KHOWIDenver has opening for newsperson. Tape end resumes to Mike Anthony. Petroleum Clut
1 6th end Broadway, Denver, CO B0202. (10-19)
Soon ro be 5000 watre, KKALArroyo Grande is look ing for two talented people. Right now, we need a pro and people. In the future we heve an opening for an al tslent, so we ere seeking epplicents for both. Tepes end resumes only to Craig Hines, KKAL, Box 220, Arroyo Grende, CA 93420. EOE M/F (10-19)
WIBW/Topeka, KS needs on-oir end production people immediately. Automation expenience preferred Topeke. KS 86601 or cell (913) 272-3458. EOE M/F (10-19)
KWY, 10.000 watt Country, Chevenne, WY needs Newa Director. Wo offer cer and ges, paid life, health
end dentel end good maney. You must have experience end dentel end good money. You must heve experience
and love to work long end hard. Tapes and resumes and salery requirements to PD, Box 926, Cheyenne. Wr 82001 or cell (307) 632-0551. EOE M/F (10-19)
Creative Production Director. Tapes end resumes to Bob McKay, One Radio Lane. Cleve
cell (216) $696-4444$. EOE M/F $10-191$

WHHY has en immediate opening for an ourgoing personable roceptionist. Duties include answering the phone, distributing prizes to listeners, light typing, and guerite Bragg. Box 2744, Montgomer. AL 36105 WhHY is an Equal Opportunity Emplover. (10-19)
Top Arbitron rated contemporary 100 kw in South Florda needs air personelity. Two yrs minimum exper
ience. Send resume alrcheck, ratings end selery re ience. Send resume, alrcheck, retings end selery re
quiremente to Bill Brown, WOVV, Box 3032 , Ft. Pierce quiremente to Bill Brown,
FL 33450 . EOE M/F (10-19)

## Openings

WZXR/Mamphis (Suparstars AOR) has night open. ing. Femble would be grent, bui will toke anyone that's hot. Tapes ond resumes to Tom Owens, WZXR, 1385 -mer, Momphis, TN 38104 . EOE M/F (10.19)

KBOI/Bolse in idaho'e beautiful trensure valloy still eods tolented newperson with unchor capabilitiles lookwotte and No. 11 -plus whth our Pop/Adult formet. apes and resumes to Bill Hatch. Nows Director. Box 280, Bolse, ID 83701. EOE M/F (10 19)

Major Southweatern AOR looking for News Direct or whit presentetion emphesis on mualc end lifestyle Owene, KZEW, Communications Center, Dallas. TX 75202. EOE M/F (10-19)

Detrot's No. 1 FM is building a news dept. If you sound bright, contemporary and humen and heve significent nodium or major merket experience, send tape, resume WMJC/WHND. One Redio Plaze, Detroit, MI 48220 EOE (10 19)
Now brosdcest group is seeking seles professionols Who will sell iwo music stations in one of the festest are nice to visit, this is one that's nice to live inl Respond with resume end eamings history to M. Levine, VP/Gen7 Sales Maneger, WNNJ.WIXL, Box LO, Now. NJ 07860 (10-19)
Moming entertainer and MD for No. 1 rated Country stotion. Tapes end resumes to Doug Wilson, KIDN. Box 293. Pueb
EOE M/F (10-19)
Southern Oregon's Adult personality atation looking or a communicator for our evening shith. Nice place to Jack Eart, KMED, Box 1440, Medford, OR 97501 . No calls please. EOE M/F (10-19)
KOME/San JOse, CA la lcaking for experienced Production Director for AOR formet. Tapes and resumes CA 95128. No cells please. EOE M/F (10-19)

Orive time entertainer, Production Director combo needed immedietely at Pop/Adult leader in Westem Coloredo. Experienced in voice a must. Tapes, resumes and selar requirements to Mike Connors, PD, KEXO,
Box 1448, Grand Junction, CO 81502 EOE MIF (10-19)

WHHY has opaning for experienced nows reportar/
anchor Ability to cover outside evente, including Po lice/fire incidents is essential, In addition, person must be capable writer end enchor person. Tapes end res umes to Marguerita Bragg,
Montgomery, AL 36105 EOE (10-19)

WAMS/Wilmington, DE is boking for aftemoon drive
announcer with exceptional production skilis. Good announcer with exceptional production skills. Good monev for nght person. Tepes end resumes to Tom Sommers, WAM
M/F (10.19)

New broacest group is seeking on up-to-dete innovative Englneer with lat clase license to maintain and upgrade two growing stations in one of the fastest with working witn working and salary histor, to M. Strauzer. VP/G
WNNJ-WIXL. Box 40 , Newton, NJ 07860 (10-19)
W. We are looking for a Music Director, air telent, good
production. KLWW/Cedar Rapids, IA. Call (319) 363-8265. production. KLM
EOE M/F (10-19)

## Openings

Central Callfornle powertrouse on FM changing to e Cortamporary tormet Wo're booking for a netur fil bound ing eir talent with good production. Send rapes and res

Killor sales manager needed immodiately - KMLO ocuted in the suburbs of San Diego end serving the on itire city and county with one of the arens beat AM aignole, is still searching for the right person to take on the postion of anles mervager. Unlimited potential in one Afmence's most alfuent markots. Youit selt, plus train or GM Gene Alfred of (714) 724-8333. EOE M/F (10-19)

Wright $G$ Assoclates, Inc. has openinge nationwide for air talent and programming people. It you like to work in Country music send tapes ond resumes to: Wrigh AZ $86704 .(10.19)$
wOPD/Lakelend, FL is seorching for auper pensonnolity moming men, and personality rock fock. Excellent pey Contact John Jenkins, Box 827 Lakeland, FL 33802 EOE M/F (10-12)
Warted: Nowsperson for aftemoon drive. Journaliem Send tapes and resumea and and a nose for local news. Buller, KSAL, Box 180, Seline, KS 67401. EOE M/F (10-12)
WHHY. AM is looking for a communtry-Involvad communicator to till e $6-10 \mathrm{pm}$ air shift. Send tepes end res gomerv, AL 36105. EOE M/F (10-12)

UVAM/Attoona. PA la looking for a night personality. We're ARB reted "1 in a 95,000 plus metro ares in Central PA Setany commensurbie win experience. Also accepturg apes end resumes for future on-eir openings. If you like fessionals, contect Tom Riley, PD, 2727 W . Albert Or, Aroone, PA 18603 or cell (1814) 9449456. EOE M/F (10-12)

Now Country formatted station, WKHKF: Wayne, N is eccepting rapes for possible finure openings. Send

Want to live and work in Alaska? Tapee and resumes beng eccepted at KANC/Anchorege for Country redio air talent. Will supply vital informetion abour this unique mar-
ket, cost of living. etc. Tepes to PD, Rick Wing, B845 Jewel Lake Road, Anchorage, AK 99502. (110-12)

WDOD/WDOW/Marion, IL is looking for a Newa Director to reptace a veteren who is going into po
tact Dutch Doellitzach et (B18) 997-2341. (10-12)
Magic 107 (WSDO/FT. Leuderdale/Miami) neods a senartive, educeted news end public affeirs person for mom Skip Hemen News Director WSOO, Box 5333, FL. Lou: derdele, FL 33310 . EOE M/F (10-12)
'm misaing one piece to my on-air ataff puzziel Mid 'daysll Tapes and resumes to A Casey,
14 th, Kansas City, MO 64105. EOE (10-12)

Part-time alr talent for weekends and evenings. Must heve air expenence with abifity to read nows and Ine copy. Send tepes with resurnes to Frank Cobboum, $\mathrm{K}+$ Phus, 101, Plaze 600, 600 Stewert St. Seettie, WA 98101 or cell
(206) 223-5709. EOE M/F (10-12)

CO102 in the Verr Special Anger Lakea region of Now York state needs expenienced newsperson. Professionel sumosphere and good benefis. Tepes and resurnes to Poul

## Station Line-Ups

KLAZ/Little Rock, AR LINE-UP: 5:30am-10am Craig O'Neil, 10am-2pm Bill Hilton, 2pm-6pm David B. Treadway, 6pm-10pm Carl E. Jones, 10pm-1am Woody, 1am-5:30am
Karen. Blake, 2pm-6pm Robert Anthony (PD), 6pm-10pm Keith O'Brian, 10pm-2am Steve Tyler (MD), 2am-6am Tim Johnston. Weekends: Michelle Lee, "Wild" Billy Farell, Calvin Porter, Allen Clark
WNAM/Neenah, WI LINE-UP: Morning drive Jason Page, Midday Ron Ross (OM), PM Drive Jay Tyler (MD), Nights Christopher Cain, All Nights Earl Brooker. WeekPM Drive Jay Tyler (MD), Nights Christoph
ends: Billy Peari, Jeff Stewart, John Ford.
ends: Billy Pearl, Jeff Stewart, John Ford. WLAV/Nashville, TN LINE-UP: Gam-10am Pat Riley, 10am-2pm Dennis John Cahill,
2pm-6pm John St. John (Asst. PD), 6pm-10pm Smokey Rivers, 10pm-2am Spider 2pm-6pm John St. John (Ass
Harrison, 2am-6am Stu Evans.
KEYY/Provo, UT LINE-UP: Gam-10am Or. Carl Watkins, 10am-3pm Danny Mitchell (MD), 3pm-7pm Chuck Cooper (PD), 7pm-12mid "Magical" Matt Alan, 12mid-6em Ron O'Brien
WSEZWinston-Salem, NC LINE-UP: 6am-10am Flying Dutchman, 10am-3pm K.C. Jones, 3pm-7pm Bob Ziegler, 7pm-12mid Jack Kelly, 12mid-6am Scott Richards. 293 Album Hour Joe Littlejohn.
WRVR/New York, NY LINE-UP: Gam-10am Les Davis, 10am-2pm Pat Prescott, 2pm 6pm Batt Johnson, 6pm-10pm Herschel, 10pm-2am Lois Gilberd, 2am-6am Art Mc Farland
FM102 (KSFM)/Sacramento, CA LINE-UP: Gam-10am Shaun Harris (MD), 10am-2pm Donovan Blue, 2pm-6pm Mark Presion, 6pm-10pm Rick Gillette, 10pm-2am Billy Manders, 2am-6am Allen Elvin. Weekends: Steve Wray, Eileen Evans. PD Jeff Lucifer.
KLOL/Houston, TX LINE-UP: 5:30am-9am Major Marcie Lara, 9am-12noon Colonel Greg Thomas, 12 noon-3pm Major Jim Stricklan, 3pm-7pm General Gene Austin, 7pm-12mid Captain Vanessa, 12mid-5:30am Captain Pat Rico

Radio
SHAUN HARRIS named MD at FM102-KSFM/Sacramento, CA formerly with KOKO Monterey, CA.
DONOVAN BLUE formerty with KNDE \& KROY/Sacramento, CA joins FM102-KSFM Sacramento, CA
MARK PRESTON joins FM102-KSFM/Sacramento, CA from KOKQ/Monterey, CA RICK GILLETTE from KROY/Sacramento, CA joins FM102-KSFM/Sacramento, CA BILLY MANDERS from KNDE \& KROY/Sacramento, CA joins FM102-KSFM/Sac ramento, CA.
ALLEN ELVIN joins FM102-KSFM/Sacramento, CA formerly with KLOS/Los Angel es, CA.
CARL E. JONES named Assistant Program Director at KLAZ/Little Rock, AZ KAREN WILLIAMS appointed MD at KLAZ/Little Rock, AZ
JIM SMITH joins KYNO-FM/Fresno, CA from KKXX/Bakersfield, CA
JIM SIMON and GINNY PRIOR co-anchor afternoon drive Newstalk on KGOEThou sand Oaks, CA.
KEN JEFFRIES doing vacation relief and weekends KGOE/Thousand Oaks, CA. LIZ SHEA promoted to Regional Sales Manager at WVCG/WYOR/Coral Gables, FL. GARY BRUCE named MD at WLAM/Lewiston, ME, former MD at WCFR/Springfield, VT.
RANDY MARSH promoted to MD at WIRK/West Palm Beach, FL.
BILL FULLER named local Sales Manager for KGW/Portland, OR
GARY PEDRO joins airstaff at KRNS/Burns, OR from KIIS Broadcast Workshop.

## Industry Changes

MARK LEVITT appointed Assistant Copy Director, Advertising Creative Services at CBSRecords.
LARRY STESSEL appointed Director, Merchandising, West Coast, Epic/Portrait/ Associated Labels.

# OPPORTUNIIIES 

## Openings

IVY/Lefaverte, IN hos on immedate opening for a
itme pertionelity leuntomation with live soundl, strong coroducton, sports interest helpful. Excellont opportun " working with pros. Home of Purdue University. Send O Lofoverte, iN 47902 (317 474-1410. EOE M/F (10-2) HIZY-FM (Z98) 50,000 wett Mitwest powerhouse ke Top 40 lock for poasible future openinge. Strong
duction skills a must Music Director beckground helpIStation is a part of a growing chain, and is one of the rat respected secondaries in the Midweat. Tape and
ime to Jeffrey Joy Weber, Operations Maneger IZY AM and FM, Box 1410, Lafoverte, IN 47902. Wo (170-12)
Inetom Clies Broadcasting is taking applications for istered the ont of getting your notural pertanality on the thip ue o tape end resume. Positions must be filied Chnstrnes. Contact Deve
iVeges. NV 89114. (10-12)

Imonality Top 40 WRNR/Martinsburg, noede after ons and resumes to Ed Alexander, Box 709, Mertins $1 \mathrm{r}, \mathrm{W}$ 25401. EOE (10-12)
BIDCVork, PA boting for 7pm-12midright announcer 1: Ellent opoortunity for someone with limited experi 1:e with a desire to learn and grow with a great oper-
in. Personality oriented, album image Top 40 . Should in. Personofity oriented, album image Top hoy thom.
PD, 2 Weat Market St., York, PA 17401 . EOE M/F (142)

1,RN/LTtle Rock soeking drnemic femele to colikground desirable. Tapes, resumes, references anc ary requirements to Mike Maloney, PD, KARN, Box
39, Ltile Rock, AR 72214. 110-12
AM/Lowiston/Auburn, ME is looking for on air irsonality with production skills. Contact Jeft Kelly,
i $\$ 929$, Lownston. ME 04240 (207) $784-5401$. EOE (10-12)
led eggressive newsparson for 50 KW Pop/Adut Vow York's cepital district. Solid on-air sound and ex-
nence a must For position in rapidiy expsnding locel Ns operation. Tapes and resumes to Phil Gregory, ws Director, WPTR, 4243 Alban
205. No calls please. EOE $110-121$
untry moming person for small Midwest market, ce not necessary. Casserte and resume to The Bon port, 3725 Yaqui Dr., Flagstaff, AZ 86001 (10.12)
13RQ/Buffaio. NY, Abrame Superstar atation, seakibright, uptempo women and men for full and part Ie AOR airsifts. Lerge chain, immediare npenings.
ind topes ond resumes fast to Bob MacRae, 59 Vir-
ine PL, Buffiolo, NY 14202 . No calla please. EOE MIF $(14-12)$
$(1-12)$
01/WDALMeridian has an opening for a full time Nsperson. Call Moureen Chnstion (8011) 893-2381 o
1, and resume to Box 5314, Meridian, MS 39301
(12)

BZ-FM/Parkersburg, WV AOR. Tapes and res es for future on sir openings to Larry Schuster, 703 TT, Quad Chtes, neede a truo air personality. We nd peophe to the mejors. Come join us. Tapes and res-
wes to Jim O'Hare, Box 3788 Devenport, IA 52808 . E M/F (10-12)

ADC/Parkarsburg. WV, modem Country, seeks 1 1es and resumes for future jock shifte as weil es Inuster, 703 Market St, Parkersburg, WV 28101 . EOE
(F (10-12) IF(10-12)
$1: Z B /$ Now Orieans is looking for experianced an isncers for contemporary formet. Tapes and resumes i113. No colls please. EOE (10-12)
1r Quinn, PD, WFIL is soliching tepes or airchacks 1 possible future openings. Send topes and resumes
iRay Ouinn, WFIL, 4100 City Lene, philadelphis. PA 1 Rey
1131.
M3/Greot Folls, MT is loaking for an experienced R communicator who knows music. Tapes and resExck Janott, K189, 2307 10th Avenue S., Grear Fallis, ' 59405 EOE M/F (10-12)
"EN ie looking for nowaperson with conversational E to anchor moming news. If you're a hard worker,
Wis talk. Tepes And resumes to Kan Paige, KGEN, Box 4. Tulere, CA 93274 (10-12)

AOB Aztion in Freeno, CA, KKDJ-FM (e cless B FM) HAOR air parsonalhies (full and part-ima), tratic, pro ution, newe and sales personnal. Tapas and rebumer TE REBEARCH GROUP looking for on exceptional aming persoriality. Excellent opportunity for the right
asin. Too 100 merket. Tapes end resumes to Bill Yoe, The Remearch Group, 1422 Mo
rov/Greenv, CO looking for on experienced nows ceon. Dhacam money for the night persorn. Also eccrept " Lnpes and resumse for future on-ar openinge, Send Kur Andrewe, Box 1607 , Grealoy, CO 80832 or call
350.1450 betwan Bam 6 Om EOE MIF (10 12)

Goods \& Services
The Aircheck Guide Openings
Redio stations reading about THE AIRCHECK GUIDE from the National NAB repor, statewide NAB reports, AP, UPI, venous trades end over 3000 mailout,
ing hourly - not dally but hourly with openinge.
What happons when THE AIACHECK GUIDE (TAG) gets your tepe? first we check our backlog to whe erations have colled within your formar and position purer, which screens you from vour market (unlass otherwise reauested.) Then vour rirctreck oooss on ours system,
which enables in calling stations within your format to which enables in caling stations within your formar to instentiv heer your tepe. Con
merket size is also computed.

Over 8100,000 in new openinge are avaliable dally from TAG. Presenty TAG cannor meet the demand for momingmen, Program D D
tor various formsta.
TAG 40 with the stations thet are colling THE AIRCHECK GUIDE. Forword Your aircheck, resume And 825 handinm to ThE AIRCHECK QUIDE, B COnstance Avenue, Lewis-
mon, ME 04240. 1-207-782.0947. Sam-5om. Mon-Fri. EST.

## Broadcaster's Action Line




## Funny Funny Stuff

Unique Comedy bits ther fit any fornat. For freebe
Hype, Ink, Box 69581 -R, Los Angeles, CA 90069 .

## Information You Need

Curran arrist info (all formerta), daily colensiar, much morel 20093C, Long Beach, CA 90801. (213) 438 -0508.

## You'll Be Funnier!

Hundreds of deeievs renewed sain this yeerl Guaran-
teed funnierl Free sample. CONTEM PORARY COMEDY. 58040 T
3814779 .

Radio's Premiere Comedy Service"
FREE SAMPLE ISSUE of radio's moor populor munior
senicel OLINERS, 1448 \& West San Bruno. Fresno servicel O'LINERS, 1448.A West

## Phantastic Phunnies

The Industrys intemationally acclaimed,... most re Poected eudience builderl One month's introductory 400
ne-linera, inphormation and gipht $\ldots$ iugt 82.0011 One-tineta, inphormation and gioht....iver 82.0011
PHANASTIC PHUNNIES, 1343 A Stratiord Drive, Kent. OH 44240

## Goods \& Services

Making your classified come alive or gerting

weak, hearlines are free. Contact RER Clas-
sifiod Dearment Mon. Fri, at (213) $5533-4330$.
sified Deparment, Mon.-Fri, at (213) 553-4330,
or write us at 1930 Century Park West, LA.,
CA

## Openings

National PD looking for morning drive personality or medium market station to replace a jock who just National PD, Box N39, 323 Franklin Blvd., Chicego, IL 60806 EOE M/F (10-12)
Central Califomis's "1 FM rocker is looking for super air talent for possible futurs openings. At least 1 yr ex-
perience. Tapes and resurnes to Ken Paige, KBOS, Box perience. Tapes and resumes
444, Tulare, CA 83274 (10-12)
Malor Sourthem AOR seeking News Director with tlare for humen interest lifestyle presentations. Tapes snd resumes only to Tom Owens, Communicatlons
Conter, Dallas, TX 75202 No celle please. EOE M/F (10-12)

Owner/operator of 24 hour AM station on Oshu,
Hawsil, who will zake over with FCC approval around Decamber, is seeking energetic air personalities, news and sales personnel to held build the iop station in Hewail. Send tepes end resumes
Kai, Honolulu, H1 96825. (10.12)

CKOMMMontraal looking for matura, experienced and dynamic moming nowncaster. Excellent salsh and long-term contrect. Send tepes and resumes to Deve Christianson, Naws Director, 1310 Greene Ave., Mon
rea,
Immediate opening for Country lock with goord
plpen. Contact Kent Hopper, KCEY Radio, Modesto, CA at (209) 883-0433 anvime ( 110 12)
Top rated Midwest Contemporary giant eneking personalities for intermadiete and future openinge. Heaw pay and benefits. Outstanding facility in one of midAmerici's finast medium markets. Rush tapes and reaumpes to Jim Hig98, W
48005 EOE M/F (10-12)

## Drive Time Parsonalities - Comnetitive Marke Modern Country oulbet with now feciltiess in South anst aeeking axporianced drva communicator Sernd tapas and rasumen to Radio E Recordu. Send lapas and ranumer to Radio 6 Rocorde, CA 90067.

## Positions Sought

Ill do almost anything for a job.... Convert to your your choice, wssh and wax your car. Call CHUCK (716)

DJ looking for full time or part time leading to full dime position, Will relocate. Disco, Soul, AGB, Contemp oran. (202) 232-7063. (10-19)

Experlenced $A O R$ air parsonality with $15 t$ will relocate but would like to stay in the West. Call DARRYL EVANS
(213) $935-3783 .(10-19)$

RAY OAKEB, formatly aftemion drive G Research Director for WZZX-FM/Loulsville, KY looking for air talresearch and programming. 9 yrs experience including WEBC and KLWW. Please call (502) 246-7234 (10-19)
Top communicator, PD ovaliable. Experienced in POiO/ Adult end Countr, Hard working, self motivator, good
on detail and direction, Location seconden. Call MIKE ot (812) 877.9728 (10-18)
8 yre major market experlence with Top 40 and AOR Call BOB LEWIS for tape end resume ot (713) 784-1642 nytime. (10.19)

Pop/Adut personality. Great mind, lots of real experience, ready to work hard and take directions. Call MARV at (315) 342-2503. You'll hear wha

Female air telent with good ratings in top 50 market with music, research and production beckground looking for new Opportunity to grow end leam. Contact HILLARY at (518) 785-6929 (10-13)
HEAVY PRODUCTION - POP/Aduls pro with production looking for production or on-the-air position in Midwefore noon or after 6pm (10-19)

BARAY MCCOY, former KAU, WAPC, presently WDUZ/Green Bey. 2-vear pro looking for a challenge. Heaw personality lock up-tempo dallen. Interested in all formats. Would love e shot at sports. Call (414)
$499-8219(10-19)$

Progrem Director/Jock: Seasoned professional seeks medium to major market siruation. Let's talk. MIKE JACK.
SON (314) $273-5471$ or Rt. 1, Box 262 Glencoe MO SON (314) 273
$63038(10-19)$

Personality who sounds very bright, natural and communicotes onero-one available immediately. $3 \%$ yre exAny serious offers will be considered. Call momings or ate evenings (402) 477-5755 and esk for JACK. (10-19)
MD, Disco. 1490/Rocky Mount, NC, looking for opening in eny format within 2 hour drive of New York. Unique
and creative production. Call GLENN STUART at (212) 592-1633 (10-19)

KEN MCKAY, formerly KCKC, K15, 14KONG, looking or a good position in California. Exparienced as Producon Director and Music Director. Call (209) 626-3218

WKUE-FM format change hes left two AOR-oriented announcers and production people seeking work, Will-
ing to relocate. Call ( 904 4) 772.8261 and esk for RICK or HAL. (10-18)
PHIL BRADY, formerly of WIOQ-FM/Phlladelphie seeks air slot or Music Director/sir slot with Califomia
arion. Call (916) 925-0589 or (215) $357-5299$ and lieave messege. (10-19)
KEN E. MARKS ts looking for a Top 40, Pop/Adutr or Diaco gla. Just back from Reno. Super production. 90034 . (213) 838-5364. Will travel, (10-19)

STEVE NADEL, has been working in the South for o vear, would like a gle closer to home in Big Apple.
Top 40 or MOR stations take note. Former Music $G$. Program Director can help your station. Excellent know ledge of pop muzik. Call (212) 823-3068, you won't be
announ ket. I've got a voice that'll make 'em listen. Throe vears need a young professional that's got e great volce, YOU write it, 'll announce it. Will relocete. Write to MIKE WILSON, Box 100. Mariette, OH 45750. (814) 373-1490 12:30pm-4pm. (10-12)
Medium marker personnilty gone as for os he can go In present situation. Magic production technique, tight button pusher l'm yor a communicator inatead of Prefer Chicogoreres, Write GARY ROGERS, 2307 W . Jof-
Pat ferson St, "321-C, Komo, IN 48901. (10-12)
Wonderfully talented copywriter/production per con looking for a slot at a people-orianted atation. Mo"Hard Work" in my middie nome, though I would hnur preferred "Lne" or "Louis." Cell TERRY at (317) 936
$4430 . ~(10-12) " ~$ prelerred
$4430 .(10-12)$
RICK REYNOLD8: formerly of WOHO-2105/Tolndo and WCWAT oledo. Looking for a major or medium mar
ket Top 40 or P/A. Gat nold of me at (418) 474 -8921 (10-12)
Firat ticket, good production, willing and ready
解 hoe prewtwo progremming package. Will travel. Call (512)
$\mathbf{B 6 5} 8428$ (10-12)

## Positions Sought

Major market jock now progromming in mealum morket. Desire to move back to tho majors as announc er or progremmer. Young, aggressive, sat ( $10-12$ )
priced. Cell (317) 474-1302 and ask for PAT. Looking for Pop/Adut personality position in med Experienced and will relocate. Call (814) 374 -9478 from Bom. 11 pm. (10.12)

Pleassal Noed work ... noed monay, hungry
EARL MORGAN seake programming position with Country format. Past 11 vears with WNYR/Rochester NY. Available immedietely. All serioue inquiries co
idered. Will relocate. Coll (718) $924-7867$. (10-12)

San Diego, L.A., Sacramerto, San Francisco. Freano. yr pro wente news or sports job, Currently top 55
market. Family man. L.A. is home. Call BOB (918) 583 4916. (10-12)

Y100/Mieml lock ready to go. Solid production, rop
raferences. Call SCOTT FISHER (305) $552-1809$ (10-12)
Experienced aportacastar and aporta raporter seeking major marker positio
(904) $744.5609 .(10-12)$
PAT TUANER, formeriy WTRY and WWWD/AIbany WY. looking to work for station with eggressive new
department. $1 \%$ yrs experience, worked for a proven vinner; herd wors. $10-12$ )

Need a creotive personality for your amall or medium station? Call KIRK DAVIDSON at (600) 384-0244 (Betoit WII. Over e vear's experience, innovative production
end an excellent communicator. Talk show experience oal l'm looking for

The former, but atlll good, midday air personality
 unity Emplövee (10 12)
After 3 yrs as PD/MD/middayo, KENNY ROBERTS would like to work with your station to make it "11
as our team did for KTRB/Modesto. Cell (209) $521-7249$
(10-12) Coprwritariproduction person can also do weeken lock or news. Prefer competitive morker. Heaw exper
lence. JOHNNY WILLIAMSON (303) 945-6501. (10-12)

Did middeys, 9 vre as PD and two before that as MD
 but 1 need
you ( $10-12$ )

8 vears experience, operationa and station manege mant. On-ir included WLW/Cincinnat. Preferably mom ing drive, can do aftemoons. Contact JOE MARTELLE
207) 282-7328 ather Gam EDT (10.12)
beat WLs and ican prove h. Interasted? How sbout five different voices for sny situation. Interested now if you want to (12)

Has your station fallen into the deprivation syn drome? Then let's cut the rug. 12 yr pro, WCUE, G9
ZIP 108, end others. Management and diaco background Looking for top 15 markers, music, medium-market PD Comact MAX HEYWOOD (216) 456-2592 (10-12)
JOHN STENNETT, alias MARK-DONAHUE, outstand ing air personality seeking to relocste to a medium o to to take charge as MO or PD if needed. Forment working for 95KBOF/Tulare, CA, Top 40. Call (805) 831 224 between $9 \mathrm{am}-5 \mathrm{pm}$. (10-12)

MIKE MUNDAY middeys WFLB, 28 yr old profession al sir personality looking for professional operation in 1918) 323 -0926 or (919) 488-4259, Might be what you're ooking for Ler's get rogather (10-12)

NEWSIL.A.IWEEKENDS . . CAROLINE (213) 39
ersatile, talented and knowledgeeble, interestad in Music Director, Promotion Director or air personelity position. 6 yrs broadcast experience including stinte at Los Angeles but willing to reloctre. Contact LARAY "L.A. LARRY" HERBERT At (213) 933-2808. (10-12)
Contamporary full time $A M$ in medium callege marke hands midday or attamoon on-air persan with produc tion expenence. Excellent asiary and benefite, Contact:
PD, KRUS, 105 Park Ave , Ruston, LA 71270 EOE (10-5) Modem Country AM/Soft Rock FM in medium mar ket needs experienced pro for afternoon drive. Tepe NE 68506 EOE M/F (10-5)

KBOXDalles looking for experionced nows com municator. Must be strest-wise and have axcollen writing akille. Ad-lib nblity and good quaity volce e muat. Onillon, TX 75238 EOE $110-5$

## Miscellaneous

ntation. Contact Dorias Thompaom, MD at (713) 8033 1278 from 9 am- 7 pm (10-19)
Nwiwhiterro Houte, in Doncamuatic Radio neods impediate racord sanvice. Sand to Rex Houllind, MD, 2280
olio Bivd., Terre Heute, IN 47B03. (10-19)

"Back Page Breakers" are those newer records that have the greates level of station activity on any glven week.
BARBRA STREISAND/DONNA SUMMER No More Tears (Enough is Enough) (CovCas) B9\% of our roportors on $n$. Mover: $\mathrm{U}_{\mathrm{p}}$ B9, Seme 7 , Down 0 , Adde 50 , motwurtha 0106 , wLCY, KsLO, a102, wokr, WBEN. FM, KC101, PRO.FM, a100, WNOE, WFMF, 298, WNOX. WKIX, KOFM, 22X, KMJC. Soe Perallates, chatres et member 23.

JOHN DAVID SOUTHER
You're Only Lonely (Columbia)
67\% of our reporters on th. Moves: Up 83, Same 16, Down O, Adds 23, Including 0102, WOKY, KC101, KAUM, KTSA WNOE, WSGA, FM100, WLAC, WVIC, KSTT, WNCI, KFXM. See Parallels, charts at number 26.

## BLONDIE

## Dreaming (Chrysalis)

64\% of our reporters on it. Moves: Up 74, Seme 23, Down 0, Adds 19, inchuding WABC, WIFI, CKLW, KSLQ, KOPA, WOLF KC101, KAUM, WGH, WEAQ, KBIM. See Parallels, charts at number 27.

## MICHAEL JOHNSON

This Night Won't Last Forever (EMIUAmerical $59 \%$ of our reporters on it. Moves: Up 68, Same 17, Down 9, Adde 13, inctuding WIFI, WCAO, Q105, WTRY, WAXY, WNOX, WGH, WOHO, KFXM, KCPX, KRQ, V100. See Parallels, cherts at number 29.

## SUPERTRAMP

## Take The Long Way Home (A\&+M)

$59 \%$ of our reporters on it. Moves: Up 57, Same 15, Down 2, Adds 33, including WKBW, Y300, B100, WTRY, WTIC-FM, WKBO, WFMF, Y95, WAXY, 95SGF, KOFM, WZZP, KMJC, KROY, KORL. See Parallels, charts at number 30.


[^1]BOB DYLAN "Gotta Serve Somebody" (Columbia) 8477 Moves: Up 46, Same 29, Down 2, Adds 7, WIFI, 14Q, KILE, KKXL, KDVV, KENI, CKGM 28-18, 940 28-22. KSLQ 28-25, KFRC 18-16, KJR 6-4, WNCI $24-13$ CHEAP TRICK "Dream Police" (Epic) 77/16
Moves: Up 47, Same 15, Down 0, Adds 15, including WKBW, Z97, 0105, WOLF. WAPE, WOHO, KHJ, KJRB, KRQ. KWIC. KOOK, WPEZ 25-20. F105 32-23. WLS 40-27.
CHRIS THOMPSON "If You Remember Me" (Planet) $76 / 20$
Moves: Up 40, Same 12. Down 4. Adds 20, including WCAO, WPGC. WOKY KEARTH, B100, WFBR, WAEB, WAYS, WMEE, KRQ, G100, KBIM, WKBW 4 4. 940 3-3. WLCY 29.25 .
ELO "Confusion" (Jet) 67/17
Moves: Up 29, Same 21. Down 0, Adds 17, including CKGM, KFI, wICC WJOX, WVIC, WZZP, KMJC, WIGY, WISE, 96 KX 28-24, KRBE d-29.
LITTLE RIVER BAND "Cool Change" (Capitol) 84/28
Moves: Up 26, Same 10, Down 0, Adds 28, including KSLQ. KFI, KJR, WBLI WHYN, 95SGF, KRAV, KRSP, WXIL. WAAY, WSPT, KYSN, 940 26-24, WHYN, 95SG
KXX106 28-23.
BRENDA RUSSELL "So Good, So Right" (A\&M/Horizon) 61/2
Moves: Up 43, Same 14, Down 2, Adds 2 KERN, KFXD, WXLO 30-28, WCAO 27-21, WPGC 30-24, 940 22-20, CKLW 8-5, KC101 27-24, WJDX 19.14, WKIX 23-18, Y94 29.22.
JOHN STEWART "Midnight Wind" (RSO) 60/2
Moves: Up 29, Same 15, Down 14. Adds 2 WOLF, KAAY, WIFI 26-23 KSLQ 32-29, Q102 15-13, WOKY 26-21, WAKY 17-11. KRKE-FM 20-15. ELTON JOHN "Vlctim Of Love" (MCA) 59/3
Moves: Up 43, Same 12. Down 1, Adds 3, Z93, WJDX, KOOK, KRBE 29-25 KRLA 29-27, KOPA 26-23, PRO-FM 24-18, WLAC 39-33, Y94 30-26, KRQ $40-31$ CRYSTAL GAYLE "Haif The Way" (Columbia) E8/13
Moves: Up 35, Same 10. Down 0, Adds 13, including Z93, WTIX, WAXY WSGA, KRAV, KFXM, 14WK, KKLS, KBEQ 37-34, KRLA 27-24, KTSA 13-8, KHJ 26-22.
CLIFF RICHARD "We Don't Talk Much Anymore" (EMI/ Americal 52/31. Moves: Up 11, Same 10. Down 0, Adds 31, including WKBW, 94Q WLCY, CKLW, KSLQ, KBEQ, KEARTH, KFRC, KOPA, WNOE, WAPE, 92Q, Y94, WPGC d-30, WNOX $30-26$.
PABLO CRUISE "I Want You Tonight" (A\&M) 52/24
Moves: Up 12, Same 16, Down O. Adds 24, Including KEARTH, B100, KJR WBLI, WHYN, 298, WHBQ, KOFM, Y94, KRUX.

## Racosaneeras <br> NATIONALLAAR

| THAEE WEEKS AOO | Two WEEKS AOO | LAST WEEK |  | 060 |
| :---: | :---: | :---: | :---: | :---: |
| 22 | 10 | 3 | 1 | EACLES/Heartache Tonight (Asylum) |
| 2 | 2 | 1 | 2 | HERB ALPERT/RIse (A\&M) |
| 16 | 6 | 4 | 3 | KENNY ROGERSNou Decorated My LIfe (UA) |
| 27 | 25 | 15 | 4 | STYX/Babe (A\&M) |
| 1 | 1 | 2 | 5 | COMMODORES/Sail On (Motown) |
| 11 | 5 | 5 | 6 | MICHAEL JACKSON/Don't Stop 'TII You Get Enough (Epic) |
| 18 | 11 | 7 | 7 | DONNA 8 UMMER/DIm All The Lights (Casablanca) |
| - | 27 | 12 | 8 | COMMODORES/Still (Motown) |
| 26 | 24 | 13 | 9 | FLEETWOOD MACTTusk (WB) |
| 21 | 14 | 10 | 10 | KNACK/Good Girls Don't (Capitol) |
| 12 | 8 | 6 | 11 | JOURNEY/Lovin', Touchin', Squeezin' (Columbia) |
| 29 | 22 | 14 | 12 | LED ZEPPELIN/All My Love (Swan Song) |
| 7 | 3 | 9 | 13 | M/Pop Muzik (Sire) |
| 23 | 19 | 16 | 14 | FOREIGNER/Dirty White Boy (Atlantic) |
| - | - | 24 | 13 | KC \& THE SUNSHINE BAND/Please Don't Go (TK) |
| 28 | 23 | 17 | 10 | IAN GOMM/Hold On (Stiff/Epic) |
| 30 | 26 | 22 | 11 | JENNIFER WARNES/I Know A Heartache When I... (Arista) |
| - | 28 | 26 | 18 | BARRY MANILOW/Ships (Arista) |
| 4 | 4 | 11 | 19 | DIONNE WARWICKI'll Never Love This Way Again (Arista) |
| 5 | 13 | 20 | 20 | ROBERT JOHN/Sad Eyes (EMI/America) |
| - | - | 28 | 21 | JIMMY BUFFETT/Fins (MCA) |
| 6 | 7 | 8 | 22 | NICK LOWE/Cruel To Be Kind (Columbia) |
| - | - |  | 23 | STREISANDISUMMER/No More Tears... (Columbia/Casablanca) |
| - | - | 29 | 24 | ANNE MURRAY/Broken Hearted Me (Capitol) |
| 13 | 15 | 18 | 25 | DOOBIE BROTHERSIDependin' On You (WB) |
| - | - | - | 23 | JOHN DAVID SOUTHERNou're Only Lonely (Columbia) |
| - | - |  | 27 | BLONDIE/Dreaming (Chrysalis) |
| - | - | 30 | 3 | LAUREN WOOD/Please Don't Leave (WB) |
| - |  |  | (2) | MICHAEL JOHNSON/This Night Won't Last Forever (EMI) |
| - |  |  |  | SUPERTRAMP/Take The Long Way Home (A\&M) |

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

## MOST ADDED

BARBRA \& DONNA "No More Tears... (Col/Cas)
SUPERTRAMP "Take The Long Way Home" (A\&M) CUFF RICHARD 'We Don't Talk Much Anymore" (EMI) LITTLE RIVER BAND "Cool Change" (Capitol) PABLO CRUISE "I Want You Tonight" (A\&M

## HOTTEST

EAGLES "Heartache Tonight" (Asylum)
STYX "Babe" (A\&M)
COMMODORES "Still" (Motown)
KENNY ROGERS "You Decorated My Life" (UA) FLEETWOOD MAC "Tusk"'(WB)

DR. HOOK "Better Love Next Time" (Capitol) 51/17
Moves: Up 23, Same 11. Down 0, Adds 17, including WTRY, Q106, WAXY, WSKZ, KWEN,Y94, KRUX, WHEB, KOWB-FM, KBOZ.

## Others Getting Significant Action

## FRANCE JOLI "Come To Me" (Prelude) 48/6

Moves: Up 33, Same 8, Down 1, Adds 6, KOPA, KMJC. WGUY, CK101, KDZA, KFXD, WRKO 25-16, WPGC 29-25, CKGM 21-16. Y100 3-3, KEARTH 3-3, KRLA 3-3, KFI 23-19
CARS "It's All I Can Do" (Eloktra) 47113
Moves: Up 22, Same 12. Down 0, Adds 13, including Q102, KFI, Q106, WKEE, WOW, 92X, Y94, KROY, WRKO 26-23, 940 13-11, WTIC-FM 22-16, WSPT 25-20.
ALAN PARSONS "Damned If I Do" (Arista) 40/9
Moves: Up 15, Same 16, Down 0, Adds 9, $96 K$ K, KJR, KOPA, WBEN-FM, WKBO, WZZP, KJRB, WANS-FM KBOZ, WPEZ 32-30, WRKO 30-27, KUPD 15-12, KNOW 39-33.
KISS "Sure Know Something" (Casablanca) 40/2
Moves: Up 20, Same 11, Down 7. Adds 2, WVIC, WANS-FM, KJR 24-20, KOPA 24-21, WKBO 26-17, WNOE 23-19
WZZP 3-2, KRUX 25-21. WZZP 3-2. KRUX 26-21
ASHFORD \& SIMPSON "Found A Cure"' (WB) 39/0
Moves: Up 20, Same 10, Down 9, Adds 0, WPGC 20-18, KOPA 25-22, JB105 15-10, KAUM 25-23, 920 29-26, KHJ 22-17. WIGY 27-24, FM99 9-6, KILE 15-11.
RUPERT HOLMES "Escape" (Infinity) $37 / 22$
Moves: Up 10, Same 5, Down 0, Adds 22, including WFIL 293, 94Q. KBEQ. KJR. KEEL, KXX106, KLEO, KJRB
KCPX, KGW WROV KPUR. KCPX, KGW, WROV, KPUR.
RONNIE MILSAP "Get It Up" (RCA) 36/10
Moves: Up 19, Same 6, Down 1. Adds 10, B100, KJR, KTSA, BJ105, KWEN, KRAV, G100, WANS-FM, KBOZ, KBIM
KXX108 1.1, WAYS 35-32, WAAY 17.8. KXX108 1-1, WAYS 35-32, WAAY 17-8.
WHO "5:16" (Polydor) 30/3
Moves: Up 8, Same 19, Down 0, Adds 3. KHJ, KENO, WGBF, WPEZ 31-29, KRBE 30-28, WGCL 26-25, WNOE 37-30,
WZZP 33-26. WZZP 33-26.
AC/DC "Highway To Hell" (Atlantic) $29 / 9$
Moves: Up 6, Same 14, Down 0, Adds 9, KNOW, 95SGF. WBBQ, WSKZ, WNOX, WGUY, WFOX, WANS-FM WSPT, KRBE d-27, KUPD 27-25, 92X 36-34.
CRUSADERS "Street Life" (MCA) 29/3
Moves: Up 22. Same 3. Down 1, Adds 3, WRKO. JB105, WKXY, WXLO 18-15, Y 100 12-11. KBEQ 20-16, WGCL 23-20, KEARTH 23-2a KRLA 21-14, KFRC 12-9, PRO-FM 25-19, WTIX 23-17. KHJ 15-12
KERMIT THE FROG "Rainbow Connection" (Atdantic) $29 / 2$
Moves: Up 19, Same 5. Down 3, Adds 2, WLAC, WNCI, KRBE 20-12, 293 20-11, Q105 15-11, WICC 26-17. 920 21-12.
KCPX 18-6.
KENNY LOGGINS "This Is It" (Columbia) 28/15
Woves: Up 9, Same 4, Down 0, Adds 15, including Y100, Q105, KSLQ, WICC, WSGN, WRVQ, KLEO, WZZP. WHHY. WERC, WFLB, WROV, 940 27-23. KBEQ 40-28.


[^0]:    RIDE THE RANGE WITH ROY and DALE and GENE and REX and TEX and LASH and WILD BILL and RED and MONTE and GABBY and BOB and TOM and even the LONE RANGER! ON VIDEO CASSETTE
    

    Over 20 different western double features. Available in VHS and BETA II formats. Send $\$ 1.00$ fo complete catalogue

    ## 

    Fontanh
    $\$ 59.95$ each
    wasicuravo
    Calif. residents add $6 \%$ sales tax
    Visa and Master Charge accepted.
    6255 Sunset Bivd., Suite 1019, Hollywood, CA 90028, (213) 464.1406
     (ADVERTISEMENT)

[^1]:    Recent releases with alrplay reported by at least 50 of our reporting stations are listed in order
    of their activity. The two numbers foliowing the artist /titie label designation cexample of their activity. The two numbers following the artist /titie /label designation lexample: $100 / 25$ ) Indicate how many of our reporters are on the record this week (100) and of those 100 how
    many added it this week (25). Moves" are broken down for each record and inalcate now many added it this week (25). Moves are broken down for each record and indicate how
    many stations moved the song up on their charts, held it the same ton to on, ada to on, 31-31, etc.). moved it Down on their charts, or Added is this week. Complete airplay activity on all songs insted in New \& Active can be found in the paraliels.

