Rewrite Sponsors Seek To Mobilize Radio Supporters

In the strongest public defense yet of their proposed legislative rewrite of the Communications Act (H.R. 13016), the bill’s sponsors are daring radio broadcasters to be different. Rep. Lionel Van Deering (D-Cal.), Chairman of the House Subcommittee on Communications, told a luncheon gathering of the National Radio Broadcasters Association (see page 4) on Monday, “Radio has developed to a point where it is vastly different from television—a situation which is exploited by those who purport to represent you as broadcasters (collectively) and not as radio broadcasters.”

Van Deering noted, “I come to you” (he was speaking from Washington) “to explain a unified radio/television stance, which they used during their testimony last week before Van Deering’s subcommittee. The NAB is opposed to the bill in its present form while the NRBA is on record as supporting it.

In a double team effort, Van Deering indicated for the immediate involvement of radio broadcasters to help put pressure on Congress. “If you want the guls to do it,” Frey emphasized, “you’re going to get legislation.”

New Look at Ownership Rules

In the course of his address, Van Deering also told the NRBA crowd that he was asking his staff to re-examine the ownership restrictions which would limit broadcasters to a total of five radio properties, and to study means for either eliminating or simplifying regulations pertaining to selling stations and transferring licenses.

Quello Backs Involvement

James Quello is the only FCC Commissioner who favors the rewrite. This week he told an NRBA audience to “get off your ass and sell more than time . . . the full freedom of the press.” Quello then outlined his own version of a rewrite which “would subject all broadcasting to exactly the same regulations and First Amendment constraints as its major competitor and closest cousin—newspapers.”

Quello’s “simple and workable” plan would essentially deregulate radio altogether and grant radio operators an indefinite license. In return, the FCC Commissioner would require that radio licensees pay 2% of their pre-tax profits to the government. Televison on the other hand would pay 5%. No other commission favors new legislation and admittedly, Quello would have a tough time gathering support for his proposal; however, it is evident that he, too, wants radio licensees to get involved.

We’re proud of you, we appreciate your leadership.

Divide And Conquer

“It is undoubtedly the complexity and mystery of the (regulatory) process which unites (NAB President) Vince Wasilewski and Nick Johnson (former FCC commissioner and public interest activist) in urging us to retain the public interest standard as a basis for continued broadcast regulation,” Van Deering quoted the Hyatt Regency PA system, utilizing a clear 15kHz satellite signal. Without naming the National Association of Broadcasters, Van Deering and Frey were attempting to play up NAB’s difficult position of championing a unified radio/television stance, which they used during their testimony last week before Van Deering’s subcommittee. The NAB is opposed to the bill in its present form while the NRBA is on record as supporting it.

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HOMESICK” DUO HEADS BACK TO KCBQ

Charlie & Harrigan Exit WRKO After One Week

Highly-regarded morning team Charlie & Harrigan, who recently moved from KCBQ/San Diego to WRKO/Boston for a reportedly lucrative deal, have decided to return to KCBQ after little more than a week in Boston. According to WRKO sources, the contracts had actually been signed, allowing the duo to make their quick exit.

WRKO Program Director Mark McKay told R&R: “They’re great people—they just got homesick, and I can understand that.” In an unusual move, McKay stated that WRKO will broadcast Charlie & Harrigan’s taped syndicated program (running on a few stations in the West) during the morning slot on a temporary basis. “We’ve spent hundreds of thousands of dollars advertising them,” explained McKay. “So we’ll give their taped show a chance. They’ll be cutting a smaller deal-off for Boston content.” The decision to air a taped personality show in morning drive time is believed to be a first for both Boston and the RKO chain’s AM stations.

McKay concluded, “There’s no hard feelings, otherwise we wouldn’t be considering running their taped show.” KCBQ Program Director Joel Denver said simply, “Obviously I’m thrilled to have them back.”

Charlie Tuna Hooked By TEN-Q

Charlie Tuna, longtime Los Angeles morning man who recently exited KIJI, will take over the morning shift for TEN-Q, concluding weeks of negotiation between the air personality and Station officials, including National Program Director Ed Samburg. Current morning man Jack Armstrong moves to 3-8 pm, with Dave Sebastian (10am-3pm), M.G. Kelly (6-9pm), and Nancy Plum (midnight-5am) making up the rest of the station lineup.

TEN-Q Program Director Mike McVay commented, “There will be no restrictions on Tuna. He’ll be able to do what he does best—entertain.” Tuna himself offered these observations: “It has probably been the most bittersweet year in broadcasting for me,” prior to the TEN-Q deal, and “It has always been my format, when I left KIJI, to go to a station with a ‘Q’ in its call letters.” Tuna had previously gone from KIJI to KROI/ Los Angeles and KCBQ/San Diego.
NUMBER
ONE
STATIONS IN THE
NATION
UNDER A
GROOVE:

WAVZ 30-15-7-4-3-1
WPGC HB-29-24-17-8
CKLW HB-16-8-4-4
WFLB 21-14-9
WCAO deb 27
96X 31-27
WDRQ add 33

WGCL 29-17
WAYS deb 27
WAKY on
WSGA 28-23
WBBQ add
WAIR deb 31

"One Nation
Under A Groove"

FUNKADELIC

Produced by George Clinton
on Warner Bros. Records
letters to the editor, editorials on TV, all that stuff," Giannoulis told R&R in an exclusive interview. "A lot of people were taking bets. It's really turned into a dramatic story."

10,000 Applaud Man In Chicken Suit
The Chicken admits, "There was no way the station could come close to Ted's offer, and I wasn't expecting them to." But he decided to root in San Diego because "the intangibles outweighed the money. What I've created here was not something that the people would take as lightly as, say, a jock getting up and going. They felt more closely akin to the Chicken." (Continued on page 32)

KLOS GM John Winnaman Dies At 42

Los Angeles, collapsed and died of an apparent heart attack Saturday (9/16) while playing softball. He was 42 years old, and was widely regarded as one of AOR radio's leading figures.

Hal Neal, President of ABC Radio stated, "John was a most valued member of our radio family and we grieve his untimely death. All of us at ABC extend our sympathies to John's wife, Jane, and his children, Bradley and Melissa."

Allen Shaw, President of the ABC-owned FM stations, said, "He was the epitome of what a General Manager should be. During his years at the helm of KLOS, he set a standard for all in the FM industry to strive for. John will be remembered for much more than his professional achievements. He generated a warm positive feeling in all of us who knew him and we will never forget him." (Continued on page 32)
Future Of AM Stereo Uncertain

While giving the go-ahead to AM stereo, the FCC has held back from giving its formal endorsement. The Commission says that it must first resolve its concern about "the overall compatibility of AM stereo signals with the existing allocation structure." While it is not exactly known what this means, we do know that the FCC wants more technical information relating to skywave interference, problems with directional antennas and the effects of AM stereo on mono sets.

AM broadcasters have been seeking stereo approval as 1) a means of competing with FM stereo and 2) because it has demonstrated superior quality to FM car stereo signals. Last week the NAB Executive Committee which is urging the Commission to grant approval, announced that it is studying the feasibility and costs for setting up an in-house engineering lab which will assist them in making engineering studies such as this.

The FCC has authorized five different AM stereo systems and will let consumers be the judge as to which system (1) will get final approval. It is clear that the FCC would rather allow the marketplace to make that decision than to try and decide among the five systems: Magnavox, Motorola, Beal, Harris and Kahn. Broadcasters are encouraged to let the FCC know which system they feel will best serve the public.

Broadcasters' Questions

Answered at NRBA

The key issue being discussed at this week's NRBA convention was the proposed rewrite of the Communications Act of 1934 (H.R. 13015). Two bothersome points are the proposed fees and petitions to revoke which would be part of the new bill. In response to questions as to how each of these would work, broadcasters were told by House staffers in the rewrite area that 1) fees are intended to be very low for radio and that they hope to deal with formulating a workable and acceptable plan, and that 2) since a great number of regulations would be eliminated, that the ground rules for petitions to revoke (as proposed in the new bill) would be altered. For example, petitions to revoke could only be issued for technical violations, such as inaccurate transmitter readings or excessive hours of operation or for violations of other statutes.

NRBA Success

Like President Carter, who became a national hero after having successfully pulled off the Mideast Peace Conference this week, members of the board of directors of the NRBA who earlier came out endorsing the rewrite were made instant heroes by Congressman Lionel Van Deerlin and Lou Frey (see cover story). "I am encouraged," said Van Deerlin, "by the position of this association, of its board and its leadership."

NRBA officers were pleased with the overall attendance, which they said was significantly higher this year than last. Frey and FCC Commissioner Jim Quello, both alluding to having been to earlier NRBA conventions, noted this year's growth. However, Quello made reference to the NRBA as a "thriving organization primarily devoted to the understanding of the interests and problems of radio to lend special guidance to the work of the NAB, broadcasting's overall representative in Washington." If that could be achieved, Quello would have accomplished what Carter did.

Convention Madness

While approximately 1800 radio broadcasters were enjoying San Francisco this week, still others were off to other conferences which were held in Atlanta and Las Vegas. In a month's time, general managers have had at least five major national conventions to choose from. And in the next couple of months, there are several regional workshops and conferences planned.

Radio business is obviously good in 1978. But also, the increased degree of specialization within radio operations has placed general managers in a position of having to know a lot more than ever before. A comfortable way in which to do homework is to attend a convention.

In addition to NRBA sessions devoted to sales, promotion and government, radio managers this week were in Atlanta being greeted by the new president of the Radio/TV News Directors Association (RTNDA), Paul Davis of WCIA/Champaign, Ill., and listening to keynote Harry Reasoner and Max Robinson. GM's were also in Vegas for the 18th annual meeting of the Broadcast Financial Management Association (BFM).

As with the yearly convention of the Broadcast Promotion Association (BPA), the RTNDA and BFM are TV-dominated, but their conventions are reflecting greater interest by radio managers than ever before as evidenced by several excellent radio sessions at the news and finance meetings.

FCC Action

The Federal Trade Commission has ordered the makers of Anacon, which until April 1973 claimed to relieve tension and pain, to run "corrective ads" to the tune of at least $7 million. That's approximately how much was spent between 1969 and 1972 when Anacon used its "pain killing" campaign. Also named in the Commission's complaint was the agency handling the account, Cyne Mason, Inc. of New York. Although the ad agency relied upon scientific data supplied by the American Home Products Corp., the FTC said that they should have realized that the claims were false.
THE BIRTH OF A BAND!

TOTO

THE BIRTH OF A HIT RECORD!

"HOLD THE LINE"

THE EXCITEMENT HAS ALREADY BEGUN!

on Columbia Records

LATE FLASH!
Just Added at KFRC and KJR
ABC 52 Week Rating Victory Claimed

ABC has announced a sizable victory for the past 52 weeks of prime time TV programming in the three-network battle. According to the network, ABC scored an average 18.7 rating for the last year's worth of TV, while CBS managed a 17.1 rating and NBC a 16.5.

**TV News**

**Music On TV** — Dolly Parton will host "Midnight Special," a sixth anniversary show September 29 on NBC. Guests include Paul McCartney & Wings, Frankie Valli, Alice Cooper, Crystal Gayle, Rito Coolidge, Anne Murray, Queen, Chuck Mangione, the Trampas, and Yvonne Ellimann... A new British rock show is being syndicated in some parts of the U.S. "Juke Box," directed by Mike Mannhold, one of England's best-known TV rock purveyors and the man responsible for the syndicated "Supersonic" show, which put most American rock shows to shame in terms of technology and imagination. "Juke Box" is hosted by Twiggy, and features American and English acts in "elaborate" stage settings. Led Garrett debuts his new single on the opening premiere of "Wonder Woman" (September 22, 8pm, CBS), and also portrays a kidnapped rock star in "Evelyn's "Cham-
pagne" King appears on the October 4 edition of "Mike Douglas." The three networks have perhaps a record number of music-oriented specials planned for the upcoming season, including names like Paul McCartney, Dolly Parton, Kenny Rogers, the Bee Gees, Tony Orlando, the Captain & Tennille, John Denver, Olivia Newton-John, Roy Clark, the Carpenters, Johnny Cash, and more... and, though it's not precisely music on TV, ABC is preparing an "Animal House" series pilot using the same writers as the movie and possibly some of the same actors (not including, presumably, John Belushi)... And finally, taking another liberty with the Flexible on TV concept, NBC's famous three-note chimes, used for almost 50 years until 1976, will return to intro new programs. The three notes (G, E, and C) stand for General Electric Co., which once owned the NBC network in the 20's.

**Roots** ABC's Route To Success Again In Easy Rating Victory

ABC's repeat showing of its all-time rating champion, "Roots," led the network to a runaway victory in Nielsen ratings for the week ending September 10. ABC races to the top at least five points higher than its recent summer showings, and six points ahead of NBC, which finished second with a 16.3 compared to CBS's shaky 13.6. Shown in five parts (instead of the original eight) this time around, "Roots" took five of the top ten spots, with the remaining episode leading a group of seven NBC programs. Under CBS, "Love, American Style" scored an average of 16.3... and "ABC's Prime Time Special" was an average of 16.0. Next came NBC's "Movie of the Week" series in both 8pm and 10pm, which scored averages of 14.8 and 13.6 respectively.

**Battlestar Galactica** triumphs In First TV Skirmish

"Battlestar Galactica," ABC's highly-touted new science fiction series, dominated overnight Nielsen ratings in a battle with CBS's Emmy Awards telecast and NBC's conclusion to "King Kong" (modest version). Despite conclusion resulting from President Carter's Mid-East settlement announcement Sunday night, "Battlestar Galactica" was a clear winner, scoring a 42 share of the audience in New York, 40 in Chicago, and a solid 51 in Los Angeles for its three-hour run. The Emmys garnered 27 in New York, 29 in Chicago, and 36 in L.A., while "King Kong" finished third with 23, 27, and 16 respectively.

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**Does it on the Radio**

on KMPC, Hollywood, FM-92, New York; KVIL, Dallas; KGMB, Honolulu; WESP, Philadelphia and over 200 others, too. Shouldn't THE STORY LADY be doing it on your station?

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(Advertisement)
We interrupt an important news conference with the following announcement!

...After an intensive three months of exhausting promotion...

Crystal Has Broken!

The LP WHEN I DREAM certified gold this week and now the smash single "Talkin' In Your Sleep" has just captured these major breakers!

We will now allow you to resume your normal programming, hoping that the above public announcement will serve to remind you that where there is Crystal, there is Gold.

Produced by Allen Reynolds

ON UNITED ARTISTS RECORDS.
WEA Wraps Up '78 Show In L.A.

The Warner/Elektra/Atlantic Corporation completed a ten-day series of sales meetings in major cities September 1-4 in Los Angeles (after previous stopovers in Atlanta, New York, and Chicago). The WEA "Fall '78 Marketing Road Show" was described as the "biggest and most elaborate" national sales meeting of its kind in record industry annals, with over 65 WEA executives getting across the country to participate in detailing marketing plans for the end of 1978. WEA President Henry Dros spoke of shooting for a "realistic" goal of selling hit albums to one in every ten people in the U.S., and expressed considerable optimism for WEA's immediate future.

Organization Aims Blasts At Majors To "Protect" Independents And Newcomers

The Recording Industry Competitive Trade Foundation, whose formation in May was reported by R&R, has been stepping up its activities aimed at the "recording giants" which the RICTF feels are squeezing out independent companies and smaller store operators, etc. The Foundation is designed to provide legal aid to smaller concerns and individuals against "abuse" from record industry conglomerates and others who would "crash the free spirit of competition within the industry." Toward these ends, RICFT reported that it is drafting a civil antitrust action against several large record companies charging price fixing. In addition, the Foundation's publication "Intelligence Report" details a number of provocative industry events and projections (many of which are highly generalized and speculative). Sample topics include alleged plans for a $9.98 list price standard by 1980, a claim that certain stores reporting to major trade receive free albums from record companies, and an item maintaining that the "hit charts" of one of the leading chart papers have "little to do with reality," and are determined by contracts and advertising placement. The Foundation intends to stir things up; further information can be had from the RICFT at Suite 1420, Robinson Bldg., 42 S. 16th St., Philadelphia, PA 19102, (215) 563-1610.

RCA Expands Black Music Force; Harris Named Marketing Director

RCA has expanded its Black Music Marketing and Promotion departments, making several new appointments to bring the number of personnel in those areas up to 20. Ray Harris, formerly R&B Promotion/Marketing Director, has been appointed to the newly created position of Director of Black Music Marketing, reporting to Promotion VP Ray Anderson. In addition, Oswald Marshall has been named National Black Music Field Merchandising Manager, while Keith Jackson becomes Black Music Product Merchandising Manager, and Bill Stanton remains Black Music Promotion Manager.

Nine-Digit Zip Codes Coming Up

Nine-digit zip codes? That's right. According to Assistant Postmaster General Pete Dorsey, the U.S. Postal Service will change to nine-digit Zip Codes (currently Zip Codes are five digits), but not for at least 30 months.

Sept. 30th Deadline For 1979 Grammy Awards

The National Academy of Recording Arts & Sciences announced that records must be released by September 30th to be eligible for consideration for 1979's Grammy Awards. "Release date," according to the new NARAS definition, is the date of the first shipment from the manufacturer to the distributor. Therefore, records shipped after the September 30th deadline will not be eligible for Grammy consideration until the 1980 awards.

Edwards Named President Of GRT-Canada

Gordon R. Edwards has been appointed President of GRT of Canada Ltd. Edwards, who had been Vice President of Marketing at WEA of Canada and Vice President and General Manager of the Houndsman Company of Canada, joined GRT of Canada over a year ago as Executive Vice President. He will report to Herbert B. Hershfield, Senior Vice President of the GRT Corporation.

Earliest Elvis Record (?) Issued

A record claimed to be Elvis Presley's first recording (in 1954 in Phoenix) was released to Dallas radio stations last week. The song is called "Tell Me Pretty Baby," and was written by a Phoenix bandleader named Pete Falco. Although tests indicate that it seems to be authentic, the question of what the youthful Memphis truckdrivers (Presley) was doing in Phoenix near a recording studio remains unanswered. The company releasing the single is called International Classics Production, and the label of the disc says "Elvis Classic. 1954 Recording."

Casablanca Creates Development Dept., Wasley Named VP

Casablanca Record and Filmworks has created an Artist Development department, with Don Wasley appointed as Vice President for the new organization. Wasley had served in the company's National Promotion department for two years. He will supervise tour operations and develop strategies for artist exposure, as well as coordinating artist, manager, and promoter activities. Wasley reports directly to Executive Vice President Bruce Bird.

Galante Promoted To Nashville VP Marketing At RCA

Joe Galante has been promoted to Division Vice President of Marketing at RCA's Nashville operation, he had been Director of Marketing there. Galante will supervise the merchandising and promotion of all RCA Nashville product, and reports to Division VP of Nashville Operations Jerry Bradley. Galante has been with RCA for seven years, in Nashville for five. Bradley, in announcing the appointment, credited Galante with a "large part of the success of the Nashville operation."
WHERE IT IS PLAYED, IT IS A HIT!

MEAT LOAF'S

"PARADISE BY THE DASHBOARD LIGHT"

99X 1-1  WRKO 7  CHUM add  WOKY 22-17  WZUU 19-14  F105 1-3-4-11  WDRC 23-18  WAVZ 21-13
PRO-FM 9-2  WPHD 1-6  WNOE 10-3  Q94 deb 27  KX106 8-6  WRJZ 22-19  WIFE add  KIOA 20-15  KBEQ 12-10  WHB 5-4  KOPA 4-3  WGuy 21-16  13FEA 1-1  WHYN 27-23  WRFC 18-16  KQDI 12-9

Distributed by CBS Records, Inc.
LAST WEEK'S BREAKER!

TESTING WELL FOR ALL DEMOGRAPHICS!

AEROSMITH

"COME TOGETHER"

Coming Soon: "Live Bootleg" The Ultimate Aerosmith Album!
on Columbia Records

STREET TALK

Great to have Charlie Tuna back on the air in L. A., but with his new station up for sale a hot rumor hit the pavement this week. Street Talk has it that Buck Owens has made some moves toward purchasing TEN-Q. If Buck buys it would that mean a switch to Country after all? We can hear it now, "Good morning, this is Charlie Outlaw Tuna."

It is now official! Chuck Roberts has returned to KSLQ/St. Louis as Program Director. Chuck has been in and out of KSLQ so many times even he's lost track. One thing's for sure he can't be the football Cardinals that keep him coming back.

There's a new AOR station in Grand Rapids. The former WMLW will become WFX and bill itself as FOX-181 under PD Bob Jacobs. The Fox is consulted by John David Spangler, who is currently the PD of Top 40 WMEE/Fi. Wayne, IN.

Don Nordine has resigned at KQDI/Great Falls, MT, and the station has named Charlie Stone as the new PD. Dave Masters is now MD. Look for Don to announce his plans shortly and we're betting that he will remain in radio, but with a new Western set of call letters.

Is Larry James the new PD at KNUS/Dallas?

And another thing what major label is quietly looking for a dynamite Assistant National AOR Promotion person? And why doesn't the current National AOR Promotion Director know about it?

Cousin Brucie Morrow has been located! He, along with his partner Robert Sillerman, have contracted to buy WALL-AM&FM/Middletown, N. Y. The AM is currently Top 40 and the FM is Beautiful Music. Purchase price is reportedly around two million.

Okay, we've found Cousin Brucie for you now where are Jimi Fox and Jerry Clifton?

Heard all the rumors about CashBlanca moving their record operation to New York? The latest is that Neil and Joyce Bogart have purchased a townhouse in New York for their use on many upcoming trips to the city, but the label will stay in Hollywood...for now.

T. Morgan has been named National Secondary Promotion Manager for Arista Records in New York. The former WPEZ/Pittsburgh PD will report directly to Richard "Lamont" Palmese.

Stanley B. Stewart, former Music Director of WFLB/Fayetteville, will become a member of the MCA promotion team working out of Charlotte.

We have it on the highest Washington D.C. authority that Jeff Waid will have a governmental appointment from the White House within two weeks. Our congratulations to Jeff. Can you imagine getting a call from the White House promoting you on Helen Reddy's latest single?

Dene Hallam, new PD of San Diego's latest rocker KBZT, is in need of a strong jock. The station's format is "sort of oldies, but not too far removed from AOR in approach." They call it K-BEST-95. Call Dene if you'd like to try San Diego, and who wouldn't?

Did you get a postcard from Bearsville telling you to "can" the first version of "High On Love" from Foghat that you received? Apparently a rejected version of the new single got pressed and released by accident! That's some accident. The corrected version is now on hold.

TAKE YOUR BEST SHOT—Not only have we located Cousin Brucie (see above) but look at this. On the left, a legend in his own hat, Robert W. Morgan of KMPC/Los Angeles, and on the right, a legend on his own license plate, Rich Brother Robbin. Now why would these two hire a real professional photographer and stage this photo for you? Well, Rich has been named Program Director for KYTV/Tucson, a station in which Robert W. holds a financial interest. Great for Rich, but next time when Morgan tells you to show up for a picture looking like you're ready to shoot 'em up, it's not like you're ready to shoot your golf clubs.
Two weeks in a row most added single in R&R "MacArthur Park"
Ted Atkins's radio career spans three decades. Beginning as an all-night C&W disc jockey at KLAK/Denver while still a college student in 1957, Ted moved to KCKN/Kansas City shortly afterward, eventually spinning rock in 1959.

By the mid-Sixties, Ted had programmed several stations in Denver, the last of which was KIMN, and served as Operations Manager at Black formatted WOL/Washington, D.C., before establishing himself as one of the nation's leading programmers by virtue of his successes at RKO power-houses CKLW/Detroit, KFRC/San Francisco, and KHJ/Los Angeles.

After two years of programming at KHJ, Ted entered the ranks of management at Pop/Adult WTAE and Top 40 96KX in Pittsburgh, thereby becoming one of the few successful programmers to be equally successful on the other side of the desk. Pop/Adult Editor Mike Kasabo discusses the switchover from programming to general management, and many other topics of interest in the following R&R interview.

R&R: What inspired you to get into radio?

Atkins: When I was a very small boy growing up on a farm just south of Kansas City, I used to lie in bed at night and listen to XERP in Del Rio, Texas. That was the station that was to later feature Wollman Jack. But in those days in the evening hours they would program primarily Country music with a DJ by the name, gosh, if I live to be a hundred, I'll never forget this guy's name, Paul Kellinger, he referred to himself as "your good neighbor along the way." I would lie under the covers late at night listening to him play Webb Pierce records, Faron Young records, Roy Acuff records. And doing ten minute commercials for a variety of per inquiry products. Everything from baby chickens to autographed Bibles, and I became very fascinated with the radio business.

As a matter of fact, I was named for a radio station. My father, and this goes way, way back to the early 1900's, was one of the earliest ham radio operators in America and his original call letters were W(O)O-T-J, and when I was born I was named Theodore Jay for the TJ in those call letters. So, I guess it was destiny.

R&R: When was your first exposure to Rock or Top 40 radio?

Atkins: I can remember taking a tour with the high school class to radio station KUDY, in Kansas City and as we stood on one side of the glass watching this disc jockey do his afternoon show, another younger fellow came into the room and I found out that he was really a gopher at the radio station, that he just got to hang around and get disc jockeys records and a cup of coffee and bring them a newspaper when they asked for it, and I thought to myself at this time, this guy has the greatest job in the world, I must get his job one of these days. Irony of ironies, it was in less than three years that I became the afternoon jock on that rock station. But my first job began while attending the University of Denver. I answered a want ad in a local paper for an all night disc jockey at the local Country station, KLAK, and I believe I was the only one who applied for it. They auditioned me on the air in the middle of the afternoon, if you can believe that, and later that same evening which was around Thanksgiving time of 1967, I did my first show on a commercial radio station. This came after very limited exposure to radio via some classes at the University of Denver, where I enrolled in 1957.

R&R: So your first gig on the air was spinning Country.

Atkins: As a matter of fact my first two or three gigs, I worked KLAK for a while, then back into Kansas City at KCKN and also a very small station in Lawrence, Kansas, when I transferred to the University of Kansas in 1968. Country music was really my background, I loved the music all the time I was growing up and to this day I still find myself listening to an awful lot of it.

R&R: Can you give me a brief background on your RKO involvement?

Atkins: At the time I had programmed two or three radio stations in Denver, the last of which was KIMN under Ken Palmer. In the fall of 1967, I left Denver to take the position of Operations Manager at WOL in Washington, D.C., which was an all black programmed station. This was my first step into a top 10 market. I'd been there eight or nine months and based on a previous meeting or two, actually more socializing than meeting, whenever I was in Los Angeles, I had a couple occasions to spend some time with Bill Drake - this was right after the inception of KHJ in 1965. Bill and I became fairly good friends and after spending several months in Washington, D.C. I got a phone call out of the clear blue sky from Bill one day asking me if I would be interested in CKLW in Detroit. I took that job in April of 1968. I followed Paul Drew in there, at that time Paul had just left to become a consultant with the Storer Group, in particular WBBU in Philadelphia. So I started at CKLW in 1968, spent almost a year there, was transferred to KFRC in San Francisco in February of 1969, and after a year and a half, was transferred to KHJ as Program Director in the summer of 1970, and I spent a little over two years as PD of KHJ.

R&R: After so many years and such a heavy background in programming, what led to your decision to become involved in management?

Atkins: Well, I'd programmed some of the top contemporary stations in America, and worked with some of the top talent and managers in the business. I'd been with RKO, including CKLW, KFRC, and KHJ nearly five years, and realized that after KHJ any programming position would be a lateral move at best, plus I knew I was ready for a General Manager's job. I'd been exposed to enough facets of some that bored me. Frankly, I just intuitively felt I can do this job; it was something I very much wanted to try.

R&R: How did you make that transition?

Atkins: After leaving KHJ in the fall of 1972, I spent several months trying to put together an equity position in a medium market station, and I came very close on a couple of situations. But since that was a game of wait and then wait some more, I joined KIS in Los Angeles.

R&R: Chuck Biore was there at the time

Atkins: That's right, at the request of Chuck Biore, I was hired primarily to assist in the internal organization of the station. The job was temporary, with the understanding I'd be there only a couple of months. I had a great deal of flexibility in the hours that I put in, and I was travelling quite a bit trying to put my own deal together. I spent several weeks in Europe and Brazil and had a chance to come home with a completely fresh perspective on my own career. I wanted financial involvement, but if that failed to happen I wanted to land a GM position with a top organization. In my early Denver days I'd worked with Ron Curtis at two stations; he was the manager and I was the PD. Ron later formed an executive recruiting firm in Chicago. He was keeping his eyes open for a possible GM job for me. After only a month at KIS, Ron called with a deal from Pittsburgh. From L.A. to Pittsburgh was a lifestyle trauma, from leather and feathers to Brooks Brothers suits, if you will, but the situation was absolutely right. I interviewed three times for the job, bought some suits and ties and moved East. I started here at WTAE in June of 1973. I should also explain what I mean by a "total read situation". First of all, WTAE was on the decline, both in the ratings and on the profits & loss. Pittsburgh was a very stagnant radio market at that time - 13QL had just bought an audience; KQV was dead in the water, and KDKA was not very aggressive at that time. Also, the impact of FM had not yet happened, and in addition to WTAE's excellent 5000-watt signal, I was handed an FM facility with a 10,000-watt mono signal. A year later, we rebuilt the FM, we went stereo and increased the power to 50,000 watts.

At that time, the AM and FM were simulcasting as much as possible. A very big plus for WTAE was the station's ownership of both Pittsburgh Steelers and University of Pittsburgh football and basketball rights. I was handed a top-notch currier builder for fall books. The overall attitude of the man I worked for, Frankie Aliverti, head of Hearst Broadcasting, was "You've got two years to fix it. If you do it, you've got a great future with us, and if you don't, then we'll get someone else." I appreciated the frankness. In retrospect it couldn't have worked out better, it was a perfect example of being in the right place at the right time. I inherited all the tools for success, and to top it off, I love Pittsburgh and its people.

R&R: What were some of the adjustments you had to make in your head going from programming to management?

Atkins: I've been asked that question a lot of times. My answer has always been that the hardest part was exercising good programming judgment and then having to weigh everything against the bottom line. The PD in me was saying "Do it" and the management was saying "How much is it going to cost?" I love overseeing all the departments, but with no sales background I had to have a total education in that area.

R&R: Where did you receive that education?

Atkins: An awful lot of folks gave me an awful lot of help Continued on Page 14
MUCH MORE MORRISON!

ON THESE STATIONS:

99X WRKO WZUU  F105 PRO-FM JB105
WPHD KNOW KEZY  KQEO WHYN WYND
WFLB CK101 WISM  KSLY KCBN

VAN MORRISON "WAVELENGTH"

Produced by Van Morrison for Caledonia Productions

initially here at WTAE, not the least of which was the Sales Manager and various sales people. I had to jump in feet first and I had to learn very fast. It was either sink or swim. I'd like to think that there's a trend of some sort to promote the general manager from programming as opposed to those traditionally going to sales. I feel that the only sense of business judgment is as easy to come by as in programming as in sales, and look at some of the advantages. For example, programming folks have to learn sales, that's for sure, and in some cases be a little more establishment-oriented, and they need to view the operation with a broader perspective as well. But a Sales Manager must learn talent motivation, and that's totally different from what he or she has ever been exposed to. They've got to learn programming, promotion, engineering and so much more, at least those in programming have heavy experience in these critical areas. I've always believed that if you have the numbers, you'll have the salvation. I feel a good sense of the general manager from programming as opposed to those in engineering and much more.; at least those in programming are exposed to. They've got to learn programming, promotion, a different perspective. Instead of concentrating only on numbers; I've yet to be proven wrong. Just look at Gary Stevens et al. — and instead of ten or twelve individuals reporting to...
the successes I've seen from stations such as our own here in Pittsburgh, or KVIL in Dallas. This does not mean that mass appeal doesn't have its own shades of hardness. 96KX in every sense of the term is a mass appeal rock station. WTAE is a mass appeal adult-programmed radio station. And if you asked me to define mass appeal, it seems that in some instances, there are statues that are sacrosanct by targeting at a little broader base than we perhaps have in the last five or six years. Witness our demographic strength across the board in Pittsburgh for both the AM and FM radio stations. It's definitely not a case of trying to be all things to all people, but it just seems that for whatever reasons a little broader base musically seems to be having some success in many markets around the country.

R&R: What are some other elements of broadening the base?

Atkins: I think it's more important than ever that a radio station become a service radio station. I almost said full-service, but again, there are shades of grey when you try to define the word service. But with all formats, I think news is extremely important. The smaller things like time checks and weather information, as well as traffic reports, more in-depth programming in the area of public affairs and community service, more promotions, perhaps aimed at the community on behalf of many worthwhile organizations, really getting involved in the community is also significant.

R&R: In regards to WTAE specifically, with KDKA's numbers being much higher, do you counter-program to them at all?

Atkins: No. We have tried to carve out our niche by going after the broadest base possible, to the exclusion of whatever KDKA might be doing at any particular hour of the day or night, and Lord knows that's many different formats.

R&R: Do you allow your jocks to have outside interests, such as voiceovers, or a TV show?

R&R: As a Hearsi station, did you have an informational advantage with the Patty Hearst drama?

Atkins: No. I don't believe so, outside of the phone calls and commiques we had from Hearst headquarters in New York City, keeping us apprised perhaps a little bit more than an example in that instance. If you remember, the Symbionese Liberation Army made demands of the Hearst Corporation that each broadcasting property, AM, FM and TV, broadcast the full text of the two or three thousand word statements that they put out as their platform, so to speak, and of course, we complied with that and as far as I know, still do. I am sure that the other markets did the same thing. That means that, literally, in the middle of the day, we were reading 90 minutes non-stop and it was a very bizarre thing to hear, to tune in to the middle of it and hear a radio station advocating the overthrow of the U.S. Government.

R&R: To what do you attribute the successful performance of WTAE and 96KX?

Atkins: First and foremost a top air staff, backed by heavy promotion for high visibility, and that's a hard combination to beat. I'm a great believer in in person promotion, and I think we've been fortunate to have an AM air staff who for the most part have longterm contracts and who own homes in Pittsburgh. O'Brien and Garry, 6-10AM, have done a job in Pittsburgh radio in recent years. Chuck Brinkman, 10AM-2PM, has been an Pittsburgh fixture for nearly twenty years. Bob Dearborn, formerly with WCFL in Chicago, has given us a superb thrust in the afternoon. Johnny Williams, 6-10PM and formerly with KJU, has all the qualities for making evenings grow. Susie Barboux, 10PM-2AM, really sparkles, and Tom Lyons, 2-4AM, takes care of biz all night long. Myron Cope, WTAE Sports Director, does five sports commentaries daily, plus a one hour 7-8PM nightly sports/talk show. He's a former writer for Sports Illustrated, currently a contributing editor there, and he is really a character. He's also the backing of Frank Snyder and other Hearst top management. They're a people-oriented company in every way, the best.

R&R: Do you generally approach the AM and FM operations in the same way?

Atkins: Well, obviously the targets are completely different as far as what we're programming for, but administratively, yes.

R&R: Do you find either one easier to handle?

Atkins: I guess my age, 38, makes WTAE a little more palatable to me. I love sports. I look at sports as a special aspect of WTAE, the music, news and sports, and having targeted to 25-49 so well. I'm from the older school of programming and the new wave of younger, contemporary PD's simply amazes me. I've had quite an education in launching 96KX. The rewards have been just great and I'm thrilled to see 96KX become overall number three in Pittsburgh, number one in teens, number four in adults 18-34 and virtually tied for number four 18-49.

R&R: Are the two stations separated in terms of your sports programming?

Atkins: WTAE and 96KX are now totally separate except for some Sunday public affairs programming and internally some accounting functions. This will be the first year that 96KX doesn't carry Steelers or Pitt. It makes setting up the respective radio networks more difficult, but contrary to some opinions, we've proven that sports play-by-play has held the progress of 96KX last fall.

R&R: Could you elaborate?

Atkins: We did hour by hour breakdowns for those dates that encompass the Pitt or Steelers football programming as it relates to 96KX, not only hour by hour, but demographically. Primarily in the younger demos up to 24, teens especially, were leaving us in droves when the football games came on and in some cases, if not most cases, it was taking us anywhere from 24 to 48 hours to go back to the pregame level in those demos.

R&R: So were you stealing from yourself?

Atkins: I guess we were.

R&R: All things considered, are you having more fun now, or were you in programming earlier?

Atkins: More fun now. It's a whole new ball game with more responsibilities, but many more rewards, financially, of course, ego-wise, and a better future.

R&R: Are there any observations you have in general about radio?

Atkins: I guess all of us involved in programming and management of radio in 1978 are concerned about the response, the commitment that we feel we should have from Arbitron, and a lack of another major rating service that is viable in today's marketplace. Obviously, a lot of alternatives have been proposed. At best, we would be two or three years away from finding any effectiveness with alternative rating approaches. The stranglehold that Arbitron has over all of on radio concerns me a great deal. The deregulation of radio is very nice to talk about, but I guess I'm such a skeptic as far as the FCC is concerned that it's kind of an "I'll believe it when I see it" attitude.

R&R: Do you plan to get involved in the proposed changes in the Rewrite Act?

Atkins: Corporately speaking I have no doubt that we'll make quite an extensive reply to the Rewrite Act through our own individual stations and through the industry organizations that we're members of such as NAB, RAB and what have you.

R&R: As it's been written at this point, do you see the proposed changes as being a positive for radio?

Atkins: Anytime I hear about a possible year license renewal, I think about the special attention to whatever's proposed, but the fee factor may be more than outweigh any advantages of a longer renewal period, plus some of the other issues seem to be icing on the cake as far as broadcasters are concerned.

R&R: What do you see for Ted Atkins' future? Will it be in radio or will you extend to another discipline I have to have the ability to have a car radio man through and through. I've been in the business twenty one years now. It's hard for me to conceive of doing anything but being involved in radio right up to my neck for some time to come. My immediate goals are to do the best possible job I can with both WTAE and 96KX, to assist the other properties in the group. I'm excited about the possibilities of acquiring further properties, working with the company in that end and hopefully at some point down the road, I guess my long range goal would be to wind up as the acting radio head of all the Hearst-owned radio stations.
Just because I work in Hollywood doesn’t mean that I’m totally tuned in to everything that goes on around Tinseltown.

However, since I know Rona Barrett and several quidnuncs who write for the fan magazines, I asked them if I could check their furtive notes and pass this pertinent info along to you reader people.

Item: If Olivia Newton-John married Elton John and divorced him and then married Wayne Newton and that didn’t work out and then got hitched to Sir Laurence Olivier you know what she would be? Olivia Newton-John-Newton-Oliver!

Item: Now that “Star Wars” and “Close Encounters of the Third Kind” have been officially documented as giant box office, I checked into other sci-fi movies that will be coming your way next year. “Even Closer Encounters” is the story of people from other planets who are the victims of forced housing to our planet.

There’s “Galaxy Wars,” the story of creatures from other worlds who come here to study Karl Malden’s nose. And then there’s “Axolotl Galaxia Fights” the story of creatures from other worlds who come here to live in Karl Malden’s nose!

Here’s “Quasar War Encounters,” the story of creatures from other galaxies who visited earth thousands of years ago and are surprised to return to find that housing costs have soared! There’s “Close Wars and Star Encounters,” the story of a galactic pose which is trying to hunt down and destroy whoever it was who beamed re-runs of the “Donna Reed” Show into outer space!

And then . . . there is “Encounters With Wars and Stars of a Fifth (or one quart) Size.” This is the story of a creature from another world who lands in a space ship on a lonely Nevada road and gives a ride to an old bum who later leaves one-sixteenth of his estate to the space creature under the stipulation that the money be used to perfect his forgery techniques!

Item: At Columbia it’s rumored that they’re working on a $37 million story of how three elderly members of the Supreme Court broke the laxative habit.

Item: Inside G:O: Movie Tips. It’s big budget time all over Hollywood as we peek at some of the major studio’s enormous expenditures! Over at MGM we understand they’re shooting a $43 million science fiction thriller in which Sir John Gielgud, Helen Hayes, Sir Ralph Richardson and Judith Anderson turn into giant kumquats and take over Des Moines, Iowa.

Republic Pictures has been restructured and their first new production in years supposedly will be a $41 million colossal epic starring Vera Hruba Ralston as “Young Barbara Walters.”

If you like sad endings, this one has a beauty . . . Harry Reasoner, played by Richard Pryor, wets Barbara’s sneakers during a newscast and hands her a microphone with a frayed cord.

Warner is in its third week of filming a $23 million sure thing musical based on Dick Pertan’s shopping list. That should be a blockbuste!

Now, some of these are not bad flicks, if you remember to check your brain at the popcorn counter.

I’ve always been an adventure fan, spending my allowance on “Dirty Harry’s” and “Wild Bunch” films, although my heart still winces at such classics as the “Attack of the Monster Guppy” and “Goodbye, Mr. Chips — The Story of Buffalo Extinction.”

Item: A group of old radio codgers have banded together to do a remake of the great 1955 surfing film, “Preparation H Beach Party.”

It’s more than difficult to summarize the entire movie scene in one column . . . so I won’t. But thanks anyway.
"DEVOTED TO YOU"
Written by Boudleaux Bryant
A Cross Market Smash Sung Unforgettably by:
CARLY SIMON & JAMES TAYLOR
Charting Top 40, Pop/Adult, and Country—All Trades
Bullets Everywhere!

"PENNY ARCADE"
Written by Boudleaux & Felice Bryant Especially For
CRISTY LANE
Already Top 10 Country With Bullets—All Trades
Strong Pop/Adult Action

"RAINING IN MY HEART"
Written by Boudleaux & Felice Bryant
Brand New Single Picked by D.J. Response, from the New Album by
LEO SAYER
Fast Early Action Top 40, Pop/Adult, and Country

Thanks to Everyone, Boudleaux & Felice
Independent Promotion
Fred Benson, West Coast
Paul Gillis, Midwest

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(615) 385-3245
Your Song Is Coming

With the summer books now released, digested and put aside many stations are ready for their fall assaults. Traditionally the fall book is a vital one and plans for promotions, contesting and positioning are therefore made. John Sebastian lef--

The new theme is being heavily supported by television, subway and bus cards and newspaper ads. The summer book is a historical moment in a market and the campaign is starting Monday (9/18) which they hope will make a big difference for them.

The campaign, and it’s not a contest at all, is simple, direct, and should be effective. It is simply the product being promoted. The slogan is that "WXXE knows what your favorite is" and they'll play it for you. Bobby explained, "It's a just a good, simple concept that is a follow-through of what we've been doing for six months since I got here. We've been trying to find out from the listeners what the right songs are and the culmination is now that we know, your song is coming. We know what you want to hear and that's why we can say your song is coming."

The new theme has been used widely on television, radio and in newspapers and it's a concept that's been repeated in all the media outlets. The slogan is repeated every time the station is promoted and it's a concept that's been worked on for months.

The campaign will continue for several months and can further be supported on the air by the personalities actually taking live favorite song requests and listeners then delivering a simple concept: "You bet! And more than just being an easy idea to implement, the terminology is significant."

Most radio stations have referred to themselves as "music stations" or "all the hits all the time" etc. Well, those terms are fine but rarely has a station taken a term as basic and nonprofessional as "songs" and made it a part of the station's vocabulary. Don't listeners use the term "song" when requesting their favorites? People make decisions about "songs," not "hits." The campaign based on a non-industry term like "song" seems a step in the right direction to me. Bobby reinforced my feelings: "What really makes it is that we're giving them your song. It's a very personal thing. It's not 'New York's Best Rock,' and the whole thing all is said and done I think that is going to be the important differences between any other campaign and ours. In this case we're really coming to the listeners personally. We are in fact challenging them to listen. We know your song and we're going to play it on WXXE."

The possibilities of the campaign are endless for external advertising and even interior promotion. Individual listeners can be spotlighted with their favorite songs, the printed playlist can become "Your songs", and in every aspect the station can "cater" to the listener. Any idea coming from the station is having listeners say "The No Lee Greens Weekend (and we're not kidding either)" is worth taking a look at.

Pat Martin, Consultant

Most programmers have their hands full just handling one format but Pat Martin, Program Director of WXXE/WXJX has been success-

kinds of airplay on KJH. I guess this is one of those pictures worth a thousand words, but you're on your own for the next 927.

FORGET IT, MAN, I CAN'T BE TESTED—During his recent U.S. promotion tour Billy Joel, head singer for Generation X, dropped in on KJH/Los Angeles PD John Sebastian left left In this particular photo, John is explaining to the obviously fascinated Billy just how a record qualifies for airplay on KJH. I guess this is one of those pictures worth a thousand words, but you're on your own for the next 927.
Linda Ronstadt  
LIVING IN THE USA  
INCLUDES THE HIT SINGLE  
Back In The USA  
Produced by Peter Asher  

FEATURING: KENNY EDWARDS, WADDY WACHTEL, RUSSELL KUNKEL, DON GROLNICK, DAN DUGMORE  
ENGINEERED BY VAL GARAY  
AVAILABLE NOW ON ASYLUM RECORDS AND TAPES
MIAMI SWINGERS WIN: WQAM/Miami recently completed a very successful contest called "The Primo Pinata." Hourly contestants were given the chance to "take a few whacks" via telephone, at the pinata which was filled with various smaller goodies and the grand prize of an all-expense-paid trip for two to Mexico City. The contest was a very visual type with the sounds of an actual pinata being whacked away at and the prizes falling out when it broke. The listeners were encouraged to get into the spirit of the contest and Assistant PD Ron Eric Taylor reported that most contestants had a real good time playing the game, screaming and taking their imaginary swings.

THE CONTEST RULES: As reported last week, the contest rules have been divided into three phases again this year. Phase I is fund-raising. Each participating school will have a special bank account set up for them by WISE in which they'll deposit the monies collected. The money must be collected by the school in some legal and approved endeavor such as a car wash, bake sale, spaghetti supper, etc. Schools receive one point for every dollar deposited during phase I. In phase II the schools get a chance to creatively display their school spirit at a local mall. They must create an original display depicting their spirit within a guideline of measurements and rules set forth by WISE. The entries in phase II will be judged using a three-part criterion of originality, spirit depicted and clarity of expression (neatness). The final phase could turn out to be the most fun as it involves a punt, pass and kick contest with members of the school's faculties as participants. Each school may select one member of their teaching staff to enter and again points will be awarded for the length of punts, passes and kicks.

As you can imagine this contest involves nearly every single school within the seven counties around Asheville and the amount of talk generated by this large venture is equal to the effort necessary to bring it off. This is the second year WISE has run the Super Bowl promotion and with an expansion in areas eligible, there is no doubt it will be an even bigger success than it was in 1977. Good luck to Ray Williams and his staff on a terrific idea for the school-age listeners.

Formats are constantly being changed around the country but rarely does a station shift number with the strong personnel that Kwen/Tulsa has put together. The station is owned by Ron Curtis, who also owns KLAZ (283)FM and KLAZ/Lite Rock. KWEN had been automated Shukle until the first of this year, at which time the format went to a live Pop/Adult approach. Last month the decision was made to go Top 40 and Ed Hopkins, Dave Mice, and Larry O'Jay were transferred from Tulsa from Lite Rock. Ed was named Operations Director for the station reporting to Ken Dennis, the company's Director of Broadcasting. Dave Michael's has been named music director and had been with KLAZ for a short period of time, coming from KMOD/FOX in Tulsa. He now returns to Tulsa in middays with the newly formatted "Queen 88" as the station now bills itself. Larry O'Jay had very strong numbers in Lite Rock and will hopefully do the same for KWEN's new format. Like any new format shift, KWEN is in need of Top 40 record service from all sources: 1502 South Boulder, Tulsa, OK 74119... CICH/Halifax has a new program director, David Williams. Dave has been with various Canadian stations over the past six years, including CHYM/Kitchener, CKOK/Hamilton and CHUM/Toronto. He moves into the programming position at CICH from his most recent job at CKGM/Montreal. CICH is the most listened to radio station in Halifax (Spring BBB '78) and we wish Dave well in his new job. Bob Savage, as reported last week, is out as Program Director of 130/Philadelphia. Bob is anxious to get back to work for a winning radio station (or even one with the potential for success). He had done a very fine job of bringing 13Q back to strong ratings position in the face of some formidable competition. Should you want to reach Bob, his number is (412) 344-7865.

Format also billed itself. Larry O'Jay had very strong numbers in Lite Rock and will hopefully do the same for KWEN's new format. Like any new format shift, KWEN is in need of Top 40 record service from all sources: 1502 South Boulder, Tulsa, OK 74119... CICH/Halifax has a new program director, David Williams. Dave has been with various Canadian stations over the past six years, including CHYM/Kitchener, CKOK/Hamilton and CHUM/Toronto. He moves into the programming position at CICH from his most recent job at CKGM/Montreal. CICH is the most listened to radio station in Halifax (Spring BBB '78) and we wish Dave well in his new job. Bob Savage, as reported last week, is out as Program Director of 130/Philadelphia. Bob is anxious to get back to work for a winning radio station (or even one with the potential for success). He had done a very fine job of bringing 13Q back to strong ratings position in the face of some formidable competition. Should you want to reach Bob, his number is (412) 344-7865.

IMMEDIATELY CALL O'CONNOR AT 800-473-2694 (THAT'S TOLL FREE) AND ORDER HALLOWEEN HORRORTHON 1-2-3...
A BOLT OF PLATINUM.
ATLANTA RHYTHM SECTION. CHAMPAGNE JAM. ON POLYDOR RECORDS & TAPES.
COS CELEBRATE — Comedian Bill Cosby was the center of attention at CFTR/Toronto on a recent visit. Cosby is pictured above filling in as a CFTR jock.

KDBB HOSTS BIGGEST MINNEAPOLIS CONCERT — KDBB/Minneapolis sponsored a 5-hour outdoor rock show at Metropolitan Stadium which drew 65,000 people, the largest crowd in the city’s history. The Eagles headlined with Steve Miller and Pablo Cruise in support. A shot of the record-breaking crowd is shown above.


WPRO-FM THANKS PROVIDENCE FOR CHARLIE GIRLS — WPRO-FM Providence is one of many stations conducting eliminations for Janus Records’ “Charlie Girl” contest, in which the cover model for the next Charlie album will be chosen. Pictured (l-r) are PRO-FM air personality Don Geronimo, the winner, a runner-up, and Program Director Gary Berkowitz.

KRBC LISTENER WINS BIG MAC NIGHT — KRBC/Abilene offered listeners a chance to win two nights in Dallas, with a day at a Fleetwood Mac concert added. The winner is pictured displaying a poster for the event, while behind her stand KRBC account executive Duane Fox (left) and Music Director Jay Franks.

TRICKSTERS AT Z93 — Jet recording artists Trickster brought a magician along when they visited Z93/Atlanta. Pictured (l-r, seated) are Jet’s Al Moss, Z93/A’s Carol Jasper, magician Bob Dubac, and Z93 MD Dale O’Brien. Standing are (l-r) the four members of Trickster and air personality Randy Reeves.
FIREFALL announces the release of a new single "Strange Way" from their forthcoming album Élan SD 19183 on Atlantic Records & Tapes.
SIROT HOLS POTTERY FOR STATE LOTTERY — WLS/Chicago air personality Bob Sirott announced the first $5000 daily bonus winner for the Illinois State Lottery’s “Tic Tac Dough” game. Winners can draw $2, $5, $50, $500, and $5000 tickets, and become eligible for the yearly $1 million grand prize drawing. WLS will draw the name of a daily $5000 winner on Sirott’s afternoon shift every day for up to ten weeks. Pictured (l-r are Kathy Todd, official name drawer for the promotion, Sirott, lawyer Tom O’Connor, and lottery superintendent Richard W. Carlson.

MUGGING FOR SEALS & CROFTS — Warners promotion rep Richard Welld visited WDQ/Detroit with Seals & Crofts albums and a pair of trained Seals & Crofts “Takin’ It Easy” display technicians. At the station, he convinced Music Director Charls Dam to pass for the dynamic action shot above.

NEW YORK FAMILY “N CAR” CERATED — The WNBC/New York “N Car” struck again, spotting a station bumper sticker on the car of a Levittown family and awarding them $10,000 as part of the “WNBC is gonna make me rich” promotion. Pictured with the winning family are “N Car” driver Steve Nelson at far left and morning personality Scotty Brink third from right.

WMC-FM BOOSTING BOSTON — Epic’s Boston visited WMC-FM/Memphis recently for some conversation and picture-taking. Resulting from the latter activity is the above shot featuring (l-r) Boston’s Fran Sheehan and Sib Hashian, WMC-FM Music Director Ron Olson, and the group’s Brad Delp, Barry Goudreau, and Tom Scholz.

Send your station’s news, photos, etc. to
Radio & Records
News Desk
1930 Century
Park West
L.A., CA. 90067
Block & white photos, please!

A MULTITUDE OF CHARLIES — WSM/Madison air personality Charlie Simon was fortunate enough to participate in the station’s selection of “Charlie Girl” contestants for the Janus Records contest, and the finalists were enough to make Charlie hoarse with appreciation. Simon is pictured with three top contestants (the winner is at right).
Wolfman Todd.

"You Cried Wolf"
The new single from Todd Rundgren

Produced, arranged and engineered by Todd Rundgren.
On Bearsville Records.
**Midwest**

<table>
<thead>
<tr>
<th>Artist/Musician</th>
<th>Most Added</th>
<th>Hottest</th>
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<tbody>
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<td>Donna Summer</td>
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<td>Anne Murray</td>
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**West**

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<td>Kenny Loggins</td>
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**New This Week**

- **WZZP**
  - B100 add 22
  - KENI add
  - KGEO add

**Action This Week**

- **KX106**
  - deG 29
  - KEZY deb 32
  - WGLF deb 29
  - KRBX 39-27
  - CKLW Q10230-26

From the new Heart Album

**"Dog & Butterfly"**

Produced by Mike Flicker
<table>
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<td><strong>WPGC</strong> Washington D.C.</td>
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<td><strong>Stereo KDWB</strong> Minneapolis</td>
<td><strong>Z-97 FT WORTH/DALLAS</strong></td>
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<td>WRKO Boston</td>
<td>WFL Radio Detroit</td>
<td><strong>WZUU</strong> Milwaukee</td>
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One of the most anticipated singles in years is ready

"DREADLOCK HOLIDAY"

THE FIRST SINGLE FROM THE JUST RELEASED ALBUM "BLOODY TOURISTS"

OUT OF THE BOX AND ON:

KTLK  WPGC  KBEQ  WAKX  WFBC
WZUU  KYNO  KOPA  KSLY  WAEB
WZZP  KNOE  WJBQ  KSTN  WKWK

Melody Maker #1 (England)

ANOTHER GEM FROM THE NEW
Roshkind Gets 18 Month Sentence For Tax Evasion

Michael Roshkind, Vice Chairman of Molten Industries, having pleaded guilty to one count of income tax evasion last July, was sentenced by Los Angeles Federal Judge Robert M. Takasugi to serve six months in jail under a work release program, plus an additional 12 months in a community treatment center where he must devote three hours a day to a community program to be determined by the Federal Bureau of Prisons.

Following his completion of the two programs, Roshkind will then be placed on supervised probation for five years.

Roshkind's guilty plea was for failing to report $138,000 in taxable income in 1972. The maximum penalty was five years in prison and a $10,000 fine.

FM Markets

(Continued from page 3)

Newport News-Hampton) the total FM listening surpasses that of AM.

Furthermore, while FM listening has increased in each of the markets surveyed, it increased 10% or more within the following five: Minneapolis-St. Paul (up 16%), Kansas City (up 10%), Orlando (up 21%), Raleigh-Durham (up 15%) and Norfolk-Portsmouth-Newport News-Hampton (up 15%).

Oklahoma City led all markets surveyed with a 55% FM market share of listeners while Davenport-Rock Island-Moline had the lowest with a 31.8%.

July-August Arbitron Breakouts

Philadelphia

(Continued from page 3)

(WR) 3.3 to 3.5, WWIN-FM (CL) 2.1 to 1.6. Demographics - Teens: WINT 19.5, WDS-FM 16.0, WZZZ and WIOQ 9.5 each.


Detroit

(WJR) still on top but slipping, 16.9 to 14.8. Interestingly, the station was down significantly in all dayparts except night, with Tigers baseball, which saved them from dropping to a lower overall share. WRF (A) second overall 7.2 to 6.0, CKLW (R) up 3.7 to 4.0, WABX (A) with their best book 3.3 to 4.5, WDEE (A) also had a top book 4.2 up to 4.7. WDR (R) 3.7 to 4.0, WJLB (B) 3.8 to 4.2, WZZZ (B) 2.3 to 3.6. WMCA (A) 4.4 to 5.7, WWW (A) 3.4 to 3.4, WXYZ (B) 3.9 to 4.1. CKLW-FM (C) held at 1.0, WACR (PA) 1.0 to 1.1, WCHB (B) 2.8 to 2.5, WCZ (B) with a 2.3, WRPR (A) 2.9 to 1.8. WJ-FM (B) 5.8 to 5.0, WMJ (PA) 3.3 to 2.5. WMCA (PA) 4.7 to 3.9. WDR (NT) 4.7 to 5.0, WWJ-FM (B) 4.5 to 3.6. Demographics - Teens: WRF 16.1, CKLW 11.9, WDOQ 11.6. Adults 18-34: WNIC 12.2, WRF 9.8, WAXX 8.9, WWW 8.6. Adults 25-49: WJR 13.6, WOMIC 5.9, WXYZ 5.7, CKLW 5.5. Adults 35-64: WJR 22.2, WJR-FM 9.0, WWSH 7.8.

San Francisco

Guess who's number one for the first time in years? With the help of Giants baseball, KSF (PA) pulled to the top, 6.5 to 8.8, KGQ (NT) 7.6 to 7.8, KFRC (R) slipped 8.4 to 6.2, down in all dayparts. KCBS (N) 5.8 to 5.4, KKB (BM) 3.5 to 3.1, KBR-FM (BM) 3.1 to 3.4, KARA (BM) 3.0 to 2.4, KARA (BM) 3.0 to 2.6. KBR (N) 1.1 to 1.2, KBAY (BM) 1.9 to 1.7, KCBS (BM) 1.3 to 1.5. Following KGQ (B) held at 3.2, KFOG (BM) 4.4 to 3.7, KIQI (PA) 0.8 to 1.0, KIOI (PA) 3.9 to 3.5, KKH (CL) 0.6 to 1.1, KKH-FM (CL) 1.2 to 1.1, KLV (R) 0.9 to 1.1, KILO (R) 2.3 to 2.5, KHE (R) 3.2 to 3.3, KJOL (PA) 2.3 to 2.4, KMB (PA) 3.3 to 2.6, KNEW (C) 2.2 to 2.7, KOIT (BM) 3.5 to 3.0, KXAN (A) 1.9 to 2.1, KSF (R) 3.4 to 2.7, KXO (A) 0.8 to 1.8, KSOl (B) 2.5 to 3.3, KXY (R) 2.2 to 2.3, KYA-FM (A) 1.0 to 1.7, KXU (BM) 1.7 to 1.1. Demographics - Teens: KSF 26.5, KSOL 14.6, KKA 7.7, KFY 7.9. Adults 18-34: KSFO and KPIO 6.7 each, KFRC 6.6. Adults 25-49: KSF 9.3, KGQ 5.9, KSF 4.7, KIOI 4.0, KCBS 3.9, KNBR 3.8, KOTT 3.7. Adults 35-64: KGQ 12.2, KCBS 11.2, KIOI 7.1.
JEFFERSON STARBH

BLASTS OFF FROM “EARTH” *
WITH ANOTHER SMASH SINGLE

“CRAZY FEELIN’”

TRAVELING THE AIRWAYS ON...

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PLUS MANY MANY MORE!

We’re Bringing the Starship to their Destination . . .

HOME!!

* FROM THE LP “Earth”

WHERE THE MAGIC . . . IS IN THE MUSIC!!
Boston Pops Platinum

Epic recording group Boston recently performed at New York's Madison Square Garden, after which they were presented with platinum awards for their latest album, "Don't Look Back." Flashing smiles at the post-concert reception are (seated, l-r): Tom Scholz, group member, Cindy Scholz; Brad Delp, Barry Goudreau and Sib Hashian, group member; (standing, I-r): Paul Smith, SVP, CBS Records; Walter Yetnikoff, President, CBS Records Group; Lenina Patte, VP, Epic, Don Dempsy, SVP, EPIA, Fran Sheehan, group member; Jim Tyrrell, VP, EPIA; and Frank Mooney VP, CBS Records.

RCA, Pickwick Celebrate At Country Convention

RCA Records recently hosted a Country Show and Awards Presentation at the Pickwick International Annual Convention held at the Playboy Club in Great Gorge, New Jersey. The evening celebrated the most successful country program in the history of the RCA/Pickwick relationship and was highlighted by appearances by Dave and Sugar and Ronnie Milsap. Over 1200 employees attended the four day event. Shown at the festivities are (l-r): RCA Regional Directors Bill Reilly, Warner Pagliara, Fred Love, Bill Graham and Charles Hall; Dick Carter, VP, RCA, Dave Wheeler, RCA, and Larry Gallagher, RCA.

Foreigner Doubles Their Pleasure (32 Times)

Members of Atlantic recording group Foreigner pose in Canada with three sets of twins and some of their 32 gold and platinum awards commemorating sales of their second album, "Double Vision." Shown doubling their pleasure (l-r): Foreigners Mick Jones, Ian McDonald, Al Greenwood, Dennis Elliott, Ed Gagliardi and Lou Gramm.

Tom & Alice's Fair Exchange

Los Angeles' Mayor Tom Bradley (left) presents Warner Bros. recording artist Alice Cooper with a proclamation naming Cooper as Goodwill Ambassador for L.A. In return, Cooper (center) gives the Mayor a $22,777 check for the Hollywood Chamber of Commerce for his donation toward rebuilding one letter of the famed Hollywood Sign landmark. Pictured at right is Jack Foreman, President of the Hollywood Chamber of Commerce, who received the check from the Mayor.

Emmylou Enters Gold "Elite"

Warner Bros. recording artist Emmylou Harris was recently presented with a gold record award for her latest album, "Elite Hotel." Pictured at the ceremony (l-r) are Andy Wickham, VP, Warner Bros.; Brian Ahern, Emmylou's producer; Emmylou Harris; and Mo Ostin, President, Warner Bros.

Alessi Meet Mayor

Chicago Mayor Michael Bilandic and his wife, Heather, congratulate A&M recording artists Billy and Bobby Alessi after attending their recent concert. Pictured (l-r): Billy Alessi, Mayor Michael Bilandic, Heather Bilandic, and Bobby Alessi.
Black Radio

Aisle Of Smiles For Lyle

After his recent appearance with Wayne Henderson and Roland Burrell at WJZ, Lyle stopped by WCBN. Lyle was accompanied backstage by Roland Burrell and Bob Clay. Among the back up for Lyle was Vincent (Funky) Lyle, Ted Terry, and Bernard "Jesse" Johnson. Lyle performed with Eric Reed. Other guests included: Joe Robinson, Terry's son, and Sonny Collins. Lyle and Funky Lyle were also accompanied by "The Hunters." Lyle's manager was also present.

Sylvers Fill WGCJ

The Sylvers visited WGCJ Chicago recently. Pictured at the studio are group members: Larry Harvis, Shirley Sylles, group members: Paul and Pat Sylles, group members: Paul and Pat Sylles, group members: Paul and Pat Sylles, and group members: Paul and Pat Sylles. Sylvers are scheduled to perform at the Black Music Association's annual conference later this year.

B.B. AIRR

While in Los Angeles recently to perform at the R&R, recording artist B.B. King stopped by the R&R offices to check on the progress of his latest record.

Conferring At BMA

Shown arriving at the meeting of the Black Music Association in L.A. are: (l-r) William Smokey Robinson, VP Motown; Jerry Moss, Chairman, SMM; and Kenneth Gamble, Chairman, Philadelphia International.

Ed Wright, (left) co-founder of the Black Music Association, shares the podium with Barry Cordy, Honorary Chairman of the organization's Advisory Board.
Both my guests are women from the industry. Both individuals program several stations’ music. In that they have strong traditions that you can dance to – a very popular rhythm. After all, the results still have to fall into two categories, daytime and nighttime. If it’s an up record that seems to fit the format, then there’s a pretty good chance that it’ll get to day 3 rotation with good airplay. This is when you have the majority of people listening. The nighttime is the time when the artists play and, you know what, it’s not something you have nothing else to go on.

Bill Speed

Building A Station’s Image, Part II

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People

John Badeaux has been appointed Assistant Program Director of KDAY / Los Angeles. Badeaux was most recently Production Manager of the station. Top contemporary Program Director and air personality Bill Bailey joins the staff at WKYS / Washington as Program Director and morning man. For the past eighteen months, Bailey has been doing mornings as well as programming at KSJL / St. Louis. In addition to his professional credentials, Badeaux was the Billboard Magazine’s Record Judge of the Year in 1976.

BMA: Remarks & Reactions

Recently the Black Music Association held its first corporate meeting in La Costa, CA., and, as the industry celebrated the organization as a long-overdue entity for the emergence of Black music, many of the industry’s notables attended, lending expertise and opinions to the occasion. The overall mood was one of success as the following quotes from some of the guests indicates:

Ed Wright (co-founder Black Music Association): “I think the overall achievement was unity, and people evolving into deciding on long and short term goals that will be implemented once the board has a chance to review them. In setting up a schedule of activities and thrust, I think it was very positive, and one of the great meetings relevant to Black music ever held in this industry period.”

Things

WYLD/New Orleans has instituted an air service to help with the city’s traffic situation. The service will operate five days a week from 6:30 until 8:30 in the mornings and 6:30 until 5:00 at night. From Monday through Friday, WYLD/New Orleans will have a service to help with the city’s traffic situation. The service will operate five days a week from 6:30 until 8:30 in the mornings and 6:30 until 5:00 at night. From Monday through Friday, WYLD/New Orleans will have a service to help with the city’s traffic situation.

Places

Victoria Park in Los Angeles is the place where the first annual Mayme Clayton-Michieh golf tournament will be held with celebrities Smokey Robinson and Khaliah Ali hosting, as well as B.B. King, Ben E. King, Valvuna, Maxine Daniels and several others. Later in the event the fun will move to the Hyatt House in the L.A. International Airport where there will be prizes, music, and dancing to round out festivities.

New York is the place for a new jazz club, “7th Avenue South,” located at 7th and Leroy Street in the Village. Arista recording artists Michael and Randy Brecker are the owners.

Indianapolis is the place where a testimonial for WTLK/Indianapolis air personality Jay Johnson is being given. The event is expected to bring music industry giants from all over the country to the city for a special evening.

Dallas, Texas is the place where Capitol recording artists Bobby Blye, Raul De Sousa, Gary Bono and Carla D’Amato will launch the “Modern Music Of The Americas” promotional tour. The tour has been organized by Capitol with several tour promoters and co-sponsored by NNEO (National Emergency Education Drive) and will find the above-mentioned Jazz artists and bands playing dates throughout the Southern and Eastern United States.

Radio

Smokery Robinson (V.P. Performing Arts Division/Motown): “Probably the Black Music Association will be the greatest black effort ever in the music world. We have a conglomerate of people, all of them forceful individuals, present, and the ones who weren’t there. We have a great peaceful army here.

1) It’s about time we come down and do some real business as far as this thing is concerned because there are a lot of areas that things need to be done in that should have been done since the days of Bessie Smith. I’m happy that we all finally came together. I really believe this is the greatest thing that’s ever happened for Black music.”

2) Harry Combs (Executive Vice President WDIA / Memphis): “This meeting was a historic one.

What I’ve heard, and been a part of, this is going to be the best thing that ever happened to Black music.”

Bruce Lundvall (Executive VP/CBS Records): “I think this meeting was a historic one.

First of all, it showed very clearly in every meeting that this kind of organization was long overdue in our industry, and because of the kind of spirit and the number of ideas that came out of the meetings, I think we’ve set an agenda that I think will be terribly challenging, something that’s well beyond the human scale and which will take a lot of time to accomplish.

Please remember that the meetings will continue. The Black Music Association is not the end of the road. We have a long way to go, and the goals we’re trying to obtain in the future, that is going to make the difference for a lot of people coming into the business. I think it was a very concrete organization meeting and that the future should be very bright for us.”

John Smith (VP/ABC Records): “I’ve been in the recording industry for years. I’ve had a chance to see things that I feel are very positive. I’m overwhelmed by the participation on all levels. The greatest thing was that we had a chance to involve executives on all levels within the industry for something in the continuation as well as the preservation of Black music.”

Bob Urry (VP / Fantasy Records): “I think the overall accomplishment as far as I’m concerned is in the area of unity with this organization that has never been put together before. Just within my group, there’s a kind of awareness of what it is all about, and what we’re going to do, and the goals we’re trying to obtain in the future, that is going to make the difference for a lot of people coming into the business. I think it was a very concrete organization meeting and that the future should be very bright for us.”

Charles Abroad has joined the staff of WABQ / Cleveland. Abroad is a recent graduate of Southern Methodist University with a BFA in broadcasting/film. He is also a weekend news desk assistant at WABC / New York, and is responsible for the hip hop rock in the Vietnam conflict.

Chris Abroad joined the staff of WABQ / Cleveland. Abroad is a recent graduate of Southern Methodist University with a BFA in broadcasting/film. He is also a weekend news desk assistant at WABC / New York, and is responsible for the hip hop rock in the Vietnam conflict.

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AFTER ONE MILLION ALBUMS,
THE FIRST SINGLE:
"RIDE-O-ROCKET"

FROM THE BROTHERS JOHNSON "BLAM!!"

"The Brothers could have one of the biggest r&b/crossover hits of the year."
—Record World

ON A&M RECORDS & TAPES

Produced by Quincy Jones for Quincy Jones Productions
Artist Management: Quincy Jones Productions in association with Fitzgerald-Hartley Co.
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Radio & Records

Radio & Records

Hottest

NORTHEAST

Ashton B & Simpson Atlantic MAV Boothman Funkadelic

Ashton B & Simpson Atlantic MAV Boothman Funkadelic

SOUTH

Frank Con Funk Sho

Michael Tecktonics Funkadelic

Candie Stetson MAV Boothman Funkadelic

MIDWEST

Candie Stetson MAV Boothman Funkadelic

Betty Wright MAV Boothman Funkadelic

WEST

Earth, Wind & Fire MAV Boothman Funkadelic

Frank Con Funk Sho


Regionalized Adds & Hots

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

September 22, 1978

NEW & ACTIVE

The following are those newest releases that are receiving significant airplay at many of our reporting stations. Individual comments regarding each song are self-explanatory, and are designed to highlight the key action.

FUNKADELIC: “One Nation Under A Groove” (WB) Still hot and growing with 25% of our reporting stations on it. Just added to KJZU, WSWA, KWNK, WDCO, and WJIM. Best chart position in the South at KYAC, WJIM. Still firing it up with chart toppers. Already Number 1 at WSWA, KJZU, WDCO, and WJIM. Top 5 at several stations in the South (KJZU, WJIM, WDCO, WSWA). In hot rotation at KJZU, WJIM, WDCO.

ASHFORD & SIMPSON: “It Seems To Hang On” (WB) Hot record coming in from the West Coast this week into the Midwest. Good chart positions in the South with Top 10 activity at many places. In the South (KJZU, WJIM, WDCO). In hot rotation at WSWA, WJIM, KYAC, WDCO.

Denny HHAMWAY: “You Were Meant For Me” (Astral) Showing strong gains this week at our reporting stations. Added to WSWA, KYAC, WJIM, and WDCO. Hit chart position 2 at WSWA, WJIM, and WDCO.

ROSS: “Ease On Down The Road” (MCA) Still growing with strong activity in the Midwest. Added to WSWA, KYAC, WJIM, and WDCO. Top 10 at WSWA, WJIM, and WDCO.

KAREN YOUNG: “Hot Shot” (West End Record) Coming in strong with recent adds at KJZU, WJIM, and WDCO. Added to top chart activity at WSWA, KYAC, WJIM, and WDCO.

DORNA SUMMER: “I Am A Rock” (Casablanca) Hot new record with strong activity at WSWA, KYAC, WJIM, and WDCO. Added to top chart activity at WSWA, KYAC, WJIM, and WDCO.

MOTHER’S FINEST: “Don’t Waste Come Back” (Epical) New record starting to take off in the Midwest with strong activity at WSWA, KYAC, WJIM, and WDCO.

Album Airplay

ASHFORD & SIMPSON “It Is Still Good To Me” (WB) “It Seems To Hang On.” “It Is Still Good To Me.”


RICK JAMES - “Come Get It” (Motown) “You And I.” “Mary Jane.”


MICHAEL HUNT - “In The Night Time” (Buddah) “Take Me I’m Yours.” “Take Me I’m Yours.”

CON FUNK SHUN - “Love Shine” (Marracur) “Shake And Dance.”

Lenny Williams - “Spark Of Love” (ABC) “You Got Me Running.”

“Cause You Love.”

These albums are listed in order of airplay activity from all of our reporting stations combined. Awards denotes that the track is also a single.

Cross overs

FOXY “Get Off” (Dash/TKO) NE: 3.2 WCAO. 2.5 WPWG. 27.23 WTRY. 26-20 WHYQ. 8.36 WDCO. 9.7 WNOE. 17.11 WXJQ. 8.5 WKHY. 1.1 WFLB. add Q105. KFHL. WM: 5.4 WDRD. 23-11 WGCJ. 16.1 KEDR. 11.7 WDCO. debut 30 KSF. add WIFE: 16-12 KRTS. 19-11 KYNO. add KBCD: Y94. KROY.


Cross overs

PETER BROWN “You Should Do It” (Dash/TKO) MM: 26 WACO. 14 WLOU. NE: 33 WILD. W: 9 KDKO. B: 23 WACK.

GINO VANNIELLI “I Just Wanna Stop” (Alibi) MM: 22 WFLB. 28 WACO. MM: 12 KDKO. B: on WMAK.

The following are songs which have peaked our Regional Hotter status and no longer qualify for the New & Active.
SOFT AND WET.

New and Hot from PRINCE

WAYS 25-19
WTLX add
WFLB 23-16
WISE deb 28
WANS 20-16
WTMA 29-25

"Soft And Wet"

On Warner Bros. Records
WHQ was up 4 to a 3.4, and WMRR also came up a full share to 2.2 in the last book under figures.
Up until a few weeks ago nobody had ever heard of 1994: but their first album has changed all that. It's #2 National Add-On — Billboard, #6 Most Added and debuted at #44 Weekly Airplay Index, #12 New Action and #15 Most Progress — Album Network, #11 Most Added — Cash Box Key cuts: "Sing To Me," "Shoot To Kill," "Once Again," and "Bring It Home."

WWMS WIBA WEZX KSJO KAZY KFSU KMBR
WLPG WYXE WRHY KZAP KAAA WBWQ KBSU
WJGL WMIR WNEW-K F KMFH KKG KBLB
WOUR WXRD WNEW-K F KMFH KKG KBLB
WBKS WSPL WBAB KVTO KFMF KZOK
KGGO-FM WQUT WHFS KTM WUOD KQK KZOK
KELE WWWZ WRXL KMOD KLOL KQB KZOK
KLAY WBCN WGOE KZEL WET T B D K F K Q K
KFLY-FM WYSP WGTB KAWY WPLR KMBR KMBR KMBR
KMTN WIOQ WTOS KNAC KREM-FM KBC KMBR
KSNN WSAN WMDI KTYD DC-101 KATT KMBR KMBR
WABX WZZO WENE KCAL WCOZ KLBK-FM KMMR KMMR
WZMF WQBJ WQDR KNRC WBRU KCTX KICE KICE
WQFM WCMF WQDR WBLM WILS-FM KDKB-FM KTCL WQIZ

1994: HEAR IT NOW.
ON A&M RECORDS & TAPES

Produced by Jack Douglas for Waterfront Productions Ltd.
Direction: Kristine Desautels for Heart of Gold Productions, Inc.
©1979 A&M Records, Inc. All Rights Reserved.
Evolution
Welcome 96Q/Fl. Meyers, Fla. and KLAG-FM/E1 Pasc to the ranks of new AORs. 96Q is a recent Top 40 changeover while KLAG-FM is a new Abrams Superstars affiliate.

Rich Fruin is the new PD/MD of WWT/Peoria. Former PD Tom Calvin is now in the station's sales department. Rich Peterson is new to the station's staff, as is Mike Smith.

WVQY/Philadelphia has replaced the old PD with Scott Watson. Pete Bolger has stepped down to concentrate on his airwork...

WQDR/Tampa's MD Bob Stroud is leaving for competing WXMK... Tamm Siegrist has joined WIOQ/Saginaw as promo director and asst. PD. From WKNX/Saginaw, Anita from WCAU-FM/Philadelphia has joined WMRR as morning personality.

"Crash" has returned to airwork at former employers KLOL/Houston from KFWD/Dallas... Stan Smith has joined K99/Birmingham for middays at WERC-FM/Birmingham...

Whitney is now in the station's engineering departmen... Rob Donek/Kalamazoo... Mark Newell has joined 95/Bridgeport as a new full-time air personality...

Joining K198/Sacramento's news department from KNAC/Long Beach... Kent Hunt is now news director at Jim Taylor... Randy Kirshbaum is new to weekends at WBCN/Boston from WHFS/Washington... Shaw Messier has left... WORR-FM/Boston to become promotion coordinator for WCDO/Boston... Maxanne Sartori called to clarify an earlier Evolution mention: She has done irregular weekend shows for WCIX/Chicago and is still working a. A & R for Island Records out of New York...

20th National Promotion Director Barry Goldberg has appointed Maria Poliva National Album Promotion Director for the label.

Color
THE FLOATERS: WXRQ/Jacksonville, N.C. and the local Jaycees sponsored a recent Floating Fun Flotilla, a race for any non-motorized floating vessels. Prizes were awarded in five categories including one for the craft with the most crew members which was won by the U.S. Marines. Their 20-man raft was trucked in on a USMC flat-bed tractor-trailer.

WQDF LABOR DAY 300: WQDF/Nashville asked its listeners to send in postcards with their ten favorite songs of all time. Of the thousands of cards received, one was picked to receive $1,000 worth of stereo equipment, while the cards were collated into the top three hundred songs of Nashville residents. Those songs were broadcast throughout the Labor Day weekend.

PARTY TIME: WAIL/Blighamton had listeners register by postcards for a station-sponsored party for the winner and 9& of his friends. The station supplied 99 hot dogs, a like amount of hamburgers, and nine cases of beer for the party that was held in a park (the station's dial position, naturally, determined the numerical nature of the promotion).

GASEOUS GOINGS-ON: WVAF/Charleston sponsored the first West Virginia hot air balloon race recently with reports on the race coming directly from the station's own balloon entry, which happens to be the contest winner up winning the day's event. The first listener to reach the balloon upon its descent was given a free ride in the balloon and twenty-five albums.

HOW MANY MORE TIMES: 96 ROCK/St. Louis, in conjunction with Columbia Records and a local record retail outlet, asked its listeners to count the number of times the station cut the "war of The Worlds" album over a day. The first person to deliver the correct number to the record store won a 96-second record rip-off at the store. The record spere, by the way, was broadcast live over the station to the tune of the Wm. Tell Overture.

MAC TRUCKS INTO CLEVELAND — M 105/Cleveland air personality David Spor (midday) did an exclusive interview with members of Fleetwood Mac for radio and television when the group was forced to cancel a scheduled Cleveland appearance owing to guitarist Lindsey Buckingham's ill health.

PRISM FLY-IN: WXJX/Jacksonville, in conjunction with Arlo Records, took record store registrations for an expenses-paid flight for two to Atlanta for a Prism concert appearance there. The station also paid for lodging for the two for the night of the show.

BOWA DAY GIVEAWAY: WCOZ/Boston, in conjunction with Beanville Records and the new Jesse Winchester album release, did a telephone registration give-away of special umbrellas emblazoned with Winchester's name and the station's logo to help listeners contend with Boston's changeable weather.

CCT YOUR MOTOR RUNNIN': Y102/Montgomery sponsored its first annual Fall Moto-Cross, with over a hundred listeners competing before one thousand spectators in four heats for over a thousand dollars in prizes.

RUN FOR THE MONEY: Several AOR stations nationwide, including KEML/San Francisco, KWST/Los Angeles, WMMS/Cleveland and WLUP/Chicago took part in a Playboy co-sponsored jogging competition. The first 1000 finishers in each race won commemorative T-shirts, while grand prize winners won Toyota automobiles and expenses-paid vacations for two to the Playboy Club in the Bahamas. All the stations reported great response to the promotion, which seems to signal continued interest on Playoyr's part in reaching the audience demographic that AOR delivers best.

AC-DC TV: WOMP-FM Wheeling, in conjunction with Atlantica Records, did a phone giveaway of an "AC-DC" television set, plus sets of the groups albums. The group's Bon Scott was on hand to pick the winning entry.

Concerts & Conversations
PRESENTATIONS: WLR/Long Island presented Bill Chinnock, Snail, Fandango, David Bromberg, Dickey Betts in free shows... WYXE/Madison presented Boyz for 92 cents, Genya Ravan for $1.92... WCCH/Hartford presented Snail, Fandango and Mose Jones for $1.07... KGON/Portland presented TALKING HEADS for $2.07... WFBQ/Indianapolis presented 94, Genya Ravan for 95 cents... William/Cleveland presented Marshall Chapman, Roadmaster for $1.01... WLPM/Milwaukee presented for 97 cents.

RADIO CONCERTS: Ronnie Hawkins on CHUM-FM/Toronto... Meat Loaf, Dio on WONE-FM/New York... Bill Champlin on KNAC/Long Beach... AC-DC, Cheap Trick on QFM96/Columbus... Marshall Chapman on WEBN/Cincinnati... Todd Rundgren, Greg Kihn on WBCN/Boston... Allan Harris Band on WCMF/Rochester... British Lions on KJSO/San Jose... Genya Ravan on KSAN/San Francisco, WQFM/Milwaukee... Vassar Clements on WBAR/Long Island... Heart, Dave Mason on KAOU/Denver.

GUEST DIS: Meat Loaf, Boston, Blue Oyster Cult on WXMB/Xemph... Ozark Min.

Daredevil on 96 Rock. St. Louis.

CONVERSATIONS: Paul Winter, Janis Ian, Willie Nelson on WNEW-FM/New York... Frank Zappa, Melanie, Stillwater on WSHH/Miami... Sammy Hagar on KRK/Skopak... Janis Ian, Bill Chinnock, Pete Townshend, Wendy Waldman, Leo Sayer, Billy Faron, Winter Bros, Sao Paulo (raise on WLR/Long Island... Greg Allman on MTL/Philadelphia... Pat Metheny on KZEB/Eugene... British Lions, Norton Buffalo, Pat Travers on KSJO/San Jose... Ted Nugent, Heritage on FM 99/Seattle... Janis Ian on WOZ/Boston... Talking Heads on KSF/Sacramento... Gary Rossington, Alan Collins of Lynyrd Skynyrd on WPX/New York... Dave Mason, Frank Zappa, Sea Level, ARS, Fandango, Michael Stanley on ZETA 4/Miami... Gil Scott-Heron on KWMF/Tuscan...

Roger Mcguinn, Steve Howe on WQBR/Albany... Michael Nesmith on KZEW/Dallas... Mike Nesmith on KLOL/Houston... Greg Kihn, Janis Ian, Eddie Money on WBCN/Boston... Cars on WCMF/Rochester... Yes, Shirts on WHQ/Philadelphia... Norton Buffalo on ROME/San Jose... Michael Stanley on WHME/Toledo... Eddie Money, Reo on WMIR/Lake Geneva... Dean Friedman on WLOM/Cape Cod... Sammy Hagar, Walter Rossi, Genya Ravan on CHOM/Montreal... Michael Stanley on WJOT/Toledo... Journey on KTIP/San Rafael... Snail on FM 101/Ann Arbor... Persuasion on KZAM/Seattle... Eddie Money on WOR/Norfolk... Melanie, Butch Tracks on WOR/Dallas... Gussie, Southside Johnny, Marshall Chapman on WMMS/Cleveland... Taj Mahal, Lost Genoa Band on WQX/Zan... N.M... Runaways, Cars on KJSO/San Jose... Rick Derringer on WWT/Peoria.

COMING NEXT WEEK: The summer ARs' greatest AOR success story was undoubtedly KMET/Los Angeles, whose 12 & 4 put them far above the rest of the L.A. area Top 40's and AOR's. Next week in a candid conversation with KMET PD Sam Bellamy we'll disss the station's steady trajectory of continual growth and success.
THE GROUP

SHOTGUN

THE ALBUM
GOOD BAD & FUNKY

THE TOUR
BROTHERS JOHNSON / EMOTIONS

August 23  Miami, Fla.
August 24  Miami, Fla.
August 25  Lakeland, Fla.
August 26  Savannah, Ga.
August 27  Jacksonville, Fla.
August 31  Fayetteville, N.C.
September 1  Largo, Md.
September 2  Richmond, Va.
September 3  Roanoke, Va.
September 4  Norfolk, Va.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Album</th>
<th>Label</th>
<th>Added</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>STYX</td>
<td>Pieces Of Eight (A&amp;M)</td>
<td>Added at 67% of our reporters. Charted at number 11.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>HEART</td>
<td>Dog &amp; Butterfly (Portrait)</td>
<td>Added at 62% of our reporters. Charted at number 14.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>AL STEWART</td>
<td>Time Passages (Arista)</td>
<td>Added at 24% of our reporters. Charted at number 25.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>GINO VANNELLI</td>
<td>Brother To Brother (A&amp;M)</td>
<td>Added at 20% of our reporters. Charted at number 30.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>BLUE OYSTER CULT</td>
<td>Some Enchanted Evening (Col)</td>
<td>Added at 19% of our reporters. Charted at number 36.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**The Hot List**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Title</th>
<th>Added</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HEART</td>
<td>&quot;Enough&quot;</td>
<td>68%</td>
<td>Added at 67% of our reporters. Charted at number 11.</td>
</tr>
<tr>
<td>2</td>
<td>STYX</td>
<td>&quot;New Song&quot;</td>
<td>58%</td>
<td>Added at 62% of our reporters. Charted at number 14.</td>
</tr>
<tr>
<td>3</td>
<td>AL STEWART</td>
<td>&quot;Blue&quot;</td>
<td>52%</td>
<td>Added at 24% of our reporters. Charted at number 25.</td>
</tr>
<tr>
<td>4</td>
<td>GINO VANNELLI</td>
<td>&quot;Girl&quot;</td>
<td>48%</td>
<td>Added at 20% of our reporters. Charted at number 30.</td>
</tr>
<tr>
<td>5</td>
<td>BLUE OYSTER CULT</td>
<td>&quot;Listen&quot;</td>
<td>20%</td>
<td>Added at 19% of our reporters. Charted at number 36.</td>
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</table>

**Progressive Singles**

<table>
<thead>
<tr>
<th>Region</th>
<th>Artist</th>
<th>Title</th>
<th>Added</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>NE</td>
<td>STYX</td>
<td>Pieces Of Eight (A&amp;M)</td>
<td>70%</td>
<td>Added at 67% of our reporters. Charted at number 11.</td>
</tr>
<tr>
<td>SOUTH</td>
<td>HEART</td>
<td>Dog &amp; Butterfly (Portrait)</td>
<td>52%</td>
<td>Added at 62% of our reporters. Charted at number 14.</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>AL STEWART</td>
<td>Time Passages (Arista)</td>
<td>48%</td>
<td>Added at 24% of our reporters. Charted at number 25.</td>
</tr>
<tr>
<td>WEST</td>
<td>GINO VANNELLI</td>
<td>Brother To Brother (A&amp;M)</td>
<td>20%</td>
<td>Added at 20% of our reporters. Charted at number 30.</td>
</tr>
</tbody>
</table>

**Radio & Records Magazine**

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**IN THE BIN**

**CHEAP TRICK**

- **City Boy** (MCA) "Surrender" (Kingdom) 88%
- **Peter Gabriel** (Virgin) "Biko" (ABC) 86%
- **Molly Hatchet** (Epic) "Gator" (Vanguard) 84%
- **Janis Ian** (Columbia) "War Of Worlds" (A&M) 78%
- **Vanilla Fudge** (ABC) "Roly Poly" (Capitol) 72%

---

**PROGRESSIVE SINGLES**

<table>
<thead>
<tr>
<th>Region</th>
<th>Artist</th>
<th>Title</th>
<th>Added</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>NE</td>
<td>UK</td>
<td>&quot;Crazy Little Thing Called Love&quot;</td>
<td>70%</td>
<td>Added at 67% of our reporters. Charted at number 11.</td>
</tr>
<tr>
<td>SOUTH</td>
<td>Who</td>
<td>&quot;We're All Alright&quot;</td>
<td>68%</td>
<td>Added at 62% of our reporters. Charted at number 14.</td>
</tr>
<tr>
<td>MIDWEST</td>
<td>Who</td>
<td>&quot;Don't Look Back&quot;</td>
<td>52%</td>
<td>Added at 24% of our reporters. Charted at number 25.</td>
</tr>
<tr>
<td>WEST</td>
<td>Who</td>
<td>&quot;I Want To Hold Your Hand&quot;</td>
<td>48%</td>
<td>Added at 20% of our reporters. Charted at number 30.</td>
</tr>
</tbody>
</table>

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**R&RFRIDAY, SEPTEMBER 22, 1978**

**Chart Summary**

Our reporting stations showed a marked force this week, with 122 stations placing WHO firmly with hot at 94% of the reporters. BOSTON stayed at number two with 84% of our reporters, while STONES maintained third place with hot at 82% of our reporters and FOREIGN held steady with hot at 75% of our reporters. LOGINS inched up with hot at 64% of our reporters as SKYNYRD held steady and RATTRAPAGE moved up, as did PETTY. MANGIONE made solid airplay gains as AL STEWART debuted with ads at 24% of our reporters. COCKER maintained while GILMOUR and EXILE moved up. VANNELLI debuted with ads at 20% of our reporters. Also debuting were GILCOURT, BOC, ZWOL and GIANT. RAVAN bounced back.

This chart is based solely on airplay and does not attempt to fabricate a trends. Artists in italics are those receiving the most rapid gain in airplay. All cuts are listed in order of airplay preference.
GENTLE GIANT
Giant For A Day

KEY CUTS: "WORDS FROM THE WISE"
"THANK YOU" "GIANT FOR A DAY"
"IT'S ONLY GOODBYE"

BREAKER OF THE WEEK!!
ADDED OUT OF THE BOX AT KLOS!
EXPLODES IN PHILADELPHIA
(WYSP, WIOQ, WMMR)
TOP 3 AT WNEW-FM (SECOND WEEK IN A ROW!) NEW AT WBCN, WLIR, WBAB, ZETA-4, KSJO, KTIM, KZOZ, KSFN, KLBW, KROQ, WQ8K, KATT, KFMH, AND MORE!

GENTLE GIANT MOVES FROM CULT SENSATION TO MASS APPEAL — AMAZING INITIAL RESPONSE.

NEW AT WAAF, DC-101, WABX: A MONSTER IN BOSTON AND THROUGHOUT TEXAS!!

CAPITOL'S MOON-SHOT IS READY
SEE MOON MARTIN AND HIS NEW BAND ON A NATIONAL TOUR SOON
MOON MARTIN'S DEBUT SINGLE "HOT NIGHT IN DALLAS" RUSH RELEASED TODAY!!

CRIMSON TIDE
INCLUDES THE NEW SINGLE "LOVE STOP" AND THE AOR BREAKER "SET MYSELF FREE"

NEW AT WLUP, WKLS, KMOD, KZAM, WZMF, WQSR, WXLM, WRAS, WEZX, WBUF

THE CAPITOL CRUSH IS ON!
<table>
<thead>
<tr>
<th>Station</th>
<th>City/State</th>
<th>Frequency</th>
<th>Format</th>
<th>Call Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>M105</td>
<td>Cleveland</td>
<td>216-381-1200</td>
<td>Easy Listening</td>
<td>M105</td>
</tr>
<tr>
<td>KAZY</td>
<td>Denver</td>
<td>303-759-8500</td>
<td>Classic Rock</td>
<td>KAZY</td>
</tr>
<tr>
<td>KZEL</td>
<td>Houston</td>
<td>713-526-4591</td>
<td>Adult Contemporary</td>
<td>KZEL</td>
</tr>
<tr>
<td>KLOL</td>
<td>Indianapolis</td>
<td>317-257-7565</td>
<td>Classic Hits</td>
<td>KLOL</td>
</tr>
<tr>
<td>WWCK 105 FM</td>
<td>Indianapolis</td>
<td>317-766-1666</td>
<td>Country</td>
<td>WWCK</td>
</tr>
<tr>
<td>KKY</td>
<td>Columbus</td>
<td>614-224-1271</td>
<td>Oldies</td>
<td>KKY</td>
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<tr>
<td>KTXQ</td>
<td>Dallas</td>
<td>214-528-5500</td>
<td>Rock</td>
<td>KTXQ</td>
</tr>
<tr>
<td>KOLX-FM</td>
<td>Dallas</td>
<td>214-744-9998</td>
<td>Classic Rock</td>
<td>KOLX-FM</td>
</tr>
<tr>
<td>KGON</td>
<td>Denver</td>
<td>303-790-2121</td>
<td>Classic Hits</td>
<td>KGON</td>
</tr>
<tr>
<td>KCOP</td>
<td>Denver</td>
<td>303-325-2500</td>
<td>Classic Hits</td>
<td>KCOP</td>
</tr>
<tr>
<td>KKY</td>
<td>Denver</td>
<td>303-956-2313</td>
<td>Pop</td>
<td>KKY</td>
</tr>
<tr>
<td>Q-9 FM</td>
<td>El Paso</td>
<td>915-533-8211</td>
<td>Classic Hits</td>
<td>Q-9 FM</td>
</tr>
<tr>
<td>WBCN</td>
<td>Boston</td>
<td>617-754-5600</td>
<td>Easy Listening</td>
<td>WBCN</td>
</tr>
<tr>
<td>KRGB</td>
<td>Boston</td>
<td>617-333-4545</td>
<td>Classic Hits</td>
<td>KRGB</td>
</tr>
<tr>
<td>WHCN 105 FM</td>
<td>El Paso</td>
<td>915-533-8211</td>
<td>Classic Hits</td>
<td>WHCN 105 FM</td>
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<tr>
<td>WBBL</td>
<td>Hartford</td>
<td>203-514-2458</td>
<td>Country</td>
<td>WBBL</td>
</tr>
<tr>
<td>WBLM 101-FM</td>
<td>Lewiston</td>
<td>517-283-1230</td>
<td>Country</td>
<td>WBLM 101-FM</td>
</tr>
<tr>
<td>KLOL 95.5</td>
<td>Los Angeles</td>
<td>213-603-3131</td>
<td>Country</td>
<td>KLOL 95.5</td>
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<tr>
<td>KAES</td>
<td>Los Angeles</td>
<td>213-603-5605</td>
<td>Classic Hits</td>
<td>KAES</td>
</tr>
<tr>
<td>KAF 94.7</td>
<td>Los Angeles</td>
<td>213-603-5605</td>
<td>Classic Hits</td>
<td>KAF 94.7</td>
</tr>
</tbody>
</table>

*Note: The list includes various radio stations across different cities and formats, as indicated by their call letters and formats.*
**News Notes**

Craig Scott, VP of Programming for Plough Broadcasting, Inc., has announced that Ben Peyton has been appointed Program Director of WJEZ-FM 97/WJTE-FM 100/Chicago. Last week R&R announced the decision of Plough to drop the WJEZ “FM 100 Beautiful Country” format and go to a full-service, live Country format. Peyton comes to WJEZ from the PD job at KAYO/Chicago. No replacement has been named yet at KAYO. The new air staff will consist of Mark Robinson, formerly with KBOX/Dallas, to do morning drive; former KSO/Des Moines PD/MD John Charest will be on middays; Peyton is scheduled for afternoon drive; Jackie Owens, from the highly successful WFMS-FM/Indianapolis, is set for the evening show; and Jim Davis, from WEPN/Chicago, will be on all-nights. The format will use about 50 current records, plus selected album cuts. The main thrust of the station will be the on-air service it can provide for the community. October 2 is the scheduled date for the changeover. By the way, this is Plough’s fifth full-service Country radio station.

Storer’s Ed Salamon is causing a stir with a record he is airing on WHN/New York and KTHT-FM 97/Los Angeles. The sound was recorded by Bobby Borchers during a live broadcast re- cently when he opened a tad in North Hollywood. The song is a Country cover of the Meat Loaf top five single, “Two Out Of Three Ain’t Bad.” Other stations to get copies of the tape are WHK/Cleveland, WDEE/Detroit and KNEW/Oakland. The producers of the song are anxious to get airplay on their song and are making available copies of the tape to anyone who wants it. Contact Barry Bergman of Marks Music in New York, (212) 347-7777, CBS Records in Nashville is not too pleased with this development because they are working to promote the current Epic release of Borchers’ called “Sweet Fantasy.” According to Joe Casey, Director of Country Promotion, CBS/Nashville, “The way this whole thing was handled I think was very unkosher. When we found out about the positive response to the cut, Borchers went into the studio with his producer Eddie Kiley and redid a studio version of the song. I haven’t heard it yet, but it’s a safe bet that the same thing will happen here. I think it’s about time that CBS considers putting the follow-up to the current single.” As a sidelight to the story, Nashville sources have said that Merle Haggard has even cut a version of the song. It was also reported that Nashville pizza maker, and sometime record flogger Nick Turner, did not record a version of the song. Oh well, with the Borchers and Haggard versions, two out of three ain’t bad (I didn’t really say that, did I?).

Tom Allen has been upped to Operations Manager of WDEE/Detroit. Ken Morgan is now the PD and Dave Reeves, from WUCI/Chicago, is the new morning man at “The Big D.”

New afternoon driver at WAXX/Fay claire is Ray Sherwood, most recently with KKGE/Rochester, Minnesota. Sherwood was doing the morning show at KKGE. Jerry Mason, formerly with WIBC and WIRE, both in Indianapolis, is the new PD of KSO/Des Moines.

Jim Sloane’s company Rex Broadcasting has bought KRQD and KLAAQ-FM/E Paso. Former KUB/Tucson morning man Jim Arnold is the GM.

Tom Oates has been upped to AM PD and Production Director at KAOH/Duluth. Their new GM is Tom Wynn; he comes from Hawaii where he worked with a television cable company. Congratulations to Vince Cosgrove of Capitol Records for a beautiful concept album he put together featuring Merle Haggard. The album is on Capitol and is called “The Way It Was In ‘51.”

Just a Thought…

Now that the media hullabaloo over Waylon/Willie/Outlaw Music is cooling, the new flash is that the ladies are fast rising as the Country music superstars. A recent article in the Los Angeles Times Sunday Calendar (cover story, with pictures, no less) highlighted the increase of women writing their own material, getting more songs higher on the charts, and what may be the key to it all: women’s image in country music is becoming more liberalized and liberated.

And the ladies have lugged a bit in country music. It wasn’t until 1957 that Kitty Wells became the first female to have a #1 song, and it took nine more years before it happened again, this time by Patsy Cline. So far in the ’60’s with fourteen songs by women charted #1 (eight of those by Tammy Wynette.). But the ’70’s are the flood gates: already there have been almost fifty top songs by females. Dolly Parton and Crystal Gayle are successful as crossovers, not only in record sales and charts, but as recognizable names. Linda Ronstadt and Emmylou Harris are artists almost in a class by themselves, with no male counterpart-parties, and the record companies are pushing hard for two female newcomers, Marshall Chapman and Carlene Carter, both rock/country oriented with hopes of crossing over. Still unknown in rock or country, they have gotten national coverage in People, Newsweek, Rolling Stone and other visible publications.

As a programmer you’ll want to acknowledge the public’s awareness and to reflect industry changes… which brings up the famed country radio taboos of “don’t play two women back-to-back.”

As late as 1974 almost everybody respected this unwritten code but as Don Langford, PD of KLJ/Los Angeles, recently said, “It’s a new ballgame. No one thinks anything of playing Dolly Parton then Crystal Gayle. What the growing success of women singers says to PD’s is it doesn’t make any difference now. Just play the best records.”

With more and better female product available, perhaps it’s time to rethink that issue.

— Lee Wade
**NEW & ACTIVE**

<table>
<thead>
<tr>
<th>No.</th>
<th>Artist/Music</th>
<th>Radio &amp; Records</th>
<th>Country Airplay</th>
<th>Comments</th>
</tr>
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**Country Airplay**

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**Other Getting Significant Action**

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**Active Re-Currents**

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Others Getting Significant Action

Listed In Alphabetical Order

BEVERLY HECKEL “Bluer Than Blue” (RCA) New at KH2T, KERE, KRMQ, WFNC, KZRY, KGBS, KXOL, K8ET, KERE
Movers: WUBE 30-22 WTMF E-36
W4N 56-48 KXOL 38-31 KBG 31-24
KXO 56-49 WJO 65-58 KUZZ 47-39
KRGM 53-48 KJJJ E-40 KEEN E-46
KFTN E-39 KCEY 33-29

ROBEY PILLAN “You, My Friend” (Decca) New at WBDT, Waring, KXRF, KECA, KZTV, WLOM, WSB, WRVR
Movers: WMMS 30-22 WRL 22-17
WBOB 32-20 WJRD 17-13
WCHB 27-18 WJZC 12-17
KWIR 34-29

RARE BIRD “Love, Mary Ann” (RCA) New at WRLT, WNOB, WYTV
Movers: KTVK 26-22 KZTV 22-19
KZTV 21-19

CAROL RAE “That’s What Makes You Beautiful” (Columbia) New at KHJ, WOR, WAMX, WAGG, KFWB, K5BM, KGDR
Movers: WEAU 28-24 WIXP 24-17
WEYI 22-18 WZOL 11-12
WEW 30-19

CHUCK BERRY “You Can’t Catch Me” (ABC) New at WDIA, KRBD, KZTV
Movers: WESA 27-21 KZTV 21-18

RICHARD CLAYDERMAN “One of These Days” (RCA) New at WRSO, KZTV, KEZT, KMEU, K5BM, KGDR
Movers: WLPD 28-24 WIXP 24-17

WILLIE NELSON “Help Me Make It Through The Night” (RCA) New at KZTV, KEZT, KMEU, K5BM, KGDR
Movers: WLPD 28-24 WIXP 24-17

Inside Nashville

SEPTEMBER STARSONG: Lucille Ball spent the week in Music City taping her “Lucy Comes To Nashville” special. Mel Tillis’ dream came true. He did some dialogue with the First Lady of comedy. Bob Hope was here Wednesday too, for the Tennessee State Fair, so the King and Queen of laughs were here the same day. Ex-President Gerald Ford committed to play in the Music City Pro-Celebrity Golf Affair in two weeks... George Wallace, outgoing Governor of Alabama, signed with Bob Bray’s Celebrity Management here for public speaking, talk show engagements, syndicated radio and newspaper work... Two Country Music Hall Of Famers had birthdays. Bill Monroe’s surprise party and Roy Acuff’s birthday cake and standing ovation at the Opry honored the two grand old men of mountain music.

RADIO ROW: WJRB (formerly WENO) had open house last Friday at its sumptuous new Music Row facility (corner of 16th Avenue South and South St). Hundreds toured the beautiful new facility built by Country radio impresario Mac Sanders. Sanders just bought WYOK/Birmingham to add to his station roster... WRUO, radio facility of Vanderbilt University, has been carrying live broadcasts of Nashville’s Exit/In’s “writers night.” Surprise guests who’ve been heard on the live broadcasts include Waylen Jennings, Johnny Rodgers, Guy Clark, and Johnny Paycheck, according to WRUO station manager Fred Bug.

PEOPLE: Johnny Paycheck covered nearly 200 miles in 12 hours when he recently performed in Houston at Astroworld for two shows, then was whisked away by Lear jet to San Francisco for an appearance at the Cow Palace in a benefit for the National Cerebral Palsy Association of California. He then got on the plane and traveled back to Dallas that same night for a show the next night... RCA Records has signed songstress-singer Linda Hargrove... Columbia's Bobby Bare attended the recent Central South Music Sales Convention here to introduce cuts from his new album... Country great Roy Acuff is being honored October 20. That is the day the “King of Country Music” (contrary to the Newsweek report proclaiming Willie Nelson as “King”) will be given the key to Nashville by Mayor Richard Fulton, Elec/Army Records has just released a “Greatest Hits” album in conjunction with the proclaimed “Roy Acuff Day”... Emmylou Harris was recently awarded the coveted Edison Award for her Warner Bros. album “Quarter Moon In A Ten Cent Town.” The Edison Award is given in Holland each year and is the equivalent to the American Grammy. The LP was proclaimed “Best International Album of the Year”... The record label that helped start the careers of Don Williams, Rex Allen, Jr. and even Crystal Gayle’s producer Allen Reynolds, has reformed. JMI, which is owned by “Cowboy” Jack Clement, will release its first single in almost four years. JMI has signed former Capitol Records recording artist Stoney Edwards to be their first release... Congrats to RCA’s Joe Galante on his promotion to Division VP/Marketing for the label’s Nashville division... Bob Doyle has been appointed Assistant A&R Director of Warner Bros. Country Division as announced by WB VP Andy Wickham.

UPDATE: The tenth anniversary of “Hee Haw” is scheduled to air as an NBC TV network “special event,” Sunday, October 22. On September 20 the producers, Yongstreet Productions, will have a special screening of the show at the Grand Ole Opry. It was interesting to see the invitation that proclaimed the event as “black tie.” I wonder how black ties will look with overlords... Willie Nelson scheduled to run a 26-mile marathon this Saturday (9-22) in Austin to benefit the American Cancer Society. He sang nonstop at the White House the other night... They had a “Dolly Parton Lookalike Contest” at Gilley’s in Pasadena, Tex. Warner Bros. had a Dolly Parton-type audition here the other day and hardly anybody came (inferiority complexes?) Happy to see Peter Paul as the new PD at KBOX in Dallas. Pete’s one of the good guys. Ghet Maxwell, KBOX GM made a wise choice... Barbara Mandrell, Ronnie Milsap, Lynn Anderson, Mel Tillis, The Oak Ridge Boys, and the Fisk Jubilee Singers were on the “Lucy Come To Nashville” special taped here this week... Jerry Bradley says RCA may establish a new label, the first Nashville-based pop subsidiary of a major record company... Tony Brown moves to Los Angeles as staff producer and L.A. A&R rep for Nashville’s RCA pop operation.
Mike Kasabo

The Great Race Of '78

WISN/Milwaukee and FM sister WLPLX are about to stage one of the most ambitious contests ever attempted. It's a worldwide race that will originate and conclude in Milwaukee between WISN's Steve York and WLPLX's Jim McBean. WISN Program Manager Bill Garcia states, "Neither personality will know what specific country or cities he'll visit... only which direction he'll be travelling. McBean will travel East and York will head West, never knowing what future stops will be ahead or what stumbling blocks, if any, they'll encounter until he arrives and gets his sealed envelope of instructions."

The envelopes contain updated itineraries, assigned tasks and airline tickets. The "tasks" include diving for pearls in Japan, the purchase of a tailor-made suit in Hong Kong, an hydrofoil ride to the island of Macao (which has legalized gambling) to bring back a $5 poker chip, and a train ride from Frankfurt to Munich to take part in Germany's Oktoberfest. Both DJ's will be taking along special plaques from Milwaukee's mayor to be presented to a foreign dignitary in an assigned city. Each personality will be judged in elapsed travel time, and by his completed task list of events. Verification will be made by required photographs and boarding stamps when they return to Milwaukee. Garcia continues, "Another status phone report will be broadcast after they're received, to bring our audience up-to-date will be the deciding factors in who wins the Great Race of '78. The tour will take both gentleman to many cities around the world including Tokyo, Singapore, Bangkok, Munich, Istanbul, and London. Listeners of both stations are asked to guess which DJ will return first and the elapsed time of the worldwide trip. The winner will receive his or her choice of a fifteen day all-expense paid vacation to either Europe or the Orient.

Transition

Neil Cannon to KFMF/San Diego as part time air personality from WHDI/Boston. Susan Howe exits her MD position at WLY/Cincinnati to pursue a career as a registered nurse. Susan will be replaced by Meg Callahan, who comes to WLY from WXQ/Chicago. Several new faces at WASH/Washington. Jondra Phillips from WKBI/Harrisburg joins the news department to team up with Mike Kavanagh as morning-drive newscaster. Davey Martin-Jones will be the station's movie critic. PD Bob Hols on commented on Martin-Jones by saying, "As a critic, Davey has great integrity. He's opinionated and entertaining." Paul Landino to WDFD/Flint as midday personality from WGER/Bay City, Mich. New Sales Manager of WDRA/Tampa is Tom Southwood from WHOO/Orlando. After seven weeks of acting PD, Jim Allen has been accorded that position on a full-time basis at WCBM/Harrisburg. Chuck McKay has been promoted to PD at KBOM/Bismarck. He will continue his midday air shift... Jim Roberts has taken over as PD of WDVI/Marin but will continue to handle his MD position also until someone is found to fill it. Kevin Mellow is the new PD at WWMM/Arlington Heights, Ill. from WMET/Chicago. Mary June Rose replaces Sarah Bernard at WBT/Charlotte Administrative Assistant. Ms. Bernard joined the station's WMVQ as a salesperson... Rich Whitley has been promoted to PD at KYOY/Yuma, replacing Ted Taylor, who goes across town to KBLU as air talent.

WEL/New Haven recently sponsored an event billed as "The Great WELI Long Island Sound Balloon Crossing." This seven story hot-air balloon, called "The Nauta-Balloon," made the crossing in three hours and was tracked the entire way by the WELI 28 foot boat "The 396," captained by Operations Manager Bill Rock.

Update

JUMP FROM RADIO TO TV: WBW/Topeka MD Jim Sullins called (after reading the R&R "WKRP In Cincinnati" feature last week) to relate that Gordon Jump (who plays General Manager Arthur Carlson in the new CBS-TV series) got his start in the biz at WBWI radio and television in the early sixties. Jump was announcer for both and also did weather and created a character for the afternoon TV kiddo show called WB The Clown... Paul Anka is set to guest on WWVE/Cleveland in conjunction with his week-long in-person appearance. Station will be giving away Anka albums and T-shirts... KMP/Los Angeles morning man Dick Whittinghill will be honored December 13th by having a star placed on Hollywood Boulevard. Fittingly, Dick's star will be put next to his boss's star (Gene Austin) that due to the extreme length of many of their plight titles, some of them are not receiving the proper amount of airplay... KDNN/Las Vegas once again sponsoring a free big band concert in the Continental Theatre of the Silverton Hotel. Starting October 2, WASH/Washington will begin a three-week series on the area's number one crime problem-burglaries... KDKA/Pittsburgh has added a nonreligious telephone talk show to its Sunday evening programming... After a combined total of 57 years of broadcasting, Jack Slattery (morning-man for 22 years) and George Haslenger (farm director for 35 years) are teaming up to do the morning show on WHAM/Rochester... Informed sources tell us that Neil Diamond's new Datsun 280-Z is reportedly equipped with $35,000 worth of extras.

Color

OCEAN PROMOTIONS: WTMJ/Milwaukee is currently running a spectacular "Love Boat" promotion. Listeners send in cards and then have to listen for their names to be aired and have six minutes and twenty seconds ("TMJ is 620 on the dial") to call in and become eligible for a two-week ocean voyage to Los Angeles, San Juan, Caracas and Panama City. Never one to be outdone, Russ Morley PD of WJNO/West Palm Beach, has gotten involved with the latest attempt of Stella Taylor (the lady who failed her recent marathon swim) to swim from the Bahamas to West Palm Beach. Morley reports that the station's news department will cover the entire attempt and, heck that he is, he will brave several miles of the journey with Stella by actually getting into the Atlantic to provide moral support by swimming along for an undisclosed amount of time. WJNO listeners will benefit from all this by guessing the time it will take for Ms. Taylor to complete her journey. Many of you might remember Morley from Convention '78 in Dallas for having his name placed 39 consecutive times, which is easily a convention record.

TAKE STOCK OF YOUR JIM K. WCBM/Baltimore is running a quickie contest based on their personalities. Clues are given to listeners and are asked to figure out which of the jock's clue fits best. Correct answers receive tickets to the premiere of "Death On The Nile.

GOOD FOR WHAT ALES YA: WBW/Topeka collected over two tons of aluminum in the form of beer cans. Five area gentlemen had been saving beer cans for the past two years. They decided to contribute their empties to the aluminum drive for the benefit of Muscular Dystrophy and appeared at the station with a two ton cattle truck with over 1300 pounds of cans. That represented all the beer that the quaffing quartet had consumed in the past twenty-four months. Station officials figured out that the number of cans (based on the weight of each can) totaled somewhere between ten and eleven thousand. That's a hell of a lot of guffo!

FOOTBALL PHONE-IN: KMRJ/Pittsburgh, Kansas is using its code-a-phone system for listeners to call in and sing their favorite hometown football cheer. If they hear their cheer played back on the air, they simply call in to win. Prizes range from albums to a complete night on the town.

PORTLAND'S PLENTIFUL PRIZES: KEX/Portland is gearing up for what must be one of the biggest giveaways that has seen in a long time. The promotion, "The Best Things In Life Are Free," will be advertised in newspapers and seen on television. Contestants will have the chance to have their rent, lease or house payment paid for one year, or trips to the Bahamas, Bermuda and Acapulco, or new furniture for their home and maybe a 1979 car for their driveway.
'Little Things' Means A Lot
In Every Format!

Pop/Adult
WSB KEX KMBZ WHIO
WSM WNEW WBAL WKIQ
KMRJ KRNT WHIZ KOY
WFTS KXLY WATR WJR

Country

BREAKERS

MARGO SMITH
Little Things Mean A Lot (WB)

NEXT . . . TOP 40!

"Little Things Mean A Lot"
Margo Smith

Produced by Norro Wilson
on Warner Bros. Records
**NEW & ACTIVE**

You'll notice two numbers immediately follow each song title below (example 30/5). The first number represents the total number of our reporting stations playing the record this week. The second is the number of those stations that added it this week.

**EVELYN CHAMPAIGNE KING** "Shame" (RCA) 34 Key moves: 5-2 WNEU, 74 K7L, 11.7 FM, 107.7, WHZD, 12.4 WGAR, 29-13 W2O, 22 W2O.

PAUL DAVIS "Sweet Life" (Bing) 439 add WTMJ, KNOG, WNEW, WGY, WCCA, WMAL, WCOR, WHAM. Key moves: 14-9 WOR, 17-13 XKLY, 28-25 WLW, 26-16 WMAL, 27-22 WLW, debut 22 W2O. Increased rotation: WWJ, 29-20 W2O. Moves: 34 Key moves: 5-2 W2O.

**BARRA STREISAND** "Love Theme From Eyes Of Laura Mars (Prisoner)" (Columbia) 375 add WHOK, WBOB, WOR, WMC, KRR, KQK. Key moves: 7 K2ON, 26-22 FM2, 27-20 XKLY, 28 W2O, heavy rotation: WHAS.


**WINGS** "London Town" (Capitol) 35 add includes KGKR, WMG, WMAZ, WMAL, WZTJM, WBEN, WHAS, WHAG. Key moves: 25-18 K9K, 26-27 WFM2, 22-19 KLBF, 29-25 WLW, 31-26 WLW, debit 30 W2IR, debit 30 XKLY. Details at No. 35 on P/A chart.

**DONNA SUMMER** "MacArthur Park" (Casablanca) 31/4 add includes KI, 201 WJW, WHAG, WTW, WLW, WHK, WCBM. Key moves: 23 W2T, debit 29 WSAR, debit 30 WPRO, debit 20 WBZ. Increased rotation: WWJ, 29-20 W2O. Moves: 32 details at No. 36 on P/A chart.

**BILL LAUBNITZ** "In 25 Words Or Less" (WB)22/1 add KRTN. Moves: 22-18 W2CA, 40-8 on P/A chart.


**Others Getting Significant Action**

All artists below are receiving significant airplay. They are listed in order by their activity levels at our reporting stations.

**GINO VANNELLI** "I Just Wanna Stop" (A&M) 25/11 add includes WTMJ, WHIZ WYMC, KOY, WBEN, W2Z, KQK, RKL, debut 27 K2O.


**DR. HOOK" Shining The Night Together" (Capitol) 20/12 include KSO, FM57, W2UN, W2TS, W2K, W2O. Details at No. 18 on P/A chart.

**LOU RAWLIS" There Will Be Love" (Philadelphia) 202 add WHOK, W2W, 18-10 W2W.

**RONNIE MILSAP" Let's Take The Long Way Around The World" (RCA) 20/6, moves: 16-12 W28, 23-23 W2W, debut 20 W2W.

**PRISONER Of Your Love (RCA) 20/4 include K101, K2RO, K2MP, K2BL. Moves: 21-18 W2W, 34-24 W2W.

**TEDDY PENDERGRASS" Close The Door" (Philadelphia Int'l) 193 add K2BF, K2IL, W2MAZ. Details: 26-22 W2W, 26-23 W2LY, 26-17 K2O. Details at No. 27 on P/A chart.

**STEPHEN BISHOP" Everybody Needs Love" (ABC) 18/11 add includes K2DM, K2MP, WWWE, W2OD, K2WJ, W2Y, debit 28 K2O, debit 29 W2Y.

**JANIS IAN" That Grand Illusion" (Columbia) 18/4 add WHK, K2RJ, K2WI, X2YL, 30-26 W2Y.

**ROBERT PALMER" You Overwhelm Me" (Island) 18/0 moves: 30-27 W2Y, 29-26 W2W. Heavy rotation: KGKR.
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OPPORTUNITIES

KEZY AM/FM/Anthem, CA is looking for an on the air personality/ jeden for immediate openings. Contact Dave For-
morn (714) 778-3600. EOE/19 Retail.

WXTK Bowling Green, KY has an afternoon announcing opening. Pop/Adult music. Lots of reading, lots of pro-
filing. Digital Savvy. 800 731-2171 before 10am Central Time (9-18)

WSAM/Seguin, TX has immediate opening for air per-
nality with heavy production and music knowledge. Tapes and resumes to Ron MacDonald, Jr., Box 1778,
Seguin, TX 78155 (9-19)

Florida (West Coast) classics Pop/Adult looking for warm,
emotional sounding professional. If you know how to com-
municate and if you love sunshine, 12-15, you love the
sight and sounds to Bob Newby. 207 Newby. 94208. EOE (9-19)

One of the Top 10 stations in midwest has a growth po-

tential for a Program Director. Applicants should have
their Certified Broadcast Radio Sales 6 or 8 yr. radio expe-

cience. Ability to motivate creative people is the
most
good administrative skills. Tapes and resumes to Gen-

eral Manager, 667, Indianapolis, IN 46202. EOE (9-19)

WTCI-FM/Indianapolis, IN accepting applications for
future on-air positions. Applicants must have at least
one year experience as an engineer in medium market.
Tapes and resumes to WTCI, 2126 N. Meridian. In-

dianapolis, IN 46218. EOE (9-19)

FL San Jose, CA looking for all night Top 40 per-

sonality. Sally 3:30's for our 9pm Uplink Director.
Tapes and resumes to John McCread 659, San Jose, CA
95110. EOE (9-19)

Looking for the night morning man for WDSM Country
radio 710/Duluth Superior. Reasonable, experienced and
hilarious preferred. Tapes and resumes to Burkhart
Abtans, 5650 River Chase Circle East, Atlanta, GA
30326. EOE (9-19)

KYYW in Baltimore, MD looking for Program Director for

their Top 10 station. Must be creative copy writer, stron-
ger in production. Tapes and resumes to Dave Montgomery
KYYW, Box 1738, Baltimore, MD 21201. EOE (9-19)

96 Super Q, Southwest Florida's number one rated
station seeking to add to its 6pm-10pm air personality
with great drive. Don't freeze this winter, come and
work down for the sun. Tapes and station to John
Sancho. WLEG, 5671 S. Cleveland Ave. Miami. FL 33160.
EOE (9-19)

DENE HALLAM joins KZZT-FM/San Diego as Program Director from Weep/Pittsburgh.

Robbie Roman returns to WHW/New York as Assistant
Program Director.

Ken Wernery formerly KFMX/New London, CA joins KUTY/Paindale, CA doing morning
drive. Bob CHURCH formerly KKAX/Great Falls to KCAJ/Helena, MT as Program Director.

STEVE BROWN/KBAX moves from KLBC/Long Airl to KLBC/Seattle, WA. Tapes and

resumes to John Weep. 94208. EOE (9-19)

Pati RICHARDS promoted to Music Director: KCAJ/Helena. MT.

TOM BAKER appointed General Manager/WKOM/Boston, MA.

Mike MCELLEN appointed Manager of the new station for KPOK/Oklahoma City.

HARRY SCHULTZ joins KJCR/Houston, TX as News Director.

DAVID JENNINGS elliots KICM/Greensboro, NC as Program Director.

Herb CARSON joins WZLQ/Columbia, SC as Program Director.

Joe Mclahey formerly PO WEV/Allentown joins WSAN/Allentown as morning personality.

RICK HARVEY formerly PO WSAN/Allentown has been appointed Sales/Operations Manager.

Dorothy MILLER named Music Librarian at KZEW/Dallas, TX.

Teeny ROACH promoted to Program Coordinator (assisting PD Charlie Kendall) at

WBN/Cleveland, KY.

Jim White joins WRNO/New Orleans doing midday.

Ken PAIGE promoted to PO KCCD/Jackson, CA.

Craig POWERS joins KFXM/San Bernardino from 140 (KQRK)Indio, CA.

DaveY MARLIN/JD-WEY joins WASH/Fremont, CA.

Lon JONES recently joined PO QM/Charlotte, NC.

Billy Babbitt appointed Program Director at KDGE/Plano, TX.

JIM CRAVENS named Account Executive WLS/Chicago, IL.

Michael HORNE appointed Local Sales Manager at WHLB/Atlanta, GA.

Rusty Garrett formerly PO KQLM/Charlotte, NC promoted to Program Director.

Frank RYAN appointed Assistant to the President of Broad Street Communications

Corp. as the Inland Brocast Group.

Bob SYVAN also joins KGGG/Dos Moines, IA as Q99/FM Fargo, ND as Program Director.

raena HOLMES joins KDES/Palms Springs as evening News anchor.

Frank MARCUJA joins Capitol Broadcasting Co. as several Projects/Program Director/Radio

Division.

Jen LE Currie joins Drake Chenaunt as National Programming Consultant.

Sam HOLLAN appointed Western Regional Manager of Drake Chenaunt.

Station Line-Ups

WCMF-Rochester, NY LINE UP: 6pm-10am Chuck Ingersol, 10am-3pm Bill Martin, 3pm-7pm Ted Edwards, 7pm-12mid Gary Whip. 1-12mid Roger McCa. Week-

ends: Marty Buda, Mindy Roberts, Jim Wilson, Jim Holley.

K2106/Chattanooga, TN LINE UP: 6am-10am David Carroll, 10am-2pm Chris Thomas

2pm-6pm Jim Knight, 6pm-10pm Ron Richardson, 10pm-2am Buster Bradley, 2am-

6am Tim Cunningham. Weekends: Jake Rolland, Bill Burnette.

WAPE/Jacksonville, FL LINE UP: 5:30am-9:30am The Meanest, 9:30am-10:30am

Phil Beckman, 1:30pm-3:30pm Paul Sebastian (Sports), 3:30pm-7pm Gunn, 7pm-

12mid B B, 12mid-3:30mid Mike Roberts weekend: Dan Alexander, Dave Stone, Chris Morris.

14/WDOT/Burlington, VT LINE UP: 6am-10am Charlie Cunningham, 10am-2pm

George Comma (Sports), 2pm-7pm Peter grace, 7pm-12mid Bill Mittal, 12mid-6am Greg West.

WAAL/Binghamton, NY LINE UP: 6am John O'Brien, 10am-3pm Keith Nelson, 3pm-7pm Michael Kellner, 7pm-12mid Bill Davis, 12pm-6am Don Morgan. Weckenden: Julie Evans, Mike Miller.

K2FM/Corpus Christi, TX LINE UP: 6am-10am Marty Bishop, 10am-2pm Rusty

Garrett, 2pm-6pm Sam Miranda, 7pm-12mid Larry shearheart, 12mid-6am Rob


KPTX/Tuscaloosa, AL LINE UP: 6am-10am Cousin Lee, 10am-2pm Bobby Davis (MD),

2pm-7pm Ron Speaks, 8pm-10pm Steve Benn (MD), 2:00am-7:00am Ed Michaels, 7:

3am Johnny Walker.

KLU/Atlanta, GA LINE UP: 6am-9am True Blue, 9am-12noon Mucho Mur-

als, 12noon-3pm Bobbie Bobby, 3pm-6pm Dick Jockey, 5pm-12noon Dave Conley, 10pm-2am Chuck Martin, 2am-6am Harry Foster. Weekends: John Thompson.

WNAM/Ann Arbor, MI LINE UP: 5am-10am Jason Page (MD), 10am-2pm

Ron Ross (PO), 2pm-6pm Steve Ots, 6pm-11pm George J. Sloan, 7pm-11pm Billy

Pearl. Weekends: Jeff Stewart, John Ford, Laura Sanders, Jack Allen.

Records

STEPHANIE KNAUER named Associate Product Manager, West Coast, Epic/Por-

trait/Affiliated Labels.


LEW ZELMAN promoted to President & CEO, Cleveland/MCA Records.

BILL SHALER named Branch Manager/Los Angeles for Pickwick Distribution.

RICK LACOVARA appointed Sales Manager/Southern CA. Los Angeles Branch for

Pickwick Distribution.

JACK CAMPBELL named Branch Manager San Francisco Sales/Promotion Office for

Columbia Records.

MARTHA THOMAS appointed R&B Regional Promotion, Miami/Pickwick/Division.

CLAREE JACKSON named R&B Regional Promotion, Atlanta/Pickwick/Pickwick/Distribution.

ROGER GREEN appointed R&B Regional Promotion for Houston/Dallas for Pickwick.

JOSPH COHEN appointed Manager, International Product Management for RCA Records.

JESS ASTAPHI appointed Director, International Administrative Services for

RCA Records.

MIKE PEULS named Professional Manager of Screen Gems-EMI Music Inc.; Nashville.

KATHY SIMMONS appointed Head of RCA's Western Division.

BRUCE E. GARFIELD promoted to Director, Talent Acquisition for Capital Records.

RANDY ROBERTS named National Singles Sales Manager for Polydor, Inc.

Industry Changes

RANDY R. BRIGGS named Manager, Southeastern Advertiser/Agency Sales, for

The Arbitron Company.

WILSON LEWIS appointed Director, Creative Services for The Cameron Organization, Inc., Management Firm.
Openings

Anchorage reporter to handle morning drive news in South east Asia's Top 50 market. Must be strong on air, preferred to have 3+ years experience. Call Steve, Karma, 890-8900. Excellent salary range: 9100-9300 weekly. Great benefits.

To Box 567, Dover, New Hampshire (9-151
Time 50 k vv stereo cooks need a combo chief money communists Tapes and resumes to Lance Carlson, Box 567, Dover, New Hampshire, 890-8900.

KEEZSan Antonio, TX New country station looking for jocks for all shifts. Tapes and resumes to Wayne Shane, GM South Carolina News Network, Box 17000, Raleigh, NC 27605, EOE. No phone calls please.

KZZYSan Antonio, TX Send us a resume for our top 7 day, 12:00-3:00pm show. Send your resume in and we'll call you if we need you. Send it in by Friday, 9-23-88.

To Box 7904, Toldeo, OH 43601.

KXSN in Toldeo, OH is looking for a day jock. Call John at 419-381-6891.

KXQH/Texas, TX needs an all night jocket, and future possible openings. Tapes and resumes to Bob Church, Box 1168, Houston, TX 77019 (9-151
WKEX/Texas, TX seeks tapes for future openings. Tapes, resumes and salary requirements to J.R. Greely, Box 4607, Tyler, TX 75701 (9-151
KXSK/Soul DJs need an on-air host to comment. Also, possible future openings. Tapes, resumes and all salary requirements to Kevin Scott, WRWJ-FM, Drawer AB, Westboro, MA 01581 (9-151
KCAI/Minnesota, TX has an all night jocket opening, and future possible openings. Tapes and resumes to Jesmam, Box 5, Duluth, MN 55802 (9-151
WGN/Hollywood P. Lauderade, FL Country Legend needs creative PD. Prefer in Top 40 or Pop Adult. Tapes, Resumes and all salary requirements to Jim Gibson, WGNAM, WGNAM, 813 S. Indiana Ave., Chicago, IL 60607 (9-151
KXWE/Texas, TX seeks tapes for future openings. Tapes, resumes and salary requirements to J.R. Greely, Box 4607, Tyler, TX 75701 (9-151
KXKS/Soul DJs need an on-air host to comment. Also, possible future openings. Tapes, resumes and all salary requirements to Kevin Scott, WRWJ-FM, Drawer AB, Westboro, MA 01581 (9-151
KXLU/Texas, TX needs an all night jocket, and future possible openings. Tapes and resumes to Bob Church, Box 1168, Houston, TX 77019 (9-151
KXLL/Los Angeles, CA looking for that special someone with main interest in production and actually working in the 10am-1pm slot. First tape and resume to Kim, 117 N. Moorpark Blvd, Tusla, OK 74124 or call (918) 688-2996.

KXLY/Tacoma, WA looking for an all day drive personality. Tapes and resumes to Ken Seattles, Box 139, Yakima, WA 98901 (9-151
KXQ/Seattle N.W. Seattle, WA looking for strong jocks for future openings. Tapes and resumes to Michael St. John, Hoyt, Galatian, TN 37066, EOE.

WAGM/Medford, Oregon looking for a creative personality. Good voice and production a must. Tapes and resumes to C.S. Gaffney, PO. Drawer D500, Medford, OR 97504.

KXFM/Final/El Paso, TX needs an all night jocket opening, and future possible openings. Tapes and resumes to Laura Williams, Box 2007, El Paso, TX 79919 (9-151

K2LJ/FM/Washington, DC needs an all night jocket opening, and future possible openings. Tapes and resumes to Lance Carlson, Box 567, Dover, New Hampshire, 890-8900.

K2M6/General Motors, San Francisco, CA looking for experience. AOR kids. All tapes and resumes to San Francisco, CA 94105.

We have openings for two at our Gulf Coast stations. Looking for quality and folks who like to have a good time. Tapes and resumes to Country, Tapes and resumes ASAP to Steve Sands, Box 2723, Merced, CA 95340.

K2Q9/Washington, DC looking for a strong morning personality. Tapes and resumes to Mark Phillips, WODA, 9412-99, EOE.

K2Q9/Golden, CO is looking for a strong morning personality. Tapes and resumes to Lance Carlson, Box 567, Dover, New Hampshire, 890-8900.

Two lean lively co-hosts needed. A must have under 30. Tapes and resumes to Bob Davis, New Hampshire, 391-2571.

KCMC/Mcminnville, OR has immediate opening for evening announcer. Good production skills. Tapes to Ron Omrow, Box 207, McMinnville, OR 97111.

Get some extra tape from the last ad in NRG. Unfortunately most entries were marked jocks to work behind the disk jockey position. However, we are still taking taping. Call it to tape. Tapes and resumes to Lance Carlson, Box 567, Dover, New Hampshire, 890-8900.

Douglas County Broadcasting (KGW) needs a talent to build one of the nation's best radio stations. Tapes and resumes to Lance Carlson, Box 567, Dover, New Hampshire, 890-8900.

KOSB/Sioux City, NE is hiring a new personality. Tapes and resumes to Dave Langer, 546 W. Central Ave., Pierre, SD 57501, FAX at call 211/283-3033. No beginners. EOE.

KXQH/Texas, TX seeks tapes for future openings. Tapes, resumes and salary requirements to J.R. Greely, Box 4607, Tyler, TX 75701 (9-151

KXSK/Soul DJs need an on-air host to comment. Also, possible future openings. Tapes, resumes and all salary requirements to Kevin Scott, WRWJ-FM, Drawer AB, Westboro, MA 01581 (9-151

WLS/Chicago, IL is looking for afternoon jock with MO. Nice, neat city people. AOR/General Manager Tapes and resumes to Dave Langer, 546 W. Central Ave., Pierre, SD 57501, FAX at call 211/283-3033. No beginners. EOE.

Goods & Services

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular humor magazine. Tapes and resumes to Frank Paul, Box 11710, Reno, NV 89510 or call (702) 322-1430 (9-151

"Lola's Lunch"

DROP YOUR PANTS, grab your socks, here come the funniest comics in the land. Tapes and resumes to Frank Paul, Box 11710, Reno, NV 89510 or call (702) 322-1430 (9-151

"Complete Artist Bio Info. and More!"

GALAXY - the personality you need for AOR, Top 40, Pop Adult. Tapes and resumes to Frank Paul, Box 11710, Reno, NV 89510 or call (702) 322-1430 (9-151

"Radio Personality for Newspapers and Ad Agencies!" FREE SAMPLE ISSUE of radio's most popular humor magazine. Tapes and resumes to Frank Paul, Box 11710, Reno, NV 89510 or call (702) 322-1430 (9-151

KXQ/Seattle N.W. Seattle, WA looking for strong jocks for future openings. Tapes and resumes to Kim, 117 N. Moorpark Blvd, Tusla, OK 74124 or call (918) 688-2996.

Positions Sought

Young energetic and hard working. Two years experience in market. diarrhea opening in Toledo Ohio. Please call Frank Paul, Box 11710, Reno, NV 89510 or call (702) 322-1430 (9-151

CARMEN BROWN, formerly 98 ROCK/Tampa, KSWG/Portland, OR. Enterprising, lively, hard working personality. Tapes and resumes to Lance Carlson, Box 567, Dover, NH 03820. EOE.

JORE PHILIPHY experienced professional air talent needed for Top 40 market. Tapes and resumes to Lance Carlson, Box 567, Dover, NH 03820. EOE.

COUNTRY/Rock on-theway openings in Top 50 market.

Conversationalhythm
delic, good production, under 30.

Call (217) 234-5368 anytime. (9-151

AMERICAN TOP 40 AOR communicator available now. Four years experience in market. Tapes and resumes to Lance Carlson, Box 567, Dover, NH 03820.

Progressively strong 2 on years on air experience, production that sells background and promotion in market. Great personality too. Make some bucks to get by. Call JEROME WARD (914) 482-4290 or write 272 Deardorff Steet, New York, NY 10031.

Radio engineer and impressionist. Voices, phone bit, authentic participation, ringer builder. Looking for solid morning personality with production/morning show. Tapes and resumes to Lance Carlson, Box 567, Dover, NH 03820. EOE.

You need an all night jocket opening and future possible openings. Tapes and resumes to Lance Carlson, Box 567, Dover, NH 03820. EOE.

B & R/ Friday, September 22, 1988
**NEW & ACTIVE**

All other new and recent releases getting substantial airplay. These are included in CAPTAIN & TENNILLE's chart activity for this week.

~

**BILLY JOEL**

She's Always A Woman (Columbia)

68% of their reports on it, 27 adds including KIMN, KDWB, W2B, WLCY, 93.3, KRFE, WBBW, W3G, WYWO, WMJ, WITQ, WAFF, WJAM, W290K, W215K, W248W, W225K, W224K, W217K, W214K, W213K, 5100X, 101.1FM, 100.3FM, 100.1FM, 99.9FM, 98.1FM, 99.3FM, 97.3FM, 97.1FM, 95.9FM, 95.5FM, 94.3FM, 94.1FM, 93.3FM, 92.5FM, 92.1FM, 89.9FM, 89.5FM, 89.1FM, 87.3FM, 87.1FM, 86.5FM, 86.1FM, 84.3FM, 84.1FM, 83.3FM, 83.1FM, 82.3FM, 82.1FM, 81.3FM, 81.1FM, 80.3FM, 80.1FM, 79.3FM, 79.1FM, 78.3FM, 78.1FM, 77.3FM, 77.1FM, 76.3FM, 76.1FM, 75.3FM, 75.1FM, 74.3FM, 74.1FM, 73.3FM, 73.1FM, 72.3FM, 72.1FM, 71.3FM, 71.1FM, 70.3FM, 70.1FM, 69.3FM, 69.1FM, 68.3FM, 68.1FM, 67.3FM, 67.1FM, 66.3FM, 66.1FM, 65.3FM, 65.1FM, 64.3FM, 64.1FM, 63.3FM, 63.1FM, 62.3FM, 62.1FM, 61.3FM, 61.1FM, 60.3FM, 60.1FM, 59.3FM, 59.1FM, 58.3FM, 58.1FM, 57.3FM, 57.1FM, 56.3FM, 56.1FM, 55.3FM, 55.1FM, 54.3FM, 54.1FM, 53.3FM, 53.1FM, 52.3FM, 52.1FM, 51.3FM, 51.1FM, 50.3FM, 50.1FM, 49.3FM, 49.1FM, 48.3FM, 48.1FM, 47.3FM, 47.1FM, 46.3FM, 46.1FM, 45.3FM, 45.1FM, 44.3FM, 44.1FM, 43.3FM, 43.1FM, 42.3FM, 42.1FM, 41.3FM, 41.1FM, 40.3FM, 40.1FM, 39.3FM, 39.1FM, 38.3FM, 38.1FM, 37.3FM, 37.1FM, 36.3FM, 36.1FM, 35.3FM, 35.1FM, 34.3FM, 34.1FM, 33.3FM, 33.1FM, 32.3FM, 32.1FM, 31.3FM, 31.1FM, 30.3FM, 30.1FM, 29.3FM, 29.1FM, 28.3FM, 28.1FM, 27.3FM, 27.1FM, 26.3FM, 26.1FM, 25.3FM, 25.1FM, 24.3FM, 24.1FM, 23.3FM, 23.1FM, 22.3FM, 22.1FM, 21.3FM, 21.1FM, 20.3FM, 20.1FM, 19.3FM, 19.1FM, 18.3FM, 18.1FM, 17.3FM, 17.1FM, 16.3FM, 16.1FM, 15.3FM, 15.1FM, 14.3FM, 14.1FM, 13.3FM, 13.1FM, 12.3FM, 12.1FM, 11.3FM, 11.1FM, 10.3FM, 10.1FM, 9.3FM, 9.1FM, 8.3FM, 8.1FM, 7.3FM, 7.1FM, 6.3FM, 6.1FM, 5.3FM, 5.1FM, 4.3FM, 4.1FM, 3.3FM, 3.1FM, 2.3FM, 2.1FM, 1.3FM, 1.1FM, 0.3FM, 0.1FM.