Columbia Top Level Promotions

In a major announcement by Bruce Lundvall, the new President of CBS Records division, Ron Al- exenburg has been named Senior Vice President, Epic and Associated Labels. In his new role, Alexenburg will immediately begin to move to expand the activities at Epic and the Associated Labels. Lundvall also announced the promotion of Jack Craigo to Vice President and General Manager, Marketing, CBS Records. In his new po- sition, Craigo will have the responsi- ability to develop overall marketing directions for the product on Colum- bia, Epic and all other labels dis- tributed by CBS. These moves were made late last week. RBM learned just before press time this week that Don Dempsey has been appointed Vice President, Marketing, Columbia label. The an- nouncement was made by Jack Craigo, the newly named VP and GM. The Columbia promotion de- partment, headed by Stan Montanaro will be working closely with Demp- sey.

July 4th Radio Moment

WRKO/Boston PD J.J. Jordan has suggested that radio do something special at a certain pre-determined time on July 4th. A suggestion was raised that possibly all radio sta- tions across the nation should play "God Bless America" at 3pm. All interested stations should contact Jordan who has volunteered to help coordinate this massive effort through RBM.

Morning Man Shuffle

KSFY/Minneapolis has filled the desirable morning drive slot with "J. Parker" Antin. KSTP PD Marc Driscoll noted how happy he was to gain the talents of Parker (who has dropped Antin with the move). Parker comes from rockers in San Jose and Seattle.

KCBS/San Diego is now in need of a morning man as Jay Stone exits. Stone noted that the station wanted to go in a different direc- tion in the mornings. Stone can be reached at (714) 562-2860. Meanwhile, KCBS PD Gerry Peterson needs "a loon, no time and temps need apply." Contact Peterson at (714) 286-1170.

Quickies

Linda Rostedt, Jackson Browne and the Eagles are set to perform a benefit concert in Largo, Mary- land for Presidential candidate Jerry Brown. Concert is on May 14th and is expected to raise $150,000.

Several Capitol Records promo- tion men have resigned to join Al- Coury at RSO Records.

George Hamson announced the appointment of Dennis Monroe as Director of Operations for Dark Horse Records.

COLUMBIA SUPERWALK RAISES $100,000—Thousands of listeners turned out in support of the Northern California March of Dimes 28 mile walk. Dr. Don Rose, recently recovering from a leg injury, raised $3000 from his listeners as he walked three miles with a cast from hip to toe. Since Dr. Don did the deed, our question is why KCFR PD Michael Spears passed out behind him?

During the height of the Cocoa Beach, Florida tourist season, CKX1 ran a very successful promotion on the beaches, giving away "CK Jerseys" and "CK Bikinis," an example of which is displayed here on one of the station's "CK Chicks" who handed out the gear. Over 5000 jerseys were given out in just one weekend.

Setting The Record Straight

Dear R&R:

A couple of years ago Radio & Records decided to publish an accurate AOR airplay report, something the industry in general, and AOR radio specifically, needed. It worked! Radio & Records has achieved the great degree of success it deserves.

Unfortunately, success does have its drawbacks. Radio & Records' huge success has led to increased pressure to report certain records, whether played or not. It's with great embarrassment we admit that we have given in to such pressure in the past.

Recently came the rude awakening that we were lessening the accuracy of the AOR airplay report, the very thing we had longed for so long a straightforward sheet that serves as an important reference tool in helping to effectively program KBPI. And if we were reporting records we were not playing perhaps others were, too.

It's been a pleasure for both of us to have been associated with Radio & Records since the outset, and we most certainly hope to continue. But from this point on we refuse to report any record not receiving substantial airplay on KBPI-FM...and we urge our fellow AOR stations to do the same.

We hope you will accept our apologies, and we hope any other station reporting records not played will also cease. We need Radio & Records for what it is: THE accurate AOR airplay report.

Sincerely,
Frank Felix
Program Director
Jeff Pollock
Music Co-ordinator
KBPI-FM/Denver

Following a recent editorial by AOR Editor Mike Harrison, we received this letter from KBPI. We feel the matter so important that we are publishing the letter on the front page.

Tony Orlando "Dawg"—While in Atlanta for a concert, Tony stopped by the WQXI studios for an hour long on air rap. A listener brought by an eleven week old puppy for Tony, who proceeded to give the dog his first big break on radio. Pictured (L-R) Mike Randell and Jerry Goodman, E.A. Dick Shannon, afternoon drive WQXI, kneeling is Jack Fitzgerald, WAXI PD.
ROCKETING TO THE TOP! ...both Country and Pop.

Billy 'Crash' Craddock
Headed for 'C&W. Strong MOR airplay startup. Heavy sales... Already over 100,000. Coming off a big crossover; EASY AS PIE; this one looks even stronger!

'WALK SOFTLY'
DOA - 17619
☆ Billboard ☆ Cash Box ☆ Record World

Narvel Felts
Headed for No. 1 C&W. Great early action Top 40 rock: 21-16 WAKY, 24-17 KLIF, etc. Sales nearing 150,000. Perfect demographics all ages!

'LONELY TEARDROPS'
DOA - 17620
☆ Billboard ☆ Cash Box ☆ Record World

Joe Stampley
Headed for 'C&W. Instantaneous top 10 requests and sales! 80,000 after only three weeks out. A sure crossover successor to Joe Stampley and the Uniques pop hit of 1966 with the same song.

'ALL THESE THINGS'
DOA - 17624
☆ Billboard ☆ Cash Box ☆ Record World
KNUS RIGHTS KLF APPLICATION FOR SECOND LICENSE

The Mutual Broadcasting System, owners of KNUS/Dallas, recently filed a petition with the FCC against Fairchild Broadcasting, owners of KLIF/Dallas. The petition outlined two different areas in which the company felt Fairchild displayed actions which should be brought up on before the Commission.

The first involved past programming on KLIF, alleging that ratings had been hyped on the air via contests during rating periods, and that all 87 outside ads were the same.

The second involved the proposed format on KLIF’s community ascertainment survey of community needs contained many errors and was mis-representative. KNUS obtained copies of original ascertainment forms from KLIF, and filled these along with affidavits from some of the surveyed community leaders stating that much of the information on KLIF’s forms was incorrect.

McLendon noted that in one case, a woman who was interviewed was listed on the survey as Black, which she is not. Similar errors were also noted on a number of other forms. According to McLendon, the forms also included interviews with people who could not in any way be deemed to be community leaders, and in fact were not even residents of the community.

KNUS General Manager Bert McLendon told RBR that the petition outlined two different areas in which his company felt Fairchild displayed actions which should be brought up on before the Commission.

Radio & Records

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Nashville, BRT Collins
AD: Editor: Mike Hamson
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SUBSCRIPTIONS

Circulation Mgr: Nancy Holif

CLASSIFIED

Raves/Obits

PRODUCTION

Art Director Roger Zunwall
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RADIO & RECORDS is published every Friday for Radio & Records, Inc. by Fiber Recip. Inc, Suite 1211, Hollywood, 90028, (213) 466-9561 Subscriptions: $11.00 per year or $14.00 per quarter. No part of this publication may be reproduced without the written permission of the publisher.

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on the petition’s charges. Henry stated that KLIF was not remiss in hyping charges, and that the station regularly conducts on-going contests throughout the year, not just during rating periods, and that the subject of outside advertising was “no problem.” On the subject of the ascertainment forms, Henry said that all 87 original forms were valid, but that there had been some “clerical” errors. KLIF’s forms, Henry noted, contained more information than the Commission required on ascertainment matters, such as race classification and signatures.

In addition, KLIF alleges that McLendon Corp. employed harassing methods when contacting the community leaders in order to have them file affidavits, and also says that McLendon altered some of KLIF’s documents. Henry also stated that Fairchild believes there is “conspiracy” between McLendon Corp. and local weekly newspaper Oak Cliff Tribune, which has no editorials against the proposed format change. In addition to validating their previous ascertainment forms, KLIF included new community surveys in their reply to the Commission, pointing out that the needs and problems ascertained by the supplemenal surveys backed up their original survey.

Generous Owner

WAPL Jacksonville PD John Long had a dream-come true last week. He and WAEQ owner Stan Kaplan dropped in the studios during the “Greaseman’s” AM drive show, and told him that he wasn’t giving away enough money. Kaplan then proceeded to draw five $100 bills from his pocket and demanded that McLendon call them away. 

Then, during J. Jackson’s afternoon drive shift, Kaplan repeated the scene, this time making the total giveaway $1000 for the day.

Correct Number of Prizes

Over $3000 prizes have already been won in WQX’s “Adventures’ Caved Of The Seven Treasures” contest. One seven-digit number was designated as the key to the right path through the mysterious cave to find the prizes. The second phase of the contest offers $5000 in prizes to listeners who call in their guesses. “Hunting” sounds are heard in the background as the caller enters the cave, and if their combination guess is wrong, a prehistoric monster ends their cratering.

WPFCWashington D.C. has offered over $10,000 in cash and prizes in their “Great Gold Rush.” One digit of the correct combination to the stash is given out on the air each day, the first listener with all digits in the right order wins the prize.

“A BIGFOOT” PAYS OFF

WLEE/Richmond listeners with large shoe sizes have the edge in the station’s “Bigfoot” contest, trying in with Big Tree Records Bro Smith single. Callers are awarded the number of LP’s that matches their shoe size; a size 12 foot wins a dozen hit albums.

Radio Reaps Awards

KEWIToppeka walked away with three awards during various state broadcasting meetings recently. A commercial produced by KEWI personality “Doc” Holiday was selected as best in the state, and the Best In State PSA award went to the station’s VP and GM Bob Russell. KEWI’s news department won an overall coverage award from the Associated Press.

Columbia Assemblyman Paul Piotke presented KRTM/Los Angeles Continued on page 4

Country radio station KZQY, Abilene, Texas, has just begun a promotion that involves listeners trying to guess the contents of the “Black Box,” pictured above. Eight clues a day are announced on the air. Listenr calls are taken once an hour. Postcard entries are also accepted. The winner gets whatever is inside. The “Black Box” is located at a local real estate office where entry blanks are also available.

Columbia Records held a private party after the Diamond’s packed house performance at the Grand Oly Opry in Nashville. Diamond celebrated his birthday, and Paul Post and Don Heyland wore black holds to the party.

Radio & Records

EDITORIAL

Considerable Time Passed Since Last Time

Racing silk, clad WFL/Philadelphia personalities Bill Corsar left and Jim O’Brien right, stand beside their mounts at the conclusion of The First Great Personality Handicap” at a local race track, WFL, “Bozz Chicks,” along with Corsar’s wife producer Janis (center) and track grooms pose with the horses that brought O’Brien and Corsar in first and second, respectively.

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Continued from page 3
With an award for outstanding community involvement during a station lunch on, RKO Radio President Dwight Case and VP of Programming Paul Drew in attendance. Bob Bender and Allen May won Associated Press awards for the state in Best Regularly Scheduled News and documentary categories.

MOTHER'S DAY GIVEAWAYS

WORM/Theater's "Mom & Apple Pie" weekend honored listeners' moms with chances for winning retailers gift certficates, applicances, clothes and apple pies. Every hour a caller won one of the prizes. One lucky WCMR/Asheville listener, treated her mother to a dozen roses, tickets for a local play and dinner compliments of the station. UN COLA SAM.

WCAO/Baltimore and 7-Up company are cleaning up that city, with the help of promotions cut by "Un- Cola Sam," an Uncle Sam sound-alike who offers prizes to listeners who can collect 50 7-Up cans. All cans will be recycled by 7-Up.

GEORGIA PICNIC

WTOC/Savannah is in the midst of planning their "Great American Picnic," after the conclusion of their on-going "71 Sweeps." Listeners will be treated to free concerts by local bands, free refreshments, a bowling contest, wet T-Shirt contest and door prizes during the festivities. Local high school students are being asked to join in the "Great Tug-Off" during the picnic with the winning team receiving a free 50' hop dance from the station. The announcement of the grand prize winner of a weekend in Daytona Beach and a car in the Sweeps contest will culminate the picnic.

ALL AMERICAN WIFIL

As a part of the festivities in the Bicentennial crush, WFLI is putting their listeners' humorous and serious answers to the question "What Makes America" on the air. All American things such as fried chicken, apple pie and copies of Charlie Rich's "America The Beautiful" singles will be given away to those who voice their answers to the station's patriotic question.

BOWLING FOR BUCKS

WPEZ/Pittsburgh's Charlie Lake reported that their recent promotion extravaganza, "Bowling For Bucks," Callers were taken to the WPEZ "Bowlarama," where a Howard Cossell sound-alike officiated the games. The listeners were awarded $10 for each pin they knocked down, via a rotating cart. Con- solation prizes for listeners who scored only gutter balls included concert tickets, Polaroid cameras and more.

CAR CRAMMING

CK190/Cocoa Beach, Florida program director Benjamin Hill recently invited local clubs and organizations to participate in their Car-Cram. All those cramming into the car received special "I Love To CK" jerseys. One local high school succeeded in packing 81 people into a Lincoln Continental, winning the $100 prize.

CELEBRITY VISITS

While in Lexington for the running of the Kentucky Derby, Telly Savalas dropped by the remote broadcast shopping center site of WVLY's Jim Jordan show. Telly talked about his TV show, recording career and horse-racing enthusiasm with Jim, surrounded by 1000 fans. Telly also received a solid gold leg- lipop compliments of one of the shopping center's jewelry stores.

Over 7000 turned out for an appearance by John Travolta, also Vinnie Barbarino, during WXVY Cleveland's promotion for the new superstar. Nearly 10,000 fans sent in postcards to be eligible for a date with Travolta during the contest, and many others got autographs during WXVY's shopping center promotion with him.

BABY CONTEST

Ted Bell, GM and air personality at WORGI/Orangeburg turned his po- tential fatherhood into a station contest last week. Ted's wife is due to have a baby any day, and Ted gave his listeners a chance to win the station's Top 30 records if they could guess the date and time de- livered, and the sex and weight of the baby closer than other guessers.

GRANITE OFFERS BEATLES SONGBOOK

With the current resurgence of interest in the Beatles, Granite Re- cords reports a radio contest tie in with Tina Allen's "John, Paul, Ringo and George" single. The Allen record has many references to Beat- les titles and lyrics, and stations are running contest asking listeners to phone in the correct number of references. Granite is offering part- ticipating stations copies of the Beatles songbook "Lennon and Mc- Cartney's Greatest Hits" as prizes for their listeners. The hard-cover picture filled songbook features play-along arrangements of the Beat- les' hits. Interested stations should call Nati's promo man Del Roy at (213) 462 6933.

While winding his way around the country in his mobile home, Jesse Colin Young took time to visit WBBF/Rochester to conduct an interview. Relaxing after the show are RZ, WBBF MD Tommy Nast, Jesse, and PD Brith Savage.

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K108/Honolulu recently held Hawaii's First C.B. Convoy. A mixture of trucks, buses, bikes and cars helped raise funds for local charity while participating in the convoy. At the end of the parade, K108 held a Disco party and gave away 2 CB radios, along with LPs for their listeners. The event was captured on film for local TV and newspapers.
"MAMMA MIA"
FROM ABBA.
THE #1 SINGLE
IN THE WORLD
IS NOW AVAILABLE
IN AMERICA.

ABBA's "Mamma Mia" has been
#1 in England, Germany, Austria,
Switzerland, Belgium, Holland,
Sweden, Norway, Denmark, Australia,
and New Zealand. Soon to
be #1 in the United States.

ON ATLANTIC RECORDS.
NABET Sues NBC

The National Association of Broadcast Employees and Technicians, in the midst of a long strike against the NBC Network, has filed a $10 million lawsuit against the network, citing libel and NBC's "malicious" suit against the union in April. NABET's local No. 11 said that NBC had questioned the integrity of the union and its members, and asked $5 million in libel damages and $5 million for damages incurred by NBC's suit.

WWBM-FM's New Woman GM

Lola Gredell has been named general manager of WWBM-FM/Chicago, marking CBS' first appointment for a woman to a GM post. Ms. Gredell was promoted to the position from CBS FM Sales midwest manager, after five years with the company.

Globetrotters To Metromedia

The Harlem Globetrotters Basketball team and other Globetrotter Communications merchandising subsidiaries have been sold to Metromedia Inc., for a reported $11 million cash.

EMI, Meggs Suit Dismissed

A $30 million lawsuit against EMI Ltd., three of its directors, and Capitol Records' Brown Meggs has been dismissed in a Los Angeles U.S. District Court. The class action suit, alleging securities fraud, was filed by former Capitol stockholders. A state District Court in London had determined that EMI, based in London, could not be a defendant in the case. The suit will continue with Capitol Industries and two other Capitol executives named as defendants.

Chi-Lites' Members Sentenced

Eugene Record, Marshall Thompson and Robert Dumas, three of the Chi-Lites, have been fined $5000 and placed on one year probation by a Newark Federal Judge on charges of failing to file income tax returns. All three members had pleaded guilty to the charges, which stemmed back to 1972. Both Record and Thompson had testified in the Newark trial which recently resulted in jail sentences for Brunswick Records executives.

FTC Accuses Levi-Strauss

Levi Strauss & Co. has been accused of price fixing for their retail clothing by the Federal Trade Commission. The Commission suggests that the company should be stopped from making any suggested retail pricing on their merchandise for a three year period. The Commission recommendation stated that Levi should mail a letter to consumers that they can sell Levi products at any price they want, regardless of other agreements with the company, and that the retailers may participate in co-op advertising regardless of advertised price. The FTC's complaint against Levi said that they violated the Federal Trade Commission Act by outlining specific prices to retailers, and requiring dealers to buy other items in order to supply the company's blue jeans.

Arbitron Ranks ABC-TV First

The ABC Television Network took prime time honors over their competitors during the "Second Season," according to the Arbitron SuperSweep report, taken during February. The SuperSweep is based on a sample of 101,240 tabulated household diaries collected in 208 AD TV markets. In the sought after early evening news battle, CBS placed first, NBC second, and ABC third. NBC's "Tonight Show" continues as the leader with late-night viewers with over 5 million homes tuned in per half hour, compared with the CBS Late Movie which had 2.8 million viewers.

Advertisers Move Away From Media Commission

In figures released by the Association of National Advertisers, a drop of 10% was noted in advertisers using the 15% media commission method of agency compensation. 88% now use the method, while others are moving toward use of negotiated rates, commonly cited as being under 10%. Of those using the fee basis, 15% still use media commissions as a factor, with the remaining 75% using fees only.

Pay Matches Up With Cost Of Living

The average starting salary of American workers in 1978 increased pace with inflation, with a 4 to 8 percent hike from last year's figures. Cost of living raised 6.1% during the past year.

FTC Complaint Against Trade Schools

Legal action may be taken against trade schools if they misrepresent job opportunities or salaries available. The Federal Trade Commission has filed a complaints against some trade school operators on those charges, and also said that schools should give refunds if they were of little or no value in obtaining jobs for the graduates.

NLRB On Union Questioning

It is illegal for companies to question their workers on their union activities, even though the company acknowledges a union as representing the employees. The National Labor Relations Board ruled that a worker's rights are interfered with by such questioning.

Copyright Laws On Art Reproductions

A U.S. Court Of Appeals has ruled that art reproductions taken from original must be more than a mere copy in order to be protected by current copyright laws. According to the court, "an original contribution" must be made on the copies in order to have protection.

More Mail Cost Reductions

In addition to lower rates for book-mailing of first class and air mail letters, the U.S. Postal Service has approved changes in the principle giving discounts on some fourth class mail and revised costs for business reply mail. In addition, the Post Office wants to cut down on smaller than regulation size mail, and charge more for oversized first class and air mail letters.

FTC Opens Files

Previously secret records in the Federal Trade Commission's files are now open to firms that are being questioned by the Commission. Files which are similar to those of the company's case may be inspected. Certain personal and commercial matters will still be withheld from inspection. The FTC hopes to stop subpoenas for records and other orders they have been swamped with for company files.

Bumper Crop Of Stickers

One company that makes bumperstickers projects a record number to be made during 1978. An estimated 500 million stickers, 10 times the output of 10 years ago is forecast, partially because of the Bicentennial and election year.

THE FCC [So You Can Understand It]

The Commission has come to a very interesting ruling. Specifically, the Commission has adopted a commitment that it will discontinue the written examination for any of the various classes of commercial radio operator licenses (Restricted Third, Third, Second, First, Temporary, and Full) issued temporarily to authorize to operate radio stations for a period of up to 60 days, pending the issuance of the license document itself. The new procedure will become effective June 15, 1978.

As you are well aware, license documents are normally issued within seven to ten days following the examination. However, the Commission has finally come to realize that delays are the rule rather than the exception thus necessitating the interim procedure.

Radio Shack's CB Contest

With the CB craze now in full swing, the Tandy Corp.'s Radio Shack is running a contest picking up on the very same theme and offering dollars to people who submit the best original songs about CBs. The grand prize winner for the best song will walk off with $18,000.

World Records Book Resurces

The Guinness Book of World Records is seeing a massive renewed interest recently, with the Sterling Publishing Co. having no trouble selling the 260,000 copies each year. Business in 1977 has just recently printed 2.4 million copies of the paperback edition. The Guinness book has been in print since 1955, but has never seen such a demand for facts and figures as it is now. Simplicity of style such as the Guinness Book of Olympic Records are also enjoying healthy sales.

Solar Heat Promotions

A savings bank and a Stoughton Madison County ad campaign on radio and TV is kicking off McDonald's Restaurants' new "Breakfast Club." Spots explain that a $1 membership fee for the club enables customers to get coupons worth $5.60 on the breakfast menu. Commercials are voice by former ABC radio show "Breakfast Club," host Don McNall.

Wall Street Journal Radio Buys

Spots for the Wall Street Journal are being run by 90 radio stations on a "per inquiry" basis. Listeners are asked to contact the stations for subscription requests, the stations are then paid by the Journal by the member current subscriptions at any time price. Since running since February, has gained what a Journal spokesman said was "several hundred" new subscriptions.

Soft Drink Competition

The nation's two largest soft drink companies are intensifying their competition. Pepsi Co.'s new Pepsi Light is now being expanded into major cities, along with an advertising campaign for the new low calorie drink. Coca Cola will soon kick off their new ad theme "Coke adds life to..." in new ads, as well as continuing competitive ads for Fresca, comparing it to Pepsi.

Concord Ads On The Way

Nearly half a million dollars will be spent by Air France in the U.S. to promote their European flights. The super jumbo liner, the Concorde, is being launched this summer between Washington and Paris, scheduled to start the end of the month. British Airways is also planning their advertising scheme for their Washington to London flights.
"Shout It Out Loud", the first single from the "Destroyer" album sold 892,843* albums. How many albums will the new single sell?

"Flaming Youth", it will set the world on fire. *Effective as of April 30, 1976

Produced by Bob Ezrin

KISS

KISS
IT TAKES A HEAVY BAND TO MOVE 16 TONS!

THE DON HARRISON BAND MOVING UP THE CHARTS WITH THEIR HIT SINGLE, "16 TONS"

FROM THEIR NEW LP ON ATLANTIC RECORDS AND TAPES.
CLASSIFIED ADVERTISERS

Please list us when your positions have been filled.

BRAD THOMAS

BRAD THOMAS

MISCELLANEOUS

New FM Stereo KRKE-FM will be going Progressive Country—needs record service from all labels [5-4]

COUNTRY

WIZZ/PITTSBURGH needs Country morning man. Tapes & resumes to John Tukey, WIZZ, Box 1360, McKeesport, PA 15132 [5-4]

KEEG/EUGENE needs Oregon afternoon personality. Call Dan Kennedy, PDA (503) 344-1457 [5-4]

KRMV/SEATTLE needs afternoon drive jock with same morning origin. Has 3yrsexp., will relocate to WRM, 450 Station Blvd., Seattle, WA 98178 [5-4]

MVM/MISSISSIPPI looking for Country personality for June 1 opening. Tapes & resumes to Bob Lima. PD. WVM, Box 4606, Biloxi, Miss. 39535-10 [5-4]

WJAR/MIDDLETOWN needs Contemporary Country personality for afternoon drive. Above average money & resumes to Bob radio. PD. WJAR, Box 867, Middletown, N.Y. 10940 [5-4]

WJOL/ROCKFORD needs a top personality for weekend air shift. Contact Nick Stanley (815) 233-2577 or resumes & tapes to 2414 S. Leonard Rd., St. Joseph, MI 49085 [5-4]

GOODS & SERVICES

Creative comedy material means bigger ratings. Will pay for funny, fresh, creative ideas. Send scripts to WHEY, Enk., Box 199951-R-I. L.A., Calif. 90009.

BRIGHT, FRESH & FUNNY! Original comedy for radio/television. Free sample write ORR, 520-B West Buell Avenue, Fresno, California 93724.

FRUITBOWLS can't make you sound like the "stars," but it will help you sound like the best YOU can be! Touch more than a tape through a personal trial subscription. FRUITBOWLS. Dept. R, P.O. Box 8208, Sherman, Texas 79745.

NEWS PROGRAM. News from 'beer and there.' News everybody wants to hear but nobody has the money to air. For instant audiences, check information and specify...write The Sound Box, 2821 Central Park Blvd., Suite 107-A, Southfield, Mich. 48076.

TRY THE BEST, BUT BUY THE BEST! KFCL. CALW and many others do! This Tower's record lists for gigantic hits are short, fast...and funny! Sample is available on tape. Send $10.00 (in closing) to Tower, 2826 S.E. 33 Avenue, Portland, Oregon, 97202.

SAVE YOUR AIRPLAY FOR
MARGO SMITH,
WHO BRINGS THE
HOTTEST SONG IN EUROPE,
"SAVE YOUR
KISSES FOR ME"
TO HER NEW LABEL,
WARNER BROS. RECORDS.
WE WELCOME HER.
AND SO WILL YOU.
PRODUCED BY
NORRO WILSON
Parallels

Parallel I: Major market stations (top 30 markets) that are format dominant* in their market and/or are the major sales influence. These stations usually play under 35 records in total.

Parallel II: Key stations (31-100 markets) that are format dominant in their respective markets, and influence rack buying patterns for their region. This category also includes some major market stations that are not the dominant ratings/influence, but have demonstrated importance in their respective markets. These stations will usually be programming 35 or less total current selections.

Parallel III: All other reporting stations. This parallel will also cover stations with longer playlists. It also will include secondary reporters that are not the format dominant station in their market but influence the market considerably. *Format dominance determined from latest Arbitron survey available in that market.

[Table of radio station programming]

DENOTES FIRST WEEK IN PARALLELS.

BAD COMPANY 2:37
Youngblood (She's Your Song)
LP: Runnin' With The Bulls

BAY CITY ROLLERS
Rock 'N Roll Love Letter (Arista)

BELLAMY BROTHERS 2:16
Let Your Love Flow (WB/Curb)

BRASS CONSTRUCTION
Movin' (UA)

BROWN BROTHERS 2:30
The Streets (WB)
LP: Song Of Joy

BUGLE CALLERS 2:26
Doobie Brothers

CAPT. & TENNILLE
4:16

DOG OF WINTER
3:25

DR. Demento 2:30

ELETRIC WEENIE
WITH THE NEW SWINE FLU YOU ARE NEVER SURE OF WHAT YOU CAUGHT...BUT THE DOCTOR CAN TELL, BY A CAREFUL READING OF THE AUTOPSY.

I will not discuss sex on the air. Sex belongs in the home. However, I will be happy to come to your home to discuss...THE BOSS TOLD ME, "I WANT YOU TO KNOW MY DOOR IS ALWAYS OPEN. SO PLEASE WALK OUT QUETLY."

Saki and Prune Juice...sometimes known as The Oriental Express.

If you want more freebies drop a note to:
The Electric Weenie
128 Diphilane Way, Suite 1
Honolulu, Hawaii 96825
GALLAGHER AND LYLE. NOW THEIR STORY'S COVERING THE NATION.


But now their "I Want To Stay With You" single is headline material in many other parts of the country.

Penetrating RKO territory in Tulsa. Moving into the midwest from Columbus to Akron. Spreading all over from California to Connecticut.

Texas ears heard a hit in Gallagher and Lyle. How right on the nose they were!

"I WANT TO STAY WITH YOU"
AM 1778

THE NEW SINGLE FROM GALLAGHER AND LYLE
From their "Breakaway" album SP 4566

PROUDLY ON A&M RECORDS.
Produced by David Kershenaum
Queen

has 1,000,000 best friends!!!

AND, NOW, FROM THEIR PLATINUM ALBUM

A Night at the Opera

QUEEN'S NEWEST HIT-BOUND SINGLE

"You're My Best Friend"

E-4538
KALEIDOSCOPE
NEWS SERVICE

BRASS CONSTRUCTION was originally put together while they are all in junior high school in Brook-lyn's tough Brownsville section...ERIC CARMEN's parents tell him he was singing and dancing with a cane and hat on tables when he was 2. THE DON HARRISON BAND's "Sixteen Tons" was a No. 1 hit in 1955 by TENNESSEE ER NIE FORD...JIMMY SEALS of SEALS & CROFTS goes hatless only to bed and in the shower...BILL AND TAFFY DANOFF OF THE STARLAND VOCAL BAND wrote "Take Me Home Country Roads" with JOHN DENVER...ANDREA TRUE has been using porno flicks since 1972...CYNDEL GRECCO is from Denver, Colorado. She'll be 24 on May 19th.

Studies show that teachers give lower grades to children whose name they don't like. In other words, if your name is HILTON, don't name your kid ADOLPH. 22 pages of this stuff every two weeks...free sample at P.O. Box 4819, Walnut Creek, CA 94596.

OUR NEW MONTHLY MAGAZINE

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"Livin' Ain't Livin'"
the hit single
from Firefall —
is alive!

Firefall, new music from old friends
on Atlantic Records & Tapes.
And now the news: RON DENNINGTON is out as Program Director of Plough’s WCOP, Boston. If interested in the gig, you might want to touch bases with Plough Public Relations Director GREG SCOTT, who is based at WJLJ, Chicago. Former WMAG, Chicago personality BILL DOFFERIEY has joined the staff of WIL, St. Louis to do morning drive...New afternoon jock at KGA, Spokane, is ED DUNAWAY, formerly with KGHO, Hoquiam, Washington. MIKE MITCHELL from WKMZ, Memphis, is now doing afternoon drive on KRMD, Shreveport...JONATHAN FRICKE, who is now at WVLK, Lancaster, Pa., has left the music chores. Former director and morning jock CON SCHADER will be moving to the news department. Also from Denver, P.D. R.T. SIMPSON of KERE has named MIKE MITCHELL as his new Contemporary personality.

More than 14,000 was raised at the recent benefit for the family of the late TOM McCALL. The benefit was put together by BOB FULLER and ALBERT HANSON, who are currently in the business, TOM McCALL. The family is in need of a contemporary Country personality to handle afternoon drive. According to Program Director BOB BERRY, the money is above average for a small market. Tapes and resumes to P.O. Box 867, Morgantown, West Virginia 26502...WIXZ, Pittsburgh, needs an experienced morning person. Tapes and resumes to P.D. JOHN POISTER, P.O. Box 1360, McKeesport, Pa. 15132...KEED, Eugene, Oregon is looking for an airperson for afternoon drive. Call P.D. DON KENNEDY if you are interested, 503-244-1843. Former afternoon drive jock PETE ST. JAMES has left to join KWWJ, Portland in the production and news departments. WYNN, Blythe, California is now accepting resumes for air and production.

The sale of Country station WUNI, Mobile, Alabama is complete to Kurt Broadcasting. No format or personnel changes are expected immediately...WPOC, Baltimore, Music Director BOB WALKER said he is available Monday through Friday and will be in town 10am to 3pm...WBBK, Rock Island, Illinois needs LP service from all labels.

What better place or time to introduce WWOX’s new afternoon drive personality, Hal Smale. Hal smiled as he appeared on the stage last evening at the Dade County Youth Fair. In the accompanying photo, Hal is on stage just before the Bill Anderson show with emcee Ted Gramer. WWOX program director.

Buck Owens, star of "Hee Haw" in Music City this week to complete recording his first Warner Bros. album—scheduled for mid-July release. This is the first time in seven years Buck has recorded in Nashville. Veteran producer Norro WILSON, A&R Director for Warner Bros. is producing the album—chief engineer is Lou Bradley. Pictured above—Norro Wilson, Jack McFadden (Buck’s manager) and Buck Owens.
We Froze our latest Jingle Package in a 300 lb. Block of Ice. How did it sound back at the studio?

SOLID!

Now that's quality - I'd love to hear a demo.

Peters Productions, Inc. 8228 Mercury Court, San Diego, Ca. 92111 Telephone (714) 565-8511
Breakers

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

Merle Haggard
Freedom Train (Capitol)

Instant phones, plus the addition of the week. New stations include WPLO, WBT, KSOP, KRAK, KFOX, WHOO (pick), WXCL, WJJD, WMC, KHAK, WISZ, WXCL (pick), WJJD, WONE, WPOC, WWOK, KEED, KDJW, WTHI, KAYO, WIL, WRNJ, KNEW, KUZZ, KENR, KGA, KRFZ. Early chart: 33-23 KKKC.

Tom Bresh
Homemade Love (Farr)

Just picked up by many key markets including WPLO, WUBE, WIL, KSON, KIKK, WJJD, WSUN. Other adds include WAME, WMVI, WIRE, KRAK, KMPS. Early chart action: 06-22 KXRB, 37-17 KFOX, 37-30 WSLR, 37-30 KRMD, 32-25 KBFW. Some good phone reaction in some markets.

New & Active

Jimmie Dean “I.O.U.” (Casino) Most requested record in the Country. Even though not listed as a “Breaker” again this week, this record is far and away the Most Active record gaining adds KRM, WITL, KEEF, WTHI, KVCOO, KHAK, KTUF, KGA. A few of the major chart moves: debut 30 R&R, debut 7 KNEW, debut 21 WMW, 44-20 WIRE, 24-8 CKKK, debut 31 KENR, debut 30 WPLO, debut 6 WITL, KEEF. Added KXRB, 10 KBUL, debut 19 KKKC.

Tom T. Hall “Negatory Romance” (Mercury) Move strong adds including WDEE, WPLO, KSOP, KJJJ, WNRJ, WITL, WBFSON, KAYO, WGG, WPOLC, KG, KEED, KDJW, WTHL, WOKE, WPFC. Early chart debut WWOK.


Joe Stampley “All These Things” (ABC/Dot) Charts include 24-15 KENR, 19-4 WUNI, debut 25 WMC, debut 35 WESC, debut 26 WWOK, 53-36 KLAC, 21-25 WUBE, 28-24 WJJD, 33-28 WXCL, 30-26 WHOO, 35-30 KBOX, 31-25 KTFU, new adds are KRFZ, WXCL.


Sonny James “Something Is Wrong With My Baby” (Columbia) Starting to pick up in some key areas. New adds are KNEW, KENR, KFOX, KSOP, WRJ, WINN, WESC, WTHL, WWDA, WWOK, WXCL, WCAW, WWDC (pick), KRFZ.

Ray Griff “I Love The Way That You Love Me” (Capitol) Good start. New adds WWOK, KEED, WONE, KGA, KRAK, KMPS, WESC, KTUF, KHAK, WUNI, KSOP.

La. Cajun “Somebody On A Saturday Night” (Capitol) Stations include KERE, KENR, KAYO, WDEE, WCAC, KSOP, WBFN, WXCL, KGA. Charts: debut 37 WUNI.

Porter & Dolly “Is Forever Longer Than Always” (RCA) Still growing. New stations on it include KNEW, WIL.

Pick: WDEE, KEED, WVOO, KGA, KTUF, KBOX, KERE, WISZ.

Joe Stampley “Was It Worth It?” (Epic) Starting to grow. New adds WPLO, KVOO, KTUF, KERE, KRAK, KMPS, KBFW, WWJO, WUNI, KKKK, WNRJ.

Barbara Mandrell “That’s What Friends Are For” (ABC/ Dot) Still gaining. New adds WKDA, WDDQ, WPLO, KGA, WPSC, WNK, WNYN. Entry: 29-21-11, 32-25 WWIN.


Bobby Bare “Swingin’” (Warner) Added KSON, WDEE, KNEW, KUZZ, KAYO, KGA.

Johnny Denver “It Makes Me Giggle” (RCA) New adds. KKCI, KXYK, KSPH, WKDA, KRAK, WDEE, KNEW, KSON, WUNI, KMPS.

Others Getting Significant Action:

Asleep At The Wheel “Nothing Can Take The Place Of You” (Capitol) New stations on it include WWOK, WKNW. Charts: debut 28 WONE, 21-15 WTM, 32-22 WUNI, 32-20 WWIN.

Hoyt Axton “Flash Of Fire” (A&M) New adds KNEW, KDJW, KVOO, KAYO, KSSP, KKKK.

Kathy Barnes “Sleeping With A Memory” (Republic) Added at KRM, WPLO, KVOO, WPSC, WNYN, WDEE.

David Allen Cole “When She’s Got Me Where She Wants Me” (Capitol) Added at WIRE, KSOP, WWDA, WBFN. Charts: 34-29 KBFO.

Stoney Edwards “Love Still Makes The World Go Round” (Capitol) Added KLAC, WDDQ, WIRE, KPOK. Chart: 47-28 KVOO.

Country Radio & Records

May 14, 1976

Most Added

Merle Haggard Freedom Train (Capitol)

Tom T. Hall
Negatory Romance (Mercury)

Tom Bresh
Homemade Love (Farr)

Sonny James
When Something Is Wrong (Columbia)

Most Requested

1. Jimmie Dean (Capitol)
2. Johnny Cash (Columbia)
3. Marty Robbins (Capitol)
4. Charlie Rich (Columbia)
5. Willie Nelson (Columbia)
6. Joe Stampley (ABC/Dot)
7. Dave & Sugar (Columbia)
8. Donna Fargo (Warner)
9. Billy Joe Spears (United Artists)
10. Conway Twitty (MCA)
200th Year Greatest For Columbia's

Sonny JAMES
His Next #1 Single!

"When Something is Wrong with My Baby"

COLUMBIA 3-70335

THIS BEST SELLING ALBUM

DEALER REPORTS:

★ "Very heavy sales"
★ "One of the best selling albums we've had in two years"
★ "All we have to do with this album is just display it and it moves"
★ "Our sales have doubled"
★ "A collector's album that will sell all year"
★ "A masterpiece that's making money for us"
During a visit to radio station KXRB, Miss South Dakota, Gina Campbell, gets stuck with an official KXRB bumper sticker. (Of course, they weren't originally designed for this type of bumper, but why?) Picturing (standing left to right) Les Anderson, Program Director; Miss South Dakota; and Donny Oviatt, doing the chores as "stick-up" man is Kurt Larkin (Electrifying) KXRB Music Director. Also shown is KXRB's bumper sticker logo.

NEW & ACTIVE

Continued from page 20

FREDDY FENDER "Vaya Con Dios" IABC/Dot First week additions in clubs WPLQ, KLAC, WLIF (pick), KKKK, WITL, KCJB (pick), WHK.

BOBBY GOLDSBORO "Butterfly, For Buckys" I UA New stations on it include WONE, WITL, WXCL, WCWA, KNEW, WHN, KSON, KUBC (pick)

GEOGE JONES "Look Your Best In My Arms" (Eprix) Title listing last week was for the flip side, "Chicken" side has had only a few market reports. Heaviest action on "A" side. New adds WPLQ, WJLU, KYXY, WPCR, KGA, WKDA, TKRA, WKN, WESC.

JOHNNY RUSSELL "This Man and Woman Thing" (RCJ) New adds WLSR, WQEE, WONE, KTUF, KKKK, WOR.

HANK SNOW "Who's Been Here Since I've Been Gone" (RCI) New adds KKKK, KYXY, KSOP, WDEE.

GARY STEWART "In Some Room Above The Street" (RCJ) First week action includes adds at KCKC, KENS, KYXY, WKDQ, KBQO, KSOP, KNEW, WDEE.

CARMOL TAYLOR "We Sure Had A Ball" (Elektra) New stations on it include WITL, WWO, WKN, KWKL, WLEX, KCKC, WNYM, WFRY, KWEY, Charts: 35-22 WSLR, 26-23 KFRM.

DAVID WILLIS "Woman" (Eprix) Adds include WONE, KGA, WDEE.

COUNTRY ALBUMS

Album Cuts Receiving Airplay

LYNN ANDERSON (Capitol): "Rodeo Cowboy"

LARRY BALLARD (Capitol): "Honky Tonk Heaven"

GLEN CAMPBELL (Capitol): "Christians No. 1"

DANNY DAVID (Capitol): "Rose of Old Pawnee" and "El Rancho Grande"

EMMYLOU HARRIS (Reprise): "Feeling Single, Seeing Double" C.C. McCALL (Polydor): "Crispy Critter" "Aurora Borealis" "Four Wheel Drive"

NEIL SEDAKA: (MCA): "No In A Heartache"

GENE WATSON (Capitol): "How Bad A Girl Could Feel"

DON WILLIAMS (IABC/Dot): "Time, Magic Carpet, Say It Again"

TAMMY WYNETTE (Eprix): "The Heart"

GEORGE JONES THE BATTLE/You Know It's True

LARRY BALLARD Honky Tonk Heaven Is A Hell Of A Place To Be

New York Country station WHN has recently started using giant postcard of various Country artist to help promote new Country movement to tune in. Posters have included the more "mind- am" Country artists such as Linda Ronstadt, Glen Campbell, and Olivia Newton-John. One of the most successful has been "There's A Whole Lot Of Good In This Country..." shown with their last attempt to draw a Spanish speaking audience to the station in WHN music assistant Pam Greene and WHN PD Ed Salmon. The logo, as you will note, is in Spanish ending name status with ABC/Dot Country Artist Freddy Fender.

On a visit to Philadelphia actor George Hamilton stopped by the station and gave a mini interview during his weekly talk show, "Open Mike." Pictured left to right are Hamilton; WHN music director Mona Sherrill; his secretary Patricia Mattatias and morning air personality Mike Dugan.

GRT ANNOUNCES NEW SIGNINGS

In the latest of a series of moves GRT Records has made to add to its roster of Country acts, the company has announced several new signings and recent leasing deals.

George Hamilton IV and Gary Buck, two of RCA Canada's hottest artists, have been signed as part of a special lease agreement which will allow GRT to have long term exclusive rights to their product in the United States. The signing of the deal was announced jointly by Dick Heerd, Vice President of GRT Records, and Barry Hayden, Manager of Country Product with RCA Limited Canada. Both artists have product set for im- mediate release in this country.

At the same time, GRT has announced the signing of deal with Texas-based Mabel Records for a record entitled "Hey Shirley (This Is Squirrelly)", which was broken in Dallas by radio station KBOX. The novelty record which deals with the CB radio craze is reported to have sold approximately 10,000 pieces in the Texas area.

Also from Texas, by way of Houst- on, GRT has picked up a new master by Johnny Lee, a very recent chart act with ABC/Dot. Lee's version of the classic "Red Sails In The Sunset" is due out shortly. Additionally, GRT and Casino Records have announced another key artist signing, that of Billy Larkin to Casino Records. Billy was previously with Bryan Records. Also signed to Casino is Gilmer Barber, formerly with Hick- ory Records.

Industry's Largest Free Classified

SEE PAGE 10
BOBBY POE'S
POP MUSIC SURVEY
Presents
The Fourth Annual Radio/Records Seminar/Awards Banquet
And
Celebrity Golf And Tennis Tournaments
AT THE HILTON AIRPORT INN, NASHVILLE, TENN.
JUNE 3-4-5

GOLF PRIZES
$500.00-1st
$300.00-2nd
$200.00-3rd

FINAL NOMINEES FOR RADIO INDUSTRY '75

RECORD COMPANY OF THE YEAR '75: Arista (Capitol) - Walter Bronson - Columbia - Polydor - A&M - RCA - Motown

GOLDEN EAGLE AWARD - United Artists - MCA

RECORD COMPANY PRESIDENT OF THE YEAR '75: Jerry Greenberg (Atlantic) - Ron Oehlert - RCA - Joe Smith (Warner Brothers)

ROYAL TROPHY AWARD - David Statler (Atlantic) - Joe Smith (Warner Brothers) - Arista (Capitol)

ROYAL ROGUE AWARD - Bob Butcher (Capitol)

RECORD COMPANY EXECUTIVE OF THE YEAR '75: Ron Alexander (EMI) - Bob Flick (CBS) - Al Coury (MCA) - Charlie Fack (Warner Brothers) - Dave Galler (RCA)

Vice President Promotion of the Year '75: Dick Klein (Atlantic) - Ray Anderson (MCA) - Harold Dolezal (Warner Brothers) - Dave Cameron (RCA) - Dan Byrd (MCA) - Bob Nath (Capitols)-

STAR AWARDS - (Warner Brothers) - John Brink (Capitol)

NATIONAL PROMOTION DIRECTOR OF THE YEAR '75: Bruce Wendell (Capitol) - Dave East (Capitol) - Vince Fabel (ATLANTIC)

LOCAL PROMOTION DIRECTOR OF THE YEAR '75: Ron Elkonin (MCA) - Bob Ecker (Capitol) - Ron Elkonin (MCA)

NATIONAL PROMOTION EXECUTIVE OF THE YEAR '75: Bob Edson (Capitol) - Harry Cooper (Capitol) - Mark Phillips (Capitol) - Moe Krase (Warner Brothers) - Bob Elkonin (MCA) - Fred Ruppert (Capitol) - Bob Granger (Warner Brothers) - Fred DeMann (Capitol)

RECORD INDUSTRY '75: Jerry Goodman (Capitol) - Bill Hare (Capitol) - Larry Cohen (Warner Brothers)

RECORD INDUSTRY '75: Bob Elkonin (MCA) - Bob Brain (Capitol) - Paul Phillips (Capitol) - Don Flick (Capitol) - Bob Phillips (Capitol) - Bob Elkonin (MCA)

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Singles Airplay/40
May 14, 1976

MANHATTANS/Kiss And Say Goodbye (Columbia)
2 CANON STATON/Young Hearts Run Free (WB)
3 MARVIN GAYE/I Want You (Tamla)
4 DIANA ROSS/Love Hangover (Motown)
5 BROTHERS JOHNSON/I'll Be Good To You (A&M)
6 SILVER CONVENTION/Get Up And Boogie (Midland Int'l)
7 PARLIAMENT/Our The Roof Off (Casablanca)
8 RUFUS/Dance Wit Me (ABC)
9 BRASS CONSTRUCTION/Movin' (UA)
10 NATE COLE/Sophisticated Lady (Capitol)
11 TRAMMPS/That's Where Happy People Go (Atlantic)
12 TYMES/In's Cool (RCA)
13 DOROTHY MOORE/Misty Blue (Malaco)
14 SPECIAL DELIVERY/The Lonely One (Mainstream)
15 JOHNNIE TAYLOR/Disco Lady (Columbia)
16 LITTLE MILTON/I'll Be Good To You (Motown)
17 RHYMTH HERITAGE/Baretta's Theme (ABC)
18 ISLEY BROTHERS/Who Loves You Better (T. Neck)
19 DENISE LaSALLE/Married But Not To Each Other (Westbound)
20 MUSIC SHOALS HORNS/Born To Get Down (Bang)
21 BILL COSBY/Yes, Yes, Yes (Capitol)
22 AL WILSON/You're Playboy
23 MELBA MOORE/This Is It (Buddah)
24 BLOODSTONE/Do You Want A Dance (London)
25 G'JAYS/Livin' For The Weekend (Phytron't)
26 SMOKY ROBINSON/open (Tamla)
27 BO KIRKLAND & RUTH DAVIS/Empty Lovin' (Clairidge)
28 CHOICE FOUR/Hey, That's What Dance You're Doing (RCA)
29 WILLIE HUTCH/Party Down (Motown)
30 BARRY WHITE/You See This Trouble With Me (2Th Century)
31 TAVARES/The Love I Never Had (Capitol)
32 CROWN HEIGHTS AFFAIR/Foxy Lady (Delite)
33 D.J. ROGERS/Say You Love Me (RCA)
34 DONNA SUMMER/COULDN'T Be Magic (Casablanca)
35 Kool & THE GANG/Love And Understanding (Delite)
36 McCOO & DAVIS/What We Got To Love In Time (ABC)
37 HIDDEN STRENGTH/Hunch On Up (UA)
38 EARTH, WIND & FIRE/Can't Hide Love (Columbia)
39 GLADYS KNIGHT & PIPS/Make Your A Happy Home (Buddah)
40 HALL & OATES/Sara Smile (RCA)

Album Airplay

1 GEORGE BENSON/Desire (WB)
2 MARVIN GAYE/I Want You (Tamla)
3 PARLIAMENT.../Mothership Connection/Casablanca
4 BROTHERS JOHNSON.../Lady (Tamla)
5 JOHNIE TAYLOR/Earth (Capitol)
6 DONNA SUMMER/Love Trillogy (Casablanca)
7 BRASS CONSTRUCTION.../Brass Construction (UA)
8 BOOTSY'S RUBBER BAND.../Stretchin' Out (WB)
9 Kool & THE GANG.../Love and Understanding (De-Lite)
10 MILLIE JACKSON.../Free and In Love (Spring)

"Breathin'/"Masquerade" "Dance"/"Loving You" "Title/" "Funk" "Lies"/"Somebody's Gettin' It" "Magic"/"Try Me" "Movie/""Talkin"/ "Summer/, "Universal/" "Bad Risk/" "In Love Again"

These charts are based upon only and do not attempt to fabricate a trend. Artists include a record that gets the most recent increase in airplay.

BENSON maintains the top position for the second week in a row. GAYE inched closer to the big spot: PARLIAMENT maintained. JONSNED nudged up. TAYLOR is still strong. SUMMER was the week's highest debut. CONSTRUCTION was stable. RUBBER crept up. Kool debuted. JACKSON hung on. ROY AYERS, TEMPTATIONS, and ASHFORDF & SIMPSON almost made the chart. It was a pretty stable week with relatively few changes.

The Most Added:

ARTINA FRANKLIN/Something You Can Feel (Alfly)
MARRIE JOSEPH/Heard The Words, Feel The Feeling (Cotillion)
B & T EXPRESS/Can't Stop Groovin' (Cotillion)

Black Activity

Most Added:

MANHATTANS/Kiss And Say Goodbye (Columbia)
MARRIE JOSEPH/Heard The Words, Feel The Feeling (Cotillion)
B & T EXPRESS/Can't Stop Groovin' (Cotillion)

Alfonso O'Howe

AOR News

GIL COLOUTT has resigned his position as Music Director of WLIB to become a major record company promotion executive. DENNIS McNama is the new MD. NEIL NASH has left the Music Directorship of WJJK to become Program Director of WJLB. RON CHAVIS, formerly of WYDD and WOVE has joined 96 ROCK to do overnights. JERRY LUSBIN is now PD of WWWW and KAREN SAVELLY is the new MD...WLP's JIM KERR won a poll conducted by NEWS-DAY as the most popular FM DJ on Long Island...KGOT, an AOR station in Anchorage, Alaska, is trying to start a new feature called "Home-town Flash" in which they play airchecks of AOR stations from all over the country. Because they are located in such a remote part of the U.S., they figure that many locals will appreciate hearing what's going on in another country...those who are "far from home" themselves. Please send tapes to LARRY WAYNE, Program Manager, KGOT Anchorage, Alaska 99507...along with a letter of authorization. In return he'll be happy to send you an aircheck of KGOT or any other station in the market...Chrysalis Records has prepared special edits of ROY HANFORD's "The Game" and STEVE HACKETT's "Sail of Sirius" for AOR Radio. Interested stations should contact FREDDIE MANCOSU at(213) 990-0171. KSBM held an ELTON JOHN weekend and gave away DJ albums...WCOL-FM interviewed RUSH and STU DAYE...TIM WEIBERG was a guest on DJ KYLE WBBF interviewed JOHN MILES, PATRICK MORA and ALAN WHITE...WOJF interviewed LEON WILKENSON of LYNYRD SKYNYRD and it turned into a two hour special called "A Southern Rock and Roll Story" which has been purchased by MCA...KJGO interviewed JERRY BECKLY of AMERICA and STEVE HACKETT. KEDJ interviewd MICHAEL PINNER, KMOD interviewed GEORGE CHAPIN from the BILLS BROS, LON RUSSELL's band, and DON PRESTON. The station presented FREDDIE KING in a live radio concert...KOME interviewed MICHAEL PINNER, WBNC and WWWW presented LITTLE FEAT in a live radio concert.

BRIAN AUGER and GREG KIRHNER dropped by WJB...KTRM interviewed SHAKERS and BROOKER BROS...WAAF drew 15,000 people to their May Day Fair which featured JONATHAN EDWARDS, HARRY CHAPIN, COUNTRY JOE, LES DUDEK, and PAPA JOHN CREACH. WJMS held a free concert in the park for "WJMS Appreciation Day" featuring PPL, ANGEL, SAMMY HAGAR, MICHAEL STANLEY, and JOE COCKER TUBES and CHARLIE DANIELS STOPPED by the station. WJLL was visited by SHADOWFAX, RICK ROBERTS of FIREBALL, and OW MCALY. WPLJ was visited by BRYANT HANDY, AMERICA, SANTANA, and JOHN SEBASTIAN. KMET veteran personality JIM LADD is also the host of the successful AOR syndicated program "Interviews." He told us about an unusual upcoming project in which the show will emphasize listener participation with headphones. Labeling the concept the nation's first "radio headphone experience," the program slated for broadcast in June is a specially produced two part segment featuring an in depth interview with ROGER DALTREY as well as music of THE WHO. According to Ladd, the show will be utilizing special phasing synthesized effects that will have the greatest impact when heard through headphones and is designed to bring the listeners front row center. To help promote the radio, station will be doing interviews with Aki ASEO's 11 headphones and WHO catalogue to be given away on the air as well as other local sponsor marketing concepts.

All too often, radio strategists cannot tell the difference between the ends and the means. They confuse their own perception of the radio station for the listener's. This is about as accurate a comparison as thinking that a play looks the same to a backstage technician as it does to someone in the sixth row of the orchestra. We, in radio, have a tendency to become enmeshed with methods while our intended listeners are merely concerned with results. 

AOR Radio, stemming from a cultural revolution as well as a musical one, has produced a large variety of methods ranging from freeform to intensive research and discipline. Notice that I use the word "methods" as opposed to "techniques" as the end in itself. The AOR programming methodology do not always reflect the means that programmers devote themselves into thinking are such an obvious part of their radio stations.

The major problem that AOR program directors have in communicating with the very human tendency to over-react to criticism and minor change. Take, for example, a typical situation at freeform AOR's in which much of the discussion comes retroactively or as the result of an event on the air trend. The program director will tell the jock that he/she is playing too much of a certain act or type of music. In fact, he/she responds by not playing any of that act or type of music for fear that if the PD happens to tune in the one time it played, it'll seem as if it is the director's fault. The same syndrome manifests itself in reverse. If the PD tells the jock that he/she is playing enough of a certain element, the next day that may be the only thing you'll hear on the station.

AOR stations that institute "formats" and formulas also run into situations spawned by human nature and the aforementioned cultural roots of behind the scenes AOR radio operations. Jocks over-react to the implementation of library trims, letter and number categories affixed to records, rotations, and predetermined things to say and not to say on the air. Such implementations are looked upon with fear and disdain on the part of the station...the station is "changing its format" and will no longer be what it was and worse, that personal creative liberties are being revoked.

These are just brief instances that just about all AOR broadcasters can relate to and indicative of the human tendency to over-react. Programmers should concentrate heavily on dealing with these psychological facets of the organizations with understanding and tact. Communicating with people who've come up in radio through the multi-chapter AOR evolution cannot be done without telling them what to do and backing it up with authority and rank pressure. It is true of any format that if the air personality feels unfairly restricted or improperly directed, the dissatisfaction can erode the station's on the air magic or, as they sometimes say, "X" factor.

As the former instance of just about all freeform AOR stations can relate to and indicative of the human tendency to over-react. Programmers often come up with a compromise that opens them up to more problems than either of the two extremes can offer.

This happens when the format is made up of a series of loosely defined categories subject to subjective interpretation such as "familiar" "current hit" "esoteric" etc and the jock is left and expected to fill in the labels with records of his/her choice. This system might very well be the biggest programming cop out of them all. Any jock given retroactive criticism for his/her handling of this format has the right to tell the program director, "Hey buddy, what's up with that?" and have you tell him that he/she may not be the same to me."Sound familiar?"

The ironic thing about all of these problems and misunderstandings is that often times they are totally unnecessary because they deal with means, not ends. We spend so much time and effort dealing with finding the answers to all of these "systems" problems and wallowing in our distorted view of how they will effect the station as it is seen through the ears of the listeners that we lose sight of reality and our common goals, the most important of which is good radio that will hopefully be successful too.

To the listener a song is a song is a song, no matter what the unseen category attached to it on the other side of the transmitter or the unknown notice for its being placed upon the schedule. They will either like it or won't like it, format or none. The same applies to what they hear come out of the mouths of jocks. They will either like it or not, format or none. They are true晴天 or off on its' ability to ad lib. In both cases their reactions to what they hear are based on face value only and nothing more.

To those who are hung up on methods and want to know which one is the best, there is no answer. I'd rather have a station run by a bunch of freeform pro's left on their own than a station with the same staff following an out of focus format and formula. On the other
THE NEW STYX SINGLE IS ALREADY A NATIONAL PASTIME: "LIGHT UP"

FROM THE ALBUM, "EQUINOX"

FROM STYX:
Dennis DeYoung, James Young, John Panozzo, Chuck Panozzo, Tommy Shaw

ON A&M RECORDS & TAPES
Produced by Styx

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The clear voice, 

**Miller triumphs. (Capitol)**

Miami

**Offers another credit to**

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TURNSTILES

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BILLY

ALAN

STEPHEN

SEALSEtCROFTS

GENESIS

ELVIN BISHOP

and

Other

The

and

for

a
time

This album does not have a tracklist.
THE
1st NATIONAL RADIO STEREO HEADPHONE EXPERIENCE

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Roger Daltrey Of THE WHO

In Two Parts

Hosted by
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J. GEILS
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STEPHEN STILLIS
Illegal Stills (Col)

TODD RUNDGREN
Faithful (Brave/WE)

KEN SHLETON, Music Director: KBPI's "TODD'S
TRiAD's."}

---

**ALBUM ACTIVITY**

Mike Harrison/Editor

---

**RADIO & RECORDS**

**The Hottest:**

ROLLING STONES
Block And Blue (Rolling Stones)

LED ZEPPELIN
Presence (Swan Song)

DOBBIE BROTHERS
Take It To The Streets (WB)

WINGS
At The Speed Of Sound (Columbia)

**KNAC/FMG/LOS ANGELES**

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**WBAB/FM/LONG ISLAND**

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**KLOS/FM/LOS ANGELES**

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**KMET/FM/LOS ANGELES**

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**KWSF/FM/LOS ANGELES**

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**WVXU/FM/CLEVELAND**

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**WMMG/FM/CLEVELAND**

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**WWW/FM/DETROIT**

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**WKJL/FM/ELGIN**

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**WJZT/FM/JACKSON**

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hand, a good formula is much more desirable than a bunch of less than responsible freeformers running amuck all over the airwaves.

We get so precocious the way we deal with means as opposed to ends that we even label our radio stations by the methods we use to program them as opposed to the actual programming. We'll call one AOR in a market "open" because the jocks get to play whatever they want and lots of new albums are put into the bin each week. Another AOR in the same market we call "tight" because the jocks follow some sort of predetermined playlist and fewer new albums make their way to the bin each week. Radio and record industry people who deal with these stations then go about their business and their lives actually believing that the so-called loose station plays more records than the tight one. We always advise you to monitor two such stations in your market for a one or two day period and count up the actual number of different albums or selections that make their way to the air on each. I can't guarantee the results, but one thing I'm sure of. When you give the chance to play anything they want, many jocks will actually play less of a variety than they would if they were following an imposed playlist.

If we concentrated more on what our stations sound like and less on over-reacting to the things that we do to get that sound, we probably would all be involved in radio.

The perfect radio station becomes the sterile radio station. Problems are an inherent part of art, culture, and creativity and most of all, anything run by and geared to human beings. Those who create and direct radio stations should spend at least half of their efforts helping those staffs understand why they are being asked to do what they are being asked to do. Those who are in a position of executing a concept, no matter what the half-assed label attached to it may be, should make it their business to know upfront if it is expected.

Members of either sides who are unable to do that with a minimum of unnecessary misunderstanding do not deserve to be where they are no matter how great their formulas, formats, musical knowledge, voice qualities, reputations, or egos.
**POP/ADULT SINGLES**

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<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
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Based on your ten highest scores (out of 24 contests) 1975's Greatest Hits were:

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<td>103.</td>
<td>Jack Smith</td>
<td>7462</td>
<td>181</td>
</tr>
<tr>
<td>104.</td>
<td>Don Zimmermann</td>
<td>7460</td>
<td>182</td>
</tr>
<tr>
<td>105.</td>
<td>Ron Cordell</td>
<td>7500</td>
<td>180</td>
</tr>
</tbody>
</table>

For entering at least ten contests and having less points than anyone else:

**Stiff of the Year**

**Denotes 1975 Money Winner**

1975 Money Winner Facts:

<table>
<thead>
<tr>
<th>#</th>
<th>Male- 41 winners</th>
<th>Female-3 winners</th>
</tr>
</thead>
<tbody>
<tr>
<td>50.</td>
<td>Record Personnel</td>
<td>17</td>
</tr>
<tr>
<td>51.</td>
<td>Radio Personnel</td>
<td>27</td>
</tr>
</tbody>
</table>

1975 Stiff of the Week Facts:

<table>
<thead>
<tr>
<th>#</th>
<th>Male- 12 losers</th>
<th>Female-4 losers</th>
</tr>
</thead>
<tbody>
<tr>
<td>52.</td>
<td>Record Personnel</td>
<td>5</td>
</tr>
<tr>
<td>53.</td>
<td>Radio Personnel</td>
<td>11</td>
</tr>
</tbody>
</table>

Grand Finale Winner Consensus:

1972 - Bryan McEntyre (WXOL Radio-Columbus Ohio)
1973 - Ray Anderson (RCA Records-Hollywood, Calif.)
1974 - Charley Lake (WPTZ Radio-Pittsburgh, Pa.)
1975 - Andy Veneto (XFRS Radio-Los Angeles, Calif.)

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>0</td>
</tr>
</tbody>
</table>

*Denotes 1975 Money Winner*
**POP/ADULT**

**Radio & Records**

**POP ADULT /40**

**NEW & ACTIVE**

**JIMMY DEAN**
I.O.U. (Casino)

Continues red hot. Distributors and one-stops can’t keep it in stock. Latest addition to format is W/甜美 KWH, WSM, KKE, KXK, KNOT, KCR, KCR, WSH, WRG, WTA, KXS, KKL, KKM, KEN.

**ELTON JOHN**

Love Song (MCA)

Add WMAL, WASH, KKE, KCR, WCR, WGB, KU, WJS, WQUD, WMBR, KEN, WAMU.

**AMERICA**

Today’s The Day (WB)

Adds include WBAL, KCRA, WNB, KFI, WMAL, WNIN, WFR, WJS, WATR, WSAV.

JOAN BAEZ “Never Dreamed You’d Leave In Summer” (ABM) Add WPTF, WEEF, KNX-FM, WNB, WGB, WYD, WNEW & more.

JOHN DENVER “11 Made It Giggle” (RCA) Add WBAL, WCCO, KRMG, WGN, WPTL, WKB-FM, WATR & more.

ABBA “Mama Mia” (Atlantic) Went right on WBAL, WBG, WNL.

BOBBY GOLDSBORO “Butterfly For Buckley” (UIA) Add KNT, KSW, WATR, WQUD.

BOBBI YINON “Save Your Kisses For Me” (ABM) Add KMZW, WNBH, WFON, WNEW.

WING & A PRAYER “Eleanor Rigby” (Wing & A Prayer) Add KMZW, KFI, WNBH.

PAUL SIMON “Still Crazy After All These Years” (Columbia) Add KMM, KF, KFBU.

**POP/ADULT NOTES**

**BY MIKE KASBO**

For the second week in a row the big story at the Pop/Adult level is Jimmy Dean’s “I.O.U.” Casino. New & Active for latest airplay, but let me tell you that it’s been a long time since we’ve seen reaction to a record quite this way. Many callers are so moved by Dean’s message that they can hardly contain their emotions while asking where they can purchase the record. Dean Tyler reports that it’s the most active record, in terms of phone response, that he’s seen in years. Mother’s Day ‘76 is over, but obviously the message transcends feelings that are a simple one-day tribute.

Todd Taylor, formerly with WMEX, WPSC and most recently with WHBC has left his position as Operations Director with the station to accept the State Director position of an Ohio Financial organization: Todd will remain for a time, as a consultant to the station. He is also looking for a super mid-day jock. Send tapes and resumes to him at WHBC, 560 Market Avenue South, Canton, Ohio 44702.

Keith Cannon’s “I’m Easy” is making a strong come-back due to his winning the Oscar recently with many key additions this week. Adds include WBAL, WCCO, KIO, WIP, WBRC-FM, KBK.

We note some activity at KRTN on Henry Mancini’s “The Jokes On Me” which is from the current flick “W.C. Fields And Me” starring God Beliger.

Peter Miller, WEEF-FM, reports sensational phone reaction to a cut on the Michael Frank album. The track “Popcorn Toast” contains a number of double entendres that listeners appear to enjoy. You might want to check it out.

Interesting to note that KMCP registered number two phone calls last week on a Donny & Marie Osmond album cut “C Mon Marianne.”

Another album cut continues to show strength at KEX for the third consecutive week... the cut “Jolene” from the Olivia Newton-John LP.

The new Abba “Mama Mia” which has been a giant success all through Europe with right on some heavy Pop/Adult stations including WBZ and WBB.

The Bee Gees’ “It’s Over” single continues to show up hot at KDKO and has just been added California South, KFMJ San Diego.

The Bobby Goldsboro record “A Butterfly For Buckley” shows immediate phone action at many stations including such biggies as WGN and KFI.

**The Hottest**

**ERIC CARMEN /Never Gonna Fall In Love Again (Arista)**

The original from England making good airplay gains with Pop/Adult programs. Add WBAL, WCCO, WBN, WPTP, WKB-FM, WATR, WQUD.

**CAPTAIN & TENNILLE /Shop Around (ABM)**

Add WMAL, WCR, WBN, KWXD, KLLD, KCR, KFMB, WGB, KLS.

**BROTHERHOOD OF MAN /Save Your Kisses For Me (Pye)**

The original from England making good airplay gains with Pop/Adult programs. Add WBAL, WMAL, WBN, WQUD, WMBR, WBN, WCR.

**JIMMY DEAN /I.O.U. (Casino)**

Has pushed everyone down a couple of notches with overwhelming phone and sales action the past two weeks. Action noted under New & Active. Goes to number one phones everywhere it’s played.

**WINGS /Silly Love Songs (Capitol)**

Looks like its heading for the number one spot. Hot reports from WBAL, WGN, WBP, WSB, WGB, WJX, WRE, WBG, WGN, WJX, WRE, WHAG, WOJ, WMBR, WSAB, KRAM, KOD, KKB, WNB-FM, KDC, KMBC, WATR.

**JOHN SEBASTIAN /Welcome Back (Warner/Reprise)**

Happy Days (Warner/Reprise) both TV themes continue at an outstanding hot pace.
Lyric has a powerful emotional impact. We don't believe much in miracles these days, but when one happens - in a song - it renews some of our tired old faith.

- Bill Gavin
  (Bill Gavin personal pick)

"The best phone response to a record KFI has had in over a year"
- Rudy Maugeri, KFI

"The best reported Goldsboro side in memory"
- Mike Kasabo, R & R

"Rate the record's highest rating ever"
- Chuck Harmon, KXLY

"Our rate the record response was overwhelmingly in favor - by 50 to 1!"
- WBAL

"It's a natural... got to be Bobby's strongest"
- Denny Long, WCCO

"KHOW's music is always oriented to this type of #1 sound!"
- Hal Moore, KHOW

The hottest
Bobby Goldsboro single in years.
"A Butterfly For Bucky"
On United Artist Records.
WABC, AMERICA "Today's WAVZ, MARVIN including WERC.

WAVZ, 10 BROTHERS see Parallels.

BOZ SCAGGS "It's Over" (Columbia) 26 reporters on it, 2 adds including WQXI, KLJR, KBKE, WRC, KBEQ, WERC, KEQY. Movies; 16-13 WQXI, 22-4 KFRC, 22-5 KJQI, 22-12 WSAR, 25-14 WJXJ. 17-14 WORC.

BAY CITY ROLLERS "Rock & Roll Love Letter" (Arista) 47 reporters on it, 12 adds including KQSL. Movies; 27-23 WRKO, 3-3 CHUM, 11-8 KEZ, 40-24 WSGL, 13-11 WORC, 16-14 WFIE, 19-3 WLVC, see Parallels.

AMERICA "Today's The Day" (WB) 42 reporters on it, 23 adds including WABC, WRKO, WBLS, KLJR, WGH, KAKC, WDRC, WRIE. Movies; 31-24 KLTL, 22-19 WFIL, 29-3 KCPX.

THIN LIZZY "The Boys Are Back In Town" (Mercury) 29 reporters on it, 24 adds including Y100, WKY, KBRE, WSUA, WDRC, WCOL, 940, KILE. Movies; debut 29 WRKO, debut 24 KFRC.

BRASS CONSTRUCTION "Movin'" (UA) 36 reporters on it, 8 adds including KFRC, ZSD, WAYS. Movies; 24-22 WCAO, 16-4 WCCL, 17-17 WLEE, 17-12 KEEL, 13-11 WQSL, 26-18 WBNO, debut 26 WFL. Others.

BROTHERS JOHNSON "It'll Be Good To You" (ABM) 30 reporters on it, 10 adds including WXYL, WCCL, WHBO, WGNG, WBBO. Movies; 25-12 WAVZ, 6-6 WAPE, 22-13 WFL, 16-WLFB.

CYNDI GRECO "Making Our Dreams Come True" (Private Stock) 29 reporters on it, 12 adds including WCOA, WSUI, CKLW, WERC, KEQY, Movies; 16-13 WQXI, 22-4 KFRC, debut 25 KJU, 185 WSO, 22-9 KCPX.

MANHATTANS "Kiss & Say Goodbye" (Columbia) 28 reporters on it, 12 adds including WQXI, WCL, WMD, WRIE. Movies; 27-16 at Z93, 20-10 WAKY, 3-2 WQXS, 26-22 WCNY, 26-7 WRFIC, 26-14 WERC.

RHYTHM HERITAGE "Baretta's Theme" (ABC) 28 reporters on it, 7 adds including WPQC, WXYL, WMAM. Movies; debut 24 WFIL, 25-21 WCAO, 16-13 KEJ, 15-13 WFIL, 29-33 WCWL, debut 19 WHBG, 26-8 WLEE, see Parallels.

MARVIN GAYE "I Want You" (Motown) 27 reporters on it, 7 adds including WXYL. Movies; 18-16 CKLW, 8-7 WSGL, debut 20 KEQY, 21-18 WAVZ, 15-12 WFIL, 12-8 WFL, 6-4 WRFIC, 11-16 WLR.

BOZ SCAGGS "It's Over" (Columbia) 26 reporters on it, 2 adds. Movies; 9-7 KFRC, 11-9 WSGL, 22-19 KEZ, 27-20 WRIE, 31-27 WAIR, 16-12 KJON, 16-9 KAFY.

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