

# WALGRUS!

ISSUE 266, JULY 1, 1979

**T**he use of "weighing" seems to be designed to conceal the fact of sampling deficiencies.

This is the problem. You can't see them. You can't touch them. There's no smell. Not even any color.

For all practical purposes radio statistics about ratings are invisible to the human senses. In a way, it is not unlike trying to calculate how many angels can dance on the head of a pin.

What we know about ratings is what we catch in the reflection of the mirror of radio. What we see is what ratings do to radio and what they cause radio to do.

And what ratings do is to make some people rich and some people poor. Ratings make some people lie. Some people go on trial. Some go to jail. Careers rise and fall in the arc of sampling error. People need it. Hate it. Some go crazy over it. People spend a fortune on it. And there wouldn't be a dime in radio without it.

If ratings are nothing short of life and death, they're an equal match in the categories of anxiety, perplexity, and confusion. There is a broad field of rating services, using different methodologies, getting conflicting results, issuing contradictory pronouncements on the radio market. Not even Arbitron, the Vatican of radio ratings, has been free from the taint of heresy militated by competing methodologies.

AOB stations, in particular, complain that they have been historically discriminated against and underestimated by radio research. What is desperately needed is The One True Rating Service providing accurate, credible data on audience demographics. What we have



instead is a Holy War of Radio Ratings.

This Holy War is being fought by the Apostles of Research: Media Statistics, Ram, Burke and Arbitron. Each has a different way of counting the angels on the head of a pin.

If the count is different, the stakes are the same. In 1977, the radio advertising dollar was worth \$2.5 billion. In 1978, it should be worth 10% more or about \$2.8 billion.

Radio research has a pricetag close to \$35 million. More than 90% of that is split between two companies. Arbitron's total revenue was \$29 million in 1977. Ram follows second with over \$2 million in contracts for 1978.

It's more than just high rollers. It's a crusade that suffers extraordinary casualties. If you count the demise of Audits & Surveys' Trac-7, five rating companies have fought the good fight and failed since 1974.

There's one final article of Holy War. More and more, radio is programmed, not

for the audience, but for the book. It is a subtle twist that presupposes the proverbial cart before the horse. The single most important factor is not the audience but what the book says is true about the audience.

What happens in this rating war decides the present and future direction of AOB radio. All radio.

To understand why ratings and the different approaches to research are so crucial, we have to understand why it's so difficult to measure the radio audience. First of all, there are no circulation figures. There's no box office. There's no way to meter radio like TV because there are too many radios in use (more than 5 in the average household).

After all, what we're talking about is truth in numbers. Computing reality in terms of mathematical formulas. It is not a human landscape but the geography of digits, fractions, integers, and quotients. The fundamental equation is that numbers tell us more about people than people. And if we live by the numbers, we die by the numbers. Execution by decimal point.

A key factor in this arithmetic is that by any standard, ratings are imprecise. Even Arbitron calls them estimates. But increasingly, these "estimates" are the result of a new precision in the application of research techniques. As a consequence, ratings might be called a medieval science. The science is precise enough, but what the science surveys — us — is exactly inexact.

The contrast of polarities is sharpest as the technology of research draws inexorably closer to the 21st Century. In fact, the future of ratings for radio may already be here.

Ram Research entered the Holy War of Ratings in the spring of 1977. For top dollar clients, Ram provides a computer-linked television terminal that beams a constantly changing printout of ratings as raw numbers are processed by the system. Just think of it. A television show exclusively for research! Live TV too! Ever changing columns of digits, adding and subtracting, numbers enumerating.

(Continued on page 4)

## THE HOLY WAR OF RADIO RATING

BY BILL VITKA



Watch For Upcoming  
 Bram T. U.S. Tour  
 Beginning August 26, 1979  
 and Going Until . . .

MAESTRO, IF YOU PLEASE  
**BRAM  
 TCHAIKOVSKY**

CAN NOW BE HEARD ON EVERY  
 ALBUM-ROCK STATION  
 IN THE U.S.A.

AND  
 'GIRL OF MY DREAMS'  
 IS FOLLOWING SUIT  
 ON TOP 40



## NEW YORK AND LOS ANGELES

### NEW YORK

**WHO'S IN NEW YORK:** That's right. Pete Townshend, John Entwistle and Kenny Jones (Roger Daltrey didn't make it due to commitments to the *McVicar* film he's currently working on) were all in town last week doing some promotion to coincide with their *KIDS ARE ALRIGHT* film and LP release. While here they made the now-traditional stop-in with WNEW's Scott Muni and recorded a guest shot on Robert Klein's syndicated radio hour. Townshend, more cheerful than at any time in recent memory, parried quips with Klein and special guest Rodney Dangerfield, while Entwistle, in typically staid fashion, barely said a word. Earlier, Jones revealed the Who's future touring strategy to us, saying they definitely would be doing dates, but instead of the traditional mammoth cross-country tour they'll do a week in one area, take a week off, play another week . . . etc. Townshend informed us that he's well on his way into recording his first solo LP for Atco (third in all) and that Chris Thomas is co-producing. Originally, he revealed, he'd asked Todd Rundgren, who accepted, but Townshend then changed his mind. Meanwhile, rumors had another three nights being added to the two sold-out Madison Square Garden shows in September.

**SLOW TRAIN COMING FAST:** Bob Dylan's finished recording his new album, tentatively titled *SLOW TRAIN COMING*, with release scheduled for late July. The LP was produced at Muscle Shoals by Barry Beckett, with Jerry Wexler credited as Executive Producer, and features appearances by Dire Straits' Mark Knopfler and Pick Withers, Crazy Horse's Tim Drummond and Beckett himself on keyboards.

**A&M AND THE I.R.S.:** In conjunction with Miles Copeland (manager of the Police) A&M Records has announced the formation of something called the Independent Recording Syndicate (I.R.S. to you mnemonic lovers) which will act as distribution outlet for both British and American small label singles. The singles will appear on their original labels and an initial release of eight singles is scheduled to hit the shops soon. These include records by Brian James, Throbbing Gristle, The Monochrome Set, Fashion, Chelsea, Henry Badowski, the Buzzcocks (all British) and the Necessaries (from New York). Other American groups reportedly involved in the deal are the Cramps and Wazmo Nariz. The records will all be

pressed in England and shipped to America in quantity, thus defraying the costs which usually account for the high price of imported and/or domestic small label discs. The I.R.S. is supposedly readying their first LP releases for sometime this summer.

**TIDBITS:** Could Johnny Cash be set to record songs by Elvis Costello and/or Nick Lowe on his next outing? Insiders say, "could be." . . . And speaking of Elvis and country singers, what ever happened to the fabled George Jones album on which he was to have duetted with Elvis on the latter's "Stranger in the House"? Only his record company knows for sure . . . Sylvester Stallone, checked out the A's at the Mudd Club recently. The band, who've just finished recording their Arista debut with Rick Chertoff here, shares roots with Stallone, both having emerged from working class Philadelphia communities . . . Stevie Wonder (on harmonica) and Edgar Winter (on sax) will make guest appearances on Dan Hartman's new LP, due in late August. It's Wonder's first vinyl appearance in quite some time . . . Jim Messina has finished work on his first solo album . . . Thin Lizzy's Phil Lynott and Gary Moore both recorded solo singles in Nassau recently. Moore's solo LP, *BACK ON THE STREETS*, is due for summer release here on Jet . . . Ozzy Osbourne has reportedly left Black Sabbath again . . . Elvis Costello is back with his wife after a stint with Bebe Buell . . . Ray Davies flew into town via Concorde to choose the tracks for *LOW BUDGET*, the Kinks, soon-to-be-released LP. Although at one point there was much concern with the band finishing the record on time, they ended up with more than enough tracks. Part of the complication was due to a hand injury to pianist Gordon Edwards. Davies reportedly asked Blondie's Jimmy Destri to play some of the keyboards and actually auditioned others before deciding to do some of the job himself. Edwards later finished the keyboard overdubs in England . . .

**COMING SOON:** July releases from A&M include the Alessi Brothers' *WORDS AND MUSIC*, produced by Bob Gaudio and Gary Klein; 1994's *PLEASE STAND BY* . . . produced by Eddie Leonetti; *THE ETHEL MERMAN DISCO ALBUM* (that's right); Garland Jeffreys' *AMERICAN BOY AND GIRL*, produced by Roy Cicala; *LENNY ZAKATEK*, produced by Alan Parsons; Neil Larsen's *HIGH GEAR*, produced by Tommy LiPuma . . . Late July E/P/A releases include Alan Price's *LUCKY DAY* on Jet; David Johansen's second solo for Blue Sky; Ellen Foley's *NITE OUT* on Cleveland International; Andy

Pratt's *MOTIVES* on Nemperor; and the long-postponed US version of the Clash's first album . . .

—Dave Schulps

### LOS ANGELES

**JOE WISSERT: FROM SINCEROS TO STREISAND:** Columbia staff producer Joe Wissert has ankleed his assigned project with Nemperor recording artist Steve Forbert in order to work on Barbara Streisand's next studio LP. Wissert (Boz Scaggs, Helen Reddy) just returned from England where he produced the Sinceros, previously Lene Lovich's back-up quartet. That LP, titled *THE SOUND OF SUN BATHING*, is due from Columbia in July. Meanwhile, Steve Forbert, who has been tapping his foot impatiently while a replacement for Wissert was recruited, goes into Nashville's Quadrophonia studio momentarily with producer John Simon (The Band, Michael Franks, Leonard Cohen).

**BOSTON & BEACH BOYS RUMORS FLY:** These stories keep recurring, so they might have some truth to 'em. 1) Tom Scholz is reportedly ready to fire the rest of his Boston brethren and 2) Dennis Wilson, following an embarrassing engagement at the Universal Amphitheater (acting like an acid casualty from the '60s, he pounded out improvised "duets" with brother Brian on the piano, interrupted cousin Mike in mid song and literally fell about the stage disrupting much of the show) is being booted out of the Beach Boys. No one at Epic — home for both acts — would confirm or deny either story.

**PETTY PULLS ACE FROM SLEEVE, DECLARES BANKRUPTCY:** Tom Petty, still ensnared in legal hassles with MCA and Shelter Records, has filed for bankruptcy. With a hearing set for June 26th, Petty and management claim they've "a huge sum of outstanding debts," and are looking to be let go from their existing contract in order to reorganize financial affairs and sign a (more lucrative) deal elsewhere. Petty's in the midst of a mini "Lawsuit Tour" and expects to have a new album out in the fall.

**MORE LOCAL ACTS SNAPPED UP:** Sumner is near to a deal with Capitol, whose talent acquisition folks have already inked local yokels The Motels and The Knack. Another band, The Katz, are said to be close to signing with Epic.

**OTHER SIGNINGS:** Richie Havens has signed with Elektra . . . RCA has acquired two new West Coast outfits: Gentlemen and Quiet Fire.

**OTHER FORTHCOMING**

**RECORDS INCLUDE:** John Prine's *STORM WINDOWS*, with production contributions from Sun Records' Sam Phillips, out in July on Elektra/Asylum . . . The Clash, on Epic in September . . . Moon Martin's second LP, *ESCAPE FROM DOMINATION*, from Capitol in July. Also from Capitol: Mink DeVille (August) and The Shirts' *STREET LIGHT SHINE* (July) . . . From Elektra/Asylum in July: Phil Everly, Roy Acuff, Pink Lady and Television's Tom Verlaine's solo outing . . . From Warners in July comes The B-52s' debut and from Sire The Flamin' Groovies' *JUMPING' IN THE NIGHT*.

**IN THE STUDIO:** Leo Sayer, recording in L.A. at Davlin and Sunset Sound, reunited with producer/collaborator David Courtney . . . Tantrum, a seven piece rock outfit signed to Chicago's Ovation Records, recording at L.A.'s Sound City with producer John Ryan (Styx, Doucette, Taka Boom) . . . Terry Livgren of Kansas is producing an act called News . . . Carolyn Mas, inked with Phonogram/Mercury, recording at A&R Studios in New York . . . Lenny Williamson producing The Word for Warner Bros. and a group called Boulder for E/A . . . Al Stahaley, formerly lead vocalist with Spirit, recording in Northern California with support from Marty Balin, Greg Douglas and Pete Sears.

**ODDS 'N SODS (NOTHING TO DO WITH THE WHO):** Ex-Runaway Joan Jett is shopping for a U.S. deal (she's got a new record on Vertigo in the U.K.) . . . Chris Stein of Blondie is said to be considering managing the group himself (a la Mick Fleetwood of Fleetwood Mac) as soon as they disassociate from their current management . . . The soundtrack to *THE JAZZ SINGER*, written, performed and starring Neil Diamond, will be released on Capitol and not Diamond's label, Columbia . . . Michael Nesmith is working on some video productions to accompany several tracks off of his current *INFINITE RIDER ON THE BIG DOGMA* record. Anyone who has seen his video rendering of "Rio" (which, after airing on Australian television, rocketed the single to #1) knows that the former TV star doesn't mess around . . . Neil Young's movie *RUST NEVER SLEEPS* is completed, as is a new album of the same name (from a line in a Devo song). In longstanding Youngian tradition, *RUST NEVER SLEEPS* was supposed to ship from Warner Bros. on June 15th. The disc has six tracks recorded from last year's tour along with several studio numbers, including one with Nicolette Larson recorded during the *COMES A TIME* sessions.

—Steven X. Rea

# The Holy War of Radio Rating



Will AOR finally put its money where its mouth is?

(Continued From Cover)

Instant breakfast food ratings. Just add electricity.

To some people, televised, instant ratings must be a technological miracle. To others, it must be computerized paranoia.

To Jack McCory, the President of Ram Research, it's just natural evolution. Rating companies are rapidly expanding in services and the kinds of data they can supply to clients. Ram's computer terminal is a delivery system for market and consumer profiles. How much beer do we drink? What zip codes listen to country music? What laundry detergent do people in San Diego use?

Ram calls the answers to these questions Qualitative Usage Estimates. The QUE are a marketing tool that, on paper, tell us "What does it cost for an advertiser to deliver his message to persons who are actually going to buy a car this week?"

"Radio is a super store," McCory says. "The inventory is a fleet of automobiles, movie tickets, and cases of soda and beer. Not only do we want to know who listens to what, we want to know where and how they spend their money."

Ram isn't alone in providing dossiers on consumers. Media Statistics offers information on consumers as a matter of course. As soon as it can, Burke will. Arbitron provides special lifestyle data on order.

What we can infer from this is that the future of radio ratings is the future of marketing research techniques. Ratings do not belong to radio. They belong to the agencies that buy time on radio. Ratings are not just a programming tool. They decide your share of the advertising dollar. What ultimately may decide your position in a market is not how many people are in the audience, but how much money they spend and where. It's not only radio, but hamburger and ice cream ratings. Radio stations aren't just programming music, they're providing advertisers with a subscription list of prospective customers.

Jack McCory even uses daily newspaper circulations as an analogue to explain Ram's rating techniques. Ram surveys households with a one day diary. McCory argues that radio delivers almost as much in one day as it does in seven. This is a hotly debated point. Some research companies, like Arbitron, insist that you cannot get an accurate sampling without a 7-day survey. But the problem with the 7-day/1-day argument is that it might be nothing more than an intramural feud,

taking on the dimensions of an Exxon telling you that their gasoline is better than all the others.

Methodology is a major issue. How we survey decides who we survey. The critical issue affecting methodology is the diary. The simple fact about the diary, as it pertains to AOR, is that the 18-34 year old demographic doesn't seem to fill it out right. Or doesn't fill it out completely. Or suffers diary fatigue and loses interest in it by the end of the week.

Nobody seems to know why this happens. The diary does seem to suppose a literacy bias. Arbitron actually pays people a token premium to fill out the diary and still has a 70% non-return rate in some markets.

Getting people to agree to be surveyed is another paramount concern. People are already over-surveyed, cautious, even suspicious. If research is getting more precise, it seems that the audience is getting crazier, more unpredictable, and



Radio research has a pricetag close to \$35 million dollars.

harder to measure.

This militates two conclusions. Either people don't want us to know what they think or they don't care that much about radio. It's simply not important enough for them to remember when they listen, who they listen to, or how long they listen. The only reason they can't get the call letters straight is that it doesn't matter. Not to them.

Ram started developing their approach to research in 1974. McCory says they tested the diary against the telephone and the telephone lost.

Telephone retrieval means talking to people over the phone who tell a surrogate how to fill out the diary. McCory says Ma Bell resulted in poor recall and bad data. AOR and Contemporary formats were overestimated. Beautiful Music, MOR and News were underestimated. Of course, this is precisely what Burke has demonstrated while denying that there's anything inflated or deflated about their numbers.

According to McCory, these disciples of telephone recall are in theological error. AOR has a bigger audience because the deck is stacked.

Ram scrapped a telephone methodology despite the fact that McCory says it would have been cheaper. "We would have given a million dollars," he says, "to get it to

work. The diary is the most expensive but it elicits the greatest precision in response."

Ram has over 200 clients that must agree. They survey continuously in all the major markets. At the top it costs about \$14,000 a year. Ram's Star Wars technology makes survey information available within 90 hours. This makes Ram the Future Shock company of radio ratings. Both Instant Data and Big Brother.

McCory denies that ratings are an instrument of paranoia. He even denies that radio can overreact to ratings. "There are too many millions of dollars at stake," he says "and too many jobs. Radio understands very clearly that their whole lives revolve around ratings."

McCory, by the way, doesn't think that's so good.

Ram is relatively new to radio research but not as new as Trac-7 or Burke. Let's take Burke first.

Burke's company history shores up the idea that the future of ratings is in marketing techniques. Their background is product testing and marketing research. Burke employs same day telephone recall. Unlike Ram, Burke surveys one person, 12 or older, per household. How many people in a household is another intramural squabble in the holy house of radio ratings. What Burke's Sales Manager, Bill Abbot, argues is that a survey of more than one person per household biases the research, potentially duplicating information. As a result, Burke measures a wider survey base.

Same day telephone recall, Abbot says, gets Burke a 60% cooperation rate, one of the highest in radio research. At the same time, Burke also "weighs" the returns it gets to compensate for incomplete survey results.

Since ratings are just weather forecasts of the rain and snow of statistics, at their best, they are only approximations. Statistics suffer from wobble and flux. They're calculated against TSA and ADI, hypoed and weighed. Like any club, research has its own language.

Weighing, for example, is a statistical technique that allows rating outfits to effectively ignore a high rate of survey non-cooperation. Suppose you needed 350 18-34 year old men to accurately estimate their listening habits. But only 300 18-34 year old men cooperated in the survey. To compensate, you would "weigh" or overestimate the value of the 300 that did respond to the survey.

Like many elements of ratings and research, the use of "weighing" seems to be designed to conceal the fact of sampling deficiencies. Clients are usually notified when reports are "weighed" but the fact is that the industry promulgates an illusion of deficiency-free research. We're not even talking about the margin of error. We're talking about raw survey data and what is done, ex post facto, to compensate for inadequacies in that raw data. It seems that the starting point for all ratings automatically implies distortion.

(Continued on page 33)

# YOU GOT IT!

**THE KNACK**

## WALRUS!

Centerfold position — Futures to #11  
National average.439  
Northeast average.429      Midwest average.415  
South average.255      West average.560

## ALBUM

BILLBOARD 74 • RECORD WORLD 74 • CASHBOX 63 •

## SINGLE

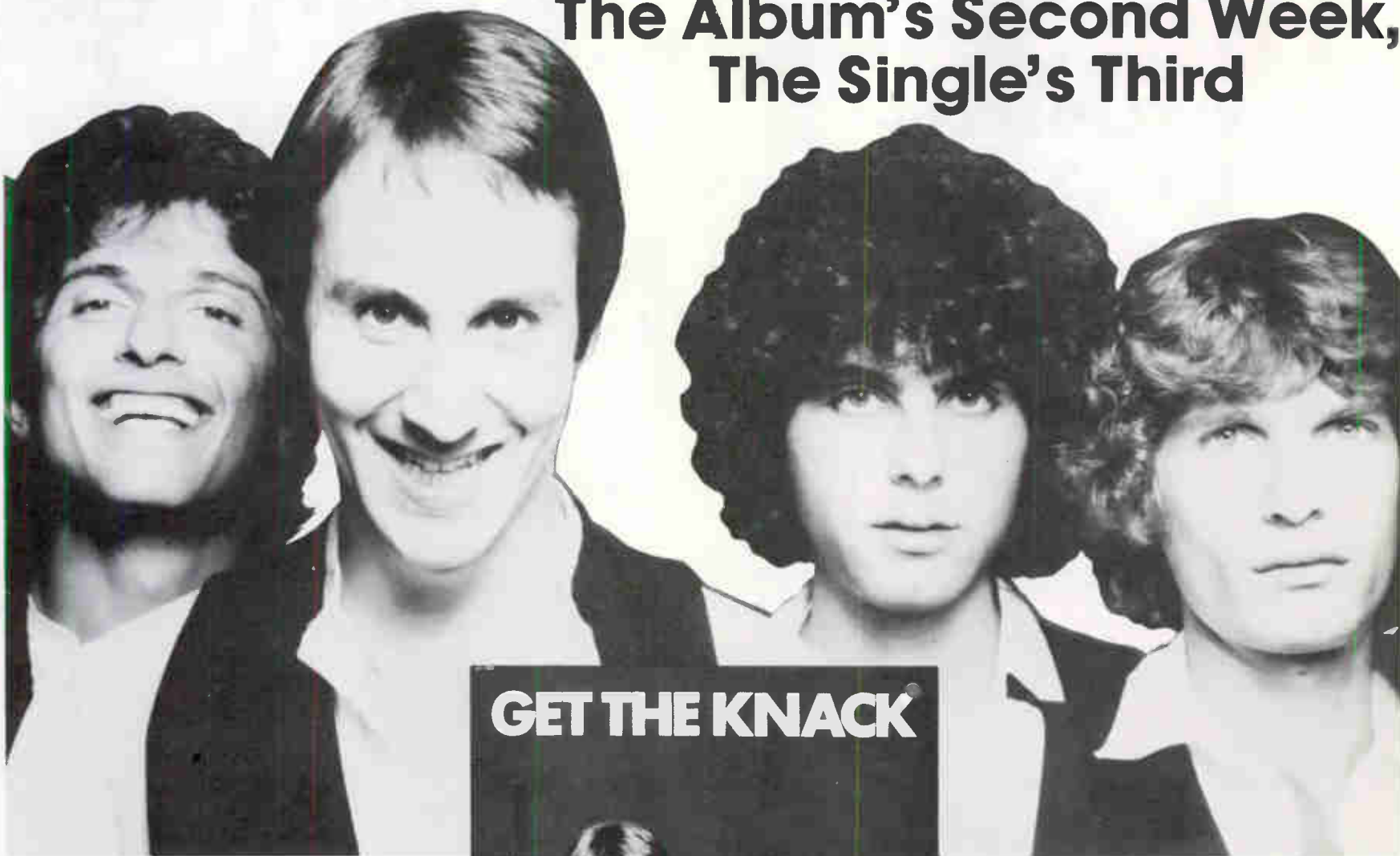
BILLBOARD 52 • RECORD WORLD 58 • CASHBOX 59 •

## GOODPHONE

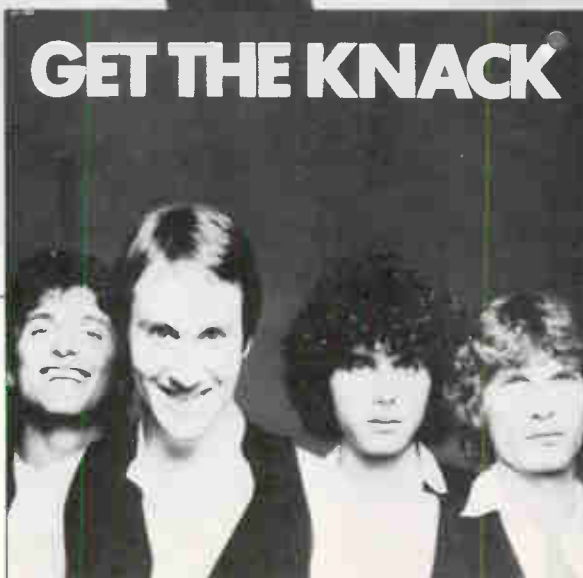
Single — Top Tracks jumped #18 to #1  
Album — Rock L.P. Chart jumped #23 to #10

RMR Superstars National Debut #13  
"MY SHARONA" #1 Most Requested L.P. Cut

## The Album's Second Week, The Single's Third



**GET THE KNACK**



INCLUDES HIT SINGLE  
"MY SHARONA"



SO-11948



# 2 HOT FOR AIRPLAY

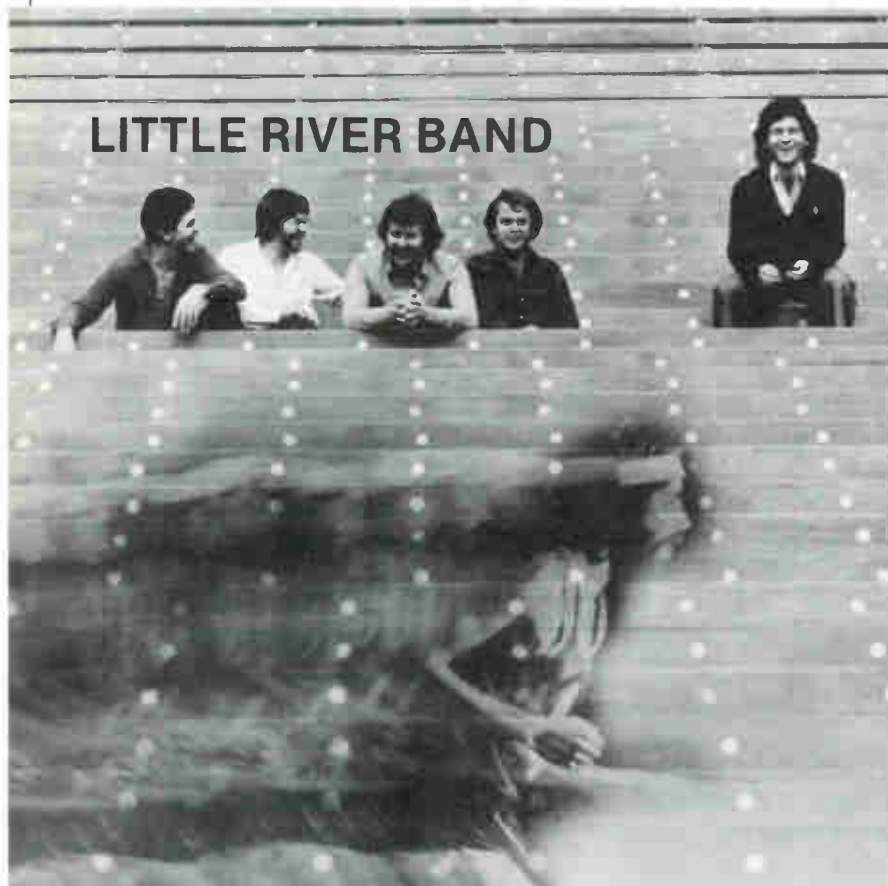
Out this week!

Two hot songs for album radio,  
available back to back on 12 inch EP

(SPRO 9168/9171)

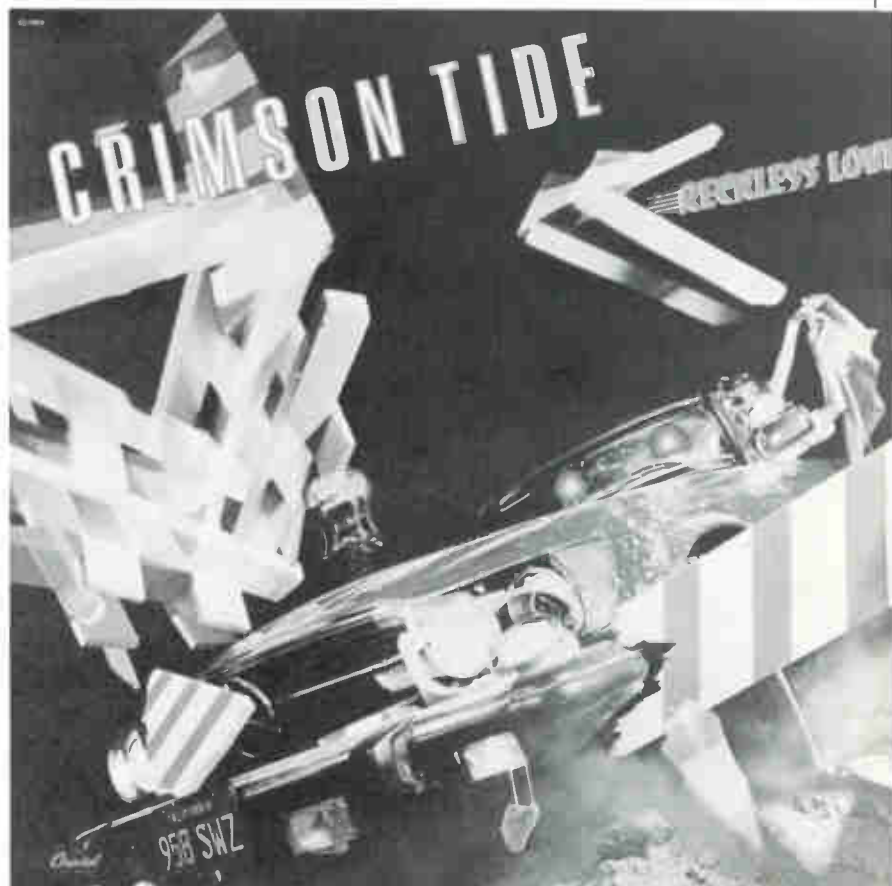
## "LONESOME LOSER"

## "RECKLESS LOVE"



"Lonesome Loser"  
from the forthcoming  
album First Under the Wire

SOO-11954



"Reckless Love"  
From the forthcoming  
album Reckless Love

ST-11939

# NORTHEAST

## BOSTON, MASS.

WBCN  
DEIRDRE O'DONOGHUE

### ADDS:

\*Blue Oyster Cult \*Carly Simon  
\*Eric Gale \*Mick Taylor  
\*Greg Kihn \*Yachts  
\*David Kubinec (import 45)

### HEAVY AIRPLAY:

The Cars Supertramp  
E.L.O. Thin Lizzy  
Flash & The Pan The Who  
Joe Jackson Iggy Pop  
The Knack (import)  
\*Nils Lofgren

### MODERATE AIRPLAY:

David Bowie Penetration  
Dire Straits (import)  
Ian Hunter Nick Lowe  
Kiss Tom Robinson Bd  
Graham Parker Sniff 'N  
Gerry Rafferty The Tears  
Roxy Music Joni Mitchell  
Patti Smith Link Wray  
John Stewart Chopper  
Bram Tchaikovsky LOCAL BANDS...

### LOCAL BANDS...

Var Halen Thrills  
E. W. & F. Heartbreaker  
The Ramones Robin Lane &  
\*Lene Lovich Chartbusters  
\*Queen Meltdown  
Ian Dury The Vinny Band

### SINGLES:

M (import) Pretenders (imp)  
Duncan Browne Jethro Tull  
The Doll (import)  
Cheap Trick Luna  
Just Us Girls

### COMMENTS:

Best Boston Band Competition going on at The Rat sponsored by WBCN. Did live broadcast of Ian Hunter. Later same night Oedipus interviewed Lene Lovich.

Mark Parenteau did a great interview with Lowell George.

July 6th live broadcast of Nick Lowe and Rockpile from The Paradise.

- Deirdre

## HARTFORD, CT.

WDRG-FM  
RUSS DANA/COUNTRY PAUL PAYTON

### ADDS:

\*Laughing Dogs \*Nantucket  
Bad Co. Gerry Rafferty  
Atl. Rhy. Sec. Supertramp  
Cheap Trick Styx  
E.L.O. James Taylor  
Rickie Lee Jones \*Wings  
Elton John \*Who  
Poco

### MODERATE AIRPLAY:

America Lowell George  
Allman Bros. Joe Jackson  
\*The Cars Kansas  
\*Charlie Daniels Manfred Mann  
Dire Straits Marshall Tucker  
Doobie Bros. New England  
Bcb Dylan \*Lazy Racer  
E. W. & F. \*Queen  
\*Flash & The Pan John Stewart  
\*Peter Frampton Thin Lizzy

### SINGLES:

Blackfoot Patti Smith  
Climax Blues Bd. Van Halen  
The Kinks Randy Vanwarmer  
Kiss Dr. Hook

### COMMENTS:

"Gas strikes, oil strikes" etc... are you sure this is the world our parents brought us up to live in?

Waylon Jennings N.E. tour was cancelled thanks to the independent truckers, who've successfully proven they can piss everybody off and still accomplish nothing.

The Bram Tchaikovsky fan club is riding a Lazy Racer down the hall. Honorable Fan Club mentions to Gruppo Sportivo, Nils Lofgren & Lene Lovich.

## NEW HAVEN, CT.

WQMN  
SUSIE LEE

### HEAVY AIRPLAY:

Atl. Rhy. Sec. McGuinn, Clark & Hillman  
Beach Boys Anne Murray  
Bee Gees Orleans  
Geo. Benson Minnie Riperton  
Art Garfunkel Gerry Rafferty  
Geo. Harrison James Taylor  
Doobie Bros. Randy Vanwarmer  
Billy Joel Jennifer Warnes  
Rickie Lee Jones  
Nicolette Larson

### MODERATE AIRPLAY:

Earl Klugh Robert Fripp  
Dolly Parton Renaissance  
Judy Roberts Bd. \*Sarah Vaughn  
Blondie \*Wings  
G. Washington \*Louise Goffin  
Pat Metheny \*Dire Straits  
Spyro Gyra \*Climax Blues Bd.  
Burt Bacharach \*Peter Frampton  
Lowell George \*Chuck Mangione  
The Roches \*Carly Simon  
Carole King Kim Carnes

### SINGLES:

M. Nightengale Toto  
O. Newton-John John Stewart  
England Dan & John Ford Coley

## BUFFALO, N.Y.

WGRO  
TRV GOLDFARB

### ADDS:

\*Queen \*Pat Travers  
\*Blue Oyster Cult

### HEAVY AIRPLAY:

Blondie Kiss  
The Cars Ted Nugent  
Charlie Daniels John Stewart  
Jay Ferguson Supertramp  
Peter Frampton Triumph  
Joe Jackson Van Halen  
Journey Wings

### MODERATE AIRPLAY:

Atl. Rhy. Sec. Night  
E.L.O. Poco  
Rickie Lee Jones Gerry Rafferty  
Kansas Billy Thorpe  
The Knack The Who  
New England

### SINGLES:

Graham Parker

## ROCHESTER, N.Y.

WCMF  
GARY WHIPPLE

### ADDS:

\*Neil Young \*Greg Kihn  
\*Ian Dury \*Robert Palmer  
EP \*Blue Oyster Cult  
\*Sniff 'N \*Robin Williams  
The Tears \*Blackjack  
\*Queen \*Chopper

### HEAVY AIRPLAY:

Bad Co. Kansas  
Cheap Trick Marshall Tucker  
The Cars Gerry Rafferty  
Dire Straits Patti Smith  
E.L.O. John Stewart  
Jay Ferguson Supertramp  
Peter Frampton Van Halen  
Nick Gilder Wings  
Joe Jackson The Who  
Rickie Lee Jones Carly Simon  
Journey

### MODERATE AIRPLAY:

Blackfoot Graham Parker  
Blondie The Police  
Atl. Rhy. Sec. Renaissance  
Charlie Daniels Tarney/Spencer  
Flash & The Pan James Taylor  
Ian Hunter The Tubes  
Manfred Mann U.K.  
New England Triumph  
Night Tycoon  
Nick Lowe Wet Willie  
Ted Nugent Ron Wood

## NEW YORK, N.Y.

WNEW  
MARYANNE MC INTYRE

### ADDS:

\*UNICEF \*Lazy Racer  
\*Chopper \*Blue Oyster Cult  
\*Nick Gilder \*John Cougar  
\*Aviator \*Lene Lovich  
\*Airwaves \*Rachel Sweet  
\*Arlo Guthrie \*Walter Egan  
\*Maria Muldaur \*Robert Palmer  
\*Blackjack

### HEAVY AIRPLAY:

Allman Bros. The Knack  
Bad Co. Nick Lowe  
David Bowie Elton John  
Herman Brood Gramma Parker  
The Cars Gruppo Sportivo  
Dire Straits Patti Smith  
E.L.O. Supertramp  
Flash & The Pan Bram Tchaikovsky  
Peter Frampton Sniff 'N  
Blondie The Tears  
Ian Hunter Wet Willie  
\*Nils Lofgren The Who  
Joe Jackson Wings  
\*Greg Kihn Elvis Costello

### MODERATE AIRPLAY:

Atl. Rhy. Sec. The Police  
Climax Blues Bd. Roxy Music  
Charlie Daniels John Stewart  
Doobie Bros. Van Halen  
Bob Dylan Cate Bros.  
Jay Ferguson Renaissance  
\*Queen Rockets  
Frankie Miller Rod Stewart  
Night Geo. Harrison  
Rickie Lee Jones John Hiatt  
New England M. C. & H.  
Henry Paul Band Al Stewart

## NEW YORK, N.Y.

WPIX  
MEG GRIFFIN

### ADDS:

\*Neil Young \*Greg Kihn  
\*Blue Oyster Cult \*Louise Goffin  
\*Robert Palmer \*Laughing Dogs  
\*Nils Lofgren \*Quincy (45)  
\*Gary Brooker

### HEAVY AIRPLAY:

Bad Co. The Knack  
David Bowie M (import 45)  
The Cars Lene Lovich  
Cheap Trick The Ramones  
Dire Straits Patti Smith  
Bob Dylan Supertramp  
E.L.O. Cherry Vanilla  
Peter Frampton Sniff 'N  
Nick Lowe The Tears  
Nick Gilder Bram Tchaikovsky  
Ian Hunter 999  
Joe Jackson Devo  
Rickie Lee Jones Wings  
Kansas

## LONG ISLAND, N.Y.

WLIR  
LARRY KLEINMAN/DENIS MC NAMARA

### ADDS:

\*Quincy (single) \*Rick Wakeman  
\*Carly Simon \*Devo  
\*Louise Goffin \*Lene Lovich  
\*St. Paradise \*Willie & Leon  
\*A. Phillips \*Dave Edmunds  
\*Peter Green \*Neil Young  
\*Blackjack \*Orleans  
\*Queen \*Pat Travers  
\*Howie Newman \*Chopper  
(single) \*John Cougar  
\*Nils Lofgren \*Robert Palmer

### HEAVY AIRPLAY:

Allman Bros. \*Greg Kihn  
Atl. Rhy. Sec. \*Sniff 'N' the Tears  
Bad Co. Graham Parker  
Blackfoot Henry Paul Band  
\*Blue Oyster Cult Police  
David Bowie Molly Hatchet  
The Cars I Rockets  
\*The Cars John Stewart  
Charlie Daniels Supertramp  
Carillo James Taylor  
Dire Straits \*Mick Taylor  
Doobie Bros. Bram Tchaikovsky  
The Knack Thin Lizzy  
\*Ian Dury Van Halen  
Peter Frampton Wings  
Ian Hunter Ron Wood  
Joe Jackson The Who  
Rickie Lee Jones Laughing Dogs  
Nick Lowe  
Marshall Tucker

Cont'd

## WLIR Cont'd

### MODERATE AIRPLAY:

The Atlantics Alvin Lee  
Good Rats Nils Lofgren  
Blondie Pat Metheny  
Cheap Trick New England  
Climax Blues Bd. Ted Nugent  
Dire Straits I Poco  
Elix Dregs The Roches  
E.L.O. \*Jeremy Spencer  
Doucette The Rubino  
John Hiatt Patti Smith  
\*Joni Mitchell Roxy Music  
Kansas Squeeze

### IMPORTS:

Famones THAT SUMMER  
The Hollies

## LONG ISLAND, N.Y.

WBAB  
BERNIE BERNARD

### ADDS:

\*Blackjack \*Nils Lofgren  
\*Queen \*Neil You  
\*Robert Palmer

### HEAVY AIRPLAY:

Allman Bros. +Joe Jackson  
+Atl. Rhy. Sec. Rickie Lee Jones  
Duncan Browne +Marshall Tucker  
Blondie Henry Paul Band  
+The Cars +Gerry Rafferty  
Climax Blues Bd. +Patti Smith  
+Charlie Daniels John Stewart  
+Carillo Carly Simon  
+Dire Straits +Supertramp  
Doobie Bros. Tarney/Spencer  
+E.L.O. James Taylor  
Jay Ferguson +Van Halen  
+Peter Frampton Wings  
John Hall +The Who  
Ian Hunter

### MODERATE AIRPLAY:

David Bowie New England  
Cheap Trick A. Phillips  
Bob Dylan Jeremy Spencer  
Flash & The Pan Bram Tchaikovsky  
Elton John Thin Lizzy  
Steve Hackett The Roches  
Gruppo Sportivo Wet Willie  
The Kinks Spyro Gyra  
Nick Lowe

### COMMENTS:

Back from down under with about 30 albums & 20 singles, all great stuff from Australia. Managed to do an interview with Flash & the Pan. If I could I'd be doing an airshift in beautiful downtown Sydney.

## PHILADELPHIA, PA.

WIOQ  
HELEN LEICHT

### ADDS:

\*Queen \*Blue Oyster Cult  
\*Greg Kihn \*Chopper  
\*Nils Lofgren \*Lene Lovich  
\*The Cars \*Sniff 'N' the Tears  
\*Joni Mitchell \*Louise Goffin  
\*Nick Lowe  
\*Mick Taylor

### HEAVY AIRPLAY:

Wings Elvis Costell  
Dire Straits Steve Forbert  
The Who Ian Hunter  
The Knack The Tubes  
David Bowie Patti Smith  
Kansas Flash & The Pan  
Gerry Rafferty Night  
Supertramp E.L.O.  
Bad Co. Atl. Rhy. Sec.  
Police Peter Frampton

### MODERATE AIRPLAY:

Carly Simon Rod Stewart  
Nick Gilder Sweet  
Van Halen Cheap Trick  
Rockets Triumph  
Granati Bros. New England  
Bram Tchaikovsky Geo. Harrison  
Marshall Tucker Manfred Mann  
The Rumour Tarney/Spencer  
Renaissance Sutherland Bros.  
Climax Blues Bd. Gary Brooker  
Ted Nugent Frankie Miller  
James Taylor

### LIGHT AIRPLAY:

America Jim Capaldi  
Laughing Dogs Faith Band  
Devo Dixon House Band  
Kiss Iron City  
P.P. League Houserockers  
G. Washington

### SINGLES:

Just Us Girls The Records

PLUS (+) INDICATES AUDIENCE REACTION, (\*) INDICATES NEW ADDITION

RADIO

# NORTHEAST

## PHILADELPHIA, PA.

### WYSP

STEVE SUTTON, P.D.

#### HEAVY AIRPLAY:

Bad Co.	Supertramp
*The Cars	James Taylor
*Blue Oyster Cult	Triumph
Cheap Trick	Van Halen
E.L.O.	The Who
Peter Frampton	Wings
Kansas	Singles...
The Knack	Tycoon
New England	John Stewart
Ted Nugent	Joe Jackson
The Police	Rickie Lee Jones
Patti Smith	Tarney/Spencer

#### MODERATE AIRPLAY:

Blackfoot	Henry Paul Band
David Bowie	Gerry Rafferty
Herman Brood	Bram Tchaikovsky
Charlie Daniels	Thin Lizzy
Dire Straits	Molly Hatchet
Flash & The Pan	*Laughing Dogs
Nick Gilder	Dixie Dregs
Ian Hunter	Night
Graham Parker	Billy Thorpe

#### LIGHT AIRPLAY:

*The Records (import)	Beckmeier Bros.
*Sniff 'N Tears	Steve Forbert
Carillo	Screams
Doucette	Judas Priest
	Chris Rea
	Nick Lowe

## BETHESDA, MD./WASHINGTON, D.C.

### WHFS

DAVID EINSTEIN

#### HEAVY AIRPLAY:

The Rumour (imp)	Bill Bruford
John Hiatt	Dire Straits
Jennifer Warnes	Michael Nesmith
Patti Smith	Ian Hunter
Willie & Leon	Lowell George
Geo. Gritzbach	Frankie Miller
Ben Sidran	John Stewart
David Bowie	Gruppo Sportivo
Bram Tchaikovsky	

#### MODERATE AIRPLAY:

*Mick Taylor	Lee Ritenour
*Blues Prophets	Brian Eno
*Joni Mitchell	Frank Zappa
*Nick Lowe	ROCK 'N' ROLL
*Lene Lovich	HIGH SCHOOL
*The Cars	Dixie Dregs
*Robin Williams	Tim Eyerman
The Who	Henry Paul Band
The Knack	Lou Reed
Arlo Guthrie	LeRoux
Gary Brooker	Robert Fripp
Jakob Magnusson	Beckmeier Bros.
Atl. Rhy. Sec.	Climax Blues Bd.
E.L.O.	Airto
Peter Frampton	Thin Lizzy
Night	Rickie Lee Jones
P. Darrow	Enigre
C. Darrow	Flash & The Pan
wings	Graham Parker
Isley Bros.	Lee Clayton
E.W. & F.	*Billy Eddwheeler
Airbourne	*Jan Ackerman
Ron Carter	*Bizarros
Devo	*Canned Heat
Sneaky Pete	*Doug Dillard
Toots & Maytals	U. Dudziak

#### NASHVILLE

Rickie Scaggs	SUPER PICKERS
The Doll	Face Dance
Michael White	Adam Mitchell
Junior Walker	*NEW ORLEANS
Elton Notello	JAZZ & HERT.
Renaissance	*OVER THE EDGE
Leon Russell	The Roches
P. P. Leauge	*Kenny Wilson
Iron City	*Maria Muldaur
Houserockers	

#### SINGLES:

Thieves	Stanley Clarke
Razz	

#### IMPORTS:

The Rumour	Chris Spedding
Mike Oldfield	Buzzcocks
Anthony Phillips	

#### SPECIAL PROGRAMMING:

IN THE STUDIO...  
Lene Lovich  
Terry Garthwaite  
Koko Taylor  
Robert Fripp

Cont'd

## WHFS Cont'd

### COMMENTS:

Despite rumors to the contrary, WHFS, Metro Washington's only progressive rock station, has not been sold.

Executive Vice President & General Manager Jake Einstein's last word on the subject: "I haven't seen any money and, let's face it, this town is just great for talk. So we'll be keeping WHFS as unique as it has always been."

## PITTSBURGH, PA.

### WDVE

JOHN MCGHAN

#### HEAVY AIRPLAY:

The Cars	Supertramp
E.L.O.	Wings
Kansas	Molly Hatchet
The Knack	Geo. Thorogood

#### MODERATE AIRPLAY:

*Dire Straits	Gerry Rafferty
Flash & The Pan	Bram Tchaikovsky
Peter Frampton	Triumph
Ian Hunter	Billy Thorpe
Iron City	Airborne
Houserockers	*Night
Manfred Mann	*Robert Palmer
New England	*Queen
*Henry Paul Band	*Blue Oyster Cult
The Police	*Nick Lowe

## PITTSBURGH, PA.

### WYDD

MIKE KIRVEN

#### HEAVY AIRPLAY:

+Supertramp	+Blackfoot
+Kansas	Tarney/Spencer
+Van Halen	New England
+Iron City	Marshall Tucker
Houserockers	James Taylor
E.L.O.	Bram Tchaikovsky
Joe Jackson	+The Knack
Ian Hunter	+Flash & The Pan
+Triumph	+David Bowie
+Charlie Daniels	Wings
The Cars	Dire Straits
Patti Smith	Henry Paul Band

#### MODERATE AIRPLAY:

*Pat Travers	Sweet
*Blackjack	+Chopper
*Sniff 'N Tears	Alvin Lee
*Queen	Steve Hackett
*Robert Palmer	The Who
*Neil Young	JAZZ...
*Nantucket	*Sonny Fortune
*Blue Oyster Cult	*Ron Carter
*Nick Lowe	(Hot)
Atl. Rhy. Sec.	Patti Austin
Thin Lizzy	Earl Klugh
Herman Brood	Crusaders
Blondie	G. Washington
Doucette	Eric Gale
Peter Frampton	U. Dudziak
Night	Passport
Nick Gilder	John Klemmer
Carly Simon	Tom Browne
Climax Blues Bd.	Lee Ritenour
Beckmeier Bros.	Jean-Luc Ponty
Roadmaster	Gong
Airborne	Spyro Gyra
Runner	Airto
	Tim Weisberg

#### LIGHT AIRPLAY:

H. Crawford	Pat Metheny
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## PITTSBURGH, PA.

### WYEP

DAVID WUCHINA

#### HEAVY AIRPLAY:

+McCoy Tyner	+Graham Parker
+Patti Smith	+Michael Franks
+Robert Fripp	+Collin Walcott
+U.K.	+Gil Scott-Heron
-The Clash	*Warren Vache

Cont'd

## WYEP Cont'd

### MODERATE AIRPLAY:

*C. Williamson	Siouxsie & the Banshees
*Alex Dobkin	
*Holly Near	+*Alvin Lee
+John Renborne	+*David Grisman
+Lou Reed	*Gil Evans
+Supertramp	Steve Hackett
*Art Ensemble of Chicago	E.L.O.
+Bobby B. Bland	Bruford
+Joan Baez	Pat Metheny
+Hank Williams	*Woody Herman
*Teresa Trull	LeW Tabackin
Bonnie Kolok	*Nick Lowe
*Judy Collins	*John Hall
*Kristen Lem	Otis Rush
*Meg Christian	*Roy Haynes
Mary McCaslin	*Boys of the Lough
+Santana	*Stiff Anthology
+Tonio K	Lee Ritenour
+John Hartford	*Charles Earland
*J. Richman	

#### IMPORTS:

Split Enz	999
Anthony Phillips	The Hollies
The Sports	Heldon
Skyhooks	Rachael Sweet
Chris Spedding	(single)

## NEWTON, MASS.

### WZBC

MARC CATAPANU

#### HEAVY AIRPLAY:

+Patti Smith	+*Devo
+Ian Hunter	+Robert Fripp
*The Who	Nick Lowe
*The Cars	Michael Nesmith
+Pere Ubu	Graham Parker

#### MODERATE AIRPLAY:

*Bram Tchaikovsky	Bill Nelson
ROCK & ROLL HIGH SCHOOL	Ron Wood
Bob Dylan	David Grisman
Lou Reed	Tom Robinson
Martin Mull	*Arlo Guthrie
John Hall	*Mick Taylor
*Wings	Gruppo Sportivo
	Renaissance

## MONPELIER, VT.

### WNCS

LINDA LEEHMAN

#### HEAVY AIRPLAY:

Atl. Rhy. Sec.	Anthony Phillips
E.L.O.	Renaissance
Robert Fripp	The Roches
Rickie Lee Jones	Supertramp
D. McClinton	

#### MODERATE AIRPLAY:

Bothy Band	Joni Mitchell
Larry Coryell	Dry Cleaner
Bob Dylan	Danny O'Keefe
Lowell George	Graham Parker
Emmylou Harris	Claudia Schmidt
Albert Lee	Nina Simone
Pat Metheny	

#### MEDIUM AIRPLAY:

Patti Smith	Jennifer Warnes
James Taylor	

## WEST HARTFORD, CT.

### WUJH

JIM FIFIELD

#### HEAVY AIRPLAY:

+Steve Hackett	Devo
*Joni Mitchell	*Jakob Magnusson
*Rick Wakeman	*Lee Ritenour
Bruford	+*Keith Jarrett
+Robert Fripp	U. Dudziak

#### MODERATE AIRPLAY:

Vangelis	Dixie Dregs
David Bowie	+Eberhard Weber
Renaissance	Codona
*Gruppo Sportivo	Bill Evans
Genesis	Urban Ensemble
A. Phillips	Arthur Blythe
Patti Smith	Pere Ubu
The Roches	

## WEST HAVEN, CT.

### WNHU

KEITH ALTOMARE

#### HEAVY AIRPLAY:

*Louise Goffin	*The Cars
*The Knack	*Wings
*Nick Lowe	+Peter Frampton

#### MODERATE AIRPLAY:

*Lene Lovich	*The Who
*Blue Oyster Cult	*Voyager
*Laughing Dogs	Devo

#### SINGLES:

+Snotz (local)

## DANBURY, CT.

### WXCI

JAY FINK, P.D.

CARL MEARMAN, M.D.

#### HEAVY AIRPLAY:

Atl. Rhy. Sec.	*The Who
Manfred Mann	Patti Smith
*The Cars	E.L.O.
Peter Frampton	New England
John Stewart	

#### MODERATE AIRPLAY:

*Wings	*Laughing Dogs
+Pat Travers EP	P. P. League
Dire Straits	*Louise Goffin
Runner	*Face Dancer
Night	Bram Tchaikovsky
*Arlo Guthrie	Faith Band
*Gary Brooker	Renaissance
Nantucket	Dixon Hous

## WESTPORT, CT.

WJFJ (108 FM)

### ROD ROSS

#### HEAVY AIRPLAY:

*Wings	*Louise Goffin
*America	*Dire Straits
*Joni Mitchell	*The Cars
*Voyager	*The Yellow
*Cate Bros.	Magic Orchestra
*Max Gronenthal	*Laughing Dogs
*Carly Simon	+D. McClinton
*Frannie Golde	+Arlo Guthrie
*Jeremy Spencer	+P.P. League
*Gordon Michaels	+Renaissance
*Jan Akkeman	+E. W. & F.
*Oxendale & Shepherd	+Exile
	+Leon Russell

#### IMPORTS

+Gruppo Sportivo

## SYRACUSE, N.Y.

### WAER

RICH SUTTON

#### HEAVY AIRPLAY:

Bram Tchaikovsky	+Robert Fripp
+The Knack	Passport
Spyro Gyra	Sparks
Herman Brood	Michael Nesmith
John Hiatt	Pat Metheny
Patti Smith	

#### ADDS:

*All ECM Rel.	*Renaissance
*Chopper	*Anthony Phill
*Yellow Magic Orch.	*The Cars
*Gordon Michaels	*Nick Gilder

#### SINGLES:

Root Boy Slim	The Resistance
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#### IMPORTS:

Sports	Ramones
Skyhooks	

## SYRACUSE, N.Y.

### WAQX

ED LEVINE

#### ADDS:

*The Cars	*Laughing Dogs
*The Who	*Chopper
*The Knack	*Carly Simon
*Nick Lowe	*Sniff 'N Tears
*Nick Gilder	
*Louise Goffin	

#### HEAVY AIRPLAY:

wings	Cheap Tric
Charlie Daniels	Jay Ferguson
Supertramp	Peter Frampton
Van Halen	Gerry Rafferty
Bad Co.	Kansas
E.L.O.	Joe Jackson

## THACA, N.Y.

### WVBR

STEVE ACKERMAN

#### HEAVY AIRPLAY:

Carly Simon	E.L.O.
Wings	Rickie Lee Jones
Atl. Rhy. Sec.	Supertramp
Kansas	John Stewart
Peter Frampton	Van Halen
Gerry Rafferty	Bad Co.

#### MODERATE AIRPLAY:

Jay Ferguson	*Blackjack
Charlie Daniels	*Queen
Doobie Bros.	Wet Willie
Patti Smith	James Taylor
Flash & The Pan	Dire Straits
The Who	The Cars
Graham Parker	The Knack



# NORTHEAST

## TROY, N.Y.

### WRPE LOU TETREAJLT

#### HEAVY AIRPLAY:

- \*Atlantic Star
- \*E. W. & F.
- Flash & The Pan
- \*Carole King
- \*Earl Klugh
- \*Ramsey Lewis
- \*Lou Rawls
- \*Patti Smith
- Spyra Gyro

#### MODERATE AIRPLAY:

- Be Bop Deluxe
- Bob Dylan
- \*P. D'Arrow
- \*Brian Eno
- \*Robert Fripp
- \*Genesis
- \*Joe Jackson
- \*Hubert Laws
- Pat Metheny
- Jean-Luc Ponty
- \*Gerry Rafferty
- \*Raydio
- The Roches
- \*Vangelis
- The Who
- \*Frank Zappa

## ALEANY, N.Y.

### WJER (Q104) JOHN COOPER

#### HEAVY AIRPLAY:

- The Cars
- Dire Straits
- Nick Lowe
- Wings
- The Knack
- Joni Mitchell
- Graham Parker
- Supertramp
- Joe Jackson
- Renaissance
- James Taylor
- Elvis Costello
- Marshall Tucker
- The Who
- Rickie Lee Jones
- Peter Frampton
- Flash & The Pan
- Carly Simon
- David Bowie
- Mick Taylor
- Atl. Rhy. Sec.
- Henry Paul Band

#### MODERATE AIRPLAY:

- Devo
- Patti Smith
- Lee Clayton
- Bram Tchaikovsky

## POUGHKEEPSIE, N.Y.

### WPLH RIN RIZZI

#### HEAVY AIRPLAY:

- \*Nick Gilder
- Kansas
- \*Carly Simon
- Atl. Rhy. Sec.
- Orleans
- James Taylor
- \*Dire Straits
- Renaissance
- \*David Bowie
- Poco
- Doobie Bros.
- \*Supertramp
- Fickie Lee Jones
- E.L.O.
- \*E. W. & F.
- Peter Frampton
- John Hall
- Bad Co.
- Van Halen
- \*The Cars
- Ian Hunter
- Marshall Tucker
- The Who
- Wings
- Charlie Daniels

## NEW YORK, N.Y.

### WNYU MICHEL STARKER

#### HEAVY AIRPLAY:

- \*New England
- David Bowie
- Patti Smith
- \*John Stewart
- Graham Parker
- \*Wings
- \*Nick Lowe
- The Who
- Robert Fripp
- \*Gary Brooker
- \*Bram Tchaikovsky
- \*Devo

#### MODERATE AIRPLAY:

- \*The Ramones
- Steve Hackett
- Stouxsie & The Banshees
- Lou Reed
- Ted Nugent
- \*Mick Taylor
- \*P.P. League
- Rubinoos
- Carillo
- John Hiatt
- Renaissance
- \*Peter Frampton

#### SINGLES:

- \*The Cars

## BEIARCLIFF MANOR, N.Y.

### WHNW GARY AXELBANK

#### HEAVY AIRPLAY:

- \*Abba
- \*Joni Mitchell
- \*Peter Frampton
- \*America
- \*Cate Bros.
- \*Carly Simon
- \*Sniff 'n' The Tears
- \*Michael Nesmith
- Bob Dylan
- Carillo
- Dire Straits
- David Grisman
- James Taylor
- The Roches
- Wings
- Geo. Harrison
- E. W. & F.
- Chuck Mangione
- Rickie Lee Jones
- Lowell George

## STONY BROOK, N.Y.

### WUSB LARRY BRAVERMAN

#### HEAVY AIRPLAY:

- Bram Tchaikovsky
- \*The Cars
- Crusaders
- David Bowie
- Eric Gale
- E. W. & F.
- \*Joni Mitchell
- Woody Shaw
- Lee Ritenour
- Renaissance
- \*Nick Lowe
- \*Ralph McDonald
- The Who
- Steve Hackett
- Willie & Leon

#### MODERATE AIRPLAY:

- \*B.O.C.
- Bill Bruford
- Charles Mingus
- John Stewart
- Screams
- Robert Fripp
- Phillip D'Arrow
- Wings
- Patti Smith
- \*Graham Parker

## LONG ISLAND, N.Y.

### WRON DON BRINK CHUCK MACKIN

#### HEAVY AIRPLAY:

- Peter Frampton
- Jay Ferguson
- Supertramp
- Cheap Trick
- Van Halen
- Joe Jackson
- John Stewart
- Wings
- Gerry Rafferty
- Kansas
- E.L.O.
- Bad Co.
- New England
- Charlie Daniels
- Patti Smith
- Ted Nugent
- Pat Metheny
- Dire Straits
- The Cars
- Carly Simon

#### MODERATE AIRPLAY:

- Ian Hunter
- Flash & The Pan
- Climax Blues Bd.
- Kiss
- The Who

## LONG ISLAND, N.Y.

### WDIX BOB BUCHMANN

#### ADDS:

- \*Gruppo Sportivo
- \*Dire Straits
- \*The Cars
- \*America
- \*Blue Oyster Cult
- E.L.O.
- \*Peter Frampton
- +Wings
- +Kansas
- +Supertramp
- Joe Jackson
- +Rickie Lee Jones
- E. W. & F.
- \*Nick Lowe
- \*The Who
- \*Bram Tchaikovsky
- \*Black Jack
- \*Gerry Rafferty

#### HEAVY AIRPLAY:

- Bad Co.
- Atl. Rhy. Sec.
- +Patti Smith
- +Cheap Trick
- James Taylor
- +Charlie Daniels
- Wet Willie

#### MODERATE AIRPLAY:

- E. W. & F.

## PRINCETON, N.J.

### WPRB KEVIN LIPPERT

#### HEAVY AIRPLAY:

- \*Joni Mitchell
- \*The Cars
- \*Lene Lovich
- \*Mick Goodrick
- \*The Knack
- Nick Lowe
- Bram Tchaikovsky
- Keith Jarrett
- John Hiatt
- \*Jan Garbarek
- \*Oscar Peterson
- \*Robert Fripp
- +Steve Hackett
- The Who
- +David Bowie
- +Anthony Phillips
- Bruford
- Eno

#### MODERATE AIRPLAY:

- \*M.G. Jackson
- Link Wray
- Ricky Ford

#### SINGLES:

- \*The Reds
- \*Split Enz
- \*Plastic Idols
- \*Sports

## ALLEN TOWN, PA.

### WSAN KEVIN GRAFF

#### HEAVY AIRPLAY:

- Supertramp
- E.L.O.
- Geo. Harrison
- James Taylor
- Bad Co.
- John Stewart
- Gerry Rafferty
- Doobie Bros.
- \*Wings
- \*Dire Straits

#### MODERATE AIRPLAY:

- Rickie Lee Jones
- Eddie Money
- M. C. & H.
- Bob Welch
- Poco
- Jay Ferguson
- Toto
- Blondie
- Allman Bros.
- Joe Jackson
- America

#### SINGLES:

- Atl. Rhy. Sec.
- Elton John
- Gerry Rafferty
- Peter Frampton

## TOWSON/BALTIMORE, MD.

### WCVT DONNA JEAN RUMBLEY

#### HEAVY AIRPLAY:

- Gong
- \*Atl. Rhy. Sec.
- \*Steve Hackett
- Mahogany Rush
- John McLaughlin
- +Face Dancer
- \*Renaissance
- Saga
- +Robert Fripp
- \*Anthony Phillips
- Kansas
- 999

#### MODERATE AIRPLAY:

- +Dixie Dregs
- Allman Bros.
- Magnum
- \*Gary Brooker
- Tim Weisberg
- Supertramp
- Vangelis
- The Tubes
- Alvin Lee
- The Roches
- Tony Williams
- Pat Metheny
- TKO

#### SINGLES:

- \*Pat Travers

## OTTAWA, ONT.

### CHEZ SHERYL NICHOLSON BRIAN MURPHEY

#### HEAVY AIRPLAY:

- Blondie
- David Bowie
- Cheap Trick
- Dire Straits
- Doucette
- E.L.O.
- Peter Frampton
- The Tubes
- Patti Smith
- James Taylor
- Toto
- Bob Dylan
- Steve Forbert
- Joe Jackson
- Rickie Lee Jones
- Gerry Rafferty
- Supertramp
- Wings
- Frank Zappa

#### MODERATE AIRPLAY:

- Doobie Bros.
- FM/BLACK NOISE
- Geo. Harrison
- Chris DeBurgh

#### SINGLES:

- Robert Palmer

# SOUTH

## NASHVILLE, TENN.

### WKDF SYLVIA

#### ADDS:

- \*Nils Lofgren
- \*Blue Oyster Cult
- \*Louise Goffin
- \*Queen
- \*U. Dudziak
- \*Woody Shaw
- \*Keith Jarrett

#### HEAVY AIRPLAY:

- Bad Co.
- The Cars
- Charlie Daniels
- E.L.O.
- Peter Frampton
- Rickie Lee Jones
- Kansas
- Supertramp
- James Taylor
- Wings

#### MODERATE AIRPLAY:

- Atl. Rhy. Sec.
- Dire Straits
- Journey
- New England
- Ted Nugent
- Henry Paul Band
- Gerry Rafferty
- John Stewart
- Van Halen
- Carly Simon

#### SINGLES:

- Elton John

#### COMMENTS:

\*KDF & A&M Records gave a listener a 103 second run through the Record Bar store in conjunction with the Tarney/Spencer Band's new album "RUN FOR YOUR LIFE" - he could have all the albums he could carry.

## ATLANTA, GA.

### WKLS RICH PIAMBINO

#### ADDS:

- \*Queen
- \*Robert Palmer
- \*Mick Taylor
- \*Sniff 'n' the Tears
- \*Devo
- \*Nick Gilder
- \*Greg Kihn
- \*Kiss

#### HEAVY AIRPLAY:

- Atl. Rhy. Sec.
- Bad Co.
- David Bowie
- The Cars
- E.L.O.
- Patti Smith
- Supertramp
- Van Halen
- The Who
- Wings

#### MODERATE AIRPLAY:

- Herman Brood
- Charlie Daniels
- Iron City
- Houserockers
- Manfred Mann
- New England
- Bram Tchaikovsky
- Wet Willie
- Billy Thorpe
- Night
- Louise Goffin
- Nick Lowe
- Doucette

## ATLANTA, GA.

### WRAS CLEORA

#### HEAVY AIRPLAY:

- \*The Knack
- \*Wings
- \*Nick Lowe
- \*Sniff 'n' The Tears
- \*Lene Lovich
- \*Nils Lofgren
- E. McClinton
- Atl. Rhy. Sec.
- Toots & The Maytals
- Renaissance
- St. Paradise
- Patti Smith
- Thin Lizzy
- Ron Wood
- Marshall Tucker
- Pat Metheny
- Graham Parker
- Spyro Gyra
- Flash & The Pan
- Dixie Dregs

#### MODERATE AIRPLAY:

- \*The Who
- \*Devo
- \*Mick Taylor
- \*Chopper
- \*Cooper Bros.
- \*Laughing Dogs
- \*Airwaves
- \*Arlo Guthrie
- \*John Cougar
- \*Blue Oyster Cult
- Nantucket
- Bram Tchaikovsky
- Michael Nesmith
- Max Webster
- Wet Willie
- Crusaders
- Iron City
- Houserockers
- Beckmeier Bros.
- Whiteface
- Kansas
- Climax Blues Bd.

#### COMMENTS:

Tony Dwyer, where's the station's new Cars, Carly Simon, Queen & Joni Mitchell albums? They only been in the stores over a week. Did you forget that I gave Sparks and Night a shot? I only ask for a little consideration. I'll remember this. Bye, Cleora

## JACKSONVILLE, FLA.

### WJAX RICH LANGLOIS

#### ADDS:

- \*Nils Lofgren
- \*Greg Kihn
- \*Queen
- \*Blue Oyster Cult
- \*Nantucket
- \*Jeremy Spencer

#### HEAVY AIRPLAY:

- Supertramp
- Van Halen
- Rickie Lee Jones
- Bad Co.
- Cheap Trick
- Charlie Daniels
- Blackfoot
- Billy Thorpe
- The Cars
- Wings
- Atl. Rhy. Sec.

#### MODERATE AIRPLAY:

- Frank Zappa
- David Bowie
- Mahogany Rush
- Kansas
- The Who
- Doobie Bros.
- Herman Brood
- Ted Nugent
- Journey
- Di
- E.L.O.

#### SINGLES:

- Kiss
- Elton John

#### COMMENTS:

We had a .95 Cosmic Concert at the Alexander Brest Planetarium Friday and Saturday nights at midnight featuring Billy Thorpe, Children of the Sun. Both nights were totally sold out. We had a free 95 FM Friendship concert and the money raised from refreshments (over \$1,000) went to the Congress of Senior Adults. There wer people in attendance.

## JACKSONVILLE, FLA.

### WKUE (92K) LARRY BROWDY

#### ADDS:

- \*Black Jack
- \*Nils Lofgren
- \*Blue Oyster Cult
- \*Pat Travers
- \*The Cars
- \*Carly Simon
- \*Aviator
- \*The Roches
- \*Chopper
- \*Oxendale & Shepherd
- \*Nick Lowe
- \*Mick Taylor
- \*Renaissance
- \*Louise Goffin
- \*Cooper Bros.
- \*The Knack (45)
- \*The Cars (45)
- \*April Wine (45)
- \*Triumph (45)
- \*Badfinger (45)
- \*Faith Band (45)
- \*Nazareth (45)

#### HEAVY AIRPLAY:

- Atl. Rhy. Sec.
- Bad Co.
- Blackfoot
- Charlie Daniels
- Dire Straits
- E.L.O.
- Kansas
- Marshall Tucker
- Missouri
- Supertramp
- James Taylor
- Billy Thorpe
- Van Halen

Cont'd

PLUS (+) INDICATES AUDIENCE REACTION. (?) INDICATES NEW ADDITION

# RADIO

# SOUTH

WKUE (92K) Cont'd

**MODERATE AIRPLAY:**

Airbourne	Henry Paul Band
Climax Blues Bd.	Gerry Rafferty
The Knack	P. P. League
Le Roux	Leon Russell
Rickie Lee Jones	The Roches
John Hall	Bram Tchaikovsky

ORLANDO, FLA.

ZETA 7  
BILL MIMS

**HEAVY AIRPLAY:**

Blackfoot	Marshall Tucker
The Cars	Ted Nugent
Charlie Daniels	Gerry Rafferty
Dire Straits	Supertramp
Peter Frampton	Van Halen
Kansas	Wings
The Knack	*Pat Travers

**MODERATE AIRPLAY:**

Atl. Rhy. Sec.	Thin Lizzy
David Bowie	The Who
Cheap Trick	Molly Hatchet
Climax Blues Bd.	Mahogany Rush
E.L.O.	Le Roux
Nick Gilder	Nantucket
Rickie Lee Jones	St. Paradise
Henry Paul Band	Billy Thorpe
Bram Tchaikovsky	

**SINGLES:**

Jay Ferguson	Joe Jackson
John Stewart	New England
The Kinks	

**IMPORTS:**

Dave Edmunds	Rumour
Rachel Sweet	+Iggy Pop
The Records	

MIAMI, FLA.

ZETA 4  
KIM JAEGER

**LIGHT...**

*Airwaves	*Queen
*Nils Lofgren	*The Who
*Rick Wakeman	*John Cougar
*Pat Travers	*Black Jack

**HEAVY AIRPLAY:**

Allman Bros.	Kansas
Bad Co.	The Knack
Blue Oyster Cult	Manfred Mann
The Cars	Patti Smith
E.L.O.	Supertramp
Joe Jackson	Van Halen
Journey	Wings

**MODERATE AIRPLAY:**

Gary Brooker	Night
Dire Straits	New England
Flash & The Pan	Ted Nugent
Peter Frampton	Henry Paul Band
Ian Hunter	Mahogany Rush
*Robert Palmer	Gerry Rafferty
Rickie Lee Jones	Mick Taylor
Kiss	Nick Lowe
Missouri	Thin Lizzy
Marshall Tucker	Sweet
Beckmeier Bros.	Triumph

FT. LAUDERDALE, FLA.

\*SHE

MICHELE ROBINSON

**ADDS:**

LIGHT...	*Black Jack
*Nils Lofgren	*Ian Dury

**HEAVY AIRPLAY:**

The Cars	Nick Lowe
Climax Blues Bd.	The Knack
Dire Straits	Missouri
E.L.O.	Manfred Mann
Flash & The Pan	Wings
*Robert Palmer	

**MODERATE AIRPLAY:**

Atl. Rhy. Sec.	*Rachel Sweet
Herman Brood	Doucette
Kansas	Frankie Miller
Bram Tchaikovsky	Louise Goffin
*Greg Kihn	Carole King
*Pat Travers	Nantucket
*Queen	Sniff 'N
*The Reds	The Tears

NEW ORLEANS, LA.

WNOE

CAPT. HUMBLE

**HEAVY AIRPLAY:**

Bad Co.	E.L.O.
Crusaders	Jones Girls
E. W. & F.	Rickie Lee Jones
Doobie Bros.	Supertramp
Earl Klugh	Donna Summer

**MODERATE AIRPLAY:**

Atl. Rhy. Sec.	Manfred Mann
Chic	Gerry Rafferty
Elton John	Lou Rawls
Peter Frampton	Wet Willie
Geo. Harrison	Wings

**SINGLES:**

Lee Ritenour  
"Marketplace"

NEW ORLEANS, LA.

WTUL

SHEPARD SAMUELS

**HEAVY AIRPLAY:**

**The Who	**Wings
**The Cars	**Lene Lovich
**Joni Mitchell	**Toots & the
**Nick Lowe	Maytals
+Devo	Michael Nesmith
**Mick Taylor	+Eno
+Robert Fripp	**Vangelis
+David Bowie	+Lou Reed
**Dire Straits	**Gruppo Sportivo
**Bram Tchaikovsky	**Culture
**The Ramones	+Emigre
**Steve Hackett	+Amaz. Rhy. Aces
+Renaissance	Willie & Leon
+Frank Zappa	+Kim Fowley
+Link Wray	+Martin Mull
+Allman Bros.	

**MODERATE AIRPLAY:**

James Taylor	+Talking Heads
+The Meters	+Eric Clapton
+E.L.O.	+Blondie
**Arlo Guthrie	+Geo. Thorogood
**Aviator	+Emmylou Harris
Siouxsie & the	+Joe Jackson
Banshees	+John Hall
**Alvin Lee	+Duncan Browne
Tarney/Spencer	+Charlie Mingus
+Mahogany Rush	+Bob Dylan
+Bruford	+Dexter Gordon
+Kansas	+Keith Jarrett
+Roedelius	+Jan Garbarek
+Gary Brooker	+E. Weber
**Iron City	+Lenny Breau
Houserockers	

DALLAS, TEX.

KZEW

DORIS MILLER

**ADDS:**

*Nick Lowe	*Robert Palmer
*Nils Lofgren	*Neil Young

**HEAVY AIRPLAY:**

Bad Co.	Kansas
The Cars	Gerry Rafferty
Cheap Trick	Supertramp
Dire Straits	Van Halen
Doobie Bros.	

**MODERATE AIRPLAY:**

Atl. Rhy. Sec.	Journey
The Babys	Nick Lowe
E.L.O.	Ted Nugent
Peter Frampton	Tarney/Spencer
Nick Gilder	James Taylor
Rockets	Bram Tchaikovsky
Joe Jackson	Wings

AUSTIN, TEX.

KLBJ

WAYNE BELL

**ADDS:**

*Aviator	*Joni Mitchell
*Dire Straits	*Sniff N' the
*Mick Taylor	Tears
*Nick Lowe	*The Cars

**HEAVY AIRPLAY:**

Allman Bros.	Rickie Lee Jones
David Bowie	Graham Parker
D. McClinton	Roxy Music
Steve Hackett	Patti Smith
John Hall	Supertramp
Joe Jackson	James Taylor

Cont'd

KLBJ Cont'd

**MODERATE AIRPLAY:**

Bad Co.	Carole King
Atl. Rhy. Sec.	Renaissance
Gary Brooker	Mike Nesmith
Climax Blues Bd.	The Roches
Doobie Bros.	Graham Parker
Peter Frampton	Billy Thorpe
Robert Fripp	U.K.
Journey	Willie & Leon
Manfred Mann	Cafe Jacques
Marshall Tucker	Thin Lizzy
Pat Travers	Van Halen
EP	Wings
Triumph	

MEMPHIS, TENN.

WLYX

STEVE STEVENSON

**HEAVY AIRPLAY:**

*Nils Lofgren	+Peter Frampton
*Queen	+Rick Wakeman
*Pat Travers	**Phillip D'Arrow
+Steve Hackett	+Renaissance
+Gary Brooker	+Bruford
+Wings	+Dire Straits
*Nick Lowe	+Aviator
+The Who	+Mick Taylor
+Kansas	+Link Wray
Screams	+Mary McCaslin
+Jeremy Spencer	+Climax Blues Bd.
+Vangelis	+Gerry Rafferty
+A. Phillips	

JOHNSON CITY, TENN.

WQUT

CANDY BRYANT

**HEAVY AIRPLAY:**

John Stewart	E.L.O.
Climax Blues Bd.	Dire Straits
Atl. Rhy. Sec.	Wings
Gerry Rafferty	

**MODERATE AIRPLAY:**

Runner	Wet Willie
Supertramp	P.P. League
Patti Smith	Herman Brood
Manfred Mann	Henry Paul
Jay Ferguson	Blackfoot
Doucette	New England
James Taylor	Nantucket
Rickie Lee Jones	Dixon House Bd.
Kansas	Peter Frampton

TALLAHASSEE, FLA.

WFSU

BILL BEHENNA

**HEAVY AIRPLAY:**

*Dire Straits	*Nile Lofgren
*Wings	+Pat Travers
*The Who	+Steve Hackett
*Nick Lowe	+Flash & the Pan
*Chuck Mangione	+Patti Smith

**MODERATE AIRPLAY:**

*The Knack	*Blue Oyster Cult
*Carole King	*Aviator
*Peter Frampton	*Devo
*Cooper Bros.	*Jan Akkeman
*Rick Wakeman	*Nantucket
*Phillip D'Arrow	+John Stewart
*Caldera	

**SINGLES:**

*The Cars	+Stanley Clarke
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MONTGOMERY, ALA.

WHY (Y-102)

PHIL MORTON, M.D.

**HEAVY AIRPLAY:**

+Charlie Daniels	+Jay Ferguson
+Eric Clapton	+Wet Willie
+Supertramp	+Van Halen

**MODERATE AIRPLAY:**

+Peter Frampton	+Blackfoot
+Dire Straits	Wings
+E.L.O.	

**SINGLES:**

+Charlie Daniels	*Rockets
+Eric Clapton	*Cooper Bros.
+Jay Ferguson	*Abba
+Cheap Trick	**Blackfoot
+Wet Willie	Wings
+Supertramp	

LAKE CHARLES, LA.

KGRA (NOVA 104)

**HEAVY AIRPLAY:**

*Dire Straits	Supertramp
*Carly Simon	Marshall Tucker
*Wings	Peter Frampton
*The Cars	*Joni Mitchell
*E.L.O.	

**MODERATE AIRPLAY:**

Missouri	Phillips/Macl
New England	Patti Smith
Journey	*Jeremy Spencer
Duncan Brown	Jim Capaldi
+Billy Thorpe	Herman Brood
*Arlo Guthrie	Joe Jackson
John Hall	*Mick Taylor
Sweet	

HOUSTON, TEX.

KUHF

LAUREN VALLE

**HEAVY AIRPLAY:**

Gerry Rafferty	Janis Ian
Charlie Daniels	Eddie Rabbitt
Carly Simon	Bill LaBounty
Jakob Magnusson	Crusaders
Eric Gale	Lee Ritenour
Gordon Michaels	Danny Kirwan
Arlo Guthrie	James Taylor
Peter Frampton	Pat Metheny
LeRoux	Jennifer Warnes
Kansas	Supertramp
Atl. Rhy. Sec.	David J. Holster
Jay Ferguson	

**MODERATE AIRPLAY:**

John Hall	Orleans
Rickie Lee Jones	

ORANGE, TEX.

ZOOM 104-1/2 (KZOM)

ROBYN CAREY

**HEAVY AIRPLAY:**

Cheap Trick	Kansas
Rickie Lee Jones	Peter Frampton
Bad Co.	John Stewart
Supertramp	James Taylor
Van Halen	

**MODERATE AIRPLAY:**

Charlie Daniels	The Rockets
Ted Nugent	Allman Bros.
Gerry Rafferty	Carole King
Atl. Rhy. Sec.	Night
Carly Simon	Leon Russell
The Who	St. Paradise
Thin Lizzy	P.P. League

**SINGLES:**

Jay Ferguson	Journey
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WICHITA FALLS, KS.

KNTD

BOB ELLIOT

**HEAVY AIRPLAY:**

+Atl. Rhy. Sec.	Beckmeier Bros.
Gerry Rafferty	+Wings
*The Cars	The Who
E.L.O.	Smkey Robinson
+Peter Frampton	Airbourne
Bram Tchaikovsky	Gap Mangione
David Bowie	Phillip D'Arrow
*Larry Graham	Isley Bros.
Thelma Houston	Bad Co.
+Kiss	P.P. League
Billy Thorpe	T. Pendergrass

**MODERATE AIRPLAY:**

*Chic	The Kinks
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CORPUS CHRISTI, TEX.

C-101 (KNCN)

CHARLIE PALMER

**HEAVY AIRPLAY:**

Supertramp	E.L.O.
Rickie Lee Jones	Triumph
Van Halen	Atl. Rhy. Sec.
Bad Co.	Kansas
Marshall Tucker	*The Cars

**MODERATE AIRPLAY:**

John Stewart	Joe Jackson
Wings	E. W. & F.
Natalie Cole	Wet Willie
Peter Frampton	*Dire Straits
Cheap Trick	New England
Donna Summer	Isley Bros.
James Taylor	Asleep At
Journey	The Wheel

RADIO

PLUS (+) INDICATES AUDIENCE REACTION. (\*) INDICATES NEW ADDITION

# MIDWEST

## CLEVELAND, OHIO

WMME  
KID LEO

ADDs:  
\*Jim Capaldi \*Michael Stanley  
\*Rachel Sweet (12") \*Blackjack  
\*Greg Kihn \*Nils Lofgren  
\*Ian Dury (45)

HEAVY AIRPLAY:  
Bad Co. The Knack  
The Cars John Stewart  
Dire Straits Supertramp  
E.L.O. Van Halen  
Nick Gilder The Who  
Ian Hunter \*Blue Oyster Cult  
Rickie Lee Jones \*Queen  
Journey

MODERATE AIRPLAY:  
Blackfoot Nick Lowe  
Iron City Joni Mitchell  
Houserockers Patti Smith  
New England Bram Tchaikovsky  
Link Wray

## COLUMBUS, OHIO

WLVD (QFM 96)  
STEVE RUNNER

HEAVY AIRPLAY:  
\*The Who Kansas  
\*Wings Peter Frampton  
Van Halen Charlie Daniels  
Cheap Trick Jay Ferguson  
Bad Co. John Stewart  
Journey Gerry Rafferty  
Supertramp Joe Jackson  
New England \*The Cars  
Ted Nugent Patti Smith  
E.L.O. \*Dire Straits

MODERATE AIRPLAY:  
Ian Hunter David Bowie  
Blackfoot Bram Tchaikovsky  
Runner Rickie Lee Jones  
Flash & The Pan \*The Knack  
Thin Lizzy \*Iron City  
Billy Thorpe Houserockers  
Torney/Spencer \*Carly Simon

## INDIANAPOLIS, IND.

WFBO (Q 95)  
MIKE TINNES

HEAVY AIRPLAY:  
Homegrown Kansas  
Cheap Trick Roadmaster  
Bad Co. Wings  
Supertramp +The Cars  
Van Halen Peter Frampton  
Faith Band +Dire Straits  
Ted Nugent

MODERATE AIRPLAY:  
Patti Smith +Billy Thorpe  
Nick Gilder Dixie Dregs  
Flash & The Pan Nantucket  
Thin Lizzy \*The Knack  
Atl. Rhy. Sec. \*Nick Lowe  
B. Tchaikovsky

## DETROIT, MICH.

WABX  
ERIC GOLDBERG

ADDs:  
\*Louise Goffin \*Robert Palmer  
\*Atl. Rhy. Sec. \*Nick Lowe  
\*Gary Brooker \*B.O.C.  
\*Mick Taylor

HEAVY AIRPLAY:  
\*The Cars Rickie Lee Jones  
E.L.O. Journey  
Peter Frampton Ted Nugent  
Ian Hunter The Who  
Joe Jackson Wings

MODERATE AIRPLAY:  
Blackfoot \*Queen  
David Bowie The Knack

## DETROIT, MICH.

WJZZ  
DORIAN PASTER

HEAVY AIRPLAY:  
Seawind Jan McShann  
G. Washington Lee Ritenour  
Hubert Laws Crusaders  
Patti Austin Hank Crawford  
Earl Klugh DD Bridgewater  
Terry Callier Farmer/Hall  
Roy Ayers Ursula Dudziak  
Eddie Jefferson \*E. W. & F.  
Lou Rawls \*Norman Connors  
Urban Ensemble

MODERATE AIRPLAY:  
The Three Mark Coley  
Billy Paul Lou Tabackin  
Harvey Mason Richard Tee  
Phil Woods John Klemmer  
McCoy Tyner Judy Roberts Bd.  
Minnie Riperton \*Ron Carter  
Spyro Gya \*Floaters  
Bill Evans \*L. Alexandria  
John Luc Ponty \*Heath Bros.  
Hank Jones \*Sarah Vaughn  
Airtio \*Chuck Mangione  
Tom Browne \*Art Farmer  
Dr. Strut

## DETROIT, MICH.

WRIF  
TAWNYA TOWNSEND

HEAVY AIRPLAY:  
The Cars Ted Nugent  
Peter Frampton Supertramp  
\*Queen The Who  
Journey Wings  
Kansas

MODERATE AIRPLAY:  
\*Atl. Rhy. Sec. Ian Hunter  
Blackfoot Joe Jackson  
David Bowie The Knack  
Herman Brood Marshall Tucker  
Cheap Trick Gerry Rafferty  
Charlie Daniels Patti Smith  
\*Nick Lowe Van Halen

SINGLES:  
John Stewart Thin Lizzy  
Bram Tchaikovsky Flash & The Pan  
Dire Straits Nick Gilder

## DETROIT, MICH.

WWWW  
MARK MC EWEN

HEAVY AIRPLAY:  
The Cars The Knack  
E.L.O. Ted Nugent  
Peter Frampton Van Halen  
Joe Jackson Wings  
Kansas \*Queen

MODERATE AIRPLAY:  
Blackfoot \*Neil Young  
Dire Straits \*Greg Kihn  
Flash & The Pan \*Louise Goffin  
Bram Tchaikovsky \*Sniff 'N  
St. Paradise The Tears  
Nick Lowe \*Blue Oyster Cult

## CHICAGO, ILL.

WLUP (THE LOOP)  
SKY DANIELS

ADDs:  
\*Nils Lofgren \*Blue Oyster Cult  
\*Sniff 'N' the Tears \*Robert Palmer  
\*Mick Taylor \*Neil Young  
\*Laughing Dogs \*Nick Lowe  
\*The Knack \*Lene Lovich  
\*Queen \*Greg Kihn  
\*Blackjack

HEAVY AIRPLAY:  
Bad Co. Graham Parker  
The Cars The Police  
Cheap Trick Patti Smith  
Nick Gilder Bram Tchaikovsky  
Ian Hunter Van Halen  
Kansas Billy Thorpe  
Ted Nugent

MODERATE AIRPLAY:  
David Bowie Wings  
Dire Straits St. Paradise  
Jay Ferguson Frankie Miller  
Flash & The Pan Night  
Peter Frampton Nantucket  
Iron City Runner  
Houserockers The Clash/ EP  
New England The Romantics  
Thin Lizzy

## CHICAGO, ILL.

WXRT  
BOB GELMS

ADDs:  
\*Blue Oyster Cult \*D. McClinton  
\*Queen \*Nils Lofgren  
\*Rick Wakeman \*John Hiatt  
\*Mick Taylor \*Iggy Pop (imp.)  
\*Arlo Guthrie \*Sniff 'N  
\*Gruppo Sportivo The Tears  
\*Joni Mitchell \*Buck Stove &  
\*Nick Lowe The Range Co.

HEAVY AIRPLAY:  
David Bowie Pat Metheny  
Herman Brood Graham Parker  
\*The Cars Patti Smith  
Charlie Daniels Tom Robinson Bd.  
Dire Straits Supertramp  
Doobie Bros. Bram Tchaikovsky  
Bob Dylan Thin Lizzy  
Rickie Lee Jones Nick Lowe  
Kansas The Who  
Manfred Mann Wings  
Marshall Tucker Elvis Costello

MODERATE AIRPLAY:  
Allman Bros. Roxy Music  
Bad Co. Duncan Browne  
Cheap Trick Steve Forbert  
E.L.O. Renaissance  
Jay Ferguson The Tubes  
Flash & The Pan Spyro Gya  
Ian Hunter Frank Zappa  
Joe Jackson Devo  
The Knack Lowell George  
Henry Paul Band

## ELGIN/CHICAGO, ILL.

WJKL  
WALLY LEISERING

HEAVY AIRPLAY:  
The Cars Passport  
Flash & The Pan Airtio  
Nick Lowe Marc Colby  
Dire Straits Pat Metheny  
Willie & Leon Jay McShann  
Downchild Toots &  
Marshall Tucker The Maytals  
D. McClinton Crusaders  
The Roches Milt Jackson  
Jerry Lee Lewis BLUE MONTREUX  
Ian Hunter Tim Weisberg  
Supertramp John Serry  
Roxy Music Count Basie/  
Atl. Rhy. Sec. Dizzy Gillespie  
Gerry Rafferty Steve Grossman  
Tony Williams Ron Carter

MODERATE AIRPLAY:  
John Hiatt Emmylou Harris  
David Bowie Bill Quateman  
Allman Bros. Squeeze  
The Knack James Taylor  
Rickie Lee Jones Police  
Kansas Henry Paul Band  
Renaissance Carole King  
Thin Lizzy Ben Sidran  
Leon Russell John Serry  
Albert Lee Count Basie/  
New Grass Dizzy Gillespie  
Revival Steve Grossman  
Climax Blues Bd. Heath Bros.  
Lowell George NEW ORLEANS JAZZ  
Joe Jackson & HERITAGE FEST

SINGLES:  
Stanley Clarke IMPORTS  
The Records Eddie/Hot Rods  
The Pleasers The Rumour  
The Kinks Buddy Tate/  
The Ramones Bob Wilbur  
Screams  
San Fernando Val  
Music Band

## MINNEAPOLIS, MINN.

KQRS  
TACK HAMMER

ADDs:  
\*Atl. Rhy. Sec. \*Queen  
\*Robert Palmer \*Sniff 'N' Tears

HEAVY AIRPLAY:  
Blackfoot Ted Nugent  
The Cars Patti Smith  
Charlie Daniels Supertramp  
Peter Frampton Van Halen  
Kansas Wings

MODERATE AIRPLAY:  
Herman Brood New England  
Dire Straits Henry Paul Band  
E.L.O. Gerry Rafferty  
Flash & The Pan John Stewart  
Ian Hunter Billy Thorpe  
Joe Jackson Bram Tchaikovsky  
The Knack Triumph  
Molly Hatchet The Who

## KQRS Cont'd

SINGLES:  
Graham Parker Bob Seger  
Poco Nick Gilder  
Jay Ferguson

## ST. LOUIS, MO.

KADI  
PETER E. PARISI

HEAVY AIRPLAY:  
+Billy Thorpe +Charlie D  
Jay Ferguson Patti Smith  
John Stewart +Supertramp  
+Atl. Rhy. Sec. Bad Co.  
+E.L.O. Journey  
Peter Frampton Missouri  
+Van Halen \*+The Cars  
Rickie Lee Jones The Who  
Kansas Wet  
James Taylor Wings  
Gerry Rafferty \*Dire Straits  
+Joe Jackson +Blackfoot  
+Torney/Spencer +Molly Hatchet  
Marshall Tucker

MODERATE AIRPLAY:  
Doobie Bros. \*Airtio  
Poco Mahogany Rush  
Thin Lizzy \*America  
Flash & The Pan Morningstar  
Ian Hunter Faith Band  
Jim Capaldi Climax Blues Bd.  
Herman Brood \*Graham Parker  
D. McClinton Nick Gilder  
Bram Tchaikovsky Blondie  
Dixie Dregs \*Blue Oyster Cult  
\*Gary Brooker \*Nick Lowe

## ST. LOUIS, MO.

KSHE  
TED HABECK

HEAVY AIRPLAY:  
\*The Knack +Allman Bros.  
\*Nantucket Thin Lizzie  
\*The Cars +Nick Gilder  
+E.L.O. (single)  
Gary Brooker +Kansas  
Dire Straits +Climax Blues Bd.  
Doucette +Runner  
+Marshall Tucker Wings  
+Charlie Daniels Triumph  
-Ian Hunter Flash & Th  
-Manfred Mann Morningstar  
Journey Iron City  
Bad Co. Houserockers  
+Supertramp Carillo

MODERATE AIRPLAY:  
\*Steve Hackett Leon Russell  
\*Airborne Renaissance  
\*Louise Goffin Blackfoot  
\*St. Paradise Lake  
\*America Chris Rea  
\*Nick Gilder Patti Smith  
\*Pat Travers Henry Paul B  
\*Blue Oyster Cult Dixon House  
\*The Who Joe Jackson  
\*Queen Missouri  
Van Halen James Taylor  
New England Graham Parker  
Wet Willie Herman Br  
Night Jay Ferguson  
Max Webster Beach Boys  
David Bowie Ted Nugent  
Beckmeier Bros. Link Wray  
P.P. League Gerry Rafferty  
Peter Frampton Faith Band  
B. Tchaikovsky Atl. Rhy. Sec.

SINGLES:  
The Who 45

## KANSAS CITY, MO.

KY102 (KYYS)  
MAX FLOYD

HEAVY AIRPLAY:  
Kansas E.L.O.  
Wings The Knack  
Supertramp The Cars  
Patti Smith Billy Thorpe  
Ian Hunter Thin Lizzy  
Missouri Manfred Mann  
Triumph Dire Straits  
Charlie Daniels Queen  
Gerry Rafferty The Who

MODERATE AIRPLAY:  
Henry Paul Band Sniff 'N' the  
Peter Frampton Tears  
Pat Travers Mick Taylor  
Nick Gilder \*Robert Palmer  
Night \*Blue Oyster Cult  
Nick Lowe

PLUS (+) INDICATES AUDIENCE REACTION. (\*) INDICATES NEW ADDITION

RADIO

Cont'd

# MIDWEST

## CINCINNATI, OHIO

WVXU

GREG CRAWFORD

### HEAVY AIRPLAY:

Blue Oyster Cult	David Bowie
The Cars	The Tubes
The Rockets	Jim Capaldi
Alvin Lee	Missouri
Steve Hackett	Nick Gilder
The Who	Ted Nugent
Bram Tchaikovsky	Ian Hunter
Gary Brooker	

### MODERATE AIRPLAY:

Phillip D'Arrow	Nantucket
Journey	Joe Jackson
Anthony Phillips	Graham Parker
John Stewart	Patti Smith
P.P. League	Airborne

## AKRON, OHIO

WKDD

CRAIG JOHNS

### HEAVY AIRPLAY:

Rickie Lee Jones	Isley Bros.
James Taylor	Peter Frampton
Supertramp	John Stewart
Ian Hunter	Carole King
E.L.O.	Charlie Daniels
Wings	*Abba
E. W. & F.	Bad Co.
Carly Simon	Gerry Rafferty

### MODERATE AIRPLAY:

Jay Ferguson	America
Patti Smith	Dire Straits
Climax Blues Bd.	*B.O.C.
Wet Willie	P.P. League
Atl. Rhy. Sec.	Kansas

## DETROIT, MICH.

WDET

JUDY ADAMS

### HEAVY AIRPLAY:

The Roches	Jan Garbarek
Keith Jarrett	Eberhard Weber
Leo Smith	

### MODERATE AIRPLAY:

Sukay	Willie & Leon
Blue Oyster Cult	Kate Wolf
Duke Ellington	John Giorno &
Lester Flatt	Anne Waldman
Mick Taylor	James Moody/
Ron Carter	Al Conn
REEFER MADNESS	Dire Straits
Chick Corea	Oscar Peterson
Mick Goodrick	Isley Bros.
Martin Mull	Judy Roberts
Sarah Vaughn	

## PEORIA, ILL.

WVCT

RICH FRUIN

### HEAVY AIRPLAY:

Supertramp	Bad Co.
Gerry Rafferty	E.L.O.
John Stewart	Flash & The Pan
Kansas	Ian Hunter
Marshall Tucker	Climax Blues Bd.
Manfred Mann	

### MODERATE AIRPLAY:

Henry Paul Band	Rickie Lee Jones
Charlie Daniels	Triumph
Journey	April Wine
Atl. Rhy. Sec.	Patti Smith
Van Halen	

### ADDS:

*The Cars	*The Knack
*Wings	*Dire Straits

## EVANSTON, ILL.

WNUR

### HEAVY AIRPLAY:

Ron Wood	The Roches
Rickie Lee Jones	Bob Dylan
Supertramp	Ian Hunter
James Taylor	The Who
Cheap Trick	Missouri
Joe Jackson	Steve Forbert
U.K.	

Cont'd

WNUR Cont'd

### MODERATE AIRPLAY:

Marshall Tucker	Wings
McGuinn, Clark & Hillman	Gerry Rafferty
Allman Bros.	Michael Nesmith
Lowell George	Peter Frampton
P.P. League	Steve Hackett
The Cars	Rod Stewart
Henry Paul Band	Atl. Rhy. Sec.

## ROCKFORD, ILL.

Y95

BRENT ALBERTS

### HEAVY AIRPLAY:

Bad Co.	Dire Straits
Supertramp	Peter Frampton
Ian Hunter	Kansas
E.L.O.	Wings
Patti Smith	Joe Walsh
Ted Nugent	Van Halen
Marshall Tucker	*The Cars

### MODERATE AIRPLAY:

*The Who	*Herman Brood
Atl. Rhy. Sec.	*David Bowie
Triumph	*Louise Goffin
*The Knack	*Nantucket
*Billy Thorpe	

### SINGLES:

Peter Frampton	Van Halen
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## URBANA/CHAMPAIGN, ILL.

WPGU

PHIL PRIEST

### HEAVY AIRPLAY:

Van Halen	The Tubes
*Screams	FM/BLACK NOISE
*Kansas	Lake
Supertramp	Tom Robinson
Blondie	Trillion
Bad Co.	Graham Parker
*Ian Hunter	*St. Paradise
Rickie Lee Jones	

### MODERATE AIRPLAY:

Ted Nugent	Joe Jackson
Allman Bros.	Renaissance
Rockets	Jules &
*Doucette	The Polar Bears
New England	Fab. Poodles
Journey	

## ST. LOUIS, MO.

KMMU

MIKE FITZSIMMONS

### HEAVY AIRPLAY:

Passport	*Seawind
Heath Bros.	Low Tabackin
David Bowie	Steve Hackett
John Serry	Steve Grossman
McCoy Tyner	Woody Shaw
*Bram Tchaikovsky	*Bill Bruford
Spyro Gyra	Jean-Luc Ponty
Oscar Peterson	Ricky Ford
Robert Fripp	*Vangelis

### MODERATE AIRPLAY:

Pat Metheny	Billy Cobham
Irakere	Bill Bruford
Genesis	Supertramp
Howard Roberts	

## MADISON, WISC.

WORT

DANNY KAHN

### HEAVY AIRPLAY:

*Woody Shaw	Columbia Con-
*Art Pepper	temporary
New Grass Rev.	Masters
Rio Nido	Christy Moore
Curtis Fuller	Exuma
Ronnie Mathews	Sleepy LaBeef
Ron Carter	Ricky Skaggs
Jan Garbarek	Claudia Schmidt
Mick Goodrick	Clarence Brown
*Ann Burton	D. McClinton
Low Tabackin	Willie & Leon
Sun Ra	*Tony Rice Unit
Eric Gale	David Bowie
Boys of the Lough	

# WEST

## DENVER, COLO.

KBPI

CONNIE RODRIGUEZ

Cont'd

KBPI Cont'd

### ADDS:

*Chopper	*Pat Travers
*Robert Palmer	

### HEAVY AIRPLAY:

The Cars	Ted Nugent
Dire Straits	Gerry Rafferty
Peter Frampton	Supertramp
Rickie Lee Jones	Van Halen
Kansas	Wings
The Knack	Night

### MODERATE AIRPLAY:

Atl. Rhy. Sec.	Joe Jackson
E.L.O.	Runner

### SINGLES:

The Thieves

## DENVER, COLO.

KEML

NICK COOK / IRA GORDON

### HEAVY AIRPLAY:

Gerry Rafferty	Atl. Rhy. Sec.
Herman Brood	Night
Manfred Mann	Joe Jackson
Graham Parker	Emmylou Harris
Henry Paul Band	Doucette
Duke Jupiter	

### MODERATE AIRPLAY:

Supertramp	Chris Rea
John Stewart	Wet Willie
Flash & The Pan	Saga
Jennifer Warnes	Inner Circle
Rickie Lee Jones	Wings
Marshall Tucker	Dire Straits
Frankie Miller	Michael Nesmith
Climax Blues Bd.	Bram Tchaikovsky
Kansas	D. McClinton
E.L.O.	

### SINGLES:

Graham Parker	Duncan Browne
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## DENVER, COLO.

KCFR

ANNETTE GRISWOLD

### HEAVY AIRPLAY:

Bram Tchaikovsky	**Gruppo Sportivo
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### MODERATE AIRPLAY:

Devo	*Ron Carter
Iron City	D. McClinton
Houserockers	*Aviator
New Grass	Latest Inner
Revival	City Releases
*Vernon Oxford	Roy Loney
Dire Straits	**Hull/Blackburn
*Nick Lowe	Steve Hackett
Roxy Music	Michael Nesmith
*Joni Mitchell	*Carly Simon
David Bowie	

### IMPORTS:

Malicorne	Andre Fertier
Lene Lovich	Marie-Lynn
Jona Lewie	Hammond
Tangerine Dream	Magazine

## MESA/PHOENIX, ARIZ.

KDKB

LINDA CLAYTON

### ADDS:

*Blue Oyster Cult	*Sniff 'N
*Robert Palmer	The Tears
*Louise Goffin	

### HEAVY AIRPLAY:

Blackfoot	The Knack
The Cars	Ted Nugent
Dire Straits	Rockets
E.L.O.	Supertramp
Peter Frampton	Tarney/Spencer
Ian Hunter	Thin Lizzy
Joe Jackson	Triumph
Journey	Van Halen
Kansas	Wings

### MODERATE AIRPLAY:

Herman Brood	Billy Thorpe
Iron City	New England
Houserockers	Graham Parker
R. Fleischman	St. Paradise
Marshall Tucker	Pat Travers
Nick Lowe	Patti Smith

## SEATTLE, WASH.

KISW (FM100)

STEVE SLATON

### ADDS:

*Ian Dury	*Queen
*Dire Straits	*Nils Lofgren
*Greg Kihn	

Cont'd

KISW (FM100) Cont'd

### HEAVY AIRPLAY:

Bad Co.	Ted Nugent
E.L.O.	Supertramp
Kansas	Bram Tchaikovsky
Blondie	Thin Lizzy
The Knack	Wings
New England	

### MODERATE AIRPLAY:

Blackfoot	Patti Smith
Herman Brood	John Stewart
Climax Blues Bd.	Ron Wood
Peter Frampton	Judas Priest
Ian Hunter	Doucette
Iron City	St. Paradise
*Houserockers	Thieves (45)
Joe Jackson	Rockets
Graham Parker	*Blue Oyster Cult
Henry Paul Band	Airbourne

## SEATTLE, WASH.

KZOK

BRAD HOFFMAN

### HEAVY AIRPLAY:

Supertramp	*The Cars
Kansas	Thin Lizzy
*John Stewart	Patti Smith
Jay Ferguson	Ted Nugent
Joe Jackson	The Who
Atl. Rhy. Sec.	*Nick Gilder
E.L.O.	Dire Straits
New England	Van Halen
Wings	Tycoon
*Peter Frampton	Gerry Rafferty

### MODERATE AIRPLAY:

The Knack	Ian Hunter
Herman Brood	Bram Tchaikovsky
Charlie Daniels	Climax Blues Bd.
Triumph	Dixon House Band
*David Bowie	Manfred Mann
Marshall Tucker	THE WARRIORS

### COMMENTS:

KZOK will continue to rock Seattle with the best damn music.

## BELLEVUE, WASH.

KZAM

MARION SEYMOUR

### ADDS:

*Joni Mitchell	*Nick Lowe
*Joan Baez	*E. W. & F.
*Maria Muldaur	*Jakob Magnusson
*Mick Goodrick	*Asleep At
*Caldera	The Wheel
*Mick Taylor	*Sonny Fortune
*Lazy Racer	*Jim Page
*Dire Straits	*Gary Brooker

### HEAVY AIRPLAY:

Dire Straits	John Hall
Flash & The Pan	Supertra
Rickie Lee Jones	James Taylor
Lowell George	Wet Willie
*Carly Simon	Leon Russell
Albert Lee	Emmylou
Jennifer Warnes	Willie & Leon
Carol King	

### MODERATE AIRPLAY:

Climax Blues Bd.	Rio Nido
Charlie Daniels	Michael Franks
Doobie Bros.	Renaissance
Bob Dylan	Steve Forbert
Marshall Tucker	*Cate Bros.
Pat Metheny	Jim Page
Gerry Rafferty	Danny O'Keefe
John Stewart	Mary McCaslin
Geo. Harrison	Art Garfunkel
Ralph McTell	The Roches
Poco	Linda Waterfall
Billy Joel	William Ackern
Nicolette	

## TACOMA, WASH.

KLAY

CHRIS DALE

### HEAVY AIRPLAY:

*Blue Oyster Cult	Bram Tchaikovsky
The Cars	Thin Lizzy
Climax Blues Bd.	Triumph
Dire Straits	Van Halen
E.L.O.	The Who
Kansas	Wings
The Knack	Le Roux
Marshall Tucker	Dixie Dregs
Ted Nugent	Pat Travers
Patti Smith	Fandango
John Stewart	Nick Lowe
Supertramp	Nantucket
James Taylor	St. Paradise

Cont'd

RADIO

PLUS (+) INDICATES AUDIENCE REACTION, (\*) INDICATES NEW ADDITION

# WEST

## KLAY Cont'd

### MODERATE AIRPLAY:

Allman Bros.	*Airborne
Atl. Rhy. Sec.	*Nils Lofgren
Bad Co.	*Gruppo Sportivo
David Bowie	America
Gary Brooker	*Chopper
Charlie Daniels	Michael Nesmith
Jay Ferguson	Lene Lovich
Ian Hunter	Carly Simon
Joe Jackson	Renaissance
Journey	Devo
New England	Faith Band
Graham Parker	Alvin Lee
Henry Paul Band	Two Guns
Gerry Rafferty	Carole King
Ron Wood	P. P. League
THE WARRIORS	Leon Russell
*Lazy Racer	Doucette
*Queen	Face Dancer
*Rick Wakeman	Screams
*Greg Kihn	Dixon House Bd.
*Mick Taylor	

## PORTLAND, ORE.

### KINK

LES SARNOFF  
CARL WIDING

### HEAVY AIRPLAY:

Atl. Rhy. Sec.	Rickie Lee Jones
Climax Blues Bd.	Sutherland Bros
Dire Straits	Gerry Rafferty
E.L.O.	Supertramp
Peter Frampton	James Taylor
Carly Simon	Wings
*Maria Muldaur	

### MODERATE AIRPLAY:

Bad Co.	Elton John
Charlie Daniels	Roger Voudouris
Doobie Bros.	E. W. & F.
Bob Dylan	Orleans
Kansas	*Cate Bros.
Marshall Tucker	Jakob Magnusson
Tarney/Spencer	*Joni Mitchell
M. C. & H.	*Jeremy Spencer
Leon Russell	*Joan Baez
Jennifer Warnes	Poco
P. P. League	Bill Quateman
Lewell George	Runner
Seawind	Carole King
Kenny Loggins	Le Roux
LIVE	

## PORTLAND, ORE.

### KGUN

G.LORIA JOHNSON

### HEAVY AIRPLAY:

Bad Co.	Supertramp
Herman Brood	Thin Lizzy
The Cars	Van Halen
E.L.O.	Wings
Kansas	Pat Travers
The Knack	Doucette
Ted Nugent	Nantucket

### MODERATE AIRPLAY:

*David Bowie	Gerry Rafferty
Herman Brood	Patti Smith
Cheap Trick	John Stewart
*Dire Straits	Face Dancer
April Wine	Alvin Lee
*Peter Frampton	Bram Tchaikovsky
Rockets	Triumph
Graham Parker	The Who
Runner	

## PORTLAND, ORE.

### KVAN

DAVE LEE

### HEAVY AIRPLAY:

Bad Co.	The Knack
Blackfoot	New England
Herman Brood	Gerry Rafferty
*The Cars	John Stewart
Eob Dylan	Rockets
E.L.O.	Supertramp
Jay Ferguson	Thin Lizzy
Peter Frampton	Van Halen
Joe Jackson	*Wings
Rickie Lee Jones	

Cont'd

## KVAN Cont'd

### MODERATE AIRPLAY:

Allman Bros.	Marshall Tucker
*Atl. Rhy. Sec.	Ted Nugent
*David Bowie	The Police
Cheap Trick	Tycoon
Journey	Tarney/Spencer
Geo. Harrison	Doucette
Orleans	Triumph
Kansas	*The Who
Bob Welch	THE WARRIORS
Manfred Mann	

### SINGLES:

The Kinks Bob Seger

## EUGENE, ORE.

### KZEL

PEYTON MAYS

### ADDS:

*Greg Kihn	*John Cougar
*Robert Palmer	*Pat Travers
*Blue Oyster Cult	*Eric Gale
*Maria Muldaur	*Rachel Sweet
*Blackjack	*Orleans (Live)
*Nils Lofgren	*Scorpions
*Queen	

### HEAVY AIRPLAY:

Atl. Rhy. Sec.	E.L.O.
Dire Straits	John Stewart
*The Knack	+The Who
Peter Frampton	+Lee Clayton
+Wings	*Mick Taylor
Climax Blues Bd.	**The Cars
Supertramp	Herman Brood
+Charlie Daniels	Ian Hunter
Bram Tchaikovsky	Iron City
+Michael Nesmith	Houserockers
Joe Jackson	+Missouri

### MODERATE AIRPLAY:

Rockets	Rickie Lee Jones
Jet	Rock Rose
+*Joni Mitchell	David Bowie
*Nick Lowe	*Roy Loney
*America	*Laughing Dogs
*New Grass	*Louise Goffin
Revival	*Chopper
Nantucket	*Sniff N' the Tears
The Rumour	
Gerry Rafferty	*Jeremy Spencer

### SINGLES:

\*Lene Lovich \*Yachts  
\*Just Us Girls

### COMMENTS:

The State Rock of Oregon will be vending state rocks (thundereggs - very classy geodes) at the Oregon Country Fair June 29-July 1 to raise funds for our bike trail lighting project. Be the first on your block with a rock. Place your order now.

## SAN FRANCISCO, CA.

### KMEL (KAMEL 106)

MARK COOPER

### ADDS:

*Blue Oyster Cult	*Robert Palmer
*Louise Goffin	*Greg Kihn
*Nick Lowe	*Sniff 'N
*Nils Lofgren	The Tears
*Mick Taylor	*Queen

### HEAVY AIRPLAY:

Bad Co.	Kiss
*The Cars	The Knack
Dire Straits	Patti Smith
E.L.O.	Supertramp
Peter Frampton	Van Halen
Kansas	Wings

### MODERATE AIRPLAY:

David Bowie	John Stewart
Journey	Triumph
Carly Simon	The Who
Gerry Rafferty	

## SAN FRANCISCO, CA.

### KSAN

KATE INGRAM

### ADDS:

*Blackjack	*Queen
*Elvis Costello	*The Ramones
(import EP)	*Screams
*Peter Green	*Mick Taylor
(import)	*Pat Travers
*Greg Kihn	*The Undertones
*Michael Nesmith	

Cont'd

## KSAN Cont'd

### HEAVY AIRPLAY:

David Bowie	Graham Parker
The Cars	The Police
Dire Straits	Roxy Music
Flash & The Pan	Thin Lizzy
Ian Hunter	Dwight Twilley
Joe Jackson	The Who
The Knack	Wings
Nick Lowe	

### MODERATE AIRPLAY:

Allman Bros.	Rolling Stones
Atl. Rhy. Sec.	Frankie Miller
Bad Co.	The Records
Blondie	(import)
*Blue Oyster Cult	Patti Smith
Cheap Trick	The Ramones
Doobie Bros.	Supertramp
The Clash	Squeeze
(import EP)	Rod Stewart
E.L.O.	Bram Tchaikovsky
Devo	Talking Heads
Fab. Poodles	Van Halen
Gruppo Sportivo	Geo. Thorogood
Journey	The Tubes
John Hiatt	Ron Wood
Horslips	Link Wray
Robert Johnson	Elvis Costello

### SINGLES:

Pearl Harbour & The Explosions

### COMMENTS:

Lene Lovich, Mick Taylor, and Devo all did on-air interviews.

## SAN JOSE, CA.

### KSJO

PAUL "LOBSTER" WELLS, ASS'T. P.D.

### ADDS:

*Sniff 'N	*Pat Travers
The Tears	*Nils Lofgren
*Mick Taylor	*Robert Palmer
*Lene Lovich	*David Kubinec
*Canned Heat	*Blackjack
*Queen	*Tim Curry
*Greg Kihn	

### STILL HOT:

Charlie Daniels Bad Co.  
Journey Joe Jackson  
Cheap Trick Supertramp

### HEAVY AIRPLAY:

Graham Parker	The Who
The Knack	Bram Tchaikovsky
Ian Hunter	David Bowie
Ron Wood	Van Halen
Wings	Thin Lizzy
The Cars	Dire Straits
Ted Nugent	*Nick Lowe
E.L.O.	*Blue Oyster Cult
Kansas	

### MODERATE AIRPLAY:

Tarney/Spencer	Triumph
Peter Frampton	Alvin Lee
Patti Smith	John Stewart
Henry Paul Band	Link Wray
Nick Gilder	Rickie Lee Jones
New England	Marshall Tucker
Screams	Devo
Atl. Rhy. Sec.	*Scorpions

## SANTA CRUZ/GILROY/SAN JOSE, CA.

### KFAT

LAURA ELLEN HOPPER

### HEAVY AIRPLAY:

*Deadly Earnst & Honkey Tonk	+Charlie Daniels
Heroes	+Geo. Gritzbach
*Bob Wills	+Emmylou Harris
*Arlo Guthrie	+Merle Haggard
*Asleep At The Wheel	Waylon Jennings
	Albert Lee
*Maria Muldaur	+Rickie Skaggs
D. McClinton	+Ernst Tubbs
Willie & Leon	+Hank Williams
Red Clay Ramb.	Lowell George
+Chuck Wagon & The Wheels	

### MODERATE AIRPLAY:

*Carter Family	Tammy Wynette
*Tony Rice Unit	Ray Campi
*Chris Darrow	+Bob Dylan
The Roches	Mary McCaslin
*Atl. Rhy. Sec.	John Stewart
*The Emersons	James Taylor
Martin Mull	
Pee Wee Russell & The Rhythm Cats	

## LOS ANGELES, CA.

### KLOS

RUTH PINEDO

### ADDS:

*Robert Palmer	*Queen
*Nick Lowe	*Graham Parker
*Louise Goffin	(single)
*Ian Dury	

### HEAVY AIRPLAY:

Bad Co.	Rickie Lee Jones
The Cars	Supertramp
Cheap Trick	Van Halen
E.L.O.	

### MODERATE AIRPLAY:

Atl. Rhy. Sec.	The Knack
Blackfoot	New England
David Bowie	Ted Nugent
Charlie Daniels	John Stewart
Flash & The Pan	Bram Tchaikovsky
Peter Frampton	The Who
Ian Hunter	Wings
Joe Jackson	Devo
Kansas	

## LOS ANGELES, CA.

### KWST

PAM MAY

### ADDS:

*Louise Goffin	*Nils Lofgren
*The Cars	*Robert Palmer
*Nick Lowe	*Blue Oyster Cult
*Greg Kihn	

### HEAVY AIRPLAY:

Bad Co.	The Knack
E.L.O.	Gerry Rafferty
*Peter Frampton	John Stewart
Joe Jackson	Supertramp
Kansas	Van Halen

### MODERATE AIRPLAY:

Atl. Rhy. Sec.	Patti Smith
Jay Ferguson	Wings
Blondie	THE WARRIORS
Ian Hunter	

## PASADENA, CA.

### KROQ

LARRY GROVES

### HEAVY AIRPLAY:

Patti Smith	Ian Hunter
Bad Co.	E.L.O.
Kansas	Joe Jackson
The Cars	Roxy Music
The Knack	The Who
Devo	Van Halen
Mick Lowe	Supertramp
David Bowie	John Stewart
Wings	Herman Brood
Ron Wood	Flash & the Pan
Ted Nugent	

### MODERATE AIRPLAY:

Chopper	Gerry Rafferty
Gary Brooker	Wet Willie
B. Tchaikovsky	Graham Parker
Night	Robert Fripp
Thin Lizzy	Jim Capaldi
John Hiatt	Nick Gilder
Peter Frampton	Lowell George
Geo. Thorogood	

### SINGLES:

The Kinks

### IMPORTS:

Iggy Pop

## LONG BEACH, CA.

### KNAC

DENISE WESTWOOD

### ADDS:

*Blue Oyster Cult	*Mick Taylor
*Queen	*Greg Kihn
*Pat Travers	*Iron City
*Nils Lofgren	Houserockers
*Devo	*Louise Goffin
*Nick Lowe	*Chopper

### HEAVY AIRPLAY:

The Knack	Journey
Kansas	Supertramp
David Bowie	Van Halen
Atl. Rhy. Sec.	Joe Jackson
Dire Straits	Blondie
Wings	Ron Wood
Rod Stewart	Patti Smith
Elvis Costello	Ian Hunter
Cheap Trick	Ted Nugent
Allman Bros.	Thin Lizzy
The Police	Alvin Lee
Bad Co.	The Who

Cont'd

PLUS (+) INDICATES AUDIENCE REACTION, (\*) INDICATES NEW ADDITION

RADIO

# WEST

KNAC Cont'd

**MODERATE AIRPLAY:**

John Stewart	Roxy Music
Wet Willie	Ted Nugent
John Hiatt	(WEEKEND...)
Climax Blues Bd.	Doobie Bros.
St. Paradise	The Tubes
Peter Frampton	UFO
Bram Tchaikovsky	The Babys
Charlie Daniels	Henry Paul Band
ROCK N' ROLL	Judas Priest
HIGH SCHOOL	Mahogany Rush
Flash & The Pan	R. Fleischman
Gerry Rafferty	Marshall Tucker
Eddie Money	Dixie Dregs
Graham Parker	Bob Dylan
Herman Brood	New England
Manfred Mann	Triumph
Rockets	Sweet
Tycoon	Blackfoot
THE WARRIORS	

**SINGLES:**

The Kinks Sammy Hagar

SAN DIEGO, CA.

KCB  
BRUCE TUCKER

**ADDS:**

\*Nils Lofgren Mick Taylor  
\*Nick Gilder

**HEAVY AIRPLAY:**

Bad Co.	The Knack
David Bowie	*Queen
Blondie	Ted Nugent
The Cars	Graham Parker
Dire Straits	Supertramp
E.L.O.	Triumph
Joe Jackson	Van Halen
Rickie Lee Jones	Wings
Kansas	

**MODERATE AIRPLAY:**

\*Blue Oyster Cult New England  
Ian Hunter Gerry Rafferty  
Journey Bram Tchaikovsky  
\*Pat Travers Thin Lizzy

SAN DIEGO, CA.

KPRI  
JESSE SUMMERS

**ADDS:**

\*Nils Lofgren

**HEAVY AIRPLAY:**

The Cars	John Stewart
E.L.O.	Bram Tchaikovsky
Jay Ferguson	Van Halen
Peter Frampton	*The Who
Joe Jackson	Wings
Kansas	*Blue Oyster Cult
The Knack	Night

**MODERATE AIRPLAY:**

Climax Blues Bd.	*Robert Palmer
Charlie Daniels	*Queen
Henry Paul Band	*Sniff N' the Tears
Patti Smith	*Nick Lowe
Tarney/Spencer	
Triumph	

COLORADO SPRINGS, COLO.

KILO  
DAVE COTTON

**HEAVY AIRPLAY:**

Joni Mitchell	James Taylor
America	Cheap Trick
Mick Taylor	Kansas
Nick Lowe	Atl. Rhy. Sec.
Wings	Rockets
The Cars	Climax Blues Bd.
Dire Straits	Rickie Lee Jones
Supertramp	Doobie Bros.
Henry Paul Band	Gerry Rafferty

**MODERATE AIRPLAY:**

Gary Brooker Gruppo Sportivo  
Steve Hackett Arlo Guthrie  
Leon Russell Devo  
Saga

KSDI  
RICH FRANK

**HEAVY AIRPLAY:**

*Steve Hackett	*Renaissance
*Aviator	+U. Dudziak
*Saga	Bruford
+Pat Metheny	+Herman Brood
Robert Fripp	*Beckmeier Bros.
Triumph	Lou Reed
Leon Russell	*Bram Tchaikovsky
*Gruppo Sportivo	The Roches
Dixie Dregs	Max Webster
*Dire Straits	Jim Capaldi
*Lee Clayton	Passport
David Bowie	*Martin Mull
+Patti Smith	

ALBUQUERQUE, N.M.

KRST  
JIM ZALEWSKI

**HEAVY AIRPLAY:**

Blackfoot	Patti Smith
Triumph	Atl. Rhy. Sec.
Thin Lizzy	Peter Frampton
Ted Nugent	The Cars
Wet Willie	Van Halen
Gerry Rafferty	Rickie Lee Jones
Marshall Tucker	John Stewart
Kansas	

**MODERATE AIRPLAY:**

Henry Paul Band	Graham Parker
The Who	Charlie Daniels
Supermax	Lee Clayton
Supertramp	Flash & The Pan
David Bowie	Night

JACKSON, WYO.

KMTN  
WALTER JOHN FARL

**HEAVY AIRPLAY:**

Supertramp	Wings
Bad Co.	E.L.O.
Gerry Rafferty	James Taylor
Dire Straits	Carly Simon
Peter Frampton	Chris Rea
Elton John	E. W. & F.

**MODERATE AIRPLAY:**

Rickie Lee Jones	The Cars
John Hall	Jay Ferguson
Manfred Mann	A.W.B.
John Stewart	Orleans
McGuinn, Clark & Hillman	Wet Willie
Exile	Marshall Tucker
	Tarney/Spencer

BOISE, IDAHO

KBSU  
ROBB CAMPBELL

**HEAVY AIRPLAY:**

**The Who	+The Knack
**Willie & Leon	+Link Wray
*Chuck Mangione	Climax Blues Bd.
Vangelis	+Kansas
Pat Metheny	*Atl. Rhy. Sec.
James Taylor	Leon Russell
+Hank Williams	Charlie Daniels

**MODERATE AIRPLAY:**

*Jakob Magnusson	*Wings
Arlen Roth	New Grass Rev.
Missouri	*Michel LeGrand
John Hiatt	The Rockets
+Emmylou Harris	*Sam Most/
+Dixie Dregs	Joe Farrell

SPOKANE, WASH.

KREM  
LARRY PAUL SNIDER

**HEAVY AIRPLAY:**

+Marshall Tucker	*E.L.O.
James Taylor	New England
Ian Hunter	Atl. Rhy. Sec.
Journey	Van Halen
Supertramp	Kansas
+Doucette	

**MODERATE AIRPLAY:**

Graham Parker	*Peter Frampton
Gerry Rafferty	Thin Lizzy
Dire Straits	+Flash & The Pan
Bram Tchaikovsky	**Iron City
Ted Nugent	Houserockers
+Billy Thorpe	Manfred Mann
*The Knack	

**SINGLES:**

The Kinks \*Carly Simon

SANTA ROSA, CA.

KVRE  
CINDY PAULOS

**HEAVY AIRPLAY:**

Marshall Tucker	Emmylou Harris
James Taylor	Lowell George
Danny O'Keefe	Bob Dylan
Rickie Lee Jones	Charlie Daniels
Albert Lee	David Allan Coe
John Hall	D. McClinton
Crusaders	Jim Capaldi
Chuck Wagon & The Wheels	Willie & Leon
	Lee Clayton

**MODERATE AIRPLAY:**

Ben Sidran	Waylon Jennings
Michael Murphey	Allman Bros.
Geo. Harrison	Bruce Cockburn
John Stewart	Roomful of Blues

BERKELEY, CA.

KALX  
ELIZABETH BOORSTEIN

**HEAVY AIRPLAY:**

Robert Fripp	Squeeze
Bram Tchaikovsky	+Nick Lowe
*Jet	Mick Taylor
Dire Straits	The Who
Jan Garbarek	The Knack
Eberhard Weber	David Bowie
R. Stevie Moore	

**MODERATE AIRPLAY:**

Michael Nesmith	Devo
Gruppo Sportivo	Nick Gilder
The Cars	Jakob Magnusson

**IMPORTS:**

Rachel Sweet	Link Wray
Penetration	+Little Tina & Flight 56
*Skyhooks	
*Split Enz	

SAN RAFAEL, CA.

KTIM  
MICHAEL KNIGHT

**HEAVY AIRPLAY:**

Bram Tchaikovsky	David Bowie
The Cars	John Hiatt
Dire Straits	John Stewart
The Who	Aviator

**MODERATE AIRPLAY:**

Gerry Rafferty	Triumph
Ian Hunter	Frankie Miller
Jim Thorpe	Manfred Mann
Van Halen	Thin Lizzy
Doucette	Ted Nugent
New England	Herman Brood

**SINGLES:**

After The Fire

**IMPORTS:**

Skyhooks

SANTA CRUZ, CA.

KUSP  
LANCE LINARES

**HEAVY AIRPLAY:**

Peter Tosh	Randy Crawford
Toots & The Maytals	Ira Sullivan
Bob Marley	Codona
Graham Parker	New Orleans Jazz & Heritage Fest
David Grisman	Jan Garbarek

**MODERATE AIRPLAY:**

Mandingo Griot Society	Michael Nesmith
Joni Mitchell	Robert Fripp
Chris Darrow	Bob Dylan
Deadly Earnest & Honky Tonk Her.	Art Farmer
Devo	The Roches
	Keith Jarrett

**IMPORTS:**

Culture The Gladiators  
I-Roy

SANTA BARBARA, CA.

KTMS  
MARK GILES

**HEAVY AIRPLAY:**

*Carly Simon	+Manfred Mann
*Dire Straits	E.L.O.
*Wings	Gerry Rafferty
Jay Ferguson	Rickie Lee Jones
James Taylor	Art Garfunkel
+Supertramp	Tarney/Spencer
Peter Frampton	Elton John

**MODERATE AIRPLAY:**

*Troiano	Bob Welch
*Beckmeier Bros.	Roxy Music
*Joni Mitchell	John Hall
The Writers	Robert Byrne
A.W.B.	

SANTA MARIA, CA.

KXFM  
PETER NAPOLI

**HEAVY AIRPLAY:**

Carly Simon	Van Halen
The Cars	Bad Co.

**MODERATE AIRPLAY:**

Joni Mitchell	The Who
Wings	Triumph
Nils Lofgren	Ian Hunter
The Knack	

**SINGLES:**

*Thieves	Nick Gilder
*Patti Smith	Bette Midler
*Chic	Blondie
*Hot Chocolate	Frank Zappa
*Lazy Racer	+The Kinks
*Cate Bros.	Wings
Cooper Bros.	

LOS ANGELES, CA.

KXLU  
BOB LINKROOM

**HEAVY AIRPLAY:**

Ian Hunter	+David Bowie
+Marina Swings	*Gruppo Sportivo
John Hiatt	John Stewart
Rockets	Ron Wood
Graham Parker	Bram Tchaikovsky
Robert Fripp	Devo
+Alvin Lee	

**MODERATE AIRPLAY:**

Patti Smith	Jean-Luc Ponty
*Steve Hackett	Dixie Dregs
FM/BLACK NOISE	Joy R
Tom Robinson	Avis Davis
20/20	Duncan Browne
Henry Paul	*The Cars
Missouri	

PASADENA, CA.

KPCS  
GARY NISSLEY

**HEAVY AIRPLAY:**

Chuck Mangione	Airto
Dire Straits	Jakob Magnusson
Atl. Rhy. Sec.	Supertramp
Willie & Leon	Pat Metheny
E.L.O.	Henry Paul Band
Lee Ritenour	

**MODERATE AIRPLAY:**

Passport	Jim Capaldi
Renaissance	John Stewart
Le Roux	Bill Bruford
P. P. League	Night
Missouri	Morning Sta
Cate Bros.	

**IMPORTS:**

Ray Campi Pee Wee Crayton  
ACE STORY VOL.I

RIVERSIDE, CA.

KUCR  
PAUL SPIEGEL

**HEAVY AIRPLAY:**

Dr. Strut	Nick Lowe
Woody Shaw	*The Who
Patti Smith	*The Cars
Tony Rice	*Caldera

**MODERATE AIRPLAY:**

Graham Parker	Roy Loney
Pat Metheny	Frankie Miller
Willie & Leon	Siouxie &
B. Tchaikovsky	The Banshees
Lenny Breau	Dire Straits
Jakob Magnussen	Keith Jarr
Lou Reed	David Bowie
Robin Williamson	

SAN BERNARDINO, CA.

KCAL  
TED ZIEGENBUSCH

**HEAVY AIRPLAY:**

E.L.O.	*Wings
+The Cars	Kansas
Supertramp	Doobie Bros.
*The Knack	+Night
Bad Co.	

**MODERATE AIRPLAY:**

Joe Jackson	Jay Ferguson
Patti Smith	Climax Blues Bd.
Gerry Rafferty	Henry Paul Band
Peter Frampton	*Nantucket
Atl. Rhy. Sec.	*Nils Lofgren

**SINGLES:**

Elton John Poco  
LeRoux

SAN DIEGO, CA.

KCR  
BOB EALEE

**HEAVY AIRPLAY:**

Robert Fripp	Patti Smith
*Nick Lowe	*Steve Hackett
David Bowie	*Renaissance
+Link Wray	*U. Dudziak
Flash & the Pan	*Gruppo Sportivo
Bram Tchaikovsky	

**MODERATE AIRPLAY:**

Lou Reed	Manfred Mann
*Dire Straits	*The Who
*Roy Loney	+Pat Metheny
G. Washington	*Frank Zappa
Dixie Dregs	Yes La
*Devo	Downchild
Ian Hunter	*Joni Mitchell

# HOT SONGS

HOT SONGS ARE DERIVED FROM INFORMATION OBTAINED BY SPECIAL SURVEY OF OUR CONTRIBUTORS. THE ALBUMS SPOTLIGHTED ARE SELECTED FROM AVAILABLE NEW RELEASES. TRACKS ARE LISTED IN ORDER OF PREFERENCE. AN UNDERLINE DENOTES AN OVERWHELMING CHOICE. THE TOP NEW TRACKS ARE LISTED IN PERCENTAGE ORDER TO THE LEFT.

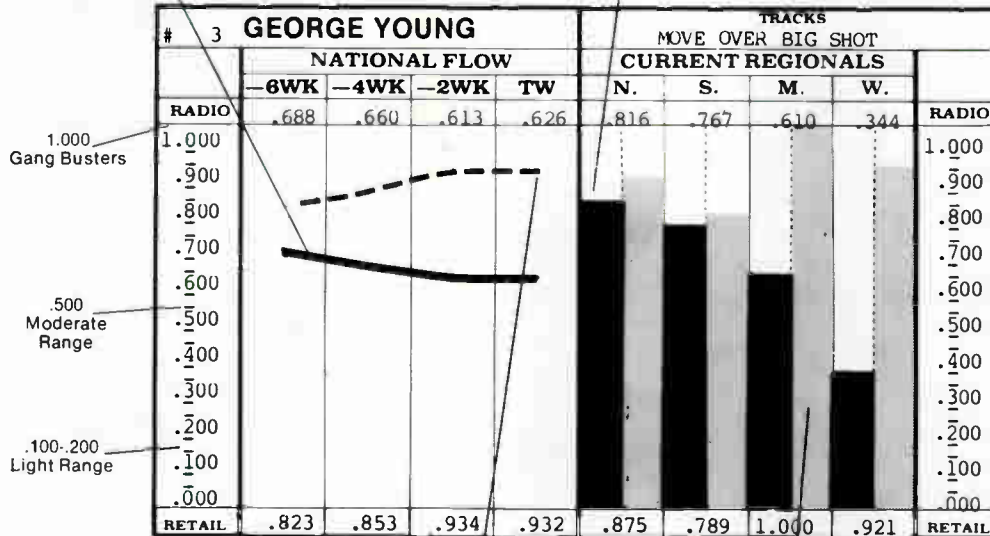
ESTABLISHED SONGS		MORE SONGS				NEW SONGS	
1	JOHN STEWART "Logical Song"	ATLANTA RHYTHM SECTION "Spooky" "Do It Or Die" "Born Ready"	LOUISE GOFFIN "Kid Blue"	WILLIE & LEON "Trouble in Mind"	.569	THE CARS "Let's Go"	
2	KANSAS "People..South Wind"	GARY BROOKER "Savannah" "No More Fear of Flying"	GRUPPO SPORTIVO "I Shot My Manager" "Mission A Paris"	NIGHT "Hot Summer Nights"	.569	DIRE STRAITS "Lady Writer"	
3	SUPERTRAMP "Logical Song"	THE CARS "Let's Go" "Candy-O" "Dangerous Type"	ARLO GUTHRIE "Prologue" "Which Side"	CARLY SIMON "Vengeance" "Pure Sin" "We're So Close"	.486	BRAM TCHAIKOVSKY "Girl of My Dreams"	
4	PATTI SMITH "Rock 'n' Roll Star"	DEVO "Secret Agent Man" "Wiggly World"	STEVE HACKETT "Every Day"	PHILLIP D'ARROW "Burn the Disco Down"	.486	WINGS "Getting Closer"	
5	CHARLIE DANIELS BAND "Devil Went Down..."	DIRE STRAITS "Lady Writer" "Once Upon a Time..." "Communique"	THE KNACK "My Sharona"	MICK TAYLOR "Leather Jacket" "Broken Hands"	.431	DIRE STRAITS "Once Upon A Time..."	
6	JAY FERGUSON "Shakedown Cruise"	ELECTRIC LIGHT ORCHESTRA "Don't Bring Me Down" "Shine A Little Love" "Confusion" "The Diary of Horace Wimp"	LAUGHING DOGS "Get 'Im Outta Town"	BRAM TCHAIKOVSKY "Girl of My Dreams" "Strange Man, Changed Man"	.431	PETER FRAMPTON "I Can't Stand It..."	
7	NEW ENGLAND "Don't Ever Wanna..."	PETER FRAMPTON "I Can't Stand It No More" "She Don't Reply" "Where I Should Be"	NICK LOWE "Cruel To Be Kind" "Switchboard Susan" "American Squirm"	THE WHO "Long Live Rock" "Won't Get Fooled Again" "My Generation" "Baba O'Riley" "My Wife"	.417	NICK LOWE "Cruel To Be Kind"	
8	GERRY RAFFERTY "Days Gone Down"	NICK GILDER "You Really Rock Me"	DELBERT MC CLINTON "I'm Talking About You"	TOOTS & THE MAYTALS "Famine"	.389	THE KNACK "My Sharona"	
TIE	SUPERTRAMP "Long Way Home"		JONI MITCHELL "Dry Cleaner" "Goodbye Pork Pie Hat"	THE WHO "Getting Closer" "Old Siam, Sir" "Arrow Through Me"	.375	ATLANTA RHYTHM SECTION "Spooky"	
10	FLASH & THE PAN "Hey St. Peter"		NANTUCKET "Gimme Your Love"	WINGS "Getting Closer" "Old Siam, Sir" "Arrow Through Me"	.375	THE WHO "Long Live Rock"	
TIE	RICKIE LEE JONES "Danny's All Star..."				.361	NIGHT "Hot Summer Nights"	
TIE	JAMES TAYLOR "Up On The Roof"				.347	ATLANTA RHYTHM SECTION "Do It Or Die"	
13	VAN HALEN "Dance The Night Away"				.347	DIRE STRAITS "Communique"	
14	JOE JACKSON "Is She Really..."				.333	THE WHO "Won't Get Fooled..."	
TIE	PATTI SMITH "Frederick"				.319	E.L.O. "Don't Bring Me Down"	
16	DAVID BOWIE "D.J."				.319	CARLY SIMON "Vengeance"	
17	E.L.O. "Shine A Little..."				.319	THE WHO "My Generation"	
18	IAN HUNTER "Just Another Night"				.306	BRAM TCHAIKOVSKY "Strange Man..."	
19	CHEAP TRICK "I Want You To..."				.292	DEVO "Secret Agent Man"	
TIE	RICKIE LEE JONES "Chuck E's In Love"				.292	E.L.O. "Shine A Little Love"	
21	IAN HUNTER "Cleveland Rocks"				.292	STEVE HACKETT "Every Day"	
22	SUPERTRAMP "Goodbye Stranger"				.278	NICK LOWE "Switchboard Susan"	
23	BAD COMPANY "Rock & Roll Fantasy"				.278	MICK TAYLOR "Leather Jacket"	
TIE	RON WOOD "Seven Days"				.278	THE WHO "Baba O'Riley"	
24	HERMAN BROAD "Saturday Night"				.264	THE CARS "Candy-O"	
TIE	GRAHAM PARKER "Local Girls"				.250	NICK LOWE "American Squirm"	
TIE	TARNEY-SPENCER BAND "No Time To Lose"				.236	ATLANTA RHYTHM SECTION "Born Ready"	
					.236	PETER FRAMPTON "She Don't Reply"	
					.236	WINGS "Old Siam, Sir"	

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**WALRUS!**

## HOW TO READ THE CHART

This series of percentages shows the record's nat'l radio trend in a biweekly sequence illustrated by the solid line. These percentages show the record's current, regional radio strength as illustrated by the black vertical bar.

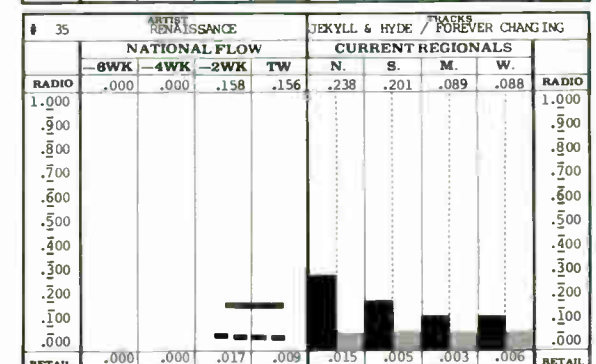
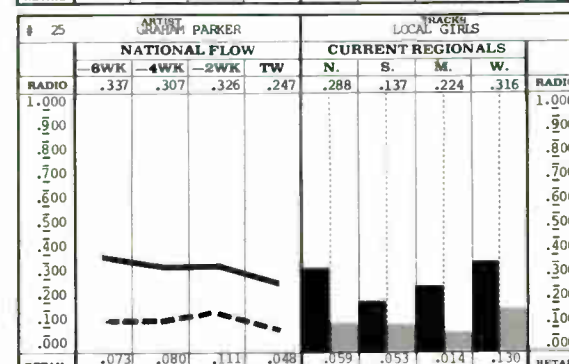
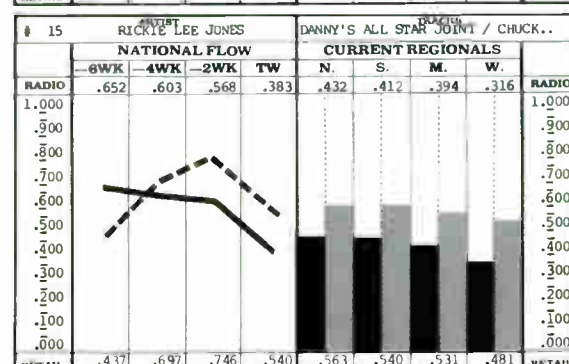
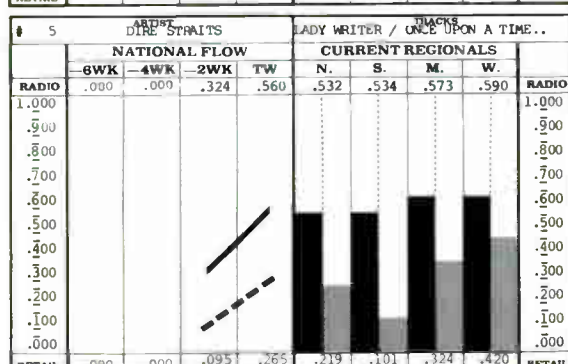
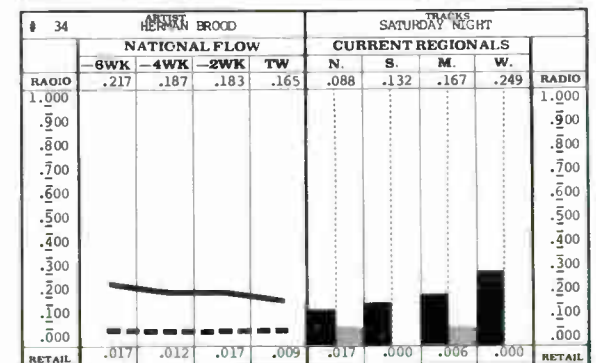
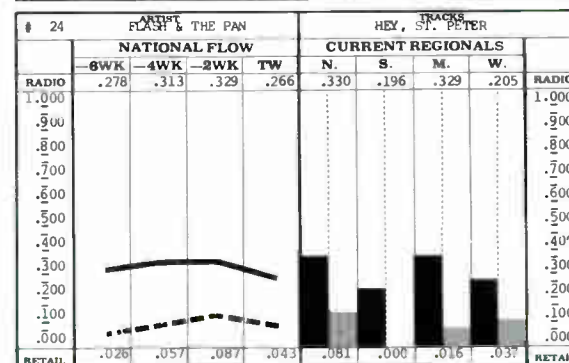
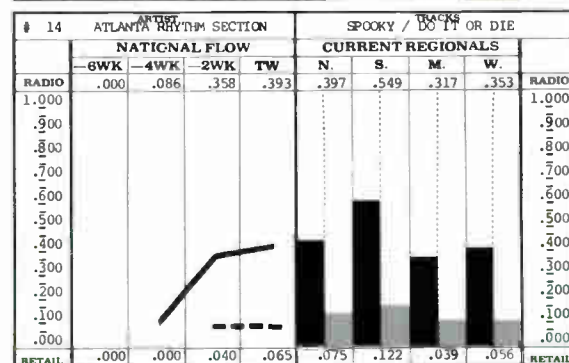
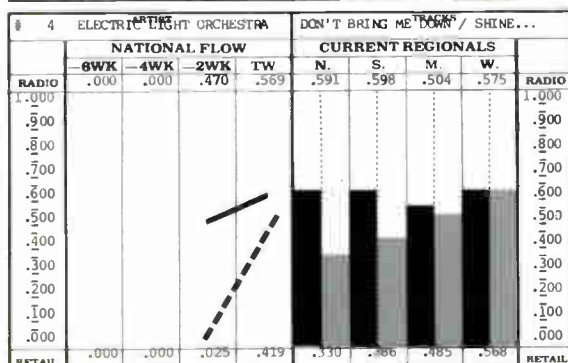
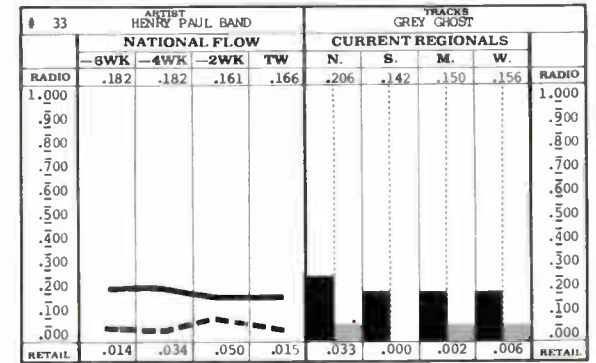
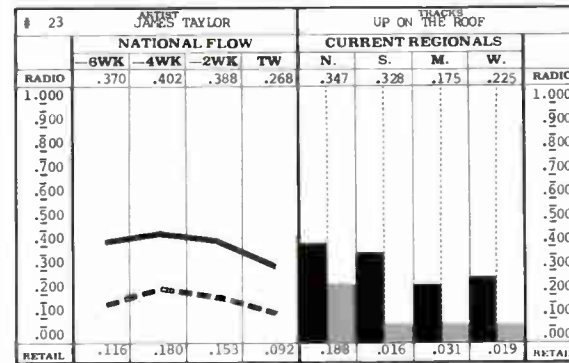
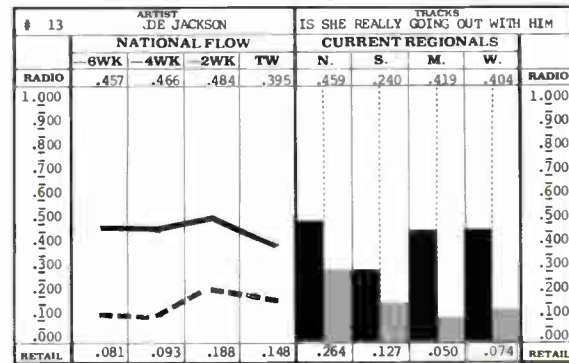
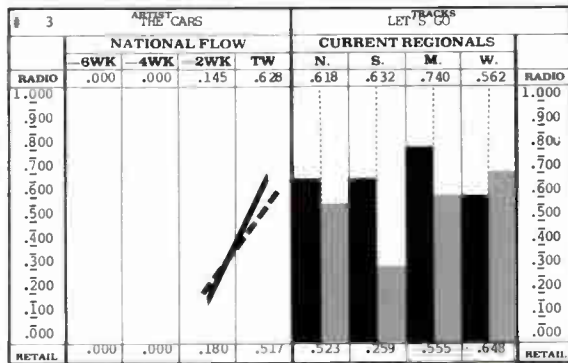
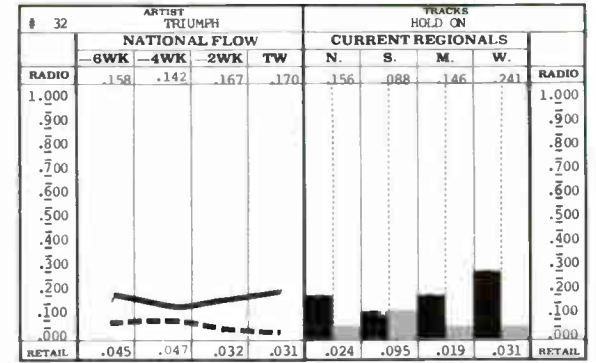
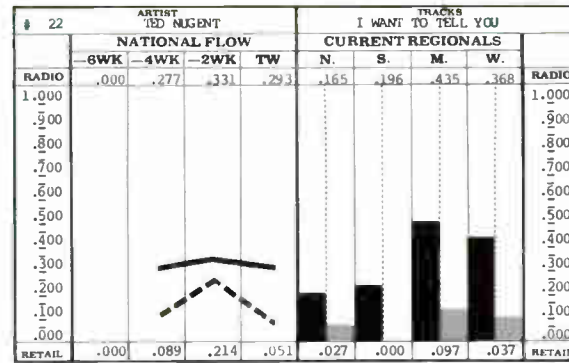
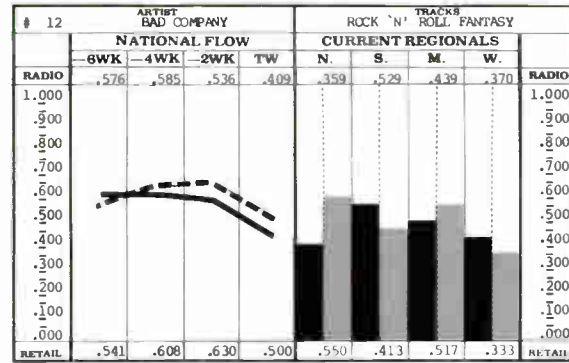
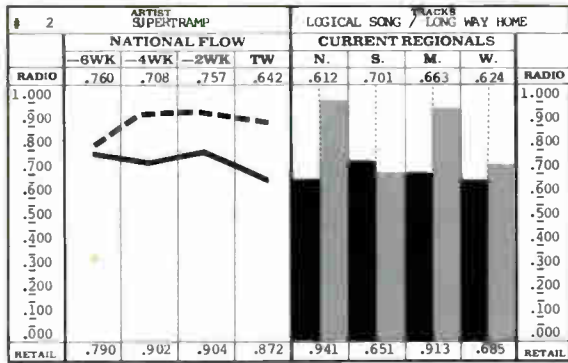
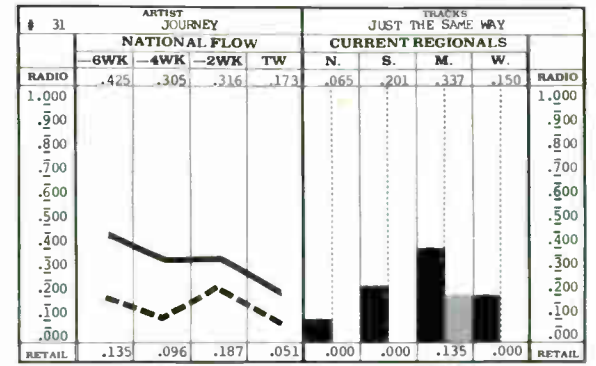
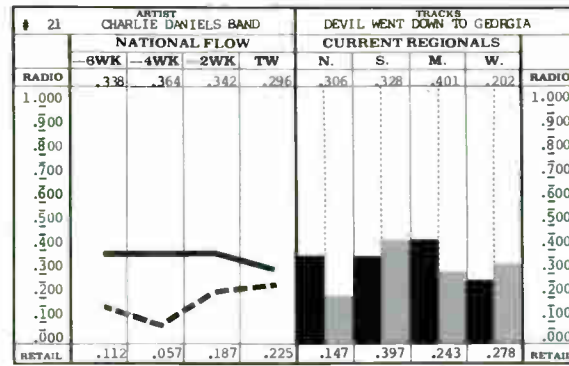
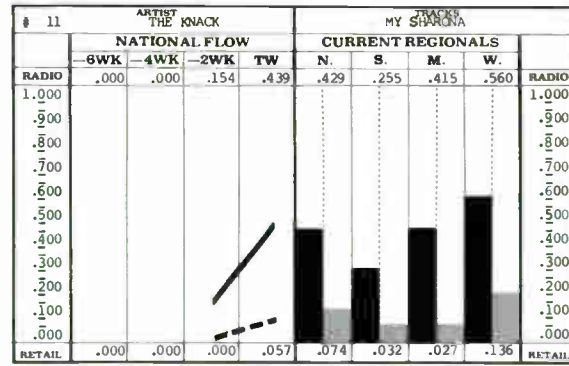
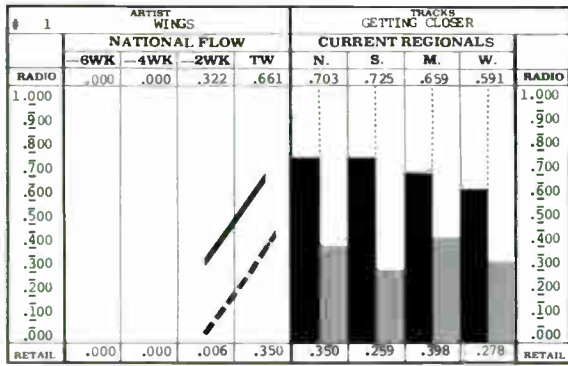


0 to 1.000 Scale shows radio & retail intensity.

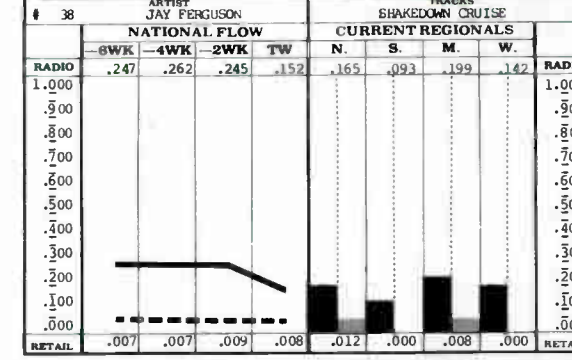
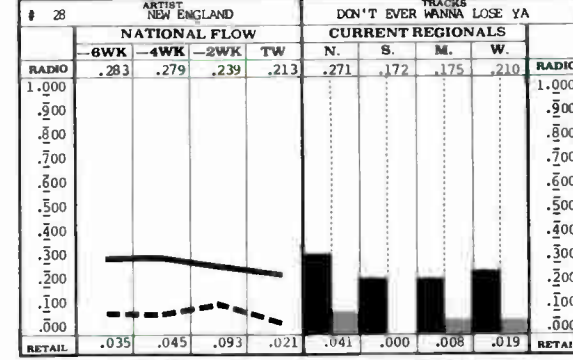
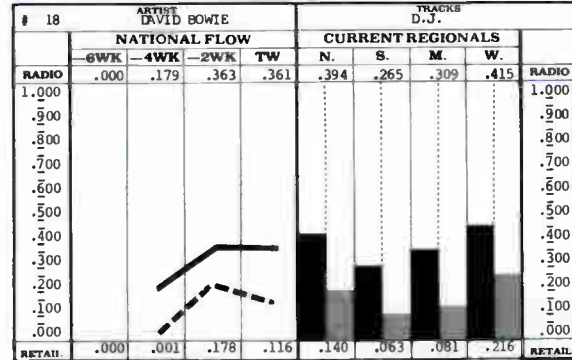
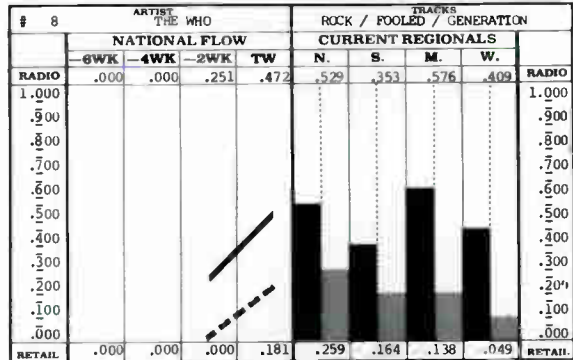
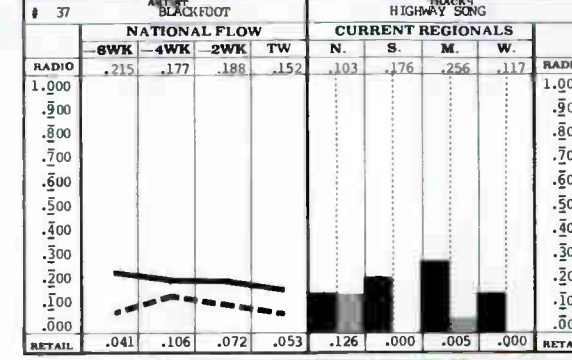
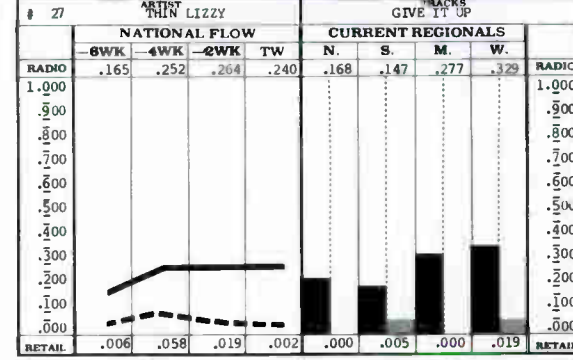
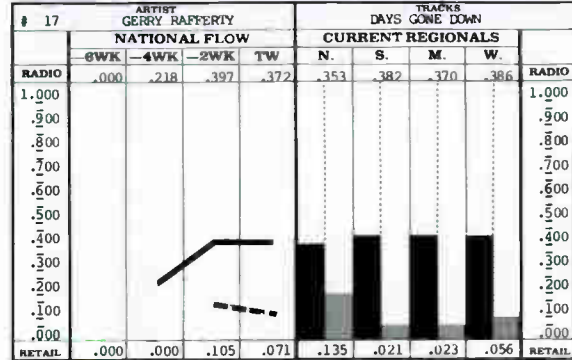
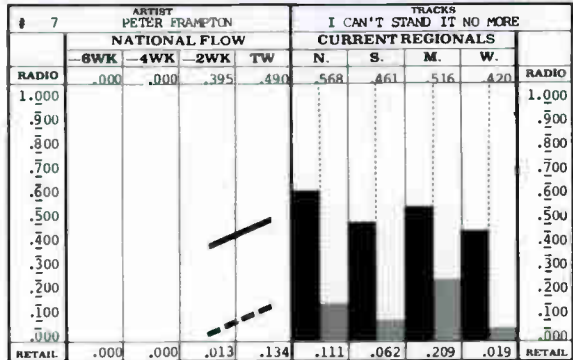
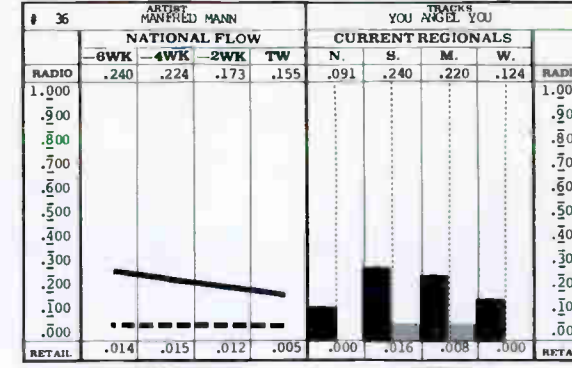
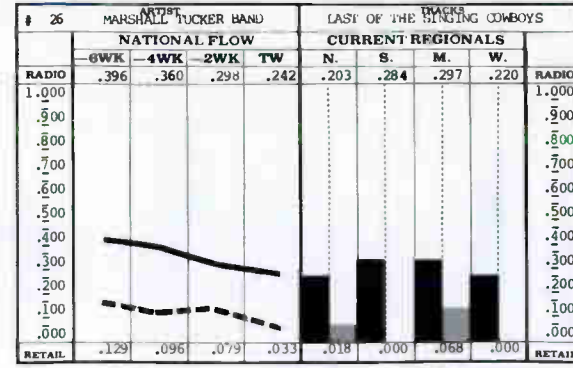
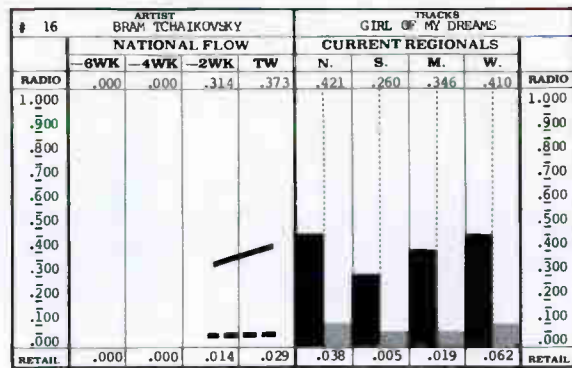
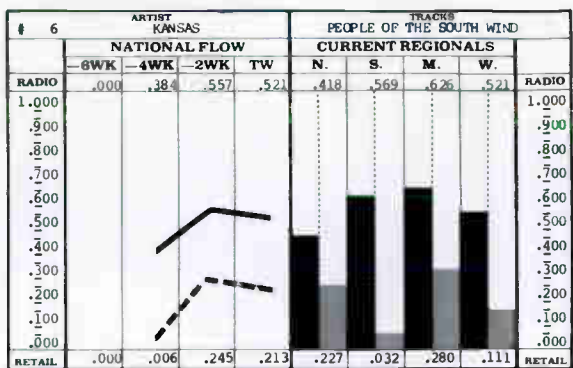
This series of percentages shows the nat'l retail trend in a biweekly sequence illustrated by the broken line.

These percentages show the record's regional, retail strength as illustrated by the gray vertical bar.

# WALRUS! CENTERFOLD







# BEHIND THE GRAPHS

## RADIO ACTION CHART

TOP 40 LPs IN GAIN/LOSS ORDER

+48.3% The Cars	+ 0.3% Triumph	- 3.6% Blackfoot	- 8.9% Joe Jackson
+33.9% Wings	- 0.2% David Bowie	- 3.6% Kansas	- 9.3% Jay Ferguson
+28.5% The Knack	- 0.2% Renaissance	- 3.8% Ted Nugent	- 9.4% John Stewart
+23.6% Dire Straits	- 1.4% Robert Fripp	- 4.6% Charlie Daniels	-10.4% Doobie Brothers
+22.1% The Who	- 1.8% Herman Brood	- 5.6% Marshall Tucker	-11.1% Cheap Trick
+ 9.9% E. L. O.	- 1.8% Manfred Mann	- 5.9% Patti Smith	-11.5% Supertramp
+ 9.5% Peter Frampton	- 2.2% Climax Blues Bd.	- 6.3% Flash & The Pan	-12.0% James Taylor
+ 5.9% Bram Tchaikovsky	- 2.4% Thin Lizzy	- 7.9% Graham Parker	-12.7% Bad Company
+ 3.5% Atlanta Rhy. Sec.	- 2.5% Gerry Rafferty	- 8.1% Ian Hunter	-14.3% Journey
+ 0.5% Henry Paul Band	- 2.6% New England	- 8.4% Van Halen	-18.5% Rickie Lee Jones

## REGIONALS

### RADIO TOP 15s

NORTHEAST	SOUTH	MIDWEST	WEST
.703 Wings	.725 Wings	.740 The Cars	.624 Supertramp
.618 The Cars	.701 Supertramp	.663 Supertramp	.591 Wings
.612 Supertramp	.632 The Cars	.659 Wings	.590 Dire Straits
.591 E. L. O.	.598 E. L. O.	.626 Kansas	.575 E. L. O.
.568 P. Frampton	.569 Kansas	.589 Ian Hunter	.562 The Cars
.556 Patti Smith	.549 Atl. Rhy. Sec.	.576 The Who	.560 The Knack
.532 Dire Straits	.534 Dire Straits	.573 Dire Straits	.521 Kansas
.529 The Who	.529 Bad Co.	.516 P. Frampton	.500 Van Halen
.459 Joe Jackson	.510 Van Halen	.504 E. L. O.	.420 P. Frampton
.432 Rickie Lee	.461 P. Frampton	.492 Patti Smith	.415 David Bowie
.429 The Knack	.426 Nick Lowe	.459 Van Halen	.410 B.Tchaikovsky
.421 B. Tchaikovsky	.412 Rickie Lee	.439 Bad Co.	.409 The Who
.418 Kansas	.382 G. Rafferty	.435 Ted Nugent	.404 Joe Jackson
.415 Nick Lowe	.353 The Who	.419 Joe Jackson	.391 John Stewart
.397 Atl. Rhy. Sec.	.333 Patti Smith	.415 The Knack	.386 G. Rafferty

### RETAIL TOP 15s

.941 Supertramp	.651 Supertramp	.913 Supertramp	.685 Supertramp
.743 Cheap Trick	.571 E. W. & F.	.733 Cheap Trick	.648 The Cars
.563 Rickie Lee	.540 Rickie Lee	.555 The Cars	.568 E. L. O.
.550 Bad Co.	.460 Isley Bros.	.531 Rickie Lee	.419 E. W. & F.
.523 The Cars	.413 Bad Co.	.517 Bad Co.	.481 Rickie Lee
.464 Van Halen	.397 C. Daniels	.485 E. L. O.	.420 Dire Straits
.350 Wings	.386 E. L. O.	.420 Van Halen	.333 Bad Co.
.330 E. L. O.	.259 The Cars	.398 Wings	.278 C. Daniels
.275 E. W. & F.	.259 Wings	.385 E. W. & F.	.278 Van Halen
.264 Joe Jackson	.222 Kiss	.324 Dire Straits	.278 Wings
.259 The Who	.206 Willie&Leon	.280 Kansas	.222 Cheap Trick
.227 Kansas	.206 Van Halen	.243 C. Daniels	.216 David Bowie
.219 Dire Straits	.164 The Who	.237 Doobie Bros.	.216 Joni Mitchell
.188 James Taylor	.143 John Stewart	.213 Kiss	.191 Nick Lowe
.177 Kiss	.127 Joe Jackson	.142 Crusaders	.185 Patti Smith

## ANALYSIS

BY GEORGE MEIER

Trends are rarely 100%, but the changing Southern radio scene, which we have been noting in recent issues, seems to be holding steadily.

Power rock, like that of E.L.O., Kansas, Van Halen and Bad Company, is getting very intense play in the South. Three of these four are getting more intense play in the South than in the Midwest, the place from which their strength would normally be expected to come.

Still, the South as a region tends to be on the conservative side. While it is the new spawning ground for traditional hard rock, the newer names in bent rock are not faring as well. Patti Smith, The Knack, Joe Jackson, Bowie, and Ian Hunter are leaning into the wind when it comes to Southern radio.

Meanwhile, another of those huge chart shifts is coming. While the whole chart seems to be moving down, a few artists have powered into the vacuum. The Radio Action Chart shows clearly that Wings, The Cars, Dire Straits, The Who and The Knack have made impressive entries. Another positive entry into the chart is Bram Tchaikovsky. All together these potent entries make an argument for the strength of the new wave of music. At least on a radio level, it is very important.

While the economic havoc reaped on our audience by gas lines and such signals a new social era, one cannot escape the feeling that with it is coming a whole revitalized era of rock 'n' roll music.

As always, the discrepancy between power rotations in radio and sales is disturbing. When the chart is looked at as a whole, there seem to be too many turntable hits. Is radio operating in a vacuum? Or is the sales market very soft? We know the latter is true and sometimes suspect the former.

Newness in the style of music is only matched by the packed Radio Futures column. The summer release time is truly bountiful.

## RADIO FUTURES

NATIONAL %	ARTIST	NE	S	MW	W
.370	NICK LOWE	.415	.426	.325	.327
.222	BLUE OYSTER CULT	.242	.176	.269	.202
.202	QUEEN	.179	.181	.317	.161
.170	MICK TAYLOR	.147	.230	.167	.161
.165	CARLY SIMON	.268	.147	.061	.150
.157	NILS LOFGREN	.156	.274	.073	.150
.154	DEVO	.182	.137	.041	.210
.149	NICK GILDER	.176	.083	.268	.083
.131	NIGHT	.171	.093	.106	.132
.131	SMIFF N' THE TEARS	.201	.137	.122	.073
.128	JONI MITCHELL	.209	.108	.073	.104
.123	PAT TRAVERS	.062	.240	.048	.161
.119	ROBERT PALMER	.118	.147	.098	.119
.113	GRUPPO SPORTIVO	.159	.069	.049	.137
.108	GREG KIHNN	.138	.083	.073	.117
.104	LOUISE GOFFIN	.124	.113	.093	.089

### NON-PROGRESSIVE SALES

Donna Summer  
Sister Sledge  
Teddy Pendergrass  
Kenny Rogers

## RETAIL FUTURES

NATIONAL %	ARTIST	NE	S	MW	W
.106	JONI MITCHELL	.095	.116	.087	.216
.097	WILLIE & LEON	.011	.206	.135	.179
.090	DEVO	.095	.026	.085	.160

# NORTHEAST

## CAMBRIDGE, MASS.

### HARVARD COOP

#### BEN RICE

(Representing 3 stores...)

#### NEW REACTION:

Dire Straits	#Lene Lovich
Carly Simon	Abba
#Bram Tchaikovsky	#Arlo Guthrie
#The Knack	E.L.O.
#Keith Jarrett	D. Mc Clinton

#### TOP 15:

The Cars	Devo
Joni Mitchell	Cheap Trick
Nick Lowe	Wings
Rickie Lee Jones	Supertramp
Patti Smith	Donna Summer
The Roches	Joe Jackson
The Who	E. W. & F.
James Taylor	

#### SELLING IMPORTS:

The Ramones	Ian Dury
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#### SELLING SINGLES:

Elvis Costello	Clash
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## DEDHAM, MASS.

### POPCORN RECORDS

#### RICK ARTHUR

(Representing 6 stores...)

#### NEW REACTION:

Laughing Dogs	Carly Simon
Atl. Rhy. Sec.	Joni Mitchell
Wet Willie	The Knack
Willie & Leon	Nick Lowe
Dire Straits	OVER THE EDGE
Gerry Rafferty	Gruppo Sportivo
Peter Frampton	Nils Lofgren
Chuck Mangione	

#### TOP 15:

The Cars	Ted Nugent
The Who	The Cars I
Supertramp	Anita Ward
Cheap Trick	E.L.O.
Donna Summer	Rickie Lee Jones
Joe Jackson	Graham Parker
Flash & the Pan	Wings
Patti Smith	Squeeze

#### SELLING IMPORTS:

M	Ian Dury
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999

#### SELLING SINGLES:

Donna Summer	Bad Co.
Anita Ward	Cheap Trick
Randy Vanwarmer	Blondie
Rickie Lee Jones	Kenny Rogers
Rex Smith	Kiss
Sister Sledge	Joe Jackson

#### COMMENTS:

For some unknown reason we're getting good (?) reaction on Hollywood Fred Blassie's EP. What does it all mean?!

## FRAMINGHAM, MASS.

### STRAWBERRIES

#### AL WILSON

(Representing 8 stores...)

#### NEW REACTION:

E.L.O.	The Gap Band
Dire Straits	Wings
Devo	Kiss
Lene Lovich	Abba
The Knack	Gerry Rafferty
Bram Tchaikovsky	Dionne Warwick
Gruppo Sportivo	Lenny Williams
Nick Lowe	Norman Connors
Patti Smith	Shirley Bassey
MANHATTAN	THE MAIN EVENT

#### TOP 15:

Donna Summer	David Bowie
T. Pendergrass	Stephanie Mills
The Cars	Jones Girls
E. W. & F.	Joe Jackson
Supertramp	The Who
Cheap Trick	The Roches
Diana Ross	Carly Simon
Joni Mitchell	James Taylor
Flash & The Pan	Crusaders
Rickie Lee Jones	Blondie

#### SELLING IMPORTS:

Penetration	Ian Dury
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Ramones

#### SELLING SINGLES:

Thrills

## PROVIDENCE, R.I.

### BEACON SHOPS

#### STEVEN PERRY

#### NEW REACTION:

Gerry Rafferty	Atl. Rhy. Sec.
Whispers	#Gruppo Sportivo
#Peter Frampton	Gil Scott-Heron
#Triumph	Laughing Dogs
Chuck Mangione	Nick Lowe
The Roches	McFadden &
Abba	Whitehead
#Bram Tchaikovsky	

#### TOP 15:

Donna Summer	David Bowie
Supertramp	Van Halen
Rickie Lee Jones	New England
Kiss	Joe Jackson
The Cars	The Who
Wings	Crusaders
Patti Smith	John Stewart
Dire Straits	Graham Parker
Kenny Rogers	E.L.O.
Devo	E. W. & F.

#### SELLING SINGLES:

Blondie	Elton John
Supertramp	Poco
Peter Frampton	Chic
Joe Jackson	Rickie Lee Jones
M. Nightengale	Abba
Donna Summer	Jay Ferguson
Peaches & Herb	Bette Midler
John Stewart	Wet Willie
Suzi Quatro	Cheap Trick
Patti Smith	E.L.O.
Graham Parker	E. W. & F.
Kenny Rogers	McFadden &
Dr. Hook	Whitehead

## HARTFORD, CT.

### RECORDS UNLIMITED

#### GLENN MASON

#### NEW REACTION:

Blue Oyster Cult	John Stewart
#The Knack	Peter Frampton
Queen	Devo
Joni Mitchell	David Bowie
Patti Smith	Triumph

**TOP 15:**

Supertramp	Blackfoot
Charlie Daniels	Wings
Rickie Lee Jones	Cheap Trick
E.L.O.	Doobie Bros.
E. W. & F.	Bad Co.
The Cars	Henry Paul Band
The Who	Dire Straits
Van Halen	

#### SELLING SINGLES:

Joe Jackson	Manfred Mann
Charlie Daniels	Cheap Trick
#Jerry Reed	Patti Smith
#The Knack	The Who

## NEW YORK, N.Y.

### KORVETTES

#### BERNARD H. OSHIN

(Representing 50 stores...)

#### NEW REACTION:

Kiss	Lou Rawls
E. W. & F.	David Bowie
John Stewart	Peter Frampton
E.L.O.	The Gap Band
Patti Smith	Jones Girls

#### TOP 15:

Donna Summer	Rickie Lee Jones
Supertramp	Blondie
Peaches & Herb	GQ
Sister Sledge	Doobie Bros.
Cheap Trick	Bee Gees
Bad Co.	Van Halen
Village People	Poco
Joe Jackson	

## BROOKLYN, N.Y.

### TITUS OAKS

#### JENNIE

(Representing 3 stores...)

#### NEW REACTION:

Ian Hunter	Triumph
Stephanie Mills	Spyro Gyra
Isley Bros.	Chuck Mangione
Peter Frampton	Atlantic Starr
Lou Reed	Henry Paul Band
Wings	McFadden &
Candi Staton	Whitehead
Dire Straits	Herman Brood
Jones Girls	The Roches
Robert Fripp	McCoy Tyner

Cont'd

## TITUS OAKS Cont'd

#### TOP 15:

T. Pendergrass	Crusaders
E. W. & F.	David Bowie
The Cars	Patti Smith
Donna Summer	Nick Lowe
Gap Band	Angie Bofill
Supertramp	The Police
Al Hudson	Bob Dylan
Joe Jackson	

## LONG ISLAND, N.Y.

### RECORD WORLD/TSS

#### IRA ROTHSTEIN

(Representing 25 stores...)

#### NEW REACTION:

T. Pendergrass	Abba
E.L.O.	The Who
Laughing Dogs	Dixie Dregs
The Knack	Robert Fripp
Gerry Rafferty	Atl. Rhy. Sec.
America	David Bowie
Peter Frampton	Triumph
The Cars	Dionne Warwick
Dire Straits	Michael Nesmith

#### TOP 15:

Cheap Trick	Bob Dylan
Supertramp	The Cars
Rickie Lee Jones	Kansas
Van Halen	Joe Jackson
Bad Co.	Kenny Rogers
Charlie Daniels	Patti Smith
Bee Gees	Rex Smith
James Taylor	Frank Zappa
Wings	Billy Joel
Rod Stewart	

#### SELLING IMPORTS:

Rachael Sweet	Jimi Hendrix
Donna Summer	Cream
Bram Tchaikovsky	Steve Hillage
The Who	Little River Bd.
Rolling Stones	Lennon/McCartney

#### SELLING SINGLES:

Rex Smith	Doobie Bros.
E. W. & F.	Rickie Lee Jones
Cheap Trick	Randy Vanwarmer
Supertramp	Kenny Rogers
Peter Frampton	Dr. Hook
Donna Summer	G.Q.
Peaches & Herb	Poco
Bee Gees	Anita Ward

#### COMMENTS:

Columbia Recording Artist, Billy Joel, visited the Record World Store in Manhasset, Long Island recently to accept a \$5,000 donation on behalf of the Long Island charities that comprise the "Charity Begins at Home" project. The "Charity Begins at Home" project consisted of a series of auctions whereby Billy Joel memorabilia & related items were sold to the highest bidder, plus a benefit concert given by Joel on Monday, May 28, at the Nassau Veterans Memorial Coliseum. The Concert & related activities netted in excess of \$300,000 to benefit 10 local charities. The Record World/TSS chain featured Billy Joel product on sale during the week, & 50 cents of every unit sold was donated to "Charity Begins at Home."

## ALBANY, N.Y.

### JUST A SONG

#### KEITH LOBDELL

#### NEW REACTION:

Kansas	Nick Lowe
Wings	Bruford
Crusaders	Lene Lovich
Triumph	Bram Tchaikovsky
Mick Taylor	The Knack

#### TOP 15:

Supertramp	Charlie Daniels
Cheap Trick	Ian Hunter
The Who	Allman Bros.
Geo. Thorogood	Patti Smith
James Taylor	E. W. & F.
Joe Jackson	Spyro Gyra
Flash & The Pan	David Bowie
The Police	

#### SELLING IMPORTS:

Ian Dury	The Ramones
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#### SELLING SINGLES:

Root Boy Slim &	"The Meltdown"
the Sex Change	"Xmas at K-Mart"

## VICTOR, N.Y.

### RECORD THEATRE

#### ROBBY ADE

#### NEW REACTION:

Asleep At	Toots &
The Wheel	The Maytals
Joni Mitchell	Linton Kwesi
Dire Straits	Johnson
The Cars	Abba
Nick Lowe	Wings
The Who	Willie & Leon

#### TOP 15:

Rickie Lee Jones	Van Halen
Blackfoot	Marshall Tucker
Cheap Trick	Charlie Daniels
Supertramp	Spyro Gyra
James Taylor	SWENY TODD
Bad Co.	Carly Simon
Emmylou Harris	Devo
Patti Smith	

#### SELLING IMPORTS:

Culture	Magazine
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#### SELLING SINGLES:

Graham Parker

#### COMMENTS:

STIFFS...

Kansas  
E.L.O.  
Peter Frampton

## PHILADELPHIA, PA.

### 3RD ST. JAZZ & ROCK

#### JERRY GORDON

#### TOP 15:

Roy Ayers	Gil Scott-Heron
Angie Bofill	Earl Klugh
Donna Summer	E. W. & F.
G. Washington	Bootsy Collins
L.T.D.	Isley Bros.
T. Pendergrass	Bohannon
Minnie Riperton	Dionne Warwick
Skyy	

#### TOP 15:

JAZZ	McCoy Tyn
Sonny Fortune	Nat Adderley
Pat Metheny	Abbey Lincoln
Chuck Mangione	Art Farmer
Jean-Luc Ponty	Codona
John Klemmer	Woody Shaw
Lee Ritenour	Art Ensemble
Ron Carter	Keith Jarrett

#### TOP 15:

ROCK	Graham Parker
The Knack	Devo
Steve Hackett	Nick Lowe
Nick Gilder	Joni Mitchell
Nils Lofgren	A. Phillips
Bruford	The Cars
Joe Jackson	David Bowie
Patti Smith	Who

#### SELLING IMPORTS:

The Ramones	999
Metro	Split Enz
Television	Ashra
Lurkers	Sex Pistols
Ian Dury	

#### SELLING SINGLES:

The Bees	The Clash
Graham Parker	The Damned
The Police	The Knack
Model Citizens	

## PHILADELPHIA, PA.

### LIEBERMAN ENTERPRISES

#### KEN ABRAMS

#### FRED WEINSTEIN

(Representing 250 stores...)

#### NEW REACTION:

The Knack	Night
Peter Frampton	The Who
Gerry Rafferty	Devo
Crusaders	The Cars
Nick Lowe	Mick Taylor

#### TOP 15:

Cheap Trick	Kenny Rogers
Supertramp	Kansas
Donna Summer	Village People
Sister Sledge	James Taylor
Bad Co.	E.L.O.
Peaches & Herb	wings
Kiss	Anita ward
Rickie Lee Jones	

#### SELLING IMPORTS:

Ramones	Rolling Stones
Little River Bd.	Village People
Brian Eno	

# INDICATES SALES FROM IN-STORE PLAY.

RETAIL

# NORTHEAST

## BRYN MAWR (PHILADELPHIA), PA.

**PLASTIC FANTASTIC**  
BETSY BERLIN/HAROLD GOLD  
(Representing 2 stores...)

**NEW REACTION:**  
E. W. & F. Queen  
Keith Jarrett Tony Phillips  
Blue Oyster Cult Gary Brooker  
Louise Goffin Lene Lovich  
Joni Mitchell Mick Taylor

**TOP 15:**  
The Cars Supertramp  
Joe Jackson Graham Parker  
Devo The Who  
The Cars I The Knack  
Nick Lowe The Police  
Rickie Lee Jones David Bowie  
Robert Fripp Van Halen I  
Dire Straits

**SELLING IMPORTS:**  
The Ramones Snips  
Tubeway Army Fischer  
Metro Eno  
Iggy Pop The Records  
Genesis (12")  
Steve Hillage

**SELLING SINGLES:**  
The Shoes The Nerves  
The Clash The Normal  
The Bees - 2nd XTC  
Fischer

### COMMENTS:

Congratulations to David Kershenbaum on his new job. May he be smitten with bullets. About those gold records....

## WASHINGTON, D.C.

**WAXIE MAXIE'S**  
KENNY DOBIN  
(Representing 17 stores...)

**NEW REACTION:**  
David Bowie Bram Tchaikovsky  
Carole King Wings  
Jay Ferguson Dire Straits  
The Knack The Cars  
Le Roux Lee Clayton  
P.P. League Night  
Carly Simon Abba  
Henry Paul Band The Who  
America

**TOP 15:**  
Supertramp E. W. & F.  
E.L.O. Gerry Rafferty  
Kansas Joe Jackson  
Rickie Lee Jones Blackfoot  
Face Dancer Peter Frampton  
Van Halen Atl. Rhy. Sec.  
John Stewart Kiss  
Bad Co.

## BELTSVILLE, MD./WASHINGTON, D.C.

**KEMP MILL RECORDS**  
H.A.  
(Representing 10 stores...)

**NEW REACTION:**  
Blackfoot P.P. League  
Henry Paul Band Rockets  
Jennifer Warnes Suzi Quatro  
Graham Parker Jay Ferguson  
Gary Brooker Joni Mitchell  
Steve Hackett Triumph  
Bram Tchaikovsky Tarney/Spencer

**TOP 15:**  
Supertramp E.L.O.  
Wings Joe Jackson  
John Stewart Patti Smith  
The Who The Cars  
Tycoon Face Dancer  
Peter Frampton Gerry Rafferty  
Bad Co. Herman Brood  
Atl. Rhy. Sec.

## FAIRFAX, VA.

**PENGUIN FEATHER**  
DANA GORE  
(Representing 5 stores...)

**NEW REACTION:**  
Dire Straits David Bowie  
Blackfoot D. McClinton  
Kansas Nick Lowe  
Devo Steve Hackett  
Willie & Leon Charlie Daniels  
Peter Frampton Robert Fripp  
Lee Clayton James Taylor  
Kiss Joe Jackson  
Poco Bram Tchaikovsky  
Dixie Dregs

**TOP 15:**  
Supertramp The Who  
John Stewart The Cars II  
Van Halen II Gerry Rafferty  
Rickie Lee Jones Henry Paul Band  
Van Halen Flash & The Pan  
The Cars E.L.O.  
Bad Co. Face Dancer  
Wings

### COMMENTS:

I would like to thank Fred Weissman, and Bob McKenzie from Polydor, and especially Robert Fripp for bringing us our 1st S.R.O. in-store. It was amazing.

## BALTIMORE, MD.

**RECORD & TAPE COLLECTOR**  
WAYNE  
(Representing 6 stores...)

**NEW REACTION:**  
Devo Blue Oyster Cult  
Peter Frampton Alien  
Diana Ross Bram Tchaikovsky  
John Stewart Carly Simon  
Atl. Rhy. Sec. Joni Mitchell

**TOP 15:**  
T. Pendergrass E.L.O.  
Donna Summer The Cars  
E. W. & F. The Who  
Wings Lou Rawls  
The Cars II Kiss  
Supertramp Face Dancer  
Isley Bros. Dire Straits  
Cheap Trick

## NORTHEAST

**RECORD BAR**  
(Representing 7 stores...)

**TOP 15:**  
Supertramp Van Halen  
T. Pendergrass Blackfoot  
E. W. & F. Isley Bros.  
Donna Summer Kiss  
Cheap Trick Bad Co.  
Wings G.Q.  
Charlie Daniels New England  
E.L.O.

# SOUTH

## ATLANTA, GA.

**PEACHES RECORDS & TAPES**  
JEFF COCHRAN  
(Representing 2 stores...)

**NEW REACTION:**  
Nick Lowe Dire Straits  
Joni Mitchell The Knack  
Devo Dixie Dregs  
Whiteface #Billy Thorpe  
Lou Rawls #Gruppo Sportivo  
The Cars

**TOP 15:**  
Rickie Lee Jones Village People  
E. W. & F. E.L.O.  
T. Pendergrass Isley Bros.  
Atl. Rhy. Sec. Anita Ward  
Supertramp Doobie Bros.  
Wings Bee Gees  
Con-Funk-Shun Lou Rawls  
Earl Klugh

### COMMENTS:

Our industry is starting to rock again. New albums like ones by the The Cars, The Knack, Nick Lowe & Gruppo Sportivo will make the summer of '79 a hot one for rock 'n roll.

## SARASOTA/ST. PETE./TAMPA, FLA.

**ASYLUM RECORD SHOPS**  
JOHN BACH  
(Representing 4 stores...)

**NEW REACTION:**  
Mick Taylor Blast  
Steve Hackett Jeremy Spencer  
Dire Straits Cate Bros.  
Nick Lowe Eric Gale  
Carly Simon Ron Carter  
Nils Lofgren Blue Oyster Cult  
Chopper MAIN EVENT  
The Knack

**TOP 15:**  
Supertramp Joe Jackson  
Bad Co. John Stewart  
The Cars Kiss  
Rickie Lee Jones Van Halen  
The Who Ron Wood  
Wings Charlie Daniels  
Triumph Atl. Rhy. Sec.  
E.L.O. Joni Mitchell

### SELLING IMPORTS:

Gary Moore Eloy  
Motorhead James White &  
Soft Heap Blacks  
Dave Edmunds The Clash  
Ian Dury Devo  
Iggy Pop Joe Jackson  
Scorpions Cash Pussies  
Wayne County & Squeeze  
The Electric Sex Pistols  
Chairs Leyton Buzzards  
Crass The Damned  
Peter Green Elvis Costello  
Ashra Nick Lowe  
Judas Priest All Virgin 6-  
Nick Lowe pack Pic Singles  
The Ramones Ruts  
Johnny Thunders Max Webster  
Steve Hillage Fashion  
UFO Gang of Four

### COMMENTS:

Reaction to in-store play of the new Pat Travers Band Live Pre-EP is incredible. Watch out for this one! -B.R.B., Fred

## FT. LAUDERDALE, FLA.

**SID'S RECORDS & TAPES**  
SKIP ASBURY

**NEW REACTION:**  
Patti Smith Nick Gilder  
Atl. Rhy. Sec. Steve Hackett  
Wings Devo  
Mick Taylor Bram Tchaikovsky  
Thin Lizzy The Who  
The Knack Nick Lowe  
Gerry Rafferty Gary Brooker  
Joni Mitchell Face Dancer  
The Cars Graham Parker  
Dire Straits Ian Hunter

**TOP 15:**  
Supertramp Cheap Trick  
E.L.O. Kiss  
Bad Co. Kansas  
Van Halen Manfred Mann  
Billy Thorpe Doobie Bros.  
David Bowie Charlie Daniels  
Mahogany Rush Donna Summer  
Molly Hatchet

### SELLING IMPORTS:

Scorpions Blondie  
Electric Chairs (12" single)  
Story of Genesis  
Steve Hillage  
(all)

### SELLING SINGLES:

IMPORTS... The Clash  
Sex Pistols Ian Dury

## CORAL GABLES, FLA.

**SPEC'S**  
DEBBIE RIDARSICK  
(Representing 5 stores...)

**NEW REACTION:**  
#Love & Kisses Randy Vanwarmer  
#Jones Girls #Abba  
Dire Straits Joni Mitchell  
E.L.O. Patti Smith  
#Madaleen Kane #America  
The Cars MAIN EVENT  
#Diana Ross Atl. Rhy. Sec.  
#Poussez

**TOP 15:**  
Donna Summer Spyro Gyra  
Supertramp E. W. & F.  
McFadden & Whitehead Mass Production  
T. Pendergrass G.Q.  
Wings Rickie Lee Jones  
Billy Joel Anita Ward  
Doobie Bros. Gerry Rafferty

Cont'd

## SPEC'S Cont'd

**SELLING 12":**  
McFadden & Whitehead Gibson Bros.  
P. Hernandez Gloria Gaynor  
Donna Summer Tata Vega  
E. W. & F. Jones Girls  
Wild Cherry Madaleen Kane

**SELLING SINGLES:**  
Donna Summer Roger Voudouris  
Anita Ward Mass Production  
Kiss Chic  
Raydio McFadden  
Billy Joel Whitehead  
T. Pendergrass Supertramp  
Elton John B. Streisand  
Peaches & Herb Jones Girls

### COMMENTS:

A special thanks to Columbia Records for releasing all their new hits: Teddy Pendergrass, Patrick Hernandez, Wings, Bar Streisand, E.L.O., Jackie Moor (Looks like a good summer ahead) Good Luck to Mike Pinera & Exec. Producer Bayard Spector with Mike's new hit "Can't You Believe!"

## DALLAS, TEX.

**PEACHES RECORDS & TAPES**  
JERRY PHILLIPS

**NEW REACTION:**  
The Cars Joni Mitchell  
The Knack Teena Marie  
Harvey Mason Dire Straits  
Gil Scott-Heron Blue Oyster Cult  
Renaissance Robert Fripp

**TOP 15:**  
Supertramp Poco  
Rickie Lee Jones Doobie Bros.  
Willie & Leon Billy Thorpe  
Wings E. W. & F.  
Peter Frampton James Taylor  
Billy Joel Isley Bros.  
MANHATTAN Cheap Trick  
Spyro Gyra

**SELLING IMPORTS:**  
The Clash Rolling Stones  
Donna Summer Lennon/McCartney  
Johnny Thunders Culture  
Tangerine Dream Elvis Presley  
Pete Sinfield Magazine  
**SELLING SINGLES:**  
Donna Summer Rex Smith  
Peaches & Herb Styx  
Sister Sledge Bob Seger  
Anita Ward Bee Gees  
Jacksons Wings  
Anii Stewart Mathis/Oliver  
K.C. & The Chic  
Sunshine Band Chuck Brown

## HOUSTON, TEX.

**CACTUS RECORDS & TAPES**  
JOHN EDWARDS  
(Representing 4 stores...)

**NEW REACTION:**  
Wings Peter Frampton  
Atl. Rhy. Sec. Jones Girls  
Con-Funk-Shun Kansas  
Billy Thorpe The Who  
The Roches Minnie Riperton

**TOP 15:**  
Donna Summer Lou Rawls  
E. W. & F. Supertramp  
Rickie Lee Jones Crusaders  
T. Pendergrass Kenny Rogers  
Willie & Leon The Cars  
Isley Bros. Dire Straits  
Sister Sledge John Stewart  
E.L.O.

## AUSTIN, TEX.

**INNER SANCTUM**  
JACK KANTER

**NEW REACTIONS:**  
Toots & #Gruppo Sportivo  
The Maytals #Bram Tchaikovsky  
#Mick Taylor Dave Edmunds

**TOP 15:**  
The Cars Asleep at the  
Joni Mitchell Wheel  
D. McClinton Devo  
Nick Lowe Wings  
Graham Parker Dire Straits  
David Bowie Steve Hackett  
Joe Jackson Willie & Leon  
Rickie Lee Jones The Roches

Cont'd

RETAIL

# INDICATES SALES FROM IN-STORE PLAY.

# SOUTH

## INNER SANCTUM Cont'd

### SELLING IMPORTS:

13th Floor	Simple Minds
Elevators	Tubeway Army
The Ramones	The Clash
The Pop Group	Dave Edmunds
Nick Lowe	J.J. Burnel
#Tegy Pop	

### SELLING SINGLES:

Devo	XTC
Nick Lowe	Blondie
The Clash	Sex Pistols
Essential Logic	

### COMMENTS:

We too have been getting bad service from Columbia in Indiana. Hope problems can be resolved. I don't understand why label reps. are so callous in their obsession with 8.98 list price. The recent slew from WEA and Columbia have either sold a few and died, or were D.O.A. to begin with. Can anyone give a valid reason for catalog product to rise again?

## SOUTH

### RECORD BAR

(Representing 56 stores...)

#### TOP 15:

T. Pendergrass	Bad Co.
Charlie Daniels	Kenny Rogers
E. W. & F.	Van Halen
Isley Bros.	E.L.O.
Donna Summer	Rickie Lee Jones
Sister Sledge	Nantucket
Anita Ward	Kiss
Supertramp	Peaches & Herb

# MIDWEST

## CLEVELAND, OHIO

### RECORD RENDEZVOUS

J. E. JONES

#### NEW REACTION:

#Burlford	Runner
E.L.O.	#Aviator
Wings	Nick Lowe
#Bram Tchaikovsky	New England
Peter Frampton	#The Knack

#### TOP 15:

Supertramp	Robert Fripp
Cheap Trick	Patti Smith
The Who	Frank Zappa
Ian Hunter	David Bowie
Joe Jackson	Kiss
Journey	Graham Parker
Bad Co.	The Roches
Eddie Money	Spyro Gyra
Flash & The Pan	

### SELLING IMPORTS:

Tubeway Army	The Ramones
The Pop Group	Ian Dury
The Soft Boys	The Clash
Doll by Doll	Pretenders
Eno	Elvis Costello
The Red Crayola	Walter Steding
Medelius	The Who
Magazine	Glaxo Babies
wire	Nick Lowe

### SELLING SINGLES:

Supertramp	T. Pendergrass
Cheap Trick	Roxy Music
Wings	Anita Ward
Donna Summer	John Stewart
E.L.O.	Gerry Rafferty

### COMMENTS:

Heartfelt thank to E.G. management and Alex May (Polydor) for loaning us Robert Fripp and Frippertronics recently. Thank you Robert for the tonalities and Dr. Bronner for the chips. Music for parlours indeed.

## MAPLE HEIGHTS, OHIO

### PEACHES RECORDS & TAPES

MIKE WJELAND

#### NEW REACTION:

Renaissance	Kiss
The Who	Peter Frampton
Bram Tchaikovsky	The Cars
T. Pendergrass	Wings
Eric Gale	Abba

Cont'd

## PEACHES RECORDS & TAPES Cont'd

#### TOP 15:

E.L.O.	Supertramp
E. W. & F.	Journey
Crusaders	Spyro Gyra
Isley Bros.	Maze
Bad Co.	Doobie Bros.
Cheap Trick	Charlie Daniels
Eddie Money	Minnie Riperton
Sister Sledge	

#### SELLING SINGLES:

Donna Summer	The Gap Band
Rex Smith	Styx
Donna Summer-HOT	Peaches & Herb
E. W. & F.	Anita Ward
McFadden &	La Flavour
Whitehead	Sister Sledge
Isley Bros.	

### COMMENTS:

Thank you to A&M Records for bringing Supertramp into town. They put on a real good show. Also thanks to Polydor for bringing Robert Fripp into the store to play.

## COLUMBUS, OHIO

### PEACHES RECORDS & TAPES

BERNARD SCHRADER

#### NEW REACTION:

The Knack	Dolly Parton
Crusaders	Con-Funk-Shun
New England	Isley Bros.
Patti Smith	Kansas
Jay Ferguson	Night

#### TOP 15:

The Cars	Cheap Trick
Supertramp	Donna Summer
Wings	The Who
T. Pendergrass	Sister Sledge
E.L.O.	Journey
Peter Frampton	Dire Straits
Rickie Lee Jones	Kenny Rogers
Charlie Daniels	

#### SELLING SINGLES:

Anita Ward	Jacksons
Donna Summer	Donna Summer
HOT STUFF	EAD GIRLS
Sister Sledge	Roger Voudouris
G.Q.	Rickie Lee Jones
Rex Smith	
McFadden &	
Whitehead	

### COMMENTS:

WEA has been sending out some very good promotional material lately and CBS has produced some good albums to balance out the Top 15 for once. One of the biggest new surprises is The Knack. They have a pretty good album that should raise some attention.

## DETROIT, MICH.

### HARMONY HOUSE

GARAUD MAC TAGGART

(Representing 10 stores...)

#### NEW REACTION:

#Mick Taylor	#MAIN EVENT
America	Abba
#The Knack	Patti Austin
Lee Ritenour	John Klemmer
#The Who	Dionne Warwick

#### TOP 15:

Lou Rawls	Kenny Rogers
Supertramp	Dire Straits
Donna Summer	Earl Klugh
T. Pendergrass	Van Halen
Willie & Leon	J. Geils
MANHATTAN	Crusaders
Cheap Trick	Wings
The Cars	

## INDIANAPOLIS, IND.

### KARMA

DON SIMPSON

(Representing 8 stores...)

#### NEW REACTION:

Nick Gilder	Whiteface
John Stewart	Flash & The Pan
Roadmaster	Screams
The Knack	Mick Taylor
Bram Tchaikovsky	Joni Mitchell

#### TOP 15:

Wings	Peter Frampton
The Cars	Bad Co.
Supertramp	E.L.O.
Dire Straits	Abba
Kansas	Cheap Trick
Rickie Lee Jones	Doobie Bros.
E. W. & F.	Faith Band
Donna Summer	

Cont'd

## KARMA Cont'd

#### SELLING IMPORTS:

Rolling Stones	Riot
Moogy Klingman	Buddy Holly
Ramones	Linda Ronstadt
Violinski	

#### SELLING SINGLES:

Supertramp	Joe Jackson
Cheap Trick	Elton John
Faith Band	Kansas
John Stewart	E.L.O.
Jay Ferguson	Poco

## CHICAGO, ILL.

### JAZZ RECORD MART

#### NEW REACTION:

John Hicks	Dickenson
Roscoe Mitchell	Dailey
Eddie L. Davis	Jellyroll Morton
Codona	Pancho Sanchez
Horace Silver	
Mighty Clouds	
of Joy	

#### TOP 15:

Johnny Griffin	Chico Freeman
Matthews	Brown/Roach
Crusaders	Woody Shaw
Art Pepper	Curtis Fuller
McCoy Tyner	Ronnie Cuber
Sal Nistico	Jay McShann
Ron Carter	Eddie Jefferson
Heath Bros.	

## CHICAGO, ILL.

### SOUNDS GOOD

MARK GUNCHEON

(Representing 6 stores...)

#### NEW REACTION:

T. Pendergrass	#Carly Simon
#Nick Lowe	Frannie Golde
#The Who	Pat Metheny
#Dolly Parton	MANHATTAN
#Wings	

#### TOP 15:

Donna Summer	David Bowie
The Cars	Rickie Lee Jones
E. W. & F.	Cheap Trick
Anita Ward	SWEENEY TODD
Joni Mitchell	Sparks
Sister Sledge	Crusaders
Doobie Bros.	Dire Straits
Supertramp	

#### SELLING IMPORTS:

The Clash	The Ramones
Undertones	Tubeway Army
Elvis Costello	James White &
Fischer	Blacks
Gang of Four	Split Enz
The Damned	

### COMMENTS:

Recent unique demonstration/concert by Robert Fripp at our Ashland Supermarket/store was a huge success. Frippertronics, small-mobile-intelligent unit was received in the spirit expected. Thank to Fred Jacobson at Polygram & local music station WXRT.

## CHICAGO, ILL.

### HEAR HERE

MAX TUJCHTEN

(Representing 3 stores...)

#### NEW REACTION:

Atl. Rhy. Sec.	#D. McClinton
Devo	New England
Spyro Gyra	Molly Hatchet
The Who	Gerry Rafferty
John Stewart	Kansas

#### TOP 15:

Cheap Talk	Joni Mitchell
Donna Summer	Dire Straits
Rickie Lee Jones	Doobie Bros.
T. Pendergrass	The Cars I
The Cars	E.L.O.
Supertramp	Crusaders
E. W. & F.	Van Halen
Wings	Switch
Sister Sledge	Billy Thorpe

Cont'd

## HEAR HERE Cont'd

#### COMMENTS:

The new Delbert McClinton sounds very strong. It's creating the same in-store excitement that Rickie Lee did.

When will manufacturers make a move to stimulate sales on catalog? WEA's price increase, at this time completely disregards our market conditions. How about lowering the price on catalog product and/or a budget series a la CBS's 4.98? WEA stopped offering deals on new product. WEA raises prices as soon as they see a hit. (Doobies, Stewart) Wake up WEA!!

## CHICAGO, ILL.

### LAURY'S DISCOUNT RECORDS

DAVE DRANOFF

(Representing 4 stores...)

#### NEW REACTION:

#The Cars	#Flash & The Pan
#Joni Mitchell	Norman Connors
#MANHATTAN	Jay Ferguson
#The Knack	Chuck Mangione
Willie & Leon	Peter Frampton
Earl Klugh	#Dire Straits

#### TOP 15:

Supertramp	Bad Co.
Cheap Trick	Journey
Rickie Lee Jones	Doobie Bros.
E. W. & F.	Anita Ward
T. Pendergrass	Kenny Rogers
Van Halen	Switch
Wings	Ian Hunter
E.L.O.	Joe Jackson
Crusaders	Billy Thorpe

#### SELLING SINGLES:

David Naughton	Bee Gees
Van Halen	Beach Boy
Anil Stewart	Bad Co.

## SKOKIE, ILL.

### SOUND UNLIMITED

FRED MICHALS

(Representing 600 stores...)

#### NEW REACTION:

Wings	Joe Jackson
E. W. & F.	Anita Ward
Atl. Rhy. Sec.	Lou Rawls
John Stewart	David Bowie
Charlie Daniels	Crusaders
Kiss	Gerry Rafferty
Diana Ross	Earl Klugh
Waylon Jennings	MANHATTAN
Roy Ayers	T. Pendergrass
Iron City	Chuck Mangione
Houserockers	Peter Frampton
James Taylor	The Cars
Triumph	Dire Straits
Isley Bros.	

#### TOP 15:

Donna Summer	Ted Nugent
Supertramp	Doobie Bros.
Rickie Lee Jones	Kansas
Cheap Trick	E.L.O.
Bad Co.	Kenny Rogers
Sister Sledge	Journey
Peaches & Herb	The Gap Band
Van Halen	

## CHICAGO, ILL.

### FLIP SIDE

CARL ROSENBAUM

(Representing 9 stores...)

#### NEW REACTION:

Dire Straits	Nick Lowe
Herman Brood	Mick Taylor
The Knack	Nick Gild
Abba	

#### TOP 15:

Supertramp	Kenny Rogers
Cheap Trick	The Cars II
Bad Co.	Kansas
Van Halen	Wings
The Cars	E.L.O.
Molly Hatchet	Rickie Lee Jones
Journey	Billy Thorpe
Donna Summer	

#### SELLING SINGLES:

Donna Summer	Peaches & Herb
Cheap Trick	Anil Stewart
Supertramp	Graham Parker
Styx	David Naughton
Jacksons	

### COMMENTS:

W.E.A. - thanks for letting us sell your records - who cares about profits.

# INDICATES SALES FROM IN-STORE PLAY.

RETAIL

# MIDWEST

## PALATINE, ILL.

**RAINBOW HOLDING CORP.**  
**CHRIS LYNDE**  
(Representing 15 stores...)

**NEW REACTION:**  
Billy Thorpe Wings  
The Knack Peter Frampton  
Nick Lowe Triumph  
Blackfoot Gerry Rafferty  
Jay Ferguson New England  
Kiss Donna Summer  
David Bowie Atl. Rhy. Sec.  
Henry Paul Band P. Hernandez  
E.L.O.

**TOP 15:**  
Supertramp Journey  
Bad Co. Kansas  
Van Halen Van Halen I  
Cheap Trick James Taylor  
Molly Hatchet Patti Smith  
The Cars I E. W. & F.  
Doobie Bros. Geo. Thorogood  
Rickie Lee Jones

**SELLING SINGLES:**  
Donna Summer Supertramp  
Jacksons David Naughton  
Peaches & Herb Bad Co.  
Cheap Trick Wings  
Rex Smith Amii Stewart  
Styx

**COMMENTS:**  
We would like to thank everyone at A & M for the trip up to the Supertramp show. They're definitely #1!!  
-C.L. & M.F.

## PEORIA, ILL.

**CO-OP TAPES & RECORDS**  
**DAVE ROGER**  
(Representing 26 stores...)

**NEW REACTION:**  
Nick Lowe Gruppo Sportivo  
D. McClinton Mick Taylor  
Bram Tchaikovsky St. Paradise  
Steve Hackett Climax Blues Bd.  
Pork & Havana  
Ducks

**TOP 15:**  
Charlie Daniels Supertramp  
Wings Marshall Tucker  
E.L.O. David Bowie  
Kansas Devo  
The Who Cheap Trick  
The Cars Molly Hatchet  
Screams Willie & Leon  
Dire Straits

**SELLING IMPORTS:**  
The Ramones Scorpions  
Ian Dury Sex Pistols  
The Clash

**SELLING SINGLES:**  
Nick Lowe The Who  
Elvis Costello

**COMMENTS:**  
Do record labels really care about retailers? The Walrus Revelations of Radio - Retail discrepancies should show labels & promo men that their massive efforts toward radio & their neglect toward retailers is not paying off.  
-D.R.

## MADISON, WISC.

**RECORD WORLD**  
**JERRY LOWRY-BOYLAN**

**NEW REACTION:**  
#Mick Taylor Atl. Rhy. Sec.  
#Dire Straits E. W. & F.  
#Isley Bros. Renaissance  
#The Knack #Carly Simon  
#Diana Ross Mike Nesmith  
Joni Mitchell Devo  
E.L.O. Peter Frampton

**TOP 15:**  
Cheap Trick James Taylor  
Supertramp The Cars  
The Roches Donna Summer  
Anita Ward Rickie Lee Jones  
John Stewart Joe Jackson  
Ian Hunter Sister Sledge  
Graham Parker Manfred Mann  
Wings

**COMMENTS:**  
Congratulations Dept.- Cheap Trick (a little over a year they made their last bar appearance here). Peter Frampton and Wings from M. Nesmith.

## MILWAUKEE, WISC.

**1812 OVERTURE**  
**BONNIE BEIGEL**  
(Representing 6 stores...)

**NEW REACTION:**  
#The Knack Peter Frampton  
#Bram Tchaikovsky Triumph  
Diana Ross Gerry Rafferty  
Faith Band #Tarney/Spencer  
Wet Willie Abba

**TOP 15:**  
Donna Summer Marshall Tucker  
Wings Supertramp  
E.L.O. Kansas  
Cheap Trick The Cars  
Kenny Rogers T. Pendergrass  
The Who Charlie Daniels  
Dire Straits Anita Ward  
Rickie Lee Jones

**SELLING SINGLES:**  
Anita Ward Cheap Trick  
Sister Sledge Supertramp  
Donna Summer Dr. Hook  
David Naughton Amii Stewart  
Kiss Foxy

## MINNEAPOLIS, MINN.

**LIEBERMAN ENTERPRISES**

**TOM DIEHL**  
**NEW REACTION:**  
Night The Roches  
Beckmeier Bros. Arlo Guthrie  
D. McClinton John Stewart  
Joni Mitchell

**TOP 15:**  
Dire Straits Rickie Lee Jones  
E.L.O. J. Geils Band  
Wings Charlie Daniels  
Peter Frampton Van Halen  
Supertramp Bad Co.  
Cheap Trick Devo  
The Cars II America  
The Cars

## ST. LOUIS, MO.

**PEACHES RECORDS & TAPES**  
**STEVE SIEBE**  
(Representing 3 stores...)

**NEW REACTION:**  
Blackfoot Willie & Leon  
Cheap Trick Billy Thorpe  
The Cars Crusaders  
Manfred Mann The Who  
LTD Mark Colby

**TOP 15:**  
T. Pendergrass G. Washington  
Donna Summer Waylon Jennings  
Isley Bros. Peaches & Herb  
Jones Girls Maze  
Lou Rawls McFadden &  
Supertramp Whitehead  
E. W. & F. Kansas  
Doobie Bros. Rickie Lee Jones

**SELLING IMPORTS:**  
Saga

**SELLING SINGLES:**  
Anita Ward Heatwave  
E. W. & F. Isley Bros.  
Lou Rawls Peaches & Herb  
Jones Girls Toto  
Donna Summer Sister Sledge  
Minnie Riperton Maze  
McFadden & G.O.  
Whitehead

## ST. LOUIS, MO.

**DISCOUNT RECORDS**  
**BILL MILLER**  
(Representing 4 stores...)

**NEW REACTION:**  
Screams Abba  
Bram Tchaikovsky The Who  
Gary Brooker The Cars  
Devo Morningstar  
Crusaders Nantucket

**TOP 15:**  
Cheap Trick Bad Co.  
Supertramp Missouri  
Donna Summer Kansas  
T. Pendergrass Billy Thorpe  
E.L.O. Sister Sledge  
Rickie Lee Jones Spyro Gyra  
Kiss Waylon Jennings  
E. W. & F.

**SELLING IMPORTS:**  
Iggy Pop Scorpions  
Ian Dury Trapeze  
Eddie & The Johnny Thunders  
Hot Rods The Rezillos  
Magazine Tubeway Army  
Genesis

Cont'd

## DISCOUNT RECORDS Cont'd

**SELLING SINGLES:**  
Chic Nick Gilder  
Anita Ward B. Streisand  
Minnie Riperton Cheap Trick  
David Naughton Spyro Gyra  
Abba E.L.O.

**COMMENTS:**  
One of the continuing problems that our stores are having is getting proper service from the labels. We don't buy direct except for occasional new releases and the labels take the position that unless you give them an order you might as well be in Upper Siberia. They don't care that we report to all the trades, have massive display areas and sell a ton of their records. Of course there are a few exceptions - namely Tony Marfisi of WEA who regularly services all of our stores and seems to really appreciate what we have to offer.

## NATIONAL

**PICKWICK**  
**JIM HALDEMAN**  
(Representing 350 stores...)

**NEW REACTION:**  
E.L.O. Anita Ward  
Peter Frampton Diana Ross  
Willie & Leon T. Pendergrass  
Isley Bros. Lou Rawls  
Atl. Rhy. Sec. Crusaders

**TOP 15:**  
Donna Summer Rex Smith  
Supertramp Van Halen  
Kiss Village People  
E. W. & F. Sister Sledge  
Cheap Trick Bee Gees  
Kenny Rogers Kansas  
Bad Co. Doobie Bros.  
Rickie Lee Jones

**SELLING SINGLES:**  
Rex Smith Sister Sledge  
Peaches & Herb Styx  
Rickie Lee Jones Randy Vanwarmer  
Donna Summer Bad Co.  
Cheap Trick Beach Boys

## MIDWEST

**RECORD BAR**  
(Representing 20 stores...)

**TOP 15:**  
Donna Summer Van Halen  
Bad Co. E. W. & F.  
Supertramp Kansas  
Kenny Rogers Rex Smith  
Charlie Daniels Willie & Leon  
Cheap Trick The Cars  
E.L.O. Kiss  
T. Pendergrass

# WEST

## PHOENIX, ARIZ.

**HOLLYWOOD RECORDS & TAPES**  
**RUSSELL BALDWIN**  
(Representing 7 stores...)

**NEW REACTION:**  
Wings Diana Ross  
Dire Straits Switch  
R. Fleischman Triumph  
Peter Frampton Willie & Leon  
The Cars Graham Parker  
Delegation Harvey Mason  
New England Devo  
Waylon Jennings

**TOP 15:**  
Supertramp John Stewart  
Charlie Daniels Kansas  
E.L.O. Donna Summer  
Cheap Trick Kiss  
The Cars I Anita Ward  
Van Halen E. W. & F.  
Bad Co. Patti Smith

**SELLING SINGLES:**  
Anita Ward Donna Summer  
Sister Sledge Bad Co.  
Cheap Trick Kiss  
Jacksons Village People  
Peaches & Herb Delegation

## PHOENIX, ARIZ.

**CIRCLES RECORDS**  
**DUTCH CRAMBLITT**  
(Representing 3 stores...)

**NEW REACTION:**  
Triumph Wings  
Dire Straits Smokey Robinson  
Norman Connors Mick Taylor  
Larry Graham E.L.O.  
Joni Mitchell The Knack

**TOP 15:**  
E. W. & F. Donna Summer  
Anita Ward Rickie Lee Jon  
McFadden & Con-Funk-Shun  
Whitehead Isley Bros.  
Supertramp Cheap Tri  
G.O. Ohio Players  
Switch Instant Funk  
Delegation Tata Vega

**SELLING SINGLES:**  
Anita Ward Supertramp  
Chic Kenny Rogers  
McFadden & Peter Brown  
Whitehead Jones Girls  
E. W. & F. LTD  
Donna Summer

## TUCSON, ARIZ.

**ZIP'S RECORDS**  
**JIM HARDY**  
(Representing 3 stores...)

**NEW REACTION:**  
Mick Taylor Devo  
#Bram Tchaikovsky #Phillips &  
#Nick Lowe MacLeod  
Willie & Leon David Bow  
Con-Funk-Shun John Hiatt  
Orleans Rocket

**TOP 15:**  
Supertramp Sister Sledge  
Dire Straits Joe Jackson  
Rickie Lee Jones The Cars II  
Emmylou Harris Graham Parker  
Charlie Daniels Anita Ward  
Donna Summer Flash & The Pan  
Wings The Cars  
Van Halen

## PORTLAND/CORVALLIS/EUGENE, ORE.

**EVERYBODY'S RECORDS**  
**DEB FLANAGAN**  
(Representing 5 stores...)

**NEW REACTION:**  
Joni Mitchell David Bowie  
John Stewart Missouri  
Emmylou Harris P. P. League  
Kiss Martin Mull  
Thin Lizzy Carole King

**TOP 15:**  
Supertramp The Cars  
Rickie Lee Jones Willie & Leon  
Dire Straits Sister Sledge  
The Cars II Crusaders  
E.L.O. Gerry Rafferty  
E. W. & F. Atl. Rhy. Sec.  
Bad Co. Van Halen  
Wings

**SELLING SINGLES:**  
Village People Blondie  
Rex Smith Abba  
Jacksons Cheap Trick  
David Naughton Supertramp  
Wings E. W. & F.

## SACRAMENTO, CA.

**TOWER RECORDS**  
**STEVE C. HAMAN**

**NEW REACTION:**  
Isley Bros. Spyro Gyra  
The Knack Lou Rawls  
Devo Abba  
KC & Carol Douglas  
Sunshine Bd. Kiss  
Carole King

**TOP 15:**  
T. Pendergrass Peaches & Herb  
E. W. & F. Doobie Bros.  
Donna Summer Diana Ross  
Geo. Benson G. Washington  
Anita Ward Sister Sledge  
Rickie Lee Jones Heat Wave  
McFadden & Johnny G. Wat  
Whitehead Bee Gees

**SELLING IMPORTS:**  
Linda Ronstadt  
(45 pic disc!)

Cont'd

RETAIL

# INDICATES SALES FROM IN-STORE PLAY.

# WEST

## TOWER RECORDS Cont'd

### SELLING SINGLES:

Anita Ward	GQ
E. W. & F.	Foxy
McFadden & Whitehead	Peaches & Herb
Donna Summer	Styx
Sister Sledge	Rick James
	Toto

### TOP 12" DISCO:

Wings

## SAN FRANCISCO, CA.

## TOWER RECORDS

### MARSHALL LAWHON

### NEW REACTIONS:

Gary Brooker	Nick Gilder
Steve Hackett	Devo
Mick Taylor	Louise Goffin

### TOP 15:

David Bowie	Patti Smith
Eno	Sylvester
The Cars	Donna Summer
Joni Mitchell	Lou Reed
Nick Lowe	Sparks
Wings	E.L.O.
Graham Parker	Bram Tchaikovsky
Roy Loney	

### SELLING IMPORTS:

Pearl Harbor	Tubeway Army
The Ramones	Ian Dury
Iggy Pop	Metro
Fischer	The Records
XTC	M* 80
Penetration	Tuxedo Moon

### COMMENTS:

Thanks to WB's Ted Cohen for a great visit, and the chance to see The Roches and Rod Stewart. Congrats to Kurt Nerlinger for the new position at Virgin. Thanks to Arista for Graham Parker T-shirt giveaway and the chance to have the man back in town.

## SAN FRANCISCO, CA.

## AQUARIUS RECORDS

### PENNIE HOYLE

### NEW REACTION:

The Knack	L.T.D.
Roy Loney	Candi Staton
Mick Taylor	Blue Oyster Cult
#Bram Tchaikovsky	ALIEN
M. Nightengale	Deneice Williams

### TOP 15:

Devo	The Who
The Cars	Joni Mitchell
Dire Straits	Gruppo Sportivo
David Bowie	Abba
Nick Lowe	Wings
Carly Simon	Diana Ross
Patti Smith	MAIN EVENT
E.L.O.	Lene Lovich

### SELLING IMPORTS:

The Undertones	The Pop Group
The Members	Magazine
Ian Dury	The Only Ones
Ramones	James White & Blacks
Iggy Pop	Steve Hillage
The Rezillos	Tubeway Army

### SELLING SINGLES:

Pearl Harbor & The Explosions	S.V.T.
XTC	Dead Kennedys
Imposters	Dickies
Elvis Costello	Graham Parker
Nick Lowe	Dan White

### COMMENTS:

Hello to Sandy S. at Tower in Hollywood! Lene Lovich is the best! Congrats to Pearl & the Band for having a fantastic single! Keep on Drivin'!

## BERKELEY, CA.

## RATHER RIPPED

### ESTHER L. CUTSHALL

### NEW REACTION:

#Little Tina & Flight 56	#The Ramones
#Gruppo Sportivo	#Lene Lovich
#Sports	#Sid Vicious
#Haldon	#R. Stevie Moore

Cont'd

## RATHER RIPPED Cont'd

### TOP 15:

The Knack	Graham Parker
The Roches	Patti Smith
Devo	Squeeze
David Bowie	Joni Mitchell
Nick Lowe	Robert Fripp
Roy Loney	Steve Hackett
ROCK N ROLL	Bram Tchaikovsky
HIGH SCHOOL	Vangelis

### SELLING IMPORTS:

Penetration	Pop Group
Undertones	Ashra Temple
Stiff Little Fingers	Steve Hillage
Ian Dury	The Members
Iggy Pop	Public Image Ltd

### SELLING SINGLES:

D.O.A.	Monitor
The Clash	J.J. Burnel
B-Girls	The Pretenders
Pearl Harbor	The Damned
The Dickies	XTC
Brains	

## SAN LUIS OBISPO, CA.

## BOO BOO RECORDS

### ED TAYLOR

(Representing 3 stores...)

### NEW REACTION:

The Who	Renaissance
Devo	Bruford
Steve Hackett	#Lee Clayton
John Serry	Nick Lowe
#Henry Paul Band	The Rubinoos
Texas Playboys	

### TOP 15:

Rickie Lee Jones	Joni Mitchell
Supertramp	Patti Smith
The Cars	Doobie Bros.
E. W. & F.	Waylon Jennings
Kenny Rogers	Lee Clayton
Van Halen	The Tubes
Donna Summer	Ian Hunter
Willie & Leon	Ror. Wood
Blondie	999
Dire Straits	Emmylou Harris
Cheap Trick	Robert Fripp
James Taylor	Tarney/Spencer
Earl Klugh	

### SELLING IMPORTS:

Sensations Fix	Ian Dury
Peter Baumann	Trapeze
Tangerine Dream	Rolling Stones

### SELLING SINGLES:

The Clash	Sid Vicious
Geo. Thorogood	

### COMMENTS:

The '79 Rec-sex fantasy has to be Donna Summer doing a duet with Mick Jagger, including the medley of "Hot Stuff/Miss You". The new McCartney LP is interesting.

## HOLLYWOOD, CA.

## TOWER RECORDS

### HOWARD KRUMHOLTZ

### NEW REACTION:

The Roches	#Nick Lowe
Wings	#Bram Tchaikovsky
Devo	#Louise Goffin
The Who	Mick Taylor
Abba	#Spyro Gyra

### TOP 15:

Donna Summer	Dionne Warwick
The Knack	Rickie Lee Jones
Joni Mitchell	Dire Straits
E.L.O.	Doobie Bros.
E. W. & F.	Anita Ward
Diana Ross	David Bowie
The Cars	T. Pendergrass

## MANHATTAN

### SELLING IMPORTS:

lps...	J.J. Burnel
Iggy Pop	The Rezillos
Ian Dury	45s...
Bishops	Dickies
Skids	B-Girls
The Members	Nick Lowe
13th Floor Elevators	Elvis Costello
Simple Minds	Clash
The Ramones	Yachts
	Monochrome Set

### SELLING SINGLES:

Donna Summer	John Stewart
B. Streisand	David Naughton
Carly Simon	The Who
The Knack	The Ramones
Anita Ward	Bonnie Pointer

## WEST

## RECORD BAR

(Representing 6 stores...)

### TOP 15:

Kenny Rogers	E. W. & F.
Peaches & Herb	Waylon Jennings
Donna Summer	Sister Sledge
E.L.O.	Doobie Bros.
Bad Co.	Kiss
Supertramp	Styx
The Cars	Ted Nugent
Bee Gees	

## NORTHEAST

## ALTEC DISTRIBUTORS

### BILL PERRAULT

### NEW REACTION:

Nick Lowe	Joni Mitchell
Nils Lofgren	Gruppo Sportivo
The Who	Robert Fripp
Renaissance	John Stewart
Gerry Rafferty	Blackfoot

## Altec Distributors Cont.

### TOP 15:

The Cars	Van Halen I
Cheap Trick	The Cars I
Supertramp	E.L.O.
Dire Straits	Wings
Van Halen	Rickie Lee Jones
Donna Summer	Styx
Doobie Bros.	David Bowie
Bad Co.	

### SELLING IMPORTS:

The Ramones	The Rumour
999	Kate Bush

### SELLING SINGLES:

Supertramp	Randy Vanwarmer
Cheap Trick	Sister Sledge
Donna Summer	Anita Ward

### COMMENTS:

Pat Metheny "in store" at Upstairs Records/Burlington, Vt. was a success. Pat is hot up here! He also is great with the public. Would like to thank Bob Cohen of WRUV with getting Pat to do the "in store." Also would like to thank Mike Fontecchio and Tony Niemczyk of WEA with help promoting it.

# JOBS & MISC. INFORMATION

## MARKET LIMITED CONTRIBUTORS

ACRN/Athens, Oh.	- BRIAN ILLES
KCSK/Chico, Ca.	- DAVID FREY/CLINT MOORE
KDVS/Davis, Ca.	- TOM GRACYK
KFMU/Oak Creek, Co.	- MIKE GUSTAFSON
KGLT/Bozeman, Mont.	- LAMAR CONN/MARTHA HODDER
KKUP/Cupertino, Ca.	- CHRIS BRADFORD
KRRC/Portland, Ore.	- SARA NEWMAN
KSUN/Rohnert Park, Ca.	- MARK ANDERSON
KVRO/Stillwater, Okla.	- STEVE LOVELAND
KZSC/Santa Cruz, Ca.	- RICK WHEELER
KZSU/Stanford, Ca.	- JEFF EHRLICH
WBCR/Brooklyn, N.Y.	- JEFF GOLDENBERG
WBKX/Marquette, Mich.	- NANCY BROTHERS
WCBN/Ann Arbor, Mich.	- MICHAEL KREMEN
WCCH/Holyoke, Mass.	- ROBERT KARCZ
WCVH/Flemington, N.J.	- RAY MOSER
WCWM/Wmsburg., Va.	- JOHN DUBEL
WFDU/Teaneck, N.J.	- GARY WILLIAMS
WFSU/Tallahassee, Fla.	- BILL BEHENNA
WIDR/Kalamazoo, Mich.	- VAL ELLIOT
WITR/Rochester, N.Y.	- JIM MC GRATH
WMEB/Orono, Me.	- TOM KEVORKIAN
WMFO/Medford, Mass.	- SCOTT BECKER
WMSC/U. Montclair, N.J.	- DAVE QUINN
WNUR/Evanston, Ill.	- JIM DAVIDSON
WSPL/LaCross, Wisc.	- RANDEL E. LUCAS
WTAO/Murphysboro, Ill.	- EARL JIVE
WTCC/Springfield, Mass.	- MARY FERRARO
WSUP/Platteville, Wisc.	- BILL HUTCHINSON
WUVT/Blacksburg, Va.	- DAVID BLEVINS
WVHC/Hempstead, N.Y.	- B. FREDERICKS
WXYC/Chapel Hill, N.C.	- BOB WALTON/SALLY DUNNING

## JOBS

Major market jocks wanted (or those who think they should be): 5 AOR openings to be filled now through Sept. 1, 1979. Rush tape and resume to: Music Preview Network, 73 McCulloch Dr., Dix Hills, N.Y. 11746. Attn: Bob Buchman, Programming. No beginners. No calls. Top compensation for the right people.

Chief Engineer wanted - FCC 1st class licensed engineer. Combo sales, engineer, jock-engineer, or newsman engineer is most desirable. Contact Earl Jive, WTAO, Murphysboro, Ill. 62966, (618) 687-1979.

## RECORD SERVICE

ACRN/Athens, Ohio	- Devo; America; Abba; Blue O.C.
KBSU/Boise, Idaho	- RCA (Bowie)
KFMU/Oak Creek, Co.	- Polydor; MCA
KKUP/Cupertino, Ca.	- Arista; Polydor Columbia Jazz
KRRC/Portland, Ore.	- The Cars; Allman Bros.; Patti Smith; Joni Mitchell; America
KZOM/Beaumont, Tex.	- Pablo; Inner City; All jazz labels
KZSC/Santa Cruz, Ca.	- Tomato; Mango; Jem
WCBN/Ann Arbor, Mich.	- Fantasy/Pres./ Milestone; Galaxy
WIDR/Kalamazoo, Mich.	- Warner Bros.
WSUP/Platteville, Wis.	- Elektra; A&M; CBS; RSO; FCA; Arista; Capitol Capricorn

## MISCELLANEOUS

Wanted - any small label for record service for our new specialty program "The Small Label & Local Talent Rock N' Roll Show." Call Keith at WNHU, (203) 934-9296 or write to WNHU, 300 Orange Ave., West Haven, Ct. 06516.

Still wanted: Picture sleeve 45's from 64-68, i.e., Beatles, Stones, Dylan, The Who and others. Contact Marc Catarano, c/o WZBC, Box K-151, Boston College, Chestnut Hill, Mass. 02167.

Live tapes or records are needed for "Back Stage Pass." Live tapes or interviews would be great. WXCI, 181 White St., Danbury, Ct. 06810. Attn: Carl Mearman.

# INDICATES SALES FROM IN-STORE PLAY. RETAIL

# NEW RELEASES

## SPECIAL MENTION ALBUMS

High Artistic Achievement

### THE REDS

A&M SF-4772

An unbiased review is impossible since it was for this band I coined the phrase "Lent rock" two years ago. The Reds perform the soundtrack for the movie of my life. (The Beginning.) (D.S.)

R.T.'s Over And Over  
Self Reflection  
Joey  
Luxury  
Lookout  
(other four too)

## STRONGLY MERITORIOUS

Consistently Striking at Excellence

### ROBERT PALMER

SECRETS/Island ILPS 9544

Palmer has dropped the act. He's always looked good but this is the best he's ever felt. A rock 'n' roll promise come true. (D.S.)

R.T.'s Jealous  
Woman You're Wonderful  
Bad Case Of Loving You  
Remember To Remember  
Love Stop

### NEIL YOUNG

RUST NEVER SLEEPS/Reprise RA 2295

Over the years I have become a member in good standing of the "Neil Young is overrated" club. Rust Never Sleeps (Vol. 1) has forced cancellation of my membership. Side one displays instantly acceptable acoustic numbers while side two is gorgeously distorted rock 'n' roll. Neil is peaking. (D.S.)

R.T.'s Hey Hey, My My (...Black)  
Welfare Mothers  
Sedan Delivery  
My My, Hey Hey (...Blue)  
Tussock

## MERIT PLUS ALBUMS

Competent Lps with Some Special Element

### ALWAYS

NEXT STOP/A&M SF-4763

Catchy melodies swallowed by infectious vocals. They rock in the right places. Better than their first. (D.S.)

R.T.'s Love On The Run  
Mailman  
Next Stop  
Under Your Spell

### BLACKJACK

Polydor PD-1-6215

Holotin's voice is the ace in the hole no matter how much he sounds like a dust between Joe Cocker and Paul Rodgers. And the band is playing a winning hand despite the fact that originality is not their strong suit. (D.S.)

R.T.'s Heart Of Stone  
Love Me Tonight  
Without Your Love  
I'm Aware Of Your Love

### JOHN COUGAR

Riva (Phonogram) RVL-7401

A dynamic street poet whose lyrics and melodies merge to form powerful musical statements guided by the most natural Pat Albert Production to date. Very worthwhile. (D.S.)

R.T.'s I Need A Lover  
Great Mid-West  
A Little Night Dancin'  
Small Paradise

### TIM CURRY

FEARLESS/A&M SF-4773

The words are witty. The tunes are impressive. The production is hot. The personality is startling. And the colored girls go... (D.S.)

R.T.'s Right On The Money  
I Do The Rock  
Paradise Garage  
Cold Blue Steel & Sweet...

### GREG KIHN BAND

WITH THE NAKED EYE/Beverly BZ10063

Toutful sweetness and mature musical awareness in the combination which feeds the spirit of Greg

Kihn. Always on target despite advertisements - in this case, the flawed production. Not Greg's strongest swipe at success. (D.S.)

R.T.'s Beside Myself  
Rendezvous  
In The Naked Eye

### DAVID KUBINEC

SOME THINGS NEVER CHANGE/A&M SF-4766

Kubinec maintains a violent undercurrent throughout which casts an eerie spell. John Cale's production is an equal source of magic. You'll love it or hate it. (Artist at work.) (D.S.)

R.T.'s Another Lone Ranger  
Line Shooter  
Sit On It  
Tear Myself Away

that no amount of poison can prevent the inevitable. Their history predicted their future. (Rumour's confirmed.) (D.S.)

R.T.'s We Believe In You/New Age  
Leaders  
Frozen Years  
Emotional Traffic

### SCORPIONS

LOVEDRIVE/Mercury SRM-1-3795

A metal menu of hot entrees. A contender - not to be taken lightly.

R.T.'s Loving You Sunday Morning  
Lovedrive  
Can't Get Enough  
Always Somewhere (D.S.)

### MICHAEL STANLEY BAND

GREATEST HINTS/Arista AB4236

Hints? - sounds more like affirmation. Stanley's brand of light

## REVIEWER'S CHOICE

### THE REDS



The Reds THE REDS A&M  
Produced by David Kershbaum

## DESIGNER'S CHOICE



Yellow Magic Orch. YELLOW MAGIC ORCH.  
A&M A.D. Roland Young ART Lou Beach

### LADY RACER

A&M SF 4766

Consisting mostly of emotion charged ballads and a few rockers - all built on lyrics which never overstate the point. Even with three lead vocalists the album is cohesive. (D.S.)

R.T.'s Waiting For The Night  
Keep On Running Away  
Alone In A Lonely World  
Today More Than Ever

### NILS LOFREN

NILS/A&M SF 4756

Very serious in tone and approach. His search-for-self continues to a higher plateau. Nils' only sense of insecurity lies in "You're So Easy" (disco.) (D.S.)

R.T.'s I'll Cry Tomorrow  
No Mercy  
Baltimore  
Steal Away

### OXENDALE & SHERBARD

PUT YOUR MONEY WHERE YOUR MOUTH IS/  
Nemperor JT 36063

Sharp hooks reinforced by crisp production and an emotional presentation place O&S in their own space. Odds are in their favor. (D.S.)

R.T.'s (All of side two)  
Landslide

### THE RUMOUR

FROGS SPROUTS CLOGS AND KRAUTS/  
Arista

Reaching down to the depths of their Parkerless souls, The Rumour make maximum maneuver #2 proving

metal cannot be denied forever. Very strong. (D.S.)

R.T.'s Last Night  
Lead With Your Love  
Promises  
Hold Your Fire

### PAT TRAVERS

GO FOR WHAT YOU KNOW/Polydor FDI6202

Masticating metal with power to spare. More melodic and intricate than Nugent - and it's all live. Grab a six-pack and go to the show. (D.S.)

R.T.'s Stevie  
Heat In The Street  
Hooked On Music  
Makes No Difference

## MERIT ALBUMS

Thoroughly Competent Lps

### BOOTSY'S RUBBER BAND

THIS BOOT IS MADE FOR FONK-N/  
Warner Bros. 3295

Hendrix extended...more rhythm per meter. Pleasing tunes and a sense of humor. (G.B.M.)

R.T.'s Bootsy Get Live  
Jam Pan (Hot)

### STANLEY CLARKE

I WANNA PLAY FOR YOU/Nemperor  
KZ2 35680

A cohesive musical statement is required. Pick-up albums are good but not endearing. They don't make a career. (G.B.M.)

R.T.'s School Days  
Quiet Afternoon

### COOPER BROTHERS

PITFALLS OF THE BALLROOM/  
Capricorn CPN 0226

Country roots give way to pop. Strings often in place of pedal steel. Sugar. (D.S.)

R.T.'s Last One A Fast One  
I'll Know Her When I See Her  
Sweet Forgiver

### JAN DUNE & THE BLACKHEADS

DO IT YOURSELF/Stiff-Epic JE 36104

An answer to that musical question: new wave disco? Just too hip for reality. (D.S.)

R.T.'s (Your guess)

### THE BUGS HENDERSON GROUP

AT LAST/Armadillo A&M 78-1

Tireless Texas rock playing, mediocre writing. Get drunk. Write: 525-1/3 Barton Springs Rd., Austin, Tex. 78704. (G.B.M.)

R.T.'s Shuffle Ring

### HOT CHOCOLATE

GOING THROUGH THE MOTIONS/Infinity  
INP 9010

Splitting the disco-rock difference. Strong tunes. (G.B.M.)

T.R.'s Congas Man  
Night Ride

### LINTON KRESI JOHNSON

FORCE OF VICTORY/Mango MFG-9566

Poetry with a reggae background. Politics with a revolutionary strain. (G.B.M.)

R.T.'s It Noh Funny

### LENE LOVICU

STATELESS/Stiff-Epic JE 36102

The first three cuts come on with bent hellfire like a run-in between Mary Hopkin and Devo. The remaining tracks don't show that same spark. (D.S.)

R.T.'s Lucky Number  
Home  
Sleeping Beauty  
I Think We're Alone Now

### TERRY RACE

CONFESSIONS OF A SINNER/Mercury  
MPN-1-3773

On the outside - a Bay City Rollers clone. On the inside - pop rock with a clenched fist. Interesting but amiss. (D.S.)

R.T.'s Love Receiver

### MARIA MULDAUR

OPEN YOUR EYES/Warner Bros. BSK3305

Missing is the unique Muldaur character. Competent but not special. (G.B.M.)

R.T.'s Lover Man

### QUEEN

LIVE KILLERS/Elektra BB 702

If only they could figure out how to include their light show in the album packaging... (D.S.)

R.T.'s (Your faves)

### THE TONY RICE UNIT

MANZANITA/Rounder 0092

Americana. Traditional folk music styles applied to old and new songs. Top rank presentation. (G.B.M.)

R.T.'s Blue Railroad Train  
Blackberry Blossom

### SMIFF 'N' THE TEARS

PICKLE BEAST/Atlantic SD 19242

A good but one dimensional sound which only breaks out of its confinement on side 1. The fuel becomes the hook. (D.S.)

R.T.'s Driver's Seat  
Rock & Roll Music  
New Lines On Love  
Sing

## FRINGE ALBUMS

Competent Lps Of Secondary Interest

### BELLAMY BROTHERS

THE TWO & ONLY/Warner Bros. BSK 3347

Squeaky clean-cut pop country folk music. (G.B.M.)

R.T.'s Miss Understood

### RICK WAKEMAN

RHAPSODIES/A&M SP 6501

Not at all relevant. Four sides of muzak. (D.S.)

R.T.'s (No such thing)



**SPECIAL PROGRAMMING**

Spoken word, poetry, comedy and extraneous musics

**JERRY DOUGLAS**

FLUXOLOGY/Rounder 0093

Hot dokro. Jerry picks his fingers off. His country instrumentals all fly by. (G.B.M.)

**ROBIN WILLIAMS**

REALITY..WHAT A CONCEPT/Casablanca NBLP 7162

Williams replaces his inspiration, Jonathan Winters, as the superior comedic mind. He harnesses dialect and imagery like no one before him. (G.B.M.)

**YELLOW MAGIC CRCHESTRA**

Horizon SP 736

A Japarese Creme & Godley who listen to Kraftwerk, Manhattan Transfer and Donna Summer.

**IMPORTS**

**BASTARD**

TEARING NIGHTS/Straud 623619AO

(See "Teaze" Satisfactory. (D.S.) R.T.'s None

**WAYNE COUNTY & THE ELECTRIC CHAIRS**

MAN ENOUGH TO BE A WOMAN/Attic

LAT 1064

The most accessible Wayne County. Still living in his/her own world. Merit. (D.S.)

R.T.'s Too Much To Dream

Trying To Get On The Radio

**DR. FEELGOOD**

AS IT HAPPENS/United Artists

CAK 30239

Very raw - blues based. More in the grooves than the stars for this band. Merit. (D.S.)

R.T.'s Sugar Shaker

99 1/2 Won't Go

Take A Tip

**FIST**

FOUND ONE/Fist 1

Funky metal. Won't see round two. Satisfactory. (D.S.)

R.T.'s (None)

**GODDO**

AN ACT OF GODDO/Polydor 2424 189

A 3 man band taking us nowhere we haven't been before. Merit. (D.S.)

R.T.'s So Walk On

Work It Out

**STEVE HILLAGE**

RAINBOW DOME MUSIK, Virgin VR 1

An extraterrestrial jaunt - cures headaches. Ambient utopia. Special Programming. (D.S.)

**METRO**

NEW LOVE/EMI EMC 3295

Peter Godwin takes over as Duncan Browne goes it alone. Crystal clear production makes as much of a difference as Browne's absence. Doesn't equal their first. Merit Plus. (D.S.)

R.T.'s Cut-Up

New Love

Girls In Love

**THE RAMONES**

IT'S ALIVE/Sire SRC 2-6074

Too much to take all at once - 28 songs. Merit. (D.S.)

R.T.'s (The hits)

**SIMPLE MINDS**

LIFE IN A DAY/Zoom ZULP 1

Mix a little Roxy, Sparks, Cars - much more than their name implies. Bent. Merit Plus. (D.S.)

R.T.'s Life In A Day

Someone

Wasteland

**SKYHOOKS**

GUILTY UNTIL PROVEN INSANE/Mushroom C 36554

Skyhooks have learned their lesson. Very accessible. Merit Plus. (D.S.)

R.T.'s Women In Uniform

Meglomania

Hotel Hell

**SNIPS**

VIDEO KING/Get JETLP 212

The session lead singer forms his own band. Smart move for an oddball. Tempting. (Blue vinyl.) Merit. (D.S.)

R.T.'s Walking

Video Kings

Dracula

**THE SOFT BOYS**

A CAN OF BEES/Two Crabs-Universal

Slightly dazed drone rock. Not special. Merit. (D.S.)

R.T.'s Cold Turkey

Do The Chisel

**SPLIT ENZ**

FRENZY/Mushroom L 36921

Split Enz used to be just weird. Now they fit strangely into new wave. Farrah Fawcett would hate them. Merit. (D.S.)

R.T.'s I See Red

Mind Over Matter

**THE SPORTS**

DON'T THROW STONES/Mushroom L36844

Ringing guitars and tasty songs but not consistent. The good ones outnumber the rest and show definite potential. "Who Listens To The Radio" is a must. Merit Plus. (D.S.)

R.T.'s Who Listens To The Radio

Tired Of Me

Suspicious Minds

Hit Single

**TEAZE**

TOUR OF JAPAN/Aquarius AQR 520

The playing is fairly acceptable but the lyrics are intolerable. Gives metal a bad name. Satisfactory. (D.S.)

R.T.'s (None)

**TEENAGE HEAD**

Epic PEX 90534

Prepubescent heart. Probably recorded in less than an hour. Garage band that needs work. Satisfactory. (D.S.)

R.T.'s (None)

**YACHTS**

Radar Records RAD 19

Parody pop built on the power prin-

ciple. Lotsa hooks and lotsa fun. Merit Plus. (D.S.)

R.T.'s Box 202

In A Second

Montovani's Hits

**SINGLES**

**THE A'S**

EP/Arista 2224

**BENNY BELL**

IKEY & MIKEY/Vanguard VSD 35209

**HOTEL**

YOU'VE GOT ANOTHER THING COMING/MCA 41050

**IMPORTED SINGLES**

**CLASH**

I FOUGHT THE LAW/EP Columbia 12-7324

**BRAH TCHAIKOVSKY**

AMELIA/Radar ADA 37

**YACHTS**

LOVE YOU LOVE YOU/Radar AEA 36

**JAZZ**

IN IT'S OWN RIGHT  
By George B. Meier

**LENNY BREAU**

FIVE O'CLOCK BELLS/Adelphi AD 5006

Moody and ephemeral. Lenny plays guitar abstractions. He's not a happy man. Special Programming. (G.B.M.)

**RON CARTER**

PARADE/Milestone M-9088

Interesting arrangements, more than great tunes, keep this LP turning. Star-studded, Corea, Henderson, and Williams, guarantee a smooth ride. Merit. (G.B.M.)

**ERIC GALE**

PART OF YOU/Columbia JC 35715

Several settings, but there is only one mid gale. Nice riffs develop, few songs. Merit. (G.B.M.)

**JAN GARBAREK GROUP**

PHOTO.../ECM 1-1135

Always reflective, Garbarek's album has no attack in it. But he is a fine soloist who is instinctively musical. Merit. (G.B.M.)

**MICK GOODRICK**

IN PAS(S)ING/ECM 1-1139

The style of ECM music is so well defined that even new names fit into the mold. Mental and pleasing. Merit. (G.B.M.)

R.T.'s In Passing

**KEITH JARRETT**

EYES OF THE HEART/ECM T-1150

A long explosion. Eyes Of The Heart reaches the melodic soul characteristic of Jarrett's music. That essential truth in his music is what draws so many people in. Keith speaks through his music. Strongly Meritorious. (G.B.M.)

**EBERHARD WEBER**

FLUID RUSTLE/ECM 1-1137

Using voices, Weber takes an adventurous step. Fluid Rustle is still as spacey, impressionistic turn of table. Special Programming. (G.B.M.)

**CONCERTIZING**

WDET-FM/Detroit, Mich. - Judy Dcnlin

Artist (s): ROBERT FRIPP

Place & Date: Second Chance Bar (Ann Arbor) - 6/12

Type of Place: Bar

Ticket Price: FREE

Capacity: About 600

Attendance: Jammed full

Audience Composition: College-age

Production Values: Headliner

Musicianship: Excellent

Material Quality: Good

Showmanship: Good

Sound Quality: Good

Lighting & Staging: Good

Reviewer's Reaction: Robert Fripp performed, with guitar and tape machines, a series of Fripperties. He played and recorded himself on a tape loop which allowed him to keep the sounds he wanted and to duet with himself. Foot pedals were used to help alter the sounds. Audience was very receptive and responsive to the performance.

ALTEC DIST./Burlington, Vt.

Artist (s): PAT METHENY

Place & Date: R.W. Hunt's, Burlington, Vt. - June 18

Type of Place: Club

Ticket Price: \$5.75

Capacity: 300

Attendance: 300

Audience Composition: Late college - mid to late 20's

Production Values: Headliner

Musicianship: Superior

Material Quality: Derivative to stylish

Showmanship: Melodramatic but subdued

Sound Quality: Superior

Lighting & Staging: Spotty

Reviewer's Reaction: Metheny's most recent appearance in Burlington was surprisingly flawed. The group is tighter than ever and their ensemble playing, on "Phase Dance" and "San Lorenzo" in particular, was outstanding. Drummer Dan Gottlieb and bassist Mark Egan, who wasn't allowed nearly enough solo space given the quality of his playing, were aggressive and keyboardist Lyle Mays was excellent, better perhaps than Metheny, on a composition of his own, "Mars." That was easily the best group performance, as too many others were disrupted by meandering solos, often those of Metheny, whose guitaring lacked its usual economy and style.

KFJC/Los Altos Hills, Ca. - Bob Gibson

Artist (s): PENETRATION

Place & Date: Old Waldorf - 6/11

Type of Place: Club

Ticket Price: \$6.50

Capacity: 700

Attendance: 500

Audience Composition: 20's, some with flubber-coated shoes

Production Values: Headliner

Musicianship: Energetic

Material Quality: 1984-ish

Showmanship: Exuberant

Sound Quality: Fine

Lighting & Staging: Adequate

Reviewer's Reaction: The best thing Penetration have going for them is energy. Their live set, while not always a Berklee School Ph.D. dissertation, is among the liveliest of recent memory. Pauline Murray, the vocalist, is the focal point..she moves as though of Tasmanian blood, and by the set's finish, even the determined non-dancers are hopping around. Watch these guys, they're very young...and they will improve. Could be a killer.



# THE MUSIC FOR UNICEF

Dear Program Manager:

1979 has been chosen to be "THE INTERNATIONAL YEAR OF THE CHILD" by UNICEF. This month, Polydor Records will be releasing an album entitled, "THE MUSIC FOR UNICEF CONCERT", with the performing artists, writers, composers, and Polydor donating to UNICEF from their revenues from this album.

As a public service, wouldn't you want to donate an extra hour of music for "THE INTERNATIONAL YEAR OF THE CHILD"?

ROD STEWART, DONNA SUMMER, OLIVIA NEWTON-JOHN, THE BEE GEES, ANDY GIBB, KRIS KRISTOFFERSON & RITA COOLIDGE, ABBA, JOHN DENVER, and EARTH, WIND & FIRE sing their hits for UNICEF, distributed by Polydor Records.

We need your help to make the "Gift of Song" successful.

Thank You.



Cordially,

Dick Kline  
Executive Vice-President  
POLYDOR INCORPORATED

THIS SPACE DONATED BY WALRUS!

"I'm feeling better than good," says Jim Cameron.

He is sitting in a small, white-walled office in a mountaintop of glass and steel at 30 Rockefeller Plaza. The room is virtually naked. Cameron hasn't had time to unpack the bags that he barely had time to pack in Boston.

This shoebox of an office is only a place to rest his feet. There will be new quarters in the NBC mountaintop. But for the moment, Cameron is here expertly filling up the tiny space in his office.

Against milk-white walls, Cameron is chocolate and dark, an early entry in the U.S. Tanning Olympics. If Cameron is sunlit, the office is not. There isn't a single window anywhere. Mountaintops not only reach up for the sun, they cut it off altogether. It makes New York a place where people have to wear their sunlight.

Cameron is too busy to notice any of this. There's a row of white paper memos stretching across his desk like the dividing line on a highway.

Get closer. Cameron looks a little like Bun E. Carlos, glasses and mustached, the heartbeat and drummer for Cheap Trick.

We are, after all, talking about a backbeat, the 4/4 steady rhythm of news. Cameron is the sound of the drum for NBC's new radio network, The Source.

It is a high powered concept that balances news and features, headlines and culture, information and rock 'n roll. The Source is a full dress working model of every major and minor innovation in the last ten years of radio. There is nothing new here. What is new is that Cameron wants to integrate all the parts into a single organism of broadcasting.

It won't be easy.

Right now, The Source is like a garage band. It only runs a limited schedule of 2 minute newscasts in 16 test markets. In July, Cameron says The Source will be on the air, seven days a week from morning drive until evening. When it catches up with itself, The Source will provide news, public affairs, features, reviews, profiles, radio magazines, and rock and roll concerts (at least two concerts this year).

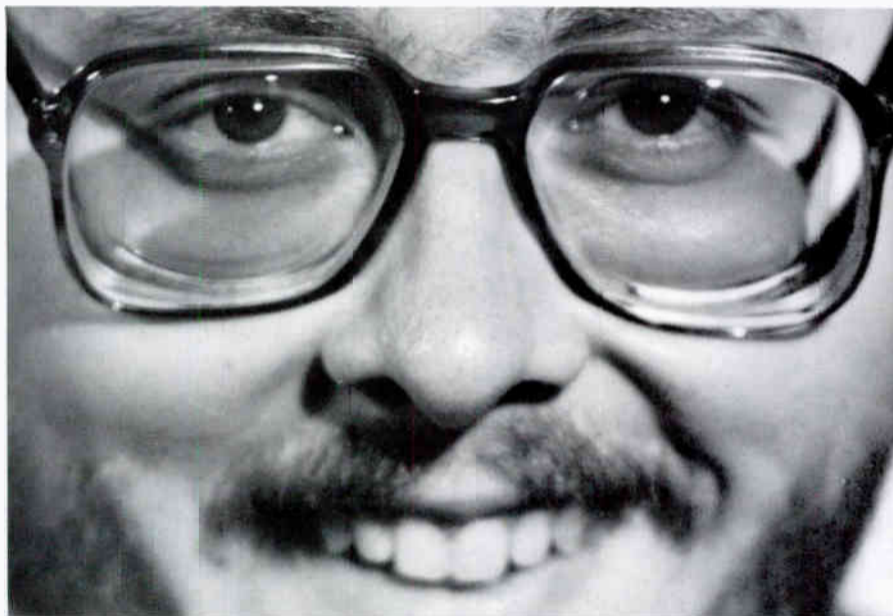
Cameron calls it a supermarket of radio. He says Source clients "don't have to run anything or they can run everything." Shop around. Look at the bargains. Radio on sale!

Cameron uses the Odyssey File, All Things Considered, News Space and Newsblimps as reference points to explain what The Source will be like. But it won't really be like any of these at all. Cameron wants something different and original. The Source is an experiment, a protein experiment. Cameron wants it to signal the advent of a new decade. He wants to play a kind of Darwin to radio evolution.

"It is," Cameron says, "the chance of lifetime." Eleven years of radio fanning across

# NBC'S HIP GAMBLE

ROLLING THE DICE ON 18 to 34



WCOZ, WLIR, and WQIV. But Cameron knows that The Source will make or break his reputation. "This network is everybody's wildest dream," he declares, "and I am going to bust my chops to make it come close to that."

Cameron almost sounds like he just invented radio. He wants so much. Nothing short of a universe of ever-expanding possibilities.

But hold the front page! Get me rewrite, sweetheart!

Keep in mind that radio is a local event concerned with local problems. But network is a national event concerned with national problems. It is a standing conflict between intimacy and monolith. In the infinite universe of radio, networks are black holes that eat up the rest of us.

Cameron understands and anticipates the problem. He knows he has to localize his network monolith and get it to talk to you and me. He figures he can do that by getting us to talk back to it.

"I need information and feedback from our affiliates," Cameron says. "I need to know what they think."

That means Cameron has to do what few people have ever been able to do. Develop a unique, close-working relationship between network and affiliate. Cameron understands that the two-way street is crucial. With it, he can heal the divisions of the twin personalities of radio. But he can't do without it.

There are more black holes. When The Source made its debut, there was no small measure of concern about the role of Lee Abrams. The rumor mill wondered whether Abrams would play Citizen Kane to NBC's embryonic network.

"Nobody was more suspicious than I was," Cameron says. "Lee Abrams is not the boogeyman of radio. He is not going to tell us which stories to run, where to put them, or how to write them."

What Abrams is there to do is to tell Cameron what the audience is thinking. Surveys of what they think is important, how they feel about newscasts, records, vacations, lifestyle. If it works, Abrams will be a mirror to catch the reflection of a generation.

Cameron says he'll run surveys, but won't be run by them. His idea of research is measured against the feeling he gets in his gut. Cameron thinks of research as one more way to keep his finger on the pulse of America. It is the same way he feels about NBC itself.

Remember that around 1975, NBC folded up one more news radio format. Cameron says "NBC made a mistake. Now they're doing it right." No doubt there is virtue in having a supercompany like NBC at your disposal. News bureaus in 35 countries. A veritable army of reporters. You don't have to rely on UPI or AP. Besides without big corporate bucks, The Source would not even exist. (No more black holes.)

Vital statistics. The Source is in 16 markets right now. Cameron says they had to turn down stations that wanted to be part of the test market. Although they haven't approached anybody, Cameron says 182 stations have already contacted NBC about the new network.

Cameron will continue to develop new programs. Around January, they'll start selling the networks to clients. The 16 test stations airing The Source now are getting a trade off.

The Source is targeting for the 18 to 34 year old demographic. It is designed to appeal not only to AOR formats, but to soft rock, disco, and adult contemporary.

More vital statistics. A network like this is only as good as the people it hires. Cameron wants to avoid golden throats and the voice of time delivery. So far, he has recruited an interesting stable of the best and the brightest. There's C.D. Jocko from WXRT; Carl Cramer from WBAP; Mary Lyon from KHJ; Darryl Welles (morning drive) from KRTH; and very new, Bob Madigan from KNX.

John McGhan from WDVE will skipper the rock 'n roll concerts and the other areas of programming that fall outside Cameron's periphery.

Will it work? Any answer is premature but try answering that question with another.

Where are the Izzy Stones of our business? The Leiblings? Mustes? Murrows? Is there a place for them in what we do? Are we left with Paul Harvey?

The point is what yardstick do we measure our work against? How do we calculate success? If journalism belonged to salesmen, we could measure success against a rate card. But journalism isn't advertising. Good journalism tells the truth. A good journalist finds the truth and tells it in a way that people can understand.

What do we measure The Source against? Against the yardstick of good journalism, sure, but a little more. We don't have anything quite like it. Cameron is 28 years old with an AOR background and the firepower of NBC behind him. We have to watch what they do and get used to how they do it. The measure of The Source may very well be itself. It will be its own yardstick.

There is a lot at stake here. Cameron and his stable are not working for a network. They are running a network. The Big Chance is also The Big Risk.

No matter what happens to them, it will be a chapter in radio that the rest of us will have to live up to or live down.

If what Cameron says will happen happens, The Source may be a significant landmark in broadcasting history. What's at stake is how they'll use a lot of power.

What it all means is simple. We have come of age. A new generation is at the mountaintop. You can't invent radio. But you can re-invent it. That's the way it always is. □

BY BILL VITKA

# THE TIME HAS COME FOR SNIFF 'N' THE TEARS.

*Sniff 'n' the Tears*



*Fickle Heart*

Their new album, "Fickle Heart,"  
is available on Atlantic Records and Tapes.  
Includes single, "Driver's Seat."

**YOUR TIME HAS COME FOR  
SNIFF 'N' THE TEARS.**



# The Holy War of Radio Rating



hat ultimately may decide your

position in a market is not how many people are in the audience, but how much money they spend and where.

(Continued from page 4)

It's also possible that for AOR radio it is exactly the right kind of distortion at the right time.

Burke's surveys indicate that AOR radio enjoys a larger share of the market than Arbitron estimates. In many cases, this is a significant margin. Burke scores WNEW-FM in New York with a 3.4 share; Arbitron puts it in the vicinity of 2.0.

This is good news for some and controversial news for everybody else. The controversy is that the first book that Burke put out, October to December 1978, contained a curious relationship of cums to average-quarter-hours. In some cases, the quarter-hours were higher than the cum, a statistical event commensurate with declaring that the moon is made out of green cheese.

Burke explained away this discrepancy on the grounds that it tabulated incomplete interview information and included it in the quarter-hour base but not in the cum. Only in radio is the whole less than the sum of its parts. Because of the controversy, Burke isn't going to do it anymore.

Despite these handicaps, Burke seems to be getting good ink. The first book was out on time. They survey in 11 markets, targeting the top 20 for the immediate future. And in New York and Los Angeles, Burke runs about \$25,000.

At least Burke looks professional. Now compare Burke's performance against Audits & Surveys' Trac-7.

The first Trac-7 book was delayed. Some data was incomplete. There were hardware problems with the computer. It had a high rent price tag (\$44,000 in N.Y.). Now it's out of business.

But you have to think beyond Trac-7's collapse. The most important factor about Burke and Trac-7 is not what set them apart but what joined them together. Both entered the Holy War of Ratings at the same time for the same reason.

To understand why, we have to go back to 1976. In Bicentennial June, Arbitron issued a Declaration of Price Increases. That new price schedule had more of an effect on rating services than 5 years of AOR radio's trench war against Arbitron. The radio industry was shocked and appalled at Arbitron. It was outraged from

the very bottom of its pocketbook.

What followed Arbitron's new rate schedule was fast and furious. A task force of the Radio Advertising Bureau, with the support of the National Association of Broadcasters, authorized a feasibility study in early 1977 to establish an industry-owned association to measure radio audiences. The situation was urgent because the industry was confronting the collapse of Pulse.

The result was a \$100,000 Manhattan Project for radio research rendered obsolete before it was finished. The lawyers told them radio can't measure its own audience. If the RAB and NAB had set up their own rating service to compete with Arbitron, it would border on illegal conspiracy and monopoly tantamount to anti-trust violations of the law. So much for the free marketplace.

Regardless, the feasibility study was completed. Data was collected using 24 hour telephone recall over 7-days (ergo Trac-7). It's because of this study that telephone recall enjoys primacy over the diary. At least for the moment.

The fact is both Audits & Surveys and Burke were invigiled to take up arms against Arbitron by the radio industry. Since the only way to compete against Arbitron was to go to jail, the industry encouraged other marketing research companies to man the barricades.

It proved to be Trac-7's Alamo.

While Burke and Trac-7 were not, by any means, surrogates for the radio industry, there was no doubt that they were recruited in radio's battle against Arbitron.

The major question is still whether radio wants to support or can afford to support a wide field of rating services.

On its face, the answer is no. Look at Trac-7. Almost every major market radio station has to get Arbitron. After all, Arbitron is the Bible in the Holy War and it's the book that the agencies use to decide who to buy. More and more, radio does its own research with less and less to spend on competing measurement surveys. The standing guess is that radio can afford at least two rating services, Arbitron and an Avis. As number two, the Avis would keep Arbitron in check. But who keeps the Avis in check? What research is accurate?

Burke and Trac-7, and even Media Statistics have been reporting higher numbers for AOR. Will AOR finally put its money where its mouth is?

Just before push came to shove, the former vice-president of Trac-7, Avery Gibson, argued that, "if I have to live or die by the numbers I want the best numbers." Gibson believed in truth in numbers and she made the point that radio shortchanges itself by not bankrolling accurate research. Right now that stands as her epitaph.

It was a grave a number of people were already digging weeks before Trac-7's actual demise. One of them was Mediatrend's sales manager, Jim Carnegie. In March, he was already playing the happy undertaker to Trac-7. "They're dead," he said, "and they don't even know it."

That's not all Carnegie says. Talking about the remaining apostles of research he warts, "don't let them blow smoke up your ass."

Some caveat. Not only is there smoke, there are smoke-making machines.

Mediatrend's smoke blows this way. They use telephone recall, targeted for 25 markets by the end of the year, with special Mediastat reports available in 25 markets. For the money, the surveys that Media Statistics provides are a relative bargain. Mediastats cost \$3500 and Mediatrend runs about \$1000.

The major disadvantage is that the reports don't survey every major market. The advantage is that they are getting a good track record anticipating changes in the radio market.

Right now Carnegie's favorite story is WKTU in New York. Mediatrend figured KTU for an 11.3 late last year. Vindication followed when Arbitron rated KTU at 10.9.

What Mediatrend seems to have is holding power. In the Holy War of Ratings, they never bested Arbitron but they certainly outlasted the competition. If we use calendar time as our unit of measurement, Mediatrend is the Avis of research companies.

Carnegie's approach to research is tempered by a background in radio. He calls ratings a barometer that should guide and not dictate programming decisions. No, he doesn't think industry executives understand how to use ratings. Carnegie calls Arbitron a de facto monopoly. And his analysis of the field of competition isn't charitable enough for him to think they'll be around for very long.

"It's not enough to tell kids not to play with matches," he says, "the child is going to have to find out for himself."

Never mind the smoke-making machines. Now we have a real fire!

The Holy War of Ratings doesn't just pit Arbitron against everybody else. There's a battle over who the industry will support as an alternative to Arbitron.

This creates a fascinating dichotomy. Carnegie has to trash Arbitron. But he has to be careful. Arbitron is still the Jesus of ratings, the final arbiter of truth in numbers. Mediatrend looked good on WKTU precisely because the figures anticipated Arbitron. If there's a rout by Carnegie's 7th cavalry, not just Arbitron, but truth in numbers get massacred. And it's not just Mediatrend but Ram and Burke that have to honor this anomaly of a demilitarized zone.

There's another critical factor. Since Mediatrend invites comparison with Arbitron, it also invites a comparison of telephone recall and diary keeping. Mediatrend will talk up the virtues of telephone recall and debunk the diary method. But the point is that if Mediatrend and Arbitron compare favorably then telephone recall looks good against the diary and the diary looks good against the telephone.

And of course, this isn't the end, just the beginning. Next issue: The Vatican of radio ratings, Arbitron, and how it all got to its venerable position. □

# RADIO

## CITY

**D**r. Pepper, MacDonalds, Yago Sangria, Clearasil, Preparation H, Crazy Eddie in New York, Cal Stereo in L.A., Cruex, Slurpees at 7-11, Jewelry Stores and of course The Army. Remember, "I'm gonna grow my hair one more time" and that series of commercials which came along with the volunteer Army. A great many radio people had to swallow hard every time that cart came up. But there are worse things to deal with today regarding commercials. Besides the negative vibes coming from some products themselves, radio has to deal with inferior production on a number of spots. All of this raises the old question, 'Is a radio station's format disrupted by commercials?'

The answer is yes — and no. Yes — when a station in a particular market doesn't quite pull the numbers required to be in a position to pick and choose, or even to recut the spots that don't thrill them. And No — when a station is doing fairly well and insists on format integrity. But the real answer lies in the explanation of specific situations.

"At WHCN we're affiliated with ABC," says the Hartford Connecticut based PD, **Mike Picozzi**, "and I just blew away all of the crotch spots. I refuse to run and be paid for any hemorrhoid spots, and jock itch spots, Kotex and Vagasil. I just don't run those. They are fine products and probably necessary but they make less than tasty radio. I wrote a letter to ABC and drew a picture of these itchy, smelly listeners with bad complexions. And that's not the image I want to portray. Especially in morning drive, I don't want to hear about itchy, cracking, scaly feet. That's disgusting."

"As far as local spots go, there are some I could do without but I'm pretty satisfied with my veto power. There is not pressure if the spot doesn't fit. We will make every attempt to recut it, explaining to the client why it doesn't fit. So far, no problems."

"I love to have commercials on my station that inform. I don't think a listener considers a concert spot as an intrusion. It's an information piece. Even club spots aren't bad 'cause you can get a lot of music into them and get some creative production going."

Down in Atlanta at WKLS, **Rich Piambino** has a slightly different attitude. "Some of the ways in which the spots have done real bad. Pimple commercials don't bother me. It's the context and the blatancy of them that bug me the most. The product they sell is kind of indifferent. If kids need something to clear up their skin at least it has some semblance of health or hygienics."

"A lot of the people who are producing these spots just don't understand where AOR's at. They have a hard time making it sound relevant to the format. And that matters to me because it fucks up the flow of the station a lot. But turning down their business is not one of the things to do. It never helps a station to turn down business."

At WMET in Chicago they'd love to be able to turn down some of their business. MD **Bill Evans** explains, "We are tied down to some contracts that were signed before we took over this format. Things like bubble gum ads and candy bar ads — the typical Top 40 stuff. To a degree, it couldn't do anything but hurt our format. But not as much as it would have years ago. I can't speak for the coast, but people in this area are more willing to accept things than they used to be. There is no

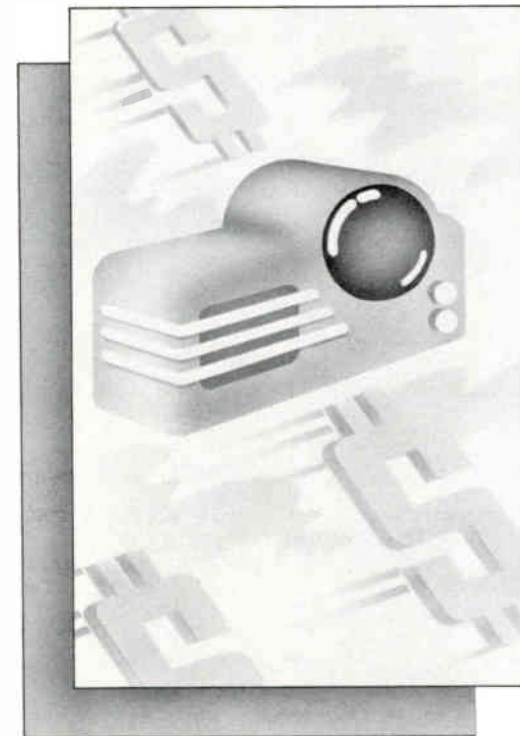


Illustration by Kerry Polite

more apparent peer group pressure. If you like something, you like it. Doesn't matter what it is. So, you can get away with more now than during the early or even mid-period progressive days . . . I think people are a little more tolerant of that stuff if they know you're gonna come through with the kind of music they want to hear."

**Michele Robinson**, MD at WSHE in Miami/Ft. Lauderdale has experienced a few commercials that would even push Bill's theory. She remembers, "When I worked at another station down here, we used to run abortion clinic spots. We had to run them because we needed the money. It was just the worst. And every time one of them would run, inevitably we'd make comments and turn the monitor down and say, 'Oh, do we have to do this?' We were a brand new station then and we had to take what we could get. We went as far as we could without blowing them off completely."

In the opposite corner of the country, **Marion Seymour**, MD at KZAM in Bellevue says, "We don't talk about them when they're over. We don't make jokes about them. We just pretend that they never happened. And our listeners write us letters regularly about the commercials they don't like."

"I think advertisers sort of live in a bubble. They're thinking only in terms of effective advertising and not effective radio. They just want to sell their product and they're not taking full advantage of the situation. We've realized that dealing with these commercials is just what we have to do in order to survive."

What about live spots? It seems there are two ways of looking at it. In the case of **Ted Habeck** at KSHE in St. Louis, "I think they play a very important part in programming. They allow each DJ to give his or her very own delivery and it gives every spot a different feeling. A spot can be

read by two different jocks and come off totally different both times. But we try to keep a good balance. There isn't as much live product as there is carted product. But we do our share of live spots."

There is also another reason for live spots. As in the case of **Jeff Dugan** at QSKY in the movie FM (radio's fantasy equivalent to Star Wars) where live spots by Mutha and The Prince were the alternative to Army commercials, **Bill Evans** theorizes, "It really depends on what you're doing on the air. If you've a personality oriented station like that one was then you can get away with it. But, for instance, as with consulted types of stations, that isn't going to change anything because your personalities aren't as ingrained."

Well, except that about covers everything — expect disco.

"And it's very disgusting," says **Linda Clayton**, MD at KDKB in Phoenix. "7-11 or 7UP or A&W root beer — where they have eleven seconds of nothing but disco music before they tell you what's going on. This is something that I, as a music director, am really trying to fight. Some spots are ridiculous anyway and there's no need to add disco on top of it. If you have a strong enough consistency at your station you can program your commercial matter as well. If you're going down the dial and you hear eleven seconds of disco music, you'll keep on going. It's a turn off."

Disco has created some weird moments in Austin Texas. The MD at KLBK, **Wayne Bell** says, "It's showing up with the strangest things. We've got a disco Mexican food commercial. I guess it doesn't matter — it works with anything. Disco is the perfect retail music and advertisers are beginning to realize it. That march tempo has been used to motivate people for various purposes for hundreds, maybe thousands of years. People are becoming aware of the fact that it works well in stores — folks move right along because the energy is fairly positive and upbeat. Whether or not they're really listening, it's there. Disco is the Muzak of the 80s."

But how do you get around disco in the city which spearheads the movement? At WPIX in New York, PD **Joe Piasek** explains, "There are a lot of disco commercials; disco clubs, disco related products which use disco music. So, what I try to do is cut them with a piece of rock'n'roll music that's not devoid of any danceability which is really the point they were trying to get across anyway. Whenever we have a client who won't go along with that, rather than lose the account we'll try to day-part it as much as possible. They really don't want to leave anyway. It's just one of those bargaining points. Many times an agency buys numbers, not a sound. Radio stations sell both ways and you can't have one divorced of the other. Day-parting is one of the most important things because just about anything can get by if it's done at the right time and in the right way. It's kind of like doing drugs (so I'm told). You really need the right setting to appreciate the effects."

Radio City Quiz #2  
What ever happened to Karla Bonoff?  
Clues: None.

Anything bugging you? Let me know and we'll suss it out. Call (212) 677-4500  
**GOO GOO GOO JOOB!**

BY DEAN SCIARRA

# AMERICA

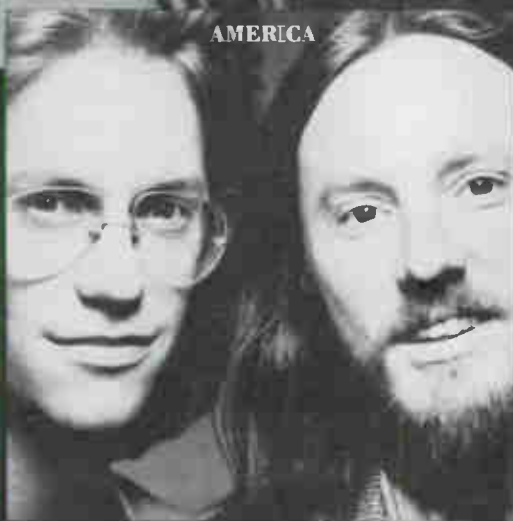
## SILENT LETTER



Their debut album  
on Capitol Records.



Produced by George Martin.  
Arranged by George Martin.  
Engineer: Geoff Emerick  
of AIR Studios, London.  
Direction: Hartmann & Goodman.



### THE AMERICA TOUR DATES

JULY 3rd DENVER, CO.  
JULY 11-12th L.A. CA.

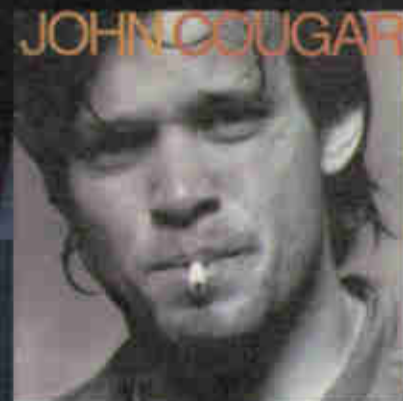
SEE THEM  
WITH McQUINN,  
CLARK AND HILLMAN

© 1979 CAPITOL RECORDS INC

# John Cougar

Produced by  
Ron & Howard Albert  
Criteria Studios/Miami

There is a cure for  
the summertime blues  
now; he's available on  
Riva Records and Tapes.



## John Cougar on tour.

7/17 The Old Waldorf/San Francisco, CA.  
7/23 The Roxy/San Diego, CA.  
7/24 Dooley's/Tempe, AZ.

7/26 The Bluenote/Boulder, CO.  
7/28 Lawrence Opry/Lawrence, KS.  
7/31 The Palladium/Dallas, TX.  
8/1 Texas Opry House/Houston, TX.  
8/3 Stages/Madison, IL.

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