WDAS Set For Payola Hearing

The FCC has designated for hearing the licenses of one of Philadelphia's top rated stations — Black-formatted WDAS-FM — and Black/Talk WDAS-AM, owned by 75-year-old Max Leon. The action now means uncertain the proposed sale of WDAS for $6.2 million to Unity Broadcasting, headed by National Black Network President Gene Jackson.

Unity has secured loans from Manufacturers Hanover Trust and Chemical Bank of New York, with over a million dollars being guaranteed by Texas millionaire Joe Albritton.

However, under the Commission's new application of its dis- tress sale policy, unity may still be considered a prospective buyer, according to Roy Stewart, FCC Transfer Branch Chief.

Amid rumors of payola and plugola, the FCC took its action in a closed session last Thursday, 3/22. The Commission publicly announced that it has "serious questions as to whether Leon was qualified to remain a licensee."

Investigations that stem from complaints filed by Concerned Communications, Inc. during WDAS's 1972 renewal took place over a six-month period last year.

For an in-depth look at the background of this case, see Page 6.

Broadcasters Rally Against "Over-Regulation"

Broadcasters assembled in Washington as R&R went to press, to join efforts in calling for less federal regulation. Organizers were enthusiastic about the rally. NBA President Jim Gabbert noted to R&R that sessions were scheduled with the White House Domestic Policy Staff; Congressional leaders Sen. William Proxmire (D-WI), Rep. Lionel Van Deerlin (D-CA) and Rep. Paul Findley (R-IL), and staffers Chip Shooshan, Edwina Dowell and Bob Wieber; FCC Commissioners Joseph Fogarty, James Quello and Margita White; key Commissioners' staffers Nancy Carey and Neal Goldberg; and Broadcast Bureau executives Wally Johnson, Martin Levy and Roseoe Long.

Sen. Proxmire told broadcasters at a kick-off breakfast for the "Rally Against Over-Regulation" Wednesday (2/28) that he is continuing his efforts to abolish the fairness doctrine and equal time requirements.

Proxmire, a self-proclaimed, long-time advocate of broadcast deregulation, submitted legislation Jan. 15 to eliminate these two requirements. He says they violate First Amendment guarantees of the free press.

Broadcasters discussed issues ranging from NAB's petition for radio deregulation to the proposed rewrite of the Communications Act. In addition to participating in the rally, NAB held its annual convening "Welcome To R&R Convention '79!"

MIAMI STATIONS TO JEFFERSON-PILOT

Mutual Buys Storer's WHN For $14 Million

Mutual Broadcasting System has agreed in principle to purchase WHN/New York from Storer Broadcasting for $14 million, the second highest single-station purchase price on record. Cox Broadcasting bought KFI/Los Angeles for $16 million to set the record. Storer, which earlier announced plans to sell off its radio stations, also announced that Jefferson-Pilot Broadcasting of Charlotte, NC has agreed in principle to buy WGRS and WLVP-PM/Miami for $12.5 million cash. Both transactions are subject to FCC approval.

WHN, New York's high-rated (and only) Country station, will become Mutual's second owned-and-operated radio outlet (first being WCFL/Chicago, a 1978 purchase which has not yet been completed). Jefferson-Pilot, along with its parent company Jefferson-Pilot Corp., owns nine radio stations presently, including WQXI-AM-FM/Atlanta, KMN-AM-FM/Denver, and WBT-AM-FM/Charlotte.

Ferris Seeks 5 New EEO Jobs At FCC

FCC Chairman Charles Ferris Tuesday (2/27) asked Congress to fund five additional positions to oversee the Commission's EEO requirements.

Ferris, who requested a modest budget increase of $1.4 million over last year's $7.5 million budget, testified that the new staff would be used to conduct a more stringent review of EEO license performances.

Ferris said, "We believe that significant minority and female employment in policy-making positions at broadcast stations creates a reasonable capacity for more diverse input in program decisions."

Addressing the House Appropriations Committee, Ferris said he wants to continue the effectiveness of the EEO program. Last year, he noted, the FCC: 1) modified form 265, 2) established closer coordination with the EEO Commission, and 3) maximized EEO enforcement, which resulted in increased short-term renewals.

Pay Raises & Monitor Car

The proposed budget increases also includes funding for the Commission's October 1978 pay raise ($575,000) and an advanced mobile monitoring vehicle ($250,000). Owing to a recent hiring limitation, a number of positions will remain vacant during fiscal year 1979. However, the FCC expects to fill all positions next year and provide employees with the October 1978 pay raise.

The advanced mobile monitoring vehicle will assist the FCC in a technical monitoring program to determine whether radio operators are in compliance with the FCC's technical rules.

Ferris also briefed the Committee on the status of the refund program. The Chairman said the funds Congress approved last year for extra staff have resulted in "substantial progress toward resolving this difficulty," and noted the Commission's refunds of fees ($350 million) will begin in April and that the program on refunds less than $50 could begin by December (R&R 2-9).
BLowing Away
On the Air:

WRKO deb 30
WCAO deb 35
KRBE add
Q105 add
CKLW add
KSLQ add 35
KBEQ 38-35
KFRC on
KJRB add
F105 deb 28
WAVZ 30-27
PRO-FM add
JB105 36-31
WPST deb 26
14Q 33-25
WICC add
94Q add 29
Q94 deb 25
WBBQ on
KXXX 106 add
WERC add
WSGN add
WRJZ deb 32
WMET add 31
KOFM add
KV1-FM add
KJRB add
KRSP add
KCPX add
KRUX add
KQEO add
WJBQ add
WGUY add
WLBZ deb 33
WTSN deb 35
WHEB add
K104 on
WHYN add 40
WCIR add
WXIL add
WAGQ add
WRFC add
WFOM add
WCGQ add
WGLF deb 28
WANS add
KSEL add
KQWB add 35
KFYR add
WISM add
WRKR add
WKAU add
KCBN add
KRLC on

"Blow Away"
George Harrison

Produced by
George Harrison
and Russ Titelman

On Dark Horse Records.

Distributed by
Warner Bros. Records
Local Advertisers Pull WBCN Spots As Strike Continues

The WBCN/Boston staffers’ strike against new owners Hemisphere Broadcasting continued this week, as strikers held a press conference to explain their demands. The strike centers on the firing of 19 station staffers. Meanwhile, WBCN Program Director Charlie Kendall, who is not striking, told R&R that fill-in air personalities have received obscene phone calls and personal threats on the air; while General Sales Manager Tim Montgomery added that a number of local advertisers had withdrawn their spots from the station.

Montgomery told R&R, “There are some local advertisers, and only local advertisers, who have pulled their spots temporarily because they are being subjected to a tremendous amount of pressure and some vitriol. One (national) record company did, but then rescinded and put the spots back on.”

Smallwood Named Epic National Promotion Director

Jerry Smallwood has been named National Promotion Director at Epic Records, ending lengthy speculation about the label’s plans for the position. Smallwood will supervise the Epic promotion staff, and will report to Epic/Portrait/Associated Labels Vice President/National Promotion Al Gurwitz.

SklarBoosts Programmers’ Status In ABC Hierarchy

ABC Radio has agreed to rank its Program Directors on the same corporate level as its station Sales Managers, a crucial step for radio programmers, who have long sought a position of equality with sales executives. The ABC-programmers will now be equal to sales managers in their earning potential, benefits and corporate rank.

Geffen Returns To Record Business As WCI Consultant

David Geffen, founder of Asylum Records, has returned to the record industry as a consultant/advisor to Warner Communications’ WEA record group. Geffen, who departed the chairmanship of Elektra/Asylum three years ago, will serve on a six-member WCI record division policy planning board along with Warner Bros. Programming Rick Sklar, who convinced the company to institute the new reform, told R&R, “in today’s radio, programmers have become the key factor in profitability. If you don’t have the ratings, you don’t get the buys. It’s encouraging to newcomers to radio programming that we’ve been able to do this, offering a better situation to programmers.”

Special Features And Columns In This Week’s R&R:

Our Washington Bureau explores the tense relationship between Citizens’ Groups and Broadcasters.

Dr. Richard Lutz presents an Industry Lifestyle Preview.

Learn to Computerize Your Station’s Music with KHJ Research head Steve Casey.

Gary Owens contributes another helping of Madcap Mirth and Hearty Hilarity.

Brad Messer brings out the more colorful side of the News — Past, Present, and Future.

Allen Klein demonstrates how to get more out of your rating numbers, with a Los Angeles Radio Audience Profile.

And our MusicVision section lays it on the line about actual piece-counted sales patterns, as it continues to provide the most realistic sales picture available.
EVERYTHING TURNS TO

**Eric Clapton**

"BACKLESS"
Contains the hits: "Watch Out For Lucy," "Promises," "I'll Make Love To You Anytime" and "If I Don't Be There By Morning."

---

**The Bee Gees**

"SPIRITS HAVING FLOWN"

---

**Suzi Quatro**

"IF YOU KNEW SUZI"
A stunning new album containing the smash hit single "Stumblin' In," also "If You Can't Give Me Love" & "Breakdown."

---

**Smokie**

"THE MONTREUX ALBUM"
An all new album from one of England's Greatest Hitmakers. Features lead vocals by Chris Norman.
Linda Clifford

“LET ME BE YOUR WOMAN”
978’s #1 Most Promising R&B Female Vocalist...her new album fulfills the promise.

Highway

“HIGHWAY I”
Highway has broken every sales and attendance record in Australia where they have amassed 22 consecutive hit singles along with six platinum albums.

Curtis Mayfield

“SUPERFLY”
The classic original motion picture soundtrack album, including “Superfly” and “Freddie’s Dead.” Now available from RSO.

London Symphony Orchestra

“CLASSIC ROCK”
Great classics of Rock & Roll interpreted by the world’s most prominent symphony orchestra. Contains “Bohemian Rhapsody,” “Whole Lotta Love,” and “Paint It Black” and much more...
Brown Calls On Universities To Be Active Licensees

FCC Commissioner Tyrone Brown, in remarks at the University Presidents' Conference on Telecommunications in Washington Monday (2-26), urged: 1) reform the licensing process to 2) address station problems, 3) broadcast more "unique" kinds of programming and share "cultural" resources with their community and, 3) divide responsibility for operation among the administration, faculty and student organizations.

Brown, who authored the FCC's decision to deny the license of WXPN/University of Pennsylvania, said the decision dealt with whether the station was adequately supervised by its board of directors.

"I hope that you as college and university presidents will provide leadership in encouraging your stations to broadcast more informational and cultural programming geared to the entire community," Brown concluded.

Sen. Hollings Wants Bill Ready By Spring

Senate Communications Subcommittee Chairman Fritz Hollings (D-SC) said in Atlanta last week he hopes to introduce new communications legislation to the Senate by spring, provided he can establish a "common ground" with ranking minority member Barry Goldwater (R-AZ) and others on his subcommittee.

Unlike Rep. Lionel Van Deelin's proposed total rewrite of the Communications Act in the House of Representatives, Hollings merely advocated a modification of the 1934 law. Also, the Senate's bill will concentrate on common carrier issues (i.e., telephone) rather than broadcasting.

"I would sell the potential for uncertainty and disruption," Hollings told the National Telephone Cooperative Association last Thursday (2-22).

Missouri Broadcasters Object To Spectrum Fee

The Board of Directors of the Missouri Broadcasters Association (MBA), which represents 178 radio stations, recently decided to oppose a "spectrum fee." MBA joins the California Broadcasters Association, which has already expressed its opposition to any kind of spectrum fee.

Various fee concepts have been advocated by Rep. Lionel Van Deelin (D-C), FCC Commissioner Jim Quello, and most recently the Carnegie Commission.

The MBA opposed the fee, claiming it would: 1) be inflationary, 2) punish successful broadcasters on a percentage of gross revenues, and 3) be used to support public broadcasting (their competitors). They also maintain that there should be no charge for the airwaves, which unlike coal or gas is a non-depletable resource.

Clear Channel Campaign

R&R has learned that after the Nashville summit (R&R 2/23), WHAS/Louisville GM Jim Toplinger has inserted announcements in University of Kentucky basketball coverage asking listeners to write the FCC and Congress. The Clear Channel proceeding. WHAS also uses announcements in its 7-9pm talk show, during all-night news, and AM farm reports to stress commitment to round-the-clock, up-to-the-minute news, weather, sports and information.

Ms. Jones Offers Hints On Style

Anne Jones, who is expected to replace Margaret White as FCC Commissioner, indicated at her confirmation hearing last week that she expects to vote independently of FCC Chairman Ferris, and that radio and TV should be given separate consideration in policy decisions. The importance of this is that she will be the "swing vote" on several key issues on which the present commissioners have been evenly (5-3) divided, observers point out.

Although no opposition to Ms. Jones seems likely, one Senate staffer told R&R that confirmation could come as late as two months from now. An indication of broadcaster support for Ms. Jones came from one lobbyist who called her background "very impressive.

Ms. Jones, in responding to the Senate Commerce Committee's questions, spoke about:

1) Spectrum fee: Ms. Jones calls the spectrum "a natural resource." She suggests the FCC sell it. However, it is subject to different renewal terms.她说: "However, they are subject to different renewal terms. It is subject to the "healthiest segment of society" if it affects minority ownership of media.

2) Programming: Ms. Jones suggests the FCC should re-examine the FCC's guidelines, and rules, but would be open to more "Congressional guidance" in other areas.

3) License renewals: Ms. Jones appears to support a longer license term because it would provide the FCC with an "efficient review process" and "focus "more meaningfully" on past performance. However, longer licenses would have to be "accompanied by increased interim monitoring to ensure on-going compliance," she added.

4) Clear Channels: Jones said her "initial view" in reducing the coverage of clear channels is "that the financial viability of existing clear channel stations should constitute a factor to be considered.

Ms. Jones is currently Counsel of the Federal Home Loan Bank Board. She also served with the Securities and Exchange Commission in several capacities.

Joanne Jones

Washington Sales Talk

The Outlet Co. plans to purchase AOR-formatted WOIQ/Philadelphia from Que Broadcasting Co. for $5.5 million in cash and $500,000 for a non-competitive covenant. The station, located in the nation's fourth largest radio market, would become the Providence, RI-based company's fifth broadcast property. Outlet is also an outlet retail owner that owns the Philadelphia women's clothing chain.

Other major sales include WHN/New York to Mutual and WGBS and WLYF-FM/Miami to Jefferson-Pilot of Charlotte (see cover).

In one of the biggest broadcast transactions in history, General Electric Co. and Cox Broadcasting Corp. signed a definitive merger agreement last week at Cox's headquarters in Atlanta (R&R 10-13-78). The agreement provides for a tax-free exchange of 1.3 shares of GE common stock for each share of Cox common. The agreement also contains an agreement to sell the exchange offer in the contract that could increase the value of the transaction to $679.9 million — up almost $20 million. Reports from GE and Cox sources also indicate that the companies are close to completing divestiture arrangements for their broadcast properties earmarked for sale, in order to bring the new company's AM, FM and TV holdings in line with the FCC's maximum.
The pulsating theme from the most controversial film of the year.

THEME FROM
"THE WARRIORS"

A NEW SINGLE BY BARRY DE VORZON
From the original soundtrack album "The Warriors"
ON A&M RECORDS & TAPES

Produced by Barry DeVorzon

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Citizens' Groups: Protectors Of The Public Or Exploiters Of The Broadcaster?

The impact of citizens' and media reform groups on the broadcast industry cannot be underestimated. These groups have seldom seen eye-to-eye with licensees, particularly on the definition of the "public interest." However, because some regulatory efforts would be lacking, the public interest standard, these groups are demanding to be heard. This story, prepared by Brian Owens, Associate Editor of R&R's Washington Bureau, takes a look at the concerns of these groups, their tactics, leaders, problems, and successes.

Some broadcasters are hardly aware they exist; others seem to be haunted by the specter of citizen's groups constantly. One thing is certain however: these groups have had a profound impact on the radio industry as a whole, pushing such reforms as minority hiring and citizen/broadcaster agreements. But often these groups, in their zeal to protect their conception of the "public interest," have used their power to the detriment of the individual broadcasters.

One FCC attorney in the Renewals Branch said it was too easy for any group claiming to represent the public interest to file a petition to deny. This procedure can stall a license renewal indefinitely and cost thousands of dollars. Fees. FCC Commissioner Jim Quella, a former broadcaster, has repeatedly protested the excessive power of "so-called public interest groups."

"This idea of granting a whole license through a petition to deny is a very severe threat and penalty. It makes litigation too simple. The FCC should apply stricter standards... There's something wrong with this system when one person can stop the sale or renewal of a station," Quello told R&R.

Reformers Worried About Rewrite

The issue that raises the greatest concern among citizens' groups is the Communications Act rewrite. Close to 500 people, most of them representing citizens and media reform groups, have testified in hearings before Rep. Lionel Van Deerlin's Communications Subcommittee.

Aside from the threat to delete the "public interest" standard, citizens groups fear that future Congressional rewrite efforts could eliminate: 1) equal "time" law, 2) renewal requirements, 3) ascertainment requirements, 4) equal employment opportunity requirements for minorities and women, 5) public service announcements, news and public affairs programming, 6) restrictions on multiple ownership, 7) diversity in programming, and 8) performance evaluations.

Frank Lloyd
Administrative Assistant To FCC Chairman Charles Ferris and former Director of FCC

Lloyd says radio deregulation can be accomplished without "getting away from the public interest standard," but believes the FCC could reduce its requirements from 80 Thou Shalt Notes to 10 Thou Shalt Notes.

Al Kramer
Director of the FTC's Bureau of Consumer Protection and former Director of FCC

"I invite deregulation to improve the possibilities of competition," Kramer would move cautiously to deregulate radio because "you can'tinker in one area until you make adjustments in others..." (e.g., spectrum space and AM channels).

Henry Geller
Assistant Secretary for the Department of Commerce and Director of the Telecommunications and Information Administration and the Citizens Communications Center (CCC) Board Chairman.

"I would get rid of regulation that deals with program content." Specifically, Geller would 1) abolish the public trustee concept, 2) impose a spectrum fee, 3) use money from the fee to accomplish certain goals (e.g., funding of educational television/or minority ownership), and 4) maintain EEO rules, multiple ownership and other FCC regulations...

"biggest extortion racket in the country."

More recently, Alaskans for Better Media (ABM) filed petitions to deny against renewals of 13 stations. ABM reported various alleged FCC violations after licensees refused its demands, including payment of money and partial control over station programming policies. Broadcasters charged that ABM: 1) used "coercive tactics to undermine the integrity of the Commission's policy" toward licensee/citizen agreements, 2) intimidated licensees by filing one petition at a time, and 3) made demands that had little or no relationship to the issue.

The petition to deny is even more powerful when used to block the sale (or transfer) of a station to a broadcaster who proposes to change the station's format, according to Erwin Kransnow, ABN Senior VP & General Counsel. One such example was a confrontation that took place recently in Boston. Even though the FCC dismissed the petition and stopped short of calling it "infringement," ABM threatened broadcasters thousand in legal fees and delays. While the new owner was in the process of negotiating the purchase of the stations, the Committee for Community Access (CCA) attempted to thwart the transfer, CCA, claiming that "thousands of listeners" supported their protest, submitted only 13 letters and a petition bearing 90 names to the Commission as evidence.

The threat of petitions to deny has brought insecurity to the radio industry, resulting in the reluctance of some banks to finance prospective station owners, broadcasters say. While the FCC General Counsel Tom Shattler field of Washington law firm Arest, Fox, Kinsler & Kahan called the situation "counterproductive," and noted that minority groups have been hurt as well.

Citizens' Petitions Focus On Target Issues

Because of radio's crucial role as a local medium, most of the confrontation and/or negotiation between broadcasters and minority groups takes place at the community level.

The days of issuing blanket petitions to deny (sending several stations the same petition with the call letters changed) appear to be over. Citizens' groups are focusing on certain issues, specifically minority hiring at their local stations. As soon as issues are resolved, many groups disband.

Former FCC attorney Tom McTold
Congratulations to Jake and Elwood Blues on your double platinum album

XXX000 Your friends at Universal Studios
R&R the decrease in local petitions could also be attributed to the following reasons: 1) stations afraid of expensive litigation have been quicker to negotiate with groups, 2) public interest law firms have had less funding, and 3) political activism, at all levels, has decreased.

Tactics Of Nationwide Media Reform Organizations

At the national level, major media reform leaders seek to influence policy decisions affecting the industry rather than individual stations. They do this through rule-making proceedings, testimony at hearings where policy alternatives are outlined, and lobbying.

Because of limited funds, most Washington-based public interest law firms choose their cases selectively. Among the considerations they take into account are: 1) likelihood of success, 2) consistency with objectives, 3) cost, and 4) precedents likely to be set. While most firms prefer major issue challenges, they will use the petition to deny process against stations they feel are violating the public interest standard.

National media groups also provide information, research services, organize coalitions, set up training programs (e.g., the Office of Communications of the United Church of Christ career recruitment program provides minority youth with experience in broadcasting), and monitor programs (e.g., the National Association of Radio Consumers' Unions). And they lobby governmental agencies with which they once struggled.

Media Reform Leaders

Many spokespersons for the movement have expressed satisfaction with their achievements in media reform. However, they are apprehensive that deregulation could undermine past accomplishments, such as:

1) Affirmative action programs. Between 1972 and 1977, minority employment in broadcasting rose from 8.6 percent to 15 percent. However, Ralph Jennings of the United Church of Christ says it "ain't a totally rosy picture" because not enough minorities are in decision making positions.

2) Ascertaintment. Public interest groups were instrumental in pushing for adoption by the FCC of ascertainment requirements. And in the wake of deregulation, many broadcasters now think they are necessary. While petitions to deny have decreased in this category, a struggle appears to be heating up. Some broadcasters would like to see ascertainment requirements eliminated and are looking towards the rewrite and Petition to Deny option.

3) Programming. Local involvement in radio program decision have been resolved on a case-by-case basis. Other successes claimed include: 1) opening up administrative agencies with the "sunshine laws" (regulations requiring open sessions) 2) defeat of broadcasters' efforts to obtain extended licenses, 3) breakup of media concentration and increasing diversification of ownership, 4) increase in minority employment, 5) changes in rules requiring stations to make program logs and records available locally for public inspection.

Prominent Groups Involved In Media Reform

National Citizens' Committee for Broadcasting
National Citizens' Communication Lobby
Citizens' Communication Center
Media Access Project
National Black Media Coalition
Committee for Open Media
Office of Communication of the United Church of Christ
Accuracy In Media
Consumer Federation of America
National Association for the Advancement of Colored People
Office of Communications
National PTA

The U.S. Court of Appeals finally overturned the FCC decision and denied WLB's renewal. The decision released the pent-up frustrations of public interest groups across the country and gave impetus to petitions to deny. As a result, at least 450 petitions to deny were filed with the FCC between 1966 and 1978.

Opting For Negotiation Rather Than Confrontation

Indications are that negotiations between groups and licensees rather than petitions to deny appear to be a growing trend. Especially active in negotiating minority hiring agreements is the National Black Media Coalition (NBMC) filed 60 to 70 percent of all petitions to deny last year, according to its Director, Phurita Marshall. Through its local chapters, NBMC has successfully negotiated dozens of local citizens' agreements across the country. Because the money and time can be exorbitant when a petition to deny reaches the hearing stage, most groups and broadcasters now prefer to sit down and work out a compromise, unless demands are outrageous.

Citizens Communications Center (CCC) recently represented community groups opposed to renewal or assignment of six broadcast allocations. As part of the agreement, licensees agreed to reimburse OCC $120,000 in expenses. But it took an FCC ruling in order for OCC to accept the money without jeopardizing its tax-exempt status. However, FCC Commissioner Jim Quello said such agreements could create the possibility of future abuse by persons who "use legal processes to promote or promulgate their own private, self-serving versions of the public interest." But the Commission, in its decision, "instituting that station management had consistently discriminated against black viewers, who constituted approximately 46 percent of the station's potential audience.

The Reverend Everett Parker
Executive Director of the Office of Community Access Project of the Council of Churches

I'm opposed to it (deregulation) completely . . . We think it's unconstitutional (the proposed rewrite) and if they try to introduce it we'll go to court.

Problems: Funding And Leadership

Funding and leadership have always been problems for the media reform movement. In recent years, according to an attorney who worked for the Council for Public Interest Law, funding from foundations has dried up because there is an anti-spending sentiment and a "conservative backlash" against the liberal programs of the '60s. For example, NCCB was once a $200,000-a-year budgeted outfit. Last June, however, after losing its largest, NBC almost closed its doors. But the group has since reorganized under the direction of Sam Simon, formerly an FTC attorney.

Simon agreed to take over as director of NCCB at the request of his longtime friend and former associate Ralph Nader, who recently became chairman of NCCB's board. Simon told R&R he took the job because he enjoyed directing his own outfit, even though he earns half of his former salary.

Previous media reform leadership chairs: Al Kramer (former Director of OCC), Colast Guerard (former Director of Media Access Project), Frank Lloyd (former Director of CCC), and Henry Geller (former CCC Board Chairman). Currently, Geller is Director of the National Telecommunications and Information Administration, Lloyd is Administrative Assistant to FCC Chairman Charles Ferrai, Kramer is Director of the Council of Consumer Protection at the FCC, and Guerard is the FTC's Deputy Assistant Director for the Division of Advertising Practices.

These people have all been absorbed by agencies with which they once struggled, and they are wondering what this development will mean to the future of broadcast regulation.
FEELS GOOD, DOESN'T IT?

Thanks for your support of the Mercury/Phonogram PROMOTION FAMILY!
**ABC, NBC Dominate PTA “Hit” List**

Last week TV News dwelled on the programs the National PTA liked, as part of its third annual television monitoring festival which took place from Oct. 15 to Nov. 18 last year. This week, the PTA’s least favorite shows. In the “Programs of Least Overall Quality” standings, ABC’s “Steve & Hatch” swept to victory, followed by 2) “Soap” (ABC), 3) “Who’s Watching The Kids?” (NBC, 4) “Rockford Files” (NBC), 5) “Carter’s Country” (NBC), 6) “Charlie’s Angels” (NBC), 7) “Edie Capra Mysteries” (NBC, cancelled), and 10) “Wonder Woman” (CBS). Final network score: ABC, 9; NBC, 4 (three of them cancelled); CBS, just one.

Morning shows generally went to a stronger negative category, “Programs With The Most Offensive Content” were again topped by the dynamic duo, “Steve & Hatch,” followed by 2) “Soap,” 3) “Rockford Files” 4) “David Cassidy: Man Undercover” (it’s a long way from the Partridge Family to top five on the Mountain). Following were 5) “Vega$” 6) “Edie Capra” 7) “Who’s Watching The Kids?” 9) “Charlie’s Angels” and 10) “Sword Of Justice” (NBC, cancelled). NBC wins this race with 5 to ABC’s 4 and CBS one.

Finally, most of these same programs made the “Most Violent” top ten, once again topped by the consistent “Steve & Hatch.” Following were 2) “David Cassidy” 3) “Rockford” 4) “Wonder Woman” 5) “Vegas” 6) “Edie Capra” 7) “Charlie’s Angels” 8) “Sword Of Justice” 9) “Hawaii Five-O” (CBS) and 10) “Soap.” ABC and NBC tied with four each as CBS “improved” to two.

**Music ON TV – Wings star in a 90-minute special called “Wings Over the World,” scheduled for March 16 on CBS, and including much called “Wings Through the Years,” including the famous BBC’s “Midnight Special,” ”Disch,” and several other shows in March.”

**Gino Yannelli guests on “Soul Train” March 10. And ABC’s Lawrence Hilton-Jacobs hosts the “Second Annual R&B Awards Show” set for March 18 on ABC, with numerous guest stars.**

**ABC Wins Competitive Ratings Race**

With all those networks bringing in big-gun programming, ABC won a decisive victory in the Nielsen ratings competition for the week ending February 18, 1979. The average rating of its top 11 shows (to CBS’ 9.1) is nearly 20 percent higher than that of the next-best network. The “Roots” rerun and the “Dallas” opener led the network’s strong showing, with the “Dallas” rer exemption tied at 10.4. ABC’s other top programs were 2) “Three’s Company,” 3) “Laverne & Shirley,” 4) “Happy Days,” 5) “Tony” 6) “Mork & Mindy,” and 7) “Happy Days.”

**Starr Clarification**

In its February 16 story on the SEC’s action against Starr Broadcasting executives, James F. Byrland Jr., and others, R&R may have inadvertently conveyed the impression that some present Starr Broadcasting directors were cited in the action. Byrland, who has agreed to withdraw his participation on the Starr board, is the only present Starr director involved; all others mentioned had already severed their directorship connections.

**McDonald’s Mounts Aggressive New Ad Campaign**

The McDonald’s Corp., spurred by soft fourth-quarter sales in 1978, has unveiled an aggressive new marketing plan for 1979 calling for: 1) a greater concentration on the 18-34-year-old family market, 2) two more to the “heavy users” of fast foods, especially blacks, Hispanics and the “teens/whiz” 10-17 year old set, to follow, and 3) more fully tested promotions, and 4) concentrating their advertising on fewer products and subjects and for longer periods of time than in recent years. The company intends to stress their image of value in the upcoming campaign.

Still number one by far in the fast-food industry, McDonald’s spent $600 million on national and local advertising and promotion in 1977 and an estimated $192 million in 1978. While their proposed advertising budget for 1979 was not released, McDonald’s seems determined not to lose their “share of voice” in the $10 billion dollar per year hamburger segment of the fast-food industry despite increased competition from Burger King ($60 million ad budget for 79) and Wendy’s ($45 million ad budget for 79).
Being On Top Takes Something Special...

HOT TRACKS USA -- a 3-hour weekly countdown of the top 25 singles and the 10 best-selling albums as charted by Radio & Records, the Industry's newspaper. Hosted by Terry McGovern, featuring appearances by today's hottest recording stars.

STEPPIN' OUT -- for the first time, the excitement of being at a disco comes to radio -- the hottest disco deejays from all across America intro their local hits, the biggest disco stars take us behind the scenes in a 2-hour weekly coast-to-coast sweep.

Both shows premiere the week of May 19.

Available free on a barter basis to stations in Arbitron measured markets and on a cash basis to unmeasured and foreign markets.

Each show is available to one station per market. Act now — call or write for further information and free demo discs.

COMING VISIT US AT THE R & R CONVENTION, CENTURY CITY, IN THE DIRECTOR'S BOARD ROOM ON THE MEZZANINE LEVEL.

Freshly hatched from the Golden Egg

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213 - 476-9475
Adding Life To Your Style!

The results are all in, and the conclusion is inescapable. Radio & Records readers are a lively bunch! We have sifted, distilled, and condensed your responses to the Lifestyles 1979 questionnaire in order to ascertain your lifestyles! At the Friday Convention '79 session, Bill Wells and I will be presenting detailed results of the analysis, and as a special bonus, a complete lifestyle analysis of the American public segmented by music preference! So, in a short few hours, you will not only learn about your own lifestyles, in systematic quantified terms, but also those of your listening audience!

Here are a few tidbits to get you into the mood for the session. You will recall that the lifestyle questionnaire that many of you filled out contained a total of 314 activity, interest and opinion items. As I indicated last week, a sophisticated lifestyle analysis searches for patterns among these items. In the present analysis, using a special computer technique, I found that the 314 items clustered fairly neatly into 20 general patterns; the names of these patterns are shown in Table 1.

Space limitations preclude discussion of all the patterns here — many of them will be discussed in depth at the session. A couple of examples will suffice.

Upwardly Mobile is a pattern made up of items dealing with your expectations for the future — e.g., higher income, greater achievements. It also encompasses feelings of leadership, self-confidence and hard work. R&R readers rate very high on this pattern (i.e., you are very upwardly mobile). As an illustration, look at the first item in Table 2. Over 90% of R&R readers consider themselves leaders, as compared with under 70% of American males in general, a whopping 24 percentage points' difference!

Life in the Fast Lane (LFL) is a separate pattern, but one which is closely related to Upwardly Mobile. LFL is made up of items expressing a desire to relax more, eating junk foods on the go, and more than occasional bouts of indigestion. Sound familiar? It should — you rate high on this factor, too.

Homebodies is an example of a pattern on which R&R readers rate lower. Items making up this pattern include spending most evenings at home, eating dinner at home with the whole family, and believing oneself to be a "homebody." Most of you do not consider yourselves homebodies — instead, you rate higher on the Party People pattern, which needs no explanation (if you have to ask, you're in the wrong hospitality suite!).

The 20 general patterns were quite useful in understanding R&R readers' lifestyles. They also facilitated the comparisons of R&R readers to the general male public. Some of the more dramatic comparisons are shown in Table 2 (The reason we selected males as the point of comparison is that over 80% of the R&R survey respondents were male.) It is obvious from the table that R&R readers are very different from the average on many dimensions. In the session we will be discussing the relevance of this fact to radio programming and record marketing!

As a final note, you should be aware that not all R&R readers think alike! Therefore, in the session, we will be presenting lifestyle differences among four groups: radio executives, radio programmers, record company executives, and record company promotional people. In general, the differences among these groups are not as great as those between all R&R readers and the public. However, there are revealing differences: For instance, there was a not too surprising 20 percentage-point difference between radio execs and radio programmers on Business Orientation, with the executives being much more pro-business. And you wondered why you don't get along with your boss!

Answers to a multitude of interesting problems will be forthcoming in the lifestyles session. The session may not directly improve your lifestyle, but I think you'll learn more about yourself and your audience, and how to use lifestyle research. In addition, I think that you will have a good time in the process — I'll look forward to seeing you there!

Dr. Richard L. Lutz is Associate Professor of Marketing at UCLA's Graduate School of Management, and an acknowledged research and marketing expert. To direct questions to Dr. Lutz, call R&R at (213) 553-6330 or write to Radio & Records, 1930 Century Park West, Los Angeles, CA 90067.

Dr. Richard L. Lutz

Table 1

Twenty Key Patterns
Underlying R&R
Readers' Activities, Interests
And Opinions.

Nutrition-Conscious
Women's Libbers
Style-Conscious
Business Orientation
Upwardly Mobile
Adventuresome
Sex and Violence
Homebodies
Impulse Buyers
Good Cooks
Education Orientation
Affluence
Life in the Fast Lane
Sci-Fi
Party People
TV Watchers
Thriftly
Outdoor Orientation
Communicators
Community Activists

Table 2

Highlights Of The Differences Between R&R Readers And The General Public

<table>
<thead>
<tr>
<th>Opinion Stated</th>
<th>Percentage Who Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Public</td>
</tr>
<tr>
<td>I like to be considered a leader</td>
<td>67</td>
</tr>
<tr>
<td>There are day people and night people; I am a day person</td>
<td>70</td>
</tr>
<tr>
<td>I admire a successful businessman more than I admire a successful artist</td>
<td>50</td>
</tr>
<tr>
<td>I have old-fashioned tastes</td>
<td>85</td>
</tr>
<tr>
<td>I work under a great deal of pressure most of the time</td>
<td>56</td>
</tr>
<tr>
<td>People tell me I am good-looking</td>
<td>51</td>
</tr>
<tr>
<td>There is too much sex in prime time television</td>
<td>64</td>
</tr>
<tr>
<td>I would like to spend a year in London or Paris</td>
<td>31</td>
</tr>
<tr>
<td>Daytime television soap operas are basically immoral</td>
<td>55</td>
</tr>
<tr>
<td>I don't like to take chances</td>
<td>61</td>
</tr>
</tbody>
</table>
## Two Second WARNING!

<table>
<thead>
<tr>
<th>Total 1978 R.I.A.A. Certified Platinum Albums</th>
<th>Total 1978 R.I.A.A. Certified Gold Albums</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 CBS</td>
<td>25 CBS</td>
</tr>
<tr>
<td><strong>10 CASABLANCA</strong></td>
<td><strong>13 CASABLANCA</strong></td>
</tr>
<tr>
<td>8 Capitol</td>
<td>13 RCA</td>
</tr>
<tr>
<td>7 RSO</td>
<td>12 Warner Bros.</td>
</tr>
<tr>
<td>7 Warner Bros.</td>
<td>12 Atlantic</td>
</tr>
<tr>
<td>6 A&amp;M</td>
<td>11 A&amp;M</td>
</tr>
<tr>
<td>6 Elektra/Asylum</td>
<td>11 Capitol</td>
</tr>
</tbody>
</table>

And We Won't Stop For Seconds!
Magnavision Videodisc Units To Be Nationally Available By 1980

Magnavision's Magnavision optical videodisc player will be nationally distributed by 1980, according to Magnavox Sales Manager Richard Quaid, who claims that the units will be available through approximately 5900 dealers, each of whom will be allotted about 20 players per month. While the initial Magnavox units, which were sold in Atlanta recently (RBR 12-22-78) were all assembled in Holland, Magnavox hopes to meet their 110,000 units per month manufacturing quota by establishing a videodisc manufacturing plant in Tennessee.

Magnaocular Senior Vice President of Marketing Kenneth Ingram projects a $1 billion U.S. consumer market for the videodisc players within four years. Once the units are established in the consumer market, Magnavox intends to concentrate on industrial and educational markets.

In addition, Ingram indicated that Magnavox would develop a digitally-encoded (PCM) optical audio player prototype within the next year. By then increased fidelity and superior technical specifications, these PCM units could quite possibly be capable of playing 12 hours worth of audio recordings (uninterrupted) per side. However, due to the increased costs of royalties for such a length of recorded music, videodiscs with a comparable playing time to today's LP's could possibly be as small as four inches in diameter.

The current Magnavox units are capable of playing either 30 or 60 minutes worth of material per side, depending upon whether the mode of operation is "angular" or "linear." Under the angular mode, batches such as freeze-frame and frame-stepping are possible. Under the latter, a two-hour movie can be recorded on both sides of one disc. The videodiscs, which are manufactured by MCA Discovision, have 330 horizontal lines of resolution, comparable to professional videocassette recorders.

Fred Mancuso
Mancuso Named
Director Of Promotion
At Horizon

Fred Mancuso has been named Director of Promotion and Marketing for Horizon Records. Mancuso most recently headed promotion for Island Records, having previously served in the same position at Chrysalis. He will be based at the Horion offices in Los Angeles and will report to TommY LilPiano, Vice President of Horizon.

In a related move, Kathy Kasson was named Assistant Director of Promotion and Marketing. Ms. Kasson had previously worked with Mancuso at both Island and Chrysalis and as Music Librarian for KMET/ Los Angeles.

Casablanca To Distribute
American International Records

Casablanca Record and FilmWorks has announced that it will distribute American International Records, a division of American International Pictures. The initial release under this new agreement will be the soundtrack album from the film, "California Dreaming."

The announcement was made jointly by Samuel Z. Arkoff, Chairman of the Board and President of American International Pictures, Buddy Epsstein, Vice President of AIP's Music Division and Chief Operating Officer of American International Records, and Casablanca President Neil Bogart, who commented, "We are delighted to be associated with American International Records and we foresee a very fruitful relationship over the months ahead."

Pictured at the pacting are (l-r) Brian Interland, VP, Casablanca, Buddy Epstein, Samuel Z. Arkoff, Neil Bogart, Larry Harris, Sr. VP, Casablanca, and Bruce Bird, Exec. VP, Casablanca.

Top Women Execs Find Marriage,
Careers Unlikely Combination

Women at the top of the corporate ladder are less likely to be married than their male counterparts, according to a survey conducted by Warenham Associates, Inc., a New York-based management consulting firm. The survey, which polled 1.3 female chief executives of relatively large firms, found that 23 percent of these women had never married and an additional 31 percent had been divorced. Similar, earlier polls involving male chief executives found that almost all were married and few had been divorced.

GM Buys 7000 Videodisc Players
From MCA

General Motors and MCA Inc. have entered into an agreement whereupon MCA will produce 7000 Discovision videodisc players for use in GM dealers' showrooms in U.S. and Canada by the end of 1979. The agreement was announced by MCA Chairman Lew Wasserman and is subject to the units meeting field performance specifications.

ERR WAVES

BY BOBBY OCEAN

Get eggs-actly the picture you want with this new projection system on these 46-pound floor or hanging "eggs" display a variable sized televisions picture on a remote screen. Available from: Giant Screen Ltd., Palo Verdes, CA.

The Egg And Eye

John Ralph
Holiday August
Judy Stearns
With
O'connor Creative Services
Welcome you to L.A.

Call Us Or Come Visit 628-3900
O'connor

BY BOBBY OCEAN

Frank Rand
Rand Named VP
At Epic

Frank Rand has been named Vice president, A&R Ext Coast, for Epic Records. Rand most recently served as Director of Independent Productions for Epic, having previously headed his own production company from 1971-1977. Prior to this, he was Local Promotion manager, Chicago for Epic. Rand will report to Lennie Petke, Vice President, National A&R, Epic.

BY BOBBY OCEAN

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TRIPLE THREAT

POWER PLAYS FOR FEBRUARY
FROM ELEKTRA/ASYLUM RECORDS AND TAPES

BADFINGER
Airwaves
They're back in the airwaves with hard rock and soft ballads and all the sounds in between. Come and get it!
PRODUCED BY DAVID MALLEY

STEVE GOODMAN
High and Outside
Three times a winner! He writes, sings, and plays. From the heart, with humor.
PRODUCED BY GRAVE ROOF

HAMMER
Black Sheep
Rock and roll with edges.

PRODUCED BY HAMMER

ELEKTRA/ASYLUM RECORDS AND TAPES
The need for accurate, retrievable, cost-efficient research has become of vital concern as radio approaches the Eighties. A modern radio station must make full use of the often overwhelming array of statistics available to insure a competitive position in today's increasingly research-conscious marketplace. One solution to the problems of cost-efficient research may already be at hand — microcomputers. In the following article Steve Casey, research chief at KHJ/Los Angeles, describes his first-hand experience in using microcomputers to calculate store reports and requests, ratings breakdowns and control of music rotation. He also provides a basic lesson in self-programming for those among us adventurous enough to wish to customize their information. Additionally, Casey explores the costs of installing a microcomputer system which, in light of its capabilities, is lower than one would imagine. In the near future, Casey foresees that microcomputers will be as essential to the day-to-day operations of a radio station as turntables or carts. For more information, read on:

Microcomputers And Radio Programming

Computers have already become an integral part of radio. Many a station manager can no longer imagine abandoning his computerized traffic/ accounting system to return to the days of strips and hand posting. But computers have only recently started to become tools for the programming department. Many stations, becoming more and more involved with research as a part of their music control or market analysis, are using computer systems, often through their research consultants, and of course Arbitron ratings are possible only because of their CDC monsters!

But computers are becoming available, in-house, to programming departments. They are shrinking, not only in size, but also in cost. Between KHJ, KHJ-TV, and KRTH, we have the now common complement of “big” computers — an IBM System 3, Marktron, Blas, Dec PDP 8... but on my desk is a “Micro.” There is probably no radio station which could not afford it. This one gets a constant workout. These new products of technology are going to be working their way into the programming departments of radio station after radio station. For reasons we will examine, this will proceed slowly at first. But the “programs” or sets of instructions that make them perform useful tasks will be readily available and they will be ever more useful to you. I’d like to share our findings to date.

What Is A Micro?

Calculators differ from computers. Both can do mathematical manipulations, and some calculators can now be programmed so that a set of

many calculations is preselected, just as computers are programmed. But computers can also manipulate “characters”, or text. This means a lot more information is being handled, and the means of getting all that information into and out of the system becomes far more advanced than that needed for a calculator. A typical microcomputer has the MPU (microprocessor unit) and internal memory to allow it to act like a super programmable calculator. But it also has a keyboard, for typing in not only numbers, but also words. There is a video display so it can “talk back,” possibly a printer for permanent copies of results, and some form of outside storage, so that information that must be used again and again can be kept permanently. This is usually a cassette tape recorder or disc drive (also magnetic, but much faster than cassette tape). Typically, a system will cost between $1000 and $6000.

How does a Micro differ from a larger computer? First, price. And, admitting an oversimplification, the small computer is like a big one except that it is usually handles information at a far slower rate. The numerical calculations are often performed at a reasonably comparable rate, and a Micro may store just as many instructions. But the large computer will get data in and out much faster, with faster printers, bigger, faster reel-to-reel tape drives instead of cassettes and big disc drives that hold millions of characters instead of thousands. But the little ones are often big enough and fast enough. Can we picture some of those situations?

Some more common (and simpler) applications:

Programming a radio station involves many activities that require calculations and/or the manipulation of information. These are the areas where a microcomputer will find a useful existence.

Store Reports/Requests Tabulation

Scenario: You call a group of record stores and complete the Top 20 from each. The information is entered to the Micro via its keyboard. You have, in setting up the “program”, told the computer how important each store’s information is (based on sales volume, or compatibility of the store’s customers with your target audience, and reliability of the reports from that store). The Micro totals up the points for each song. It includes the weighting that will make your effort far more reliable, but which would take a long time by hand. The songs are arranged in order by total points, and displayed on the CRT printed. It may also total up requests for the entire week, ranking them, and possibly draw graphs indicating changes in the percentage of requests for a given song across every day of the week.

Ratings Breakouts

Scenario: You want to track 18-24 men across every hour. You notice that the Arbitron report hour-by-hour pages display 18-49 Men and 25-49, Men, but not 18-24 Men! So you set up a simple program on the Micro which allows you to type in the 18-49 and 25-49 estimates. The computer subtracts to obtain an 18-24 value, stores each station’s rating away until you are entering values, then prints summaries, draws graphs of listening volume shifts, and stores the information on a tape for later use.

Or you want to pull 12-24 cover persons from the latest Mediatrend. Again, your simple computer program can combine the demos that are listed by Mediatrend to obtain persons 12-24 as quickly as you can type in the information.

Music Rotation Control

Scenario: This can be very complicated, but there are also simpler applications. Assume you have a “high rotation currents” category. You want each song played the same amount, but would like the order varied a bit from time to time. Microcomputers have a built-in “random” function which allows you to to certain things sometimes. So your Micro prints a list of the songs in order to play them, in order. But every song so often of the songs is shifted. For sophisticated dayparting, preplan these shifts to fine-tune the rotation for shifts in demographic composition — or, maybe — completely shuffle the category at 3am.

There are many other areas. But at this point we run up against the main problem not yet solved by the drastic drop in hardware costs. More complex applications may be within the capability of the computer, but require complicated programming. A busy radio programmer just cannot devote all his time to learning how to get the computer to do his bidding. But some degree of programming ability is not hard to obtain, and help is probably more widely available than you think.

Systems exist which tabulate various types of audience research, automate a station’s music pre-programming, analyze call-out research, calculate reach and frequency for advertising campaigns, station with pro's, or music rotations, help compose memos and liners (revisions are made using the CRT, then printed). The capability exists to hook up two Micros by telephone over any distance so that program directors can exchange information with others in their chain more quickly than by mail, and more cheaply than by telephone.
Produced by Mike Chapman
The single:
"Heart of Glass" CHS 2295
The 12" disco single:
"Heart of Glass" CD5 2275
The album:
"Parallel Lines" CHR 1192
B100 add
KNOW 34-25
KXX106 add
WOW on
WAAY 28-24
WCGQ on
WIFE on
WKAU add
KRLC 30-26

“Walkin’ The Fence”

COUCHOIS

PRONOUNCED “COOSH-WAH”

Produced by: Steve Barri,
Eddie Lambert & Roger Nichols

“Walkin’” is off and Running!

Microcomputers And Radio Programming
An Elementary Guide

Fun With Functions

Microcomputers are inexpensive, and capable of performing a number of useful functions for a radio station’s programming department. But they do have to be programmed, just like the big ones. What sort of problems does that create?

There are three ways to get programs that cause your Micro to help you analyze your music research, write threatening notes to the jocks, or whatever.

1) Purchase the program
2) Develop the program with the help of someone who knows how to program your micro
3) Write the program yourself.

The music research systems in syndications now are examples of applying the first method of securing programs. These systems function on larger computers, but the concept is the same—the cost of developing the program is spread out over several installations. This is the most practical means for most radio stations, and Micos will become very common just as soon as syndication of programs becomes common. If you own a Micro and a music research program to use as often as you wish for free, it is silly to pay never-ending charges to a computer service bureau, and possibly phone charges if you are accessing a computer over phone lines. To date, only a few of us are writing radio-oriented programs for Micos. But you can anticipate a flood of program offerings in the next two years.

Microcomputers actually work through a sequence of ones and zeros, coded data and instructions. Only computer addicts try to talk to a Micro in its own language. Instead, almost all Micos are designed so that you program in a language called Basic (Beginner’s All-Symbolic Instructional Code). Your ‘Basic’ program is automatically translated into the Micro’s own language. Basic is the language taught most by colleges and many high schools. Find a bright student who is interested in Basic and in computers, and let him or her help you implement your ideas. Students can also tell you when you have an application in mind that is beyond the capability of your Micro.

But what if you want to try a little computer programming yourself? Just a little. Is ‘Basic’ the right name? Sure. While you won’t want to rely entirely on writing every program yourself, you can tinker a bit. It won’t hurt the computer! For a moment, consider how simple a useful ‘Basic’ program can be:

Calculate weekly time spent listening for a series of stations:

1 0 Print “weekly sum of persons is”
2 0 Input X
3 0 If X = 0 go to 90
4 0 Print “average quarter-hour persons is”
5 0 Input Y
6 0 Z = Y 50 /X
7 0 Print “weekly TSL is”; Z; “quarter-hours”
8 0 Go to 10
9 0 End

The lines are numbered so that the Micro knows in what order to do each step. Line 10 prints on the CRT, telling you to enter the weekly sum of people. Line 20 causes the Micro to pause until you do, then puts that number in memory location X. Line 30 checks to see if you have entered a zero. If so, the computer will jump to line 90. (You will enter a zero only when you have no more TSL’s to calculate and wish to end the program.) Lines 40 and 50 allow you to enter and store the average quarter-hour in location Y. Line 60 is the familiar formula for weekly TSL, with the answer placed in memory location Z. Line 70 prints the words “weekly TSL is” followed by the TSL, from memory location Z. Line 80 tells the computer to return to the instruction in line 10, so that you can calculate the TSL for another station. Line 90 ends the program but the only way to get there is to enter a zero back at line 20.

It’s not so very mysterious, after all!

What Will It Cost?

You probably think there is no simple answer. Right. But since this is only a brief overview, let’s do a simple breakdown of the cost of the system I use, based on the Radio Shack TRS-80.

Basic System (can do things as complex as music research):

- Video Display
- Basic Language
- Cassette Tape
- Keyboard/Microprocessor
- 16K Memory Size
- Cost Approximately: $1000
- “Should Consider” Options:
  - Another 32K Memory
  - Printer
  - Disk Drive
- Cost Approximately: $2500

I have been brief. But this is an exploding field, with lots of choices and all kinds of prices. Do some investigating of your own. And if you are using a Micro, drop a line to me or R&R. As interest develops, there will be much more to discuss. And your thoughts are very welcome.
**THE PERSONALS TOUCH**

With the Radio & Records stamp & perloc in full throttle, I realize how busy a visitor to Los Angeles can be . . . so as a public service to more than 150,000 conventioners here for the big event, the Gary Owens column would like to pass along these personals . . . .

Will the owner of the adult male mongoose recently left in the East India Curry House on Feldner Boulevard kindly come and get it. The place is a favorite for local snake charmers.

* * * * *

Will the person claiming to be Mayor Bradley please stop attempting to enlist Sodom and Gomorrah as Sister Cities of Los Angeles!

Will the owner of the Gorilla suit checked in the lobby of the Music Center please call Mrs. Chandler by Sunday. She would prefer to wear her coat to the formal dinner at 8pm.

* * * * *

Will the thoughtless out-of-towner who took the Napoleonic whoopie cushion from Will and Ariel Durant's room at the Century Plaza please return it. No questions will be asked.

* * * * *

Will the man who purchased the airsick bag from the movie "Airport" at the Universal Studio Auction please donate it to Mark Blittoff who needs it for the 1979 barf-a-thon promotion at KMPC. Invalid Roller Derby Queen would like afternoon help from trained hydro-therapy nurse or Sea World whale wrestler . . . phone Bob Wilson for number.

* * * * *

A Burbank shut-in would like clean, neat, non-smoking religiously oriented gentleman to move into spare room to help plan murder of neighbor with noisy dog!

Incidentally — it's been a pleasure chatting with so many old and new cronies at the Confab — and the R & R staff is sorry they did that to your girl friend . . . it was just mistaken identity.

* * * * *

How about getting Gene Simmons of KISS to record Tennesse Ernie's old hit of "Sixteen Tongues?"

* * * * *

Today the Gary Owens column would like to salute Harlow Spooner Dorkster, the first man ever to rob an all-night barber shop chair upholstery shop while listening to a radio editorial on "Crime In Our All Night Barber Chair Upholstery Shops" . . . and Buster N. Flart, the first man to ascend Mount McKinley while wearing only a waffle iron!

* * * * *

Our Stranger than any thing dept . . . An overlooked wire service story this week, unearthed by Mr. Dick La Palm (who gave Steely Dan its name from the William Burroughs novel "Naked Lunch"); while touring New York City, a cannibal chieftain brought to this country by famed explorer Professor Leland Rogers got lost in the subway system and was eaten alive in the Bronx!!!

Stay silly,
G.O.

---

**5 YEARS AGO TODAY IN...**

- **WXLO BECOMES "99X"** — PD Jerry Clifton changes station identity.
- **NO BEATLES REUNION IN 1974** — Ringo Starr tells RKO Programming VP Paul Drew it won't happen.
- **DOLLY PARTON EXITS PORTER WAGONER SHOW AFTER SEVEN YEARS**
- **NUMBER ONE FIVE YEARS AGO** — "Seasons In The Sun" — Terry Jacks (Bell)
- **HIGHEST DEBUT** — "Hooked On A Feeling" — Blue Swede (EMI)

---

**THESE STATIONS ARE ALREADY GETTING USED TO IT:**

- KROY 30-27
- WEEO add
- WCGQ on
- WTMA add
- WROK 35-31
- KBOZ add

**"Get Used To It"**

**Roger Voudouris**

Produced by Michael Omartian

His new single on Warner Bros. Records.
"IT'S A BIRD!"

"IT'S A PLANE!"

"NO... IT'S MAUREEN McGOVERN'S NEW SINGLE!"

WRKO 30-29  KENI on WCAO deb 30  WTSN deb 34  JB105 add  WHEB 30-18  KTAC add  WLEE 18-16

"Can You Read My Mind"
(Love Theme from Superman"

Produced by Michael Lloyd
From the Motion Picture "Superman"
On Warner/Curb Records

"Rip 'N' Read"

Monday March 5 —Barry Sadler's Big Day

Thirty years ago today, as a anti-war sentiment reached an all-time growth rate, the pro-patriotism "Ballad of the Green Berets" reached No. 1 in the U.S. charts and stayed there three months.

Athlete Randy Matson is 34 today, actor Eddie Hodges 32, Tommy Tucker (Robert Higginbotham) 40. Tucker's "High Heel Sneakers" was a hit in 1964.

29 years ago today in Boston a belligerent crowd surrounded one of the "occupation" sentries, angry that British Troops were quartered in Massachusetts. Throwing sticks and rocks, the crowd finally became so threatening the sentry called for help. More British soldiers came, the Bostonians göaded them into firing, and five Americans were killed in what became known as the Boston Massacre. Crispus Attucks was one of the five and his death made him one of America's first black heroes, although there is evidence he may not have been Negro at all, but probably a Natch Indian, and despite the "massacre" not being a massacre at all.

On this date in 1963 Patsy Cline, Cowboy Copas and Hawkshaw Hawkins dies in a plane crash near Dyersburg, TN. The country artists were on their way back to Nashville from Kansas City, where they had performed a benefit show for the family of a dead, Cactus Jack Call, who had been killed in a car wreck.

Today the spacecraft Voyager 1, launched on 9/5/77, passes the huge planet Jupiter and continues on toward the ringed planet Saturn for a rendezvous late next year.

On the evening of March 5, 1836, the massive attack that would overwhelm the Alamo was launched by Mexican General Santa Anna's 4000 troops.

Inside the walled mission at what is now San Antonio, TX were Col. William Travis, 40-year-old James Bowie (the famous knife was designed by his brother), 50-year-old David Crockett and 180 other men, all of whom knew they were about to hit the dirt. They died, the following day, after killing or wounding 1544 of the Mexicans.

Today, the restored Alamo is the leading tourist attraction in San Antonio, situated in the heart of downtown, and visitors are given free tours by volunteers who point out Crockett's rifle and Bowie's knife and who decide where. The most pressing problem is unwelcome lovers and wives, who easily hop the six-foot wall and roam the gardens at night, and there is serious talk about extending the height of the walls.

Tuesday March 6 —Tut Tomb Opened

On this date in 1857 the U.S. Supreme Court ruled black people had no rights and were not afforded equal protection under U.S. law. The freed Scott decision was 122 years ago today. The Chief Justice wrote the "unhappy Black race" never had "rights which the white man was bound to respect."

Kiki Dee (Pauline Matthews) is 32. The first English girl to be signed by Motown, her most recent hit was "Don't Go Breaking My Heart" with Elton John in 1976.

Eagl Randy Meisner is 34. Other births include Valentina Tereshkova 1937, Gordon Cooper 1927, Ed McMahon 1933. Michaelangelo 1475.

Wednesday March 7 — Telephone Happy Birthday

103 years ago today Alexander Graham Bell got a patent for a device that could transmit the human voice through wires, and three days later (3/10/70) he used the telephone to tell his assistant in another room, "My Watson, come here. I want you.

That may sound backward . . . first the patent then the working model . . . and it is explained this way: the telephone was almost an afterthought to Bell's main invention, the "harmonic telegraph." He patented that device because it was the first practical way to send range of sounds through wires using tuned reeds, and after listing five "more important" uses his sixth drawing was of a machine that could transmit the human voice. Three days after the patent grant was finalized, Mr. Bell was tinkering in his laboratory and spiked battery acid on himself (soaking the crotch of his trousers) and that is why he called Watson . . . essentially, the world's first emergency phone call. Three months later Bell gave a successful public demonstration of "only" as a radio commercial in New Orleans, and the piano man at the session was Fats Domino.

30 years ago the first homes were offered for sale in the world's first housing subdivision. The year was 1949. Popular songs included "Bali Hai!" "Bibbidi-Bobbidi-Boo," "Mockingbird Hill" and "Dear Hearts And Gentle People," Levittown Long Island, NY was first with the pre-designed community concept and utilized extensive prefabrication.

On this 6th day of the year spring is two weeks away.

Five years ago today as the Symbionese Liberation Army held Patty Hearst, tons of free food were distributed per SLA demand, and then-governor Ronald Reagan shows his anger at those accepting the food by saying "It's just too bad we can't have an epidemic of botulism" (food poisoning).

Thursday March 8 — McCartney Busted

Six years ago, Pigpen of The Grateful Dead, Rod McKernan, was found dead (alcohol poisoning) in his apartment at Corta Madera CA.


The U.S. Navy was without a battleship as of 21 years ago today, having put the last one in a mothball fleet on 3/8/58.


33 years ago the first commercial helicopter was licensed (1946). In the year Harry Truman was President, the fastest jet plane could go barely 600 mph, and the U.S. Marines put down a riot inside Alcatraz prison with five fatalities.

Six years ago today Paul McCartney was fined 100 Pounds for growing marijuana at his Campbelltown, Scotland, farm.

Friday March 9 — Smothers Go Down The Tube

Ten years ago today the "Smothers Brothers Show" was canceled by CBS in a terminal dispute over censorship. The brothers refused a CBS order to cut out a comment made by Joan Baez, dedicating a song to her husband David Harris, who was headed for jail on charges of objecting to the military draft.

Robin Twomey is 34. Lloyd Price ("Stagger Lee") 586 was born this date in 1933. In the early 50's he wrote a song called "Ludyly Miss Cladyly" as a radio commercial in New Orleans, and the piano man at the session was Fats Domino.

"Ludyly . . ." was covered by Elvis. Others births of some note include chess player Bobby Fischer in the 1943, author Mickey Spillane in 1918, actor Alan Ladd in 1933 and explorer Amerigo Vespucci in 1451.
United Straits Air Force.

DIRE STRAITS
"SULTANS OF SWING"

Radio & Records
NATIONAL AIRPLAY/30
- 30  DIRE STRAITS/Sultans Of Swing (WB)

Album Airplay/ 40
1    DIRE STRAITS.......................... Dire Straits (WB)  "Sultans"  "Waterline"  "Water Of Love"

on Warner Bros. Records
Labeling — What’s In A Name

By Allen Klein

Great chefs and program directors have a lot in common. The chefs create dishes to delight the palate while program directors create a sound to please the ear. Both start with fundamentals — with the chef it might be a piece of meat, with the program director music — and then they add the spices. They surround their creations with the skill they have acquired over the years and add the garnishes that make it acceptable to the taste of their audience. When the creation is completed and offered to the public, it must meet with ac-

claim or it disappears from the menu and the airwaves.

In the radio business we have a tendency to lump formats together and place a label on them. The program director who feels that he has blended his music differently, added the nuances that make it identifiable unique, and then has it labeled with ten other stations in the market as a “Rocker” is really being treated unfairly.

I don’t pretend to know better ways to classify stations than Radio & Records presently does. The problem areas are not those stations which are News or Talk or Country, but it is those stations programming in the “Rock” field. There are some differentiations such as Album Oriented Rock, Rock/Oldies, Rock, Top 40, but even these don’t allow us to know if there are real differences in appeal among the stations.

The simplest test I know to show the distinction between stations with the same label is by profiling. The best-kept secret of the radio industry is that we can use the available audience research to draw pictures of our audience. The fascinating thing is that profiles of stations classified within the same format are often very different in age appeal.

At left is a detailed review of the age profiles of eleven stations in the Los Angeles market all classified as “Rock.” We have sectioned all stations in each “Rock” category so you can see the distinctions in appeal and the problem of labeling. Also included is the Los Angeles population distribution against which you can compare the range of a station’s appeal.

There are two ways to judge the appeal or strength of a station when using profiles. First, the percent each age group contributes to a station’s total audience and second, the audience size of each age group. Percentiles are good for programmers but can be misleading in a sales situation.

As we analyze the data by format labels, (see graphs), observe some startling differences.

ROCK (Top 40): (KFI-AM, KIQQ-FM, KTVQ-AM)

KFI is quite different from KJQ and KTVQ in age appeal. The teenager dominates the KJQ and KTVQ audience, and there is a progressive decline as the audience gets older. The number of people KJQ attracts, as its percentages decline, is still very impressive. KIQQ, which is in a building mode, profiles very differently from the other “Rockers.” It has a balanced appeal with all age groups under 35 and is even attractive to the 35-49 age group. KFI is fascinating, as it is probably the only station in the market in any format that mirrors the population. Although its music is “Rock,” its total programming has an appeal with stretches over all age groups. KFI’s audience size in each age group is also very healthy, and this positions it as a most unique station.

ROCK/OLDIES: (KREL-AM, KRTH-FM)

If ever there were two peas in a pod, it is these two. Not only do their profiles overlap, but so do their audience numbers. Another similarity of these stations was pointed out in a previous article, and that is the high attraction to the “Oldies” format by the Spanish radio listener.

The danger in labeling is apparent. Each program director’s recipe for audience acceptance is seasoned differently so caution should be used when pigeonholing a station under a generalized format banner.

Even more important, if you want to determine whether the age market to which you are appropriating is the age market which is listening, then take a look at your profile.
From The Group That Gave You One Of 1978's Biggest Hits...

One Of 1979's Biggest Hits: "LIFE BEYOND L.A."

AMBROSIA

Produced by: Freddie Piro & Ambrosia

On Warner Bros. Records
For Those Who Think Young:

WKBW
CKLW
KSTP
B100
WPHD
WNAP
KEZY
WTMA
WRKR
WKAU

“Four Strong Winds”

NEIL YOUNG

Produced by Neil Young, Ben Keith & Tim Mulligan

On Reprise Records
Distributed by Warner Bros. Records

STREET TALK

The rumors persist that many more changes will be following the recent PD vacancies created within the ABC Radio chain. First, Frank Cody exited KLOS/Los Angeles, and now KAUM/Houston’s PD Corinne Baldassano is gone. The speculation, as usual with ABC, is rampant, but even they can’t deny that something is shaking.

By the way, Corinne can be reached at (713) 789-4365 and she’s ready to go back to work immediately.

Butterfly Records will join the MCA fold shortly. It’s official, but not officially announced yet, if that makes any sense. Even the MCA folks want to get into disco!

Baltimore has a new live Top 40 operation on FM, as WTH-FM dumped their automation. PD Ed Graham says they’re ready to make some noise.

Banana Joe Montone has not left WLOF/Orlando. He’s still there doing afternoon drive.

He did, however, step down as Program Director.

Street Talk has it that Burns Media is about to make a major push and announce some very “heavy” new clients. This is turning out to be the year of the consultant!

Tulsa-based promoter Jim Halsey seems to be backing away from his move into radio ownership. We hear that he recently dropped out of a deal to purchase an Amarillo property with Mel Tillis. Further, we understand his Tulsa stations, KTOW and KGOW, are now up for sale. What this means for GM (and former WAKY/Louisville PD) John Randolph is unclear.

Laurie Spoon has left Ariola Records to join the promotion department of Champion Entertainment in New York. She will be responsible for national secondary and major market Top 40 promotion.

TEN-Q/Los Angeles has a new PD and he’s former National Production Director for the Storer chain (you remember them) Jim Conlee. Looks like TEN-Q will rock straight through the Spring ARB before it will be Esplanade-time.

Alice Cooper has been censored once again ... this time NBC-TV is the culprit. Seems Alice was taping a “Midnight Special” last week when a dancer’s elbow connected with the Cooper nose. Blood spurted everywhere, much to Alice’s delight, but the censors said shoot the sequence again. Word from the Standards and Practices Department was “you can bleed from the mouth, but not the nose!” The scene was reshoot sans blood.

We got this one from the Radio Advertising Bureau newsletter: “March 5-11 is ‘Call Up Your Funny Local DJ Week.’” Right.

Wynn Jackson has set up business as an independent promotion man serving the Southeast from his Atlanta base. Wynn, most recently regional southern promotion for Ariola, will concentrate on AOR projects within eleven states. We wish him the best.

Remember ... Street Talk will be watching who is huddled in the bar area with whom during R&R Convention ’79. We know some heavy jobs are open, but should be filled by Sunday ... watch this space next week!

And Welcome To L.A.!
ORSA LIA "I NEVER SAID I LOVE YOU"

The name Orsa Lia may not be familiar to you but for years you’ve heard her “Anticipation” on a certain Catsup Commercial. Now she is advertising her own product and the reaction is all sales and phone requests.

Z98 39-34 WTMA on WGOW 30-27 WLAY 29-25 WGIN add Q-104 add
WERC deb 27 KSLY add KSKG deb 37 WKKY deb 36 KMEN add WBEC add

ORLEANS "LOVE TAKES TIME"

Here is the long awaited new single from a band which has consistently provided radio programmers and record buyers with great songs and quality records. This is the first selection from Orleans’ new album “Forever” shipping in a few weeks.

RACEY "LAY A LITTLE LOVE ON ME"

Mickey Most’s last production was Hot Chocolate’s “Every 1’s A Winner.” His newest project is already Top 5 in England and in several other countries. It will be just as successful on American radio too!

DANTE’S INFERNO "AIN’T MISBEHAVIN’"

The Broadway show won the Grammy for the Best Original Cast Album in 1978. Ron Dante, the producer and creator has been responsible for the sales of over 30,000,000 records by virtue of his arranging and production talents with Barry Manilow and others. Listen to a very unique combination and discover a sure fire hit record.

CHROME “FLY ON UFO”

The 12” is currently in heavy rotation at your local disco. Reaction at disco radio is showing similar strength, UFO’s cannot only be seen . . . but heard on the following stations.

WZZD WCAU-FM WLYT KlUE deb 31 KRLY WVLD

ALL WE ASK YOU TO DO IS LISTEN.
Songs receiving substantial crossover activity are listed alphabetically. Shaded areas indicate originating format. Records which originate simultaneously in two or more formats are not shaded. Descriptions are compatible with R&I chart terminology.

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
<th>Format</th>
<th>Chart Position</th>
<th>Note</th>
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<tbody>
<tr>
<td>The Babys</td>
<td>&quot;Every Time I...&quot; (Chrysalis)</td>
<td>Chart</td>
<td>No. 13 Top 40</td>
<td>&quot;NEW &amp; ACTIVE&quot;</td>
</tr>
<tr>
<td>BEE GEES</td>
<td>&quot;Tragedy&quot; (RSO)</td>
<td>Chart</td>
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<tr>
<td>George Benson</td>
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<td>No. 36 AOR</td>
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</tr>
<tr>
<td>Chic</td>
<td>&quot;I Want Your Love&quot; (Atlantic)</td>
<td>Chart</td>
<td>No. 15 Pop</td>
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<tr>
<td>ERIC CLAPTON</td>
<td>&quot;Watch Out For Lucy&quot; (RSO)</td>
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<tr>
<td>Neil Diamond</td>
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<td>Chart</td>
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<td>Dire Straits</td>
<td>&quot;Sultans Of Swing&quot; (WB)</td>
<td>Chart</td>
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<tr>
<td>Firefall</td>
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<tr>
<td>Gary's Gang</td>
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<td>Instant Funk</td>
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<tr>
<td>Bob James</td>
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<tr>
<td>Billy Joel</td>
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<tr>
<td>Frank Mills</td>
<td>&quot;Music Box Dancer&quot; (Polydor)</td>
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<td>No. 3 Album</td>
<td>&quot;HOTTEST&quot;</td>
</tr>
<tr>
<td>Eddie Money</td>
<td>&quot;Maybe I'm A Fool&quot; (Columbia)</td>
<td>Chart</td>
<td>No. 3 Album</td>
<td>&quot;HOTTEST&quot;</td>
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<tr>
<td>Anne Murray</td>
<td>&quot;I Just Fall In Love...&quot; (Capitol)</td>
<td>Chart</td>
<td>No. 6 Pop</td>
<td>&quot;HOTTEST&quot;</td>
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<tr>
<td>Linda Ronsadt</td>
<td>&quot;Just One Look&quot; (Asylum)</td>
<td>Chart</td>
<td>No. 1 Soft AOR</td>
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<tr>
<td>Amii Stewart</td>
<td>&quot;Knock On Wood&quot; (Ariola)</td>
<td>Chart</td>
<td>No. 4 Album</td>
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<tr>
<td>Rod Stewart</td>
<td>&quot;De Ya Think I'm Sexy&quot; (WB)</td>
<td>Chart</td>
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<tr>
<td>D. Summer w/B'KLYN DREAMS</td>
<td>&quot;Heaven Knows&quot; (Casablanca)</td>
<td>Chart</td>
<td>No. 12 Album</td>
<td>&quot;MOST ADDED&quot;</td>
</tr>
<tr>
<td>Bob Welch</td>
<td>&quot;Precious Love&quot; (Capitol)</td>
<td>Chart</td>
<td>No. 12 Album</td>
<td>&quot;HOTTEST&quot;</td>
</tr>
</tbody>
</table>

Notes:
- Chart positions and notes are from the R&I chart.
- "NEW & ACTIVE" indicates a new entry into the chart.
- "HOTTEST" indicates the song is one of the top songs on the chart.
- "SIGNIFICANT ACTION" indicates significant action or rising.
- "MOST ADDED" indicates the record is most added on the chart.
- Shade areas indicate originating format.
Thanks for getting FRESH with us...

...we like your STYLUS.

C'mon by the suite.
Motown Records
Welcome to Los Angeles! We are pleased and proud to have so many of you here in our home city for R&R Convention '79. Without boasting too much, we work very hard the whole year through just getting ready for this gathering and we hope you will enjoy and learn from the wide variety of sessions and meetings we have scheduled. Above all, convention time is the one time a year we can all get together and discuss what our common or specific problems are. I ask that you all come the Friday evening hours for our Top 40 discussion group and come ready to help yourself and others by participating in what is sure to be an informative encounter of the firsthand kind.

But wait! What about those who aren’t here this weekend? Let’s not forget there are a few who for some reason or another won’t be stepping off a plane at Los Angeles International Airport. They’ll be staying put wherever they stand. Well, you can rely on complete convention coverage in the next edition of Radio & Records to help you understand just what took place, while you had to work. And you can even go one step better by simulating your own convention atmosphere with the following handy, helpful hints:

- **Beginning Thursday or Friday of this weekend, don’t get any sleep.** This will produce a mild condition known as the “cruise syndrome.” This syndrome makes you feel like your body weighs about 40-50 pounds more than normal. It is at first distressing, but later on, as you get used to it, it gives you a false sense of physical power.

- **Another important part of simulating the convention atmosphere is shutting yourself in a small enclosed space (a bathroom works well for this) and smoking nonstop for 90 minutes.** It is imperative that you keep the door and windows closed so no ventilation will destroy the smoke-filled-room aroma you are creating. If you don’t smoke, even better! Take someone into the room with you who does and the air should be “right” in less than 30 minutes of continuous smoking.

- **Another convention experience that is a bit harder to recreate on your own is the “crowd effect.”** This is best simulated by a personal visit to a rock concert, busy airport or high school basketball game, the latter having the added bonus of olfactory stimulation. Once in position within the crowd, seek out the most congested section and then attempt to move in a direction opposite the flow. This feeling, in combination with the “cruise syndrome” (see above), will make you feel just like you’re in the lobby of the Century Plaza Hotel.

- There are other things you can do to bring that convention feeling into your hometown, like drinking a bit too much, listening to music far too loud, and of course the one thing that makes the atmosphere of convention time complete … face-to-name identification. This is a hard one to do on your own but can be accomplished by using your old high school or college yearbook. Take the annual and, while covering up the names, try to identify the people by looking at their pictures. This is a great exercise in both memory and creative dialogue, because when you can’t remember a name, you must say something to the photo that will not give away that fact. Phrases like, “Hey, man, great to see you!”, or, “Wow, it’s been a long time hasn’t it?” are acceptable, but standard. Try to think up your own to use, and don’t use the same phrase twice (gives you away every time).

- Finally, and this is the crowning touch, when you rise on Sunday morning (remember, you shouldn’t have allowed yourself more than an hour or two of sleep!), put on clothes you have already worn. If you put on clean clothes, you will destroy every element of work you’ve done thus far in trying to recreate the feeling of actually being at the convention. The combination of dirty clothes, lack of sleep, smoke-filled lungs, ringing ears and a confused mental state will put you right on target in your search for that convention feeling!

- **So, if you can’t be with us, try a few of the tips I’ve outlined above and you will have amused yourself senselessly but saved a lot of money. I wish you could all attend, but then I would have to think of more lines like, “Hey, I haven’t seen you in years … er, uh, man.”** (Now what is his name again?)

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**Lubbock Remembers A Legend**

If you saw the motion picture “The Buddy Holly Story,” then you remember that Buddy got his first exposure playing live from a Lubbock, Texas roller-rink on KDAV radio. Recently, KSEL/Lubbock helped to commemorate the 20th anniversary of Holly’s death with a very special station promotion.

KSEL PD Jeff King outlines just what happened: “As you probably know, Lubbock is the birthplace of Buddy Holly. Even now about 140 of his relatives (and who knows how many friends) still live in the area. I know, because we had to invite them all to the movie premiere of ‘The Buddy Holly Story’ last May. Well, as I’m sure you also know, February 3rd was the 20th anniversary of Buddy’s death. Lubbock has long been criticized for not honoring our most famous citizen … so this year we decided to try something.

“KSEL is very much into Lubbock and I have always felt the best kind of promotion you can do is one that involves the community. After a bit of investigating, we found that Texas Tech, known around the country as having one of the best halftime bands in America, has absolutely no music scholarships! Well, now they do, because we decided to try something that had many very positive angles. Number one: honoring Buddy on the anniversary of the day the world lost him; number two: helping Texas Tech’s Music Department make it more attractive for musicians to come to Lubbock (so far, their only recruiting tool has been their reputation); number three: getting the jocks out in front of the people for a huge disco dance.

“We billed the promotion as ‘KSEL, From Buddy Holly To Disco.’ We did it the night of February 2nd in our civic center and we did the whole thing live on the air via an equalized telephone line. And there was even another angle.

“There is a guy from Lubbock named Joey Alan who does the very best Buddy Holly sound (not appearance) imitation I have ever heard. He, along with a local Country-rock group, the Maises Brothers, did one set per hour of Buddy’s music. This was the first time Buddy’s music had been broadcast live since those early days on KDAV from the local roller rink. By the way, it was just last month that KDAV’s original owners sold the station (and the call letters changed), but the roller rink is still here, now called the Skate Ranch.

“The entire event only promotion was on our air and we drew just under 1900 people into the hall (the max is 1200) and the promotion was an unqualified smash! We had some very interesting guests there as well. There were three people who made a pilgrimage from London to Buddy’s birthplace on the anniversary of his death. And there was a woman from Phoenix who did the same thing. Once in town, they heard about the special dance and they were there.

“Another interesting guest was Tinker Carle, who is one of the original Crickets. He and Buddy used to play drive-ins and junior high schools for hamburgers and 30 bucks,’ in Tinker’s words. He had heard about the dance on the air and came out. He is still very close to Buddy’s parents (who also still live in town). He even called the day before the dance and offered to bring Buddy’s guitar to the station. The formation of a scholarship fund for Texas Tech’s music department will be worth a lot of positive publicity for KSEL and in a market the size of Lubbock, that can do the station a lot of good. Thanks to Jeff for sharing this promotion with us.

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**THE MUSIC RALES ON — Local Lubbock act Joey Alan and The Maises Brothers launch into “Save On” at the KSEL “Fom Buddy Holly To Disco” promotion. The group did one set per hour of Buddy’s music during the remote broadcast of the dance on KSEL radio.**
Are you a survivor in the Rod Stewart Contest?

If your number appears below — you’re still in the running . . . .

GRAND PRIZE: An all-expense-paid trip around the world!

1. To enter the Rod Stewart “Blondes Have More Fun” Contest you must have received a Rod Stewart numbered picture disc and a corresponding ticket from either your local or regional Warner Bros. representative. Tickets are not transferable.

2. The prize—TRIP AROUND THE WORLD—a first class airline tickets, hotel accommodations, plus $100 a day spending money.

3. To qualify: your completed entry should be returned to your local or regional representative or to . . . Warner Bros. Records, Attn: Carol Hart, 3300 Warner Blvd., Burbank, California 91510. Entries are limited to one entry per person.

4. All entries will be forwarded to Deloitte Haskins & Sells, One Wilshire Building, Los Angeles, Calif. 90017, who will be conducting the random drawing that will determine the winner.

5. Deloitte Haskins & Sells will pull half of the names the first week, and will continue to cut the previous week’s list in half until we reach 1 . . . the winner.

6. Employees of Warner Bros. Records Inc. or any of its parent, subsidiary, or affiliated companies (or any relatives of any such employees) are not eligible to enter this contest.

7. The winners must sign a release form, releasing Warner Bros. Records Inc. from any liability for injuries or accidents during the trip.

8. You need not purchase anything to enter.

The Legend Endures, and The Light Shines On.

Enlightened Rogues is the new album by The Allman Brothers Band. On Capricorn Records...where it all began.
John Leader

Bits

MUSIC RADIO WARMS UP CHICAGO: To say it's been a rough winter in Chicago would be understatement at its best. So, to help the hard-pressed commuters on their way those cold wintry mornings, WLS/Chicago has its Magic Bus out on the streets giving away free hot cocoa in souvenirs. Larry Lujack mugs. In all the appearances the bus has made so far the response has been overwhelming, but then so has the winter itself.

YUBA CITY REST STOP: The first West Coast bicycle caravan for Muscular Dystrophy, making its way from Seattle to San Diego, recently made a pit-stop in Yuba City, CA where KOBO helped the tired peddlers by staging a rally on their behalf. Celebrity bike-riders like Tug McGraw, Warren Brusstar, Steve Carlton from the Philadelphia Phillies, John "The Count" Montefusco from the San Francisco Giants, and former football great Roman Gabriel are all making the ride, which should only take six days! The riders all left Yuba City wearing their KOBO baseball caps, courtesy of the station.

MEMPHIS PYRAMID POWER: WHBQ/Memphis's Janie Japlin, Copywriter, and Rusty Black, Producer, won two out of three awards at the 13th Annual Pyramid Awards Presentation recently. The spot "Dadddy," voiced and produced by Rusty, won a Pyramid for the best 30 spot... "Salsalady," written and voiced by Janie, won a Gold Certificate in the same category. WHBQ has won 4 Pyramids and 15 Gold Certificates during the last few years.

FIRST PRIZE, BURBANK: CJBR/London is sending the winners of its recent "Big Mac Mystery" contest to Los Angeles for a week's free vacation. The winner identified the mystery location of the hidden Big Mac and won the right to take a friend along to the vacation there... there turned out to be the McDonald's on Olive Street in Burbank. The McDonald's Corporation is all set to roll out the red carpet for the lucky winner and her guest when they arrive.

KOFM'S GOT IT COVERED, LITERALLY: An Oklahoma City police vice detective has been given official credentials as a news reporter for KOFM/Oklahoma City. Jon Gustin, who is working on his mass media degree by working part-time at KOFM in the news department, also happens to be a member of the police force. Gustin will be covering some police events as part of his job, despite his still being a member of the department. His superiors could find no problems with a police officer covering news stories regarding crime or other police business, but they did add that Gustin's news credentials were a "first!"

Motion

Christopher Carle has left KJUC/San Diego for a fast trip across the street to KGB-AM... Two new staff members have joined the WIFE/Indianapolis lineup, Diane Shannon, coming from FOX101/Grand Rapids, and Ron Frazier, who will handle WIFE morning drive, from WABR-Mobile... Ric Scott is now doing mornings on WKIX/Raleigh, after migrating from WTRV/Troy, where he used the air name Ric Mitchell. Ric replaces Jim Tate, who left WKIX's morning show after two years with the station... Michael D. Osterhout has been named to the position of General Sales Manager for Q105/Tampa. Osterhout replaces Ed Groppa, who has become General Manager of Southern's new Portland station... Alain Montpetit has resigned as Promotion Director of CKGM/Montreal to become afternoon-drive man at CKMF/Montreal. Alain has also assumed the duties of Assistant Program Director at CKMF... Larry Leibowitz has become a member of the regional sales staff of KFRC/San Francisco, coming from a similar position at KSJO/San Jose.

HOW COLD WAS IT? — Cold enough to snow in Las Vegas! The "freek" snow lasted just long enough for 5 freeks to get their pictures taken... holding their bumper stickers yet... (l-r) Willy Mack, newsmen Jeff Michaels, Dave Anthony (PD), Bobby Irwin (Production Director) and Dave Van Stone all of KLUC.

Mike Joseph
For 21 years,
Radio's premier program consultant

Creator/Innovator/Motivator/Achiever
Programmer of 32 NUMBER ONE radio stations
Consultant to America's leading broadcast groups and stations
Market Research/Custom Format Design/Staff Search
Success—reflected in the performance of America's NUMBER ONE program strategist.

Mike Joseph
11 Punchbowl Drive
Westport, CT 06880
(203) 227-8326

BOISE SHOWS ITS RAH-RAHS — Over the past six years, KFXD/Boise has had a station basketball team known as the No-Stars. The name is easy to understand when you realize that the team is notorious for losing games, it's all done for good times and good causes, of course, but this year the team decided to upgrade its image by employing a cheerleading section. The three lovelies shown above are known as the KFXD Starlettes, and although the KFXD win-loss record hasn't really improved that much, the fans now seem to really be behind the team!
SAD CAFE

Single: “Run Home Girl” Album: Misplaced Ideals
Produced by John Punter
The single continues to make strong gains and the album can be heard everywhere!

KSTP WZUU KVI-FM KVOL KDZA
KJR KIMN-FM WROM KRUX KBIM
WQXI-FM WZDQ WBZ-FM KXOK KILT
KGW KFXM WPHD KCPX KILE
KING KBZY WOLF WTOB KOLE
WKXX KREM KPAM WKSP KQWB
WCGQ WALG KYYA WRAQ KENO
WVLD G105 KRHC WCUE KLEO
WYRE

GINO VANNELLI

Single: “Wheels Of Life” Album: Brother To Brother
Produced by Gino Vanelli, Joe Vanelli and Ross Vanelli
Gino’s new single continues to make “Brother To Brother” the breakthrough of his career!

KSTP WQXI-FM WTAC WAMS Q104 KAOK
KWAU WEAU KLUE KBDF WALG Z-98
WAYS KEIN KDON WGSV WGLF
WBT WROM WCWO WTIX WYND
CKLW WCGQ WKLO KXOK KBIM
KJOY FM100 WZDQ WROV WGNI
KENO WRKR KQEO WCR WKT
WBBN KSTP WKIX KDON 98Q
WAKY KOBO WZO0 KFLY WORG
WQXI-WQO Z-98
WCLY WFLB

STYX

Single: “Sing For The Day”/“Renegade” Album: Pieces Of Eight
Produced by Styx. Production Assistance: Barry Mraz
With the phenomenal success of “SING FOR THE DAY” and the fantastic demand for “RENEGADE”, we've put them both together to make one SUPERSINGLE.

WQXI-FM JB105 WOKY KSLQ WSPT
KMPC WGUW WRKR WQXI-FM KUPD
KMET WYSL WISM WLS KLK
WLS WAYS WNDE WLS KLK
WCAO WBEN-FM WQXI-FM KSTP
KNUS WTMA KQWB
Z-97 WORD KYYX-FM
WEFM QOK WZDQ
WLQY WQOK KSTN
KSLQ KQOK KFY
KXOM WCUE KFIV
WAUG KQOK KTVK
G105 KRSR KER
WVLD Y103 WBBQ
WLYD WOPD CK101
WHHY WCUE WWKX
WBZ-FM CK101 WTV TST
WPRO-FM Z-98

“SING FOR THE DAY” “RENEGADE”

HIT SINGLES & ALBUMS
HEAD EAST
Single: “Never Been Any Reason”  AM 2132
Album: Head East Live!  SP 6007
Produced by: Jeffery Losser
Associate Producer: Roger Boyd

JUST SHIPPED!
By overwhelming demand, the single that everyone's been waiting for from one of the hottest live bands!

BELL & JAMES
Single: “Livin' It Up (Friday Night)”  AM 2069
Album: Bell & James  SP 6738
Produced by LeRoy Bell and Casey James
Executive Producer: Thom Bell
The instant success story of the year! An all-out smash at Top 40's. Leading the way at WABC in New York, the momentum continues to build toward the top.

KBEQ 99X  WQXI  WRKO  WQBF  KNUS  WZZP  WDRZ
WABC 99-X  WQXI  WRKO  WQBF  KNUS  WZZP  WDRZ
WBRE  KLZ  WQBF  KNUS  WZZP  WDRZ
WKMT  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WLAC  WQBF  KNUS  WZZP  WDRZ
WPGC  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ

THE POLICE
Single: “Roxanne”  AM 2996
Album: The Police  SP 4753
Produced by The Police
The explosion of all-time! “Roxanne” continues to make enormous jumps and create general hysteria!

KBEQ 99X  WQBF  KNUS  WZZP  WDRZ
WKMT  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
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WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
WQBF  WQBF  KNUS  WZZP  WDRZ
14Q LISTENER BOWLED OVER — 14Q/Worcester (WFTQ) ran a “Super Bowl Sweepstakes.” In which the winner of a drawing received Super Bowl tickets plus flight and hotel accommodations from the station. Pictured at the drawing are (l-r) 14Q MD Bob Rivers, New England Patriots cheerleader Nancy Carlson, the winner, and 14Q Promotions Director Jim Schakenbach.

OHIO PLAYERS ON DAVENPORT RADIO — The Ohio Players dropped by KSTT/Davenport, IA and did an interview with afternoon men Jay Gregory. Pictured at the station (l-r) are KSTT talk show host Charlie “D.” Gregory, and Ohio Players Satch, Sugar and Chet.

CHOCOLATE UP TO EXPERIENCE — KSLO/St. Louis teamed with Infinity Records and Peaches to provide free cups of hot chocolate to the store's customers, in order to promote the Infinity act. Albums, posters, and T-shirts were also given out. Pictured (l-r) are KSLO PD Joel Denver, Infinity’s Ricki Gale, MCA’s John Burns, KSLO air personality Don Jefferson, MCA’s Dave Burke, and Peaches’ Terry Hoffman and Gene Kuehle.

CHANSON TO MEET AT TEN-Q — Chanson principals James Jamerson, Jr. and David Williams played guest DJ at TEN-Q/Los Angeles recently. Pictured in the studio are (l-r) Williams, TEN-Q air personality M.G. Kelly, Ariola’s Laurie Spoon, PD Mike McVay, and Assistant PD Gary Greenberg. Jamerson is seated in front.

WSGA’S PAJAMA GAME — WSGA/Savannah held a contest to find the owners of the ugliest and sexiest pajamas recently in a local disco. Winners are pictured with WSGA air personality Chuck Cannon (second from right). We’ll leave the determining of which categories those pictured won in as an exercise for the reader.
Introducing The Brand New

MAX DEMIAN

Single

"PARADISE"

From The Smash LP

"TAKE IT TO THE MAX"

MAX DEMIAN
Take It to the Max

THE SINGLE WILL NOW...
TAKE IT TO THE MAX!!

Will Be On Your Desk Monday, March 5th.

RCA

"Where the Magic . . . Is in the Music!"
MERCURY'S BRAND NEW PROMOTION BAG - Mercury's Jimi Fox hopped into the sack, so to speak, with Charter Broadcasting National Music Director Sherry Toonies recently to promote BTO's latest single. The "Unknown Promo Man" campaign was duplicated across the country as label reps attempted to bag early airplay for the record.

MADMAN IN MADISON - Epic's Ted Nugent (right) hangs out with WISIM/Madison air personality Charlie Simon, who seems to believe in the old adage, "When you go to Madison, Wisconsin, be sure and wear a flower in your teeth." Nugent was in town for a concert and the station gave away LP's and concert tickets to promote it.

A VISIT FROM HELLFIELD - 96WS (CKWS)/Kingston, Ontario was visited by Canadian Epic's Hellfield recently before the group's local performance at a station-sponsored concert. Pictured (l-r) are: Epic's Peter Budge, group members Mitch Halffield and Rick Lamb, and 96/WS air personality Foster.

TEN-Q CROSSES BRIDGES - TEN-Q/Los Angeles, which helped cross Alicea Bridges from disco to Top 40, welcomed the Polydor artist as a guest DJ recently. Pictured (l-r) are: TEN-Q Music Coordinator Connie Singer, PD and soon-to-become WAKY/Louisville PDI Mike McVay, and Bridges.

WEAM STAGES MACHO MATCH - WEAM/Washington, DC held a competition to find the most "macho man" in the city at a local disco, offering a $5000 prize package plus trophies. Finalists showed off their physiques and performed "talent" specialties, such as the disco DJ who shot sparklers at a pair of cat-women chained to him. Pictured (l-r) are "Ice Castles" star Lynn Holly Johnson, WEAM air personality Jeff Keys, and Macho winner Paul Albert, a sculptor.

CLASSIC DEBUT

"Just When I Needed You Most"

Randy Vanwarmer

Produced by Del Newman

'Bearsville Records

Distributed by Warner Bros. Records
## EAST

**Parallel One**

<table>
<thead>
<tr>
<th>Artist</th>
<th>City</th>
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**Parallel Two**

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## SOUTH

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</table>
the MERCURY STARSHIP's
gine is
warming up
for immediate
TAKE OFF!

...coming your way on the air and on the street!

BAR-KAYS, BOHANNON, COODER BROWNE, BTO, CON FUNK SHUN, CROWN HEIGHTS AFFAIR, DUKE JUPITER, FAITH BAND
GAP BAND, LARRY GATLIN, HORSLIPS, LARRY G. HUDSON, KOOOL & THE GANG, DAVID OLIVER, RAY PRICE
ROADMASTER, RUSH, THE STATLER BROTHERS, THE STYLISTICS, PAT TAYLOR, JACKY WARD
JOHNNY "GUITAR" WATSON, WIRELESS, FRANK ZAPPA
ADD&S & HOTS

Midwest

Most Added
Quatro & Norman
Frank Mills
Blonde

Hottest
Bee Gees
Rod Stewart
Doobie Bros.

West

Most Added
Blondie
Gonzalez
Bell & James
George Harrison

Hottest
Bee Gees
Doobie Bros.
Rod Stewart

Music Key (IDP) indicates the song is getting play during certain parts of the day and/or night. (RA) indicates the song was dropped from the playlist then re-added.

Midwest

Parallel One

- Quatro & Norman
- Frank Mills
- Blonde

Cries of the Times
- Judds
- Sutherland Brothers
- Bellamy Brothers
- Bellamy Brothers

Rainy Days & Mondays, OH
- Hank Thompson
- Bob Weir
- Robert Cray

Pony
- Don Williams
- Bob Weir
- Robert Cray

Wanted Dead Or Alive
- Bon Jovi
- J. Geils Band
- Sutherland Brothers

No Way Out
- Gary Puckett & The Union Gap
- Chicago
- Michael McDonald

Parallels
- Steve Winwood
- Sutherland Brothers
- Bellamy Brothers

Love Is a Battlefield
- Bad Company
- Journey
- Chicago

Wings of a Dove
- Ann Wilson
- Chicago
- Michael McDonald

Wild Man Blues
- John Sebastian
- Chicago
- Steve Miller Band

West

Parallel One

- Blondie
- Gonzalez
- Bell & James
- George Harrison

Cotton Rain
- Gary Puckett & The Union Gap
- Chicago
- Don McLean

Don't Stop Believin'
- Journey
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Don't Stop Believin'
THANKS 1978

THANK YOU
- EXILE — FOR A #1 SINGLE (KISS YOU ALL OVER) AND A GOLD LP (MIXED EMOTIONS) ON WARNER CURB
- BLONDIE — FOR PARALLEL LINES ON CHRYSALIS
- PRODUCERS — MIKE CHAPMAN, PETER COLEMAN AND BILL HALVERSON
- DANE DONOHUE — CBS RECORDING ARTIST, FOR HIS REGIONAL PRODUCTION PROJECTS
- OUR REGIONALLY RECOGNIZED CLIENTS, AND THE MANY RADIO AND PROMOTION PEOPLE WHO HAVE SUPPORTED OUR EFFORTS. YOU KNOW WHO YOU ARE. SINCERELY,

HELLO 1979

1979 ANTICIPATES
- "HIGHWIND" ON EMI RECORDS* (OUTSIDE U.S. AND CANADA)
- TWO NEW STUDER TAPE MACHINES INCLUDING AN A-80 24 TRACK MACHINE.
- "THANK YOU" COLIN BURN

*NEW FULLY AUTOMATED 32 x 32 CONSOLE
- REPEAT SUCCESS — MORE GOLD AND PLATINUM PROJECTS
- PROFESSIONAL PROMOTION TEAM

FORUM PRODUCTIONS, INC. 2656 CRESCENT SPRINGS ROAD COVINGTON, KENTUCKY 41011 (606) 331-5200
7 MINUTES FROM THE GREATER CINCINNATI INTERNATIONAL AIRPORT
"Love Ballad"

GEORGE BENSON

Produced by Tommy LiPuma

On Warner Bros. Records
PHENOMENAL, IMMEDIATE IMPACT!
#1 MOST Added ALBUM!
DEBUTS #12 ON ALBUM AIRPLAY CHART!

THE BACK PAGE
BREAKERS

BOB WELCH
Precious Love (Capitol)

BOB WELCH His New Album THREE HEARTS
Featuring The Smash-Hit Single "PRECIOUS LOVE"
“Shake Your Body
(Down To The Ground)"

The JACKSONS’ Record is Coming Home

ADDS: EXPLODING AT: KEY MOVES:
Z93 add JB105 40-33 Y100 8
WZZP add WQAM 9-7 WLCY d-28
WQXI add WTIX 23-17 Q105 on
WAYS add WSGA 26-12 KEARTH d-28
WAXY add WLOF 28-22 WAPE on
KRQ add WFLB 21-11 WNOE 38-33
KTKT add
WFOM add
WTMA add 30
WBGN add

Produced by the Jacksons
Executive Producers: Bobby Colomby
and Mike Atkinson

Weisner/Demann Entertainment Inc.
and Joe Jackson,
9200 Sunset Blvd., PH 15,
Los Angeles, CA 90069
<table>
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<td>Melissa Manchester</td>
<td>Columbia</td>
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<tr>
<td>Life For The Tapes</td>
<td>Nigel Olson</td>
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Two Records are currently being broken.

You may take responsibility for both:

1

RADIO & RECORDS IS ENJOYING ITS LARGEST CONVENTION ATTENDANCE TO DATE. CONGRATULATIONS!

2

HEART "DOG & BUTTERFLY" IS RAPIDLY BECOMING THIS BAND'S MOST SUCCESSFUL SINGLE EFFORT. WE THANK YOU!

"dog & butterfly"
A love song from HEART

Management & Direction:
Ken Kinnear
Albatross Productions

Produced by: Mike Flicker,
Heart & Michael Fisher
DIR BROADCASTING PRODUCTIONS

PRESENTS
TWO ADDITIONS
TO THE GROWING
FAMILY OF TOP
RADIO SHOWS

See us at the Regents
Dining Room here in the
Century Plaza Hotel

For details, contact Bob Meyrowitz, Peter Kauft or
Paul Zullo at the Century Plaza Hotel or at DIR
Broadcasting Corp., 445 Park Avenue, New York,
New York 10022 (212) 371-6650.
D.I.R. presents "Odd Tracks", an exclusive program on the rarely heard recordings by the best names in contemporary music. Each artist's career is dotted with these all but forgotten gems, and each week "Odd Tracks" will present in 30 minutes such recordings as: The Rolling Stones singing in Italian, Eric Clapton singing Charlie Chaplin or Wings live from a European release. Each week the show will feature songs by artists such as The Beatles, The Beach Boys and Billy Joel to name a few. It's sure to become one of your most popular, talked about and collected programs. Hosted by WNEW-FM's Dave Herman, "Odd Tracks" presents the most unusual recordings by the best known people in the world of music. "Odd Tracks" is the kind of special show that helps make your station unique.

DIR Broadcasting is proud to announce the combining of one of the greatest contemporary stars with 250 of the best AOR Radio Stations and the sound of Rock and Roll. Robert Klein, comedian, television star, concert star and "million" album seller will be hosting an hour of music, talk and comedy. Visiting with him will be people like Mick Jagger, Rod Stewart, Stevie Nicks, Meatloaf and Jack Nicholson. These people will be performing spontaneously and saying things that you just won't hear anywhere else.

How many times have you wished there were a show like this? Well, now there is... The Robert Klein Hour.

BEING HEARD ON:

Z93 add  WZZP add  KEARTH 26-24  KFRC 16-15  B100 d-28
KJR on   KING add  PRO-FM add  WQXI 15-13  94Q 15-12
WAPE on  WTIX 33-29  WNOE 35-30  WBBQ on  WHBQ 17-11  BJ105 add
KVI-FM 8-4  KYNO add  KQEO add  WCIR add  WCGQ add
WLOF on  WANS d-30  WIFE on  WISM on  KSLY 15-13

"Now That We Found Love"
THIRD WORLD

Produced by Alex Sadkin
On Island Records
Distributed by Warner Bros. Records
Rogers' "Gambler" Pays Off In Platinum

PH Factor's Into RKO

CBS Signs Meaux's Starlite Records

Miami Scene Of Platinum Firefall

Gloria Gaynor Gets Gold

M-C-H Face Full-Court Press
THE HITS
JUST KEEP ON
COMING
from
ATLANTIC/ATCO
COTILLION
AND CUSTOM
LABELS

Average White Band “Walk on By” (3563)
Blues Brothers “Rubber Biscuit” (3564)
Chic “I Want Your Love” (3557)
Herbie Mann “Superman” (3547)
Sister Sledge “He's the Greatest Dancer” (44245)
England Dan & John Ford Coley “Love is the Answer” (16131)
Bad Company “Rock 'N' Roll Fantasy” (70119)
Santana Blows Into Anaheim

Santana played Anaheim Convention Center recently, and was greeted backstage by label personnel. Pictured (l-r) are Columbia’s Ken Sasso, Dweezil Carlos Santana, promoter Bill Graham, Santana’s Chris Salberg, Joanne Cassidy, Santana management’s Ray Ezler, the label’s Dobby Newman, and the group’s Greg Walker and Graham Lear.

Bee Gees Cop NY Police Award

The Bee Gees were guests of honor at a recent Police Athletic League in New York. The PAL named the group “Superstars of the Year” in honor of their achievements and contributions to the organization. Pictured (l-r) at the dinner are Robin and Barry Gibb, PAL Executive Director Conrad A. Ford, Maurice Gibb, and RSO head Robert Stigwood.

A Taste Of Grammy

Capitol artists A Taste Of Honey were honored at the recent Grammy awards when they were named “Best New Artist” of 1978. Pictured at the presentation are (l-r) Eubie Blake and John Denver, who presented the award, and group members Janice Johnson, Hazel Payne, Perry Kimble and Don Johnson.

Alice Pie-Eyed At Soupy’s Return

Alice Cooper was creamed in the traditional manner as guest star on the revived Soupy Sales syndicated series. Cooper thus becomes first in the Sales department as far as getting a pie in the face; as his segment will comprise the series debut. Sales laughs it up at left.

It’s Mime Time!

In a singularly heartfelt promotion, Jobete Music in conjunction with Motown Records presented free copies of the single, “Perfect Timing (On Valentine’s Day)” to couples taking out marriage licenses on Valentine’s Day. Pictured before the entrance to the tumult of love (the marriage license bureau) are the song’s co-writers: Pam Sawyer (left) and Marilyn McLeod (right), and Eg Mahon (mime).

E/A Thinks Young

Jesse Colin Young was greeted backstage at the Roxy by Elektra/Asylum executives following a recent date there. Pictured (l-r) are E/A’s Bryn Bridenfeld and Mark Hammon, E/A VP Ken Buttica, Young, National Album Promotion Director Burt Stein, VP Jerry Sharell, and Vice Chairman Mel Posner.
LIPSTICK TRACES

WOKY D-30, WSAM 35. ADDED AT WIFC, WQTC.
ON AT WLPL, WKMI, WTAC, WFRG, KMKF, WQNZ,
WKKY, WXXX, WJCK, KTOQ, KSMB, WKEE, WXIL, WBZ/FM, WSPT, KXX-106.
WERC WTMA WRKR WSPT 98Q KBZY

THE AMAZING RHYTHM ACES.
Produced by Jimmy Johnson

They’ve been amazing their fans for four solid albums.
Now with a new sound and new producer...the most amazing album of their career.
THE AMAZING RHYTHM ACES.
On ABC Records and GRT Tapes.
Artists At Arista Affair

Gathered at Arista President Clive Davis's right gala party following the recent Grammy awards are (l-r): veteran musicians Herbie Mann, Arista artist Bobby Womack, and Steve Cropper.

Sad Cafe Au L.A.

Following their pair of recent appearances in the Los Angeles area A&M's Sad Cafe were feted with a party attended by label execs. From left: group's Paul Young and Ashley Mufford, A&M Chairman Jerry Moss, A&M's Ron Farber, group members Ian Wilson, Dave Irving, and John Stimpson and (kneeling) group's Lenni Zakyn.

Tomato's Santana In Big Apple

Tomato artist Jorge Santana recently performed at New York's Bottom Line. Pictured backstage are (back row, l-r) Jack Levy, VP, Tomato; David Carrico, Tomato; Yogi Kewman, Carlos Roberto, and Richard Miller, group members; Jorge Santana; and Kevin Eggars, President, Tomato; (front row, l-r) Richard Bean and Roger Reid, group members.

Rod In Sydney

Pictured at a press reception in Sydney where he received an Australian double platinum award for sales of his latest album, "Blondes Have More Fun," Warner Bros. artist Rod Stewart (center) appears sapped to death prior to his embarking on his recent Australian tour. Flanking Rod are WEA Records Australia Managing Director Paul M. Turner (left) and WEA Australia's Peter Ikin (right).

Axe Me No Questions

The new kid on the block with the splitting headache is Duane Roland, lead guitarist for Epic's Molly Hatchet, pictured as he was accosted in Jacksonville by the hatchet man at left who claimed he had an axe to grind with the Florida guitarlinger.

A-Maze-Ing Inspiration

Seen in the studio listening to rough mixes from Maze featuring Frankie Beverly's upcoming Capitol album, "Inspiration," are (l-r) engineer John Nowland, group leader and producer Frankie Beverly, Capitol VP Cecil Hole, and engineer Bill Evans.
Here comes The Beach Boys with their most incredible single, ever.

"Here Comes the Night."

Produced by Bruce Johnston and Curt Becher on Caribou Records.
While in Los Angeles recently, Polydor's Peaches & Herb visited several local discos, promoting their latest single, "Shake Your Groove Thing." Shows at Moody's in Santa Monica (l-r) are: Eagle of "Let's Go Disco," organizer of the appearances; Freddie Perren, duo's producer; Peaches & Herb; and Dino Fakiris, co-writer of the duo's songs (kneeling) Polydor's Len Epand.

Hunter Caught By Chrysalis

Chrysalis has signed Ian Hunter as an artist. Hunter led Mott the Hoople through several albums and has recorded three previous solo albums, with a fourth due in April for his new label. Pictured (l-r) at the signing are Cleveland International's Sam Lederman, Chrysalis President Terry Ellis, Hunter, Cleveland International's Stan Snyder, and Chrysalis's Jeff Alzrich.

Columbia Contracts McCann

Columbia Records has announced the signing of singer/songwriter Peter McCann (center). Shown celebrating the signing as well as the release of his album, "One On One," are l-r Hal Yoeger, McCann's producer and manager; Jack Creigo, Sr. VP, Columbia; Don Ellis, VP, Columbia; and Peter Phillips, Columbia.

Real "Gone" Guys

Prior to the release of "Gone," his debut album for Warner Bros., singer/songwriter Jerry Williams (left) met with the WB Chairman Mo Ostin, the man who signed him to the label, at the latter's Burbank offices recently.
GET YOUR MIND MADE UP.
INSTANT PLAY, INSTANT ADDS.
INSTANT PHONES, INSTANT SMASH.

"I GOT MY MIND MADE UP
(YOU CAN GET IT GIRL)"

"I GOT MY MIND MADE UP" is the hottest breaker on the Pop, Disco and R & B charts. Picks, adds and outrageous jumps are the responses on stations from coast to coast. Produced and discovered by BUNNY SIGLER, the innovative mixture of nine most recently served as recording musicians for Evelyn "Champagne" King, including the gold-selling "Shame." The trendsetting group is now on its own and cooks up an urgent Philadelphia beat that satisfies. Play what outta INSTANT FUNK. Anytime.

ON TOUR:
March 15-16 THE OPERA HOUSE
March 18 CIVIC CENTER
March 19 GILLARD MUNICIPAL AUD.
March 24 THE OMNI CENTER
March 25 FREEDOM HALL
March 31 MEMORIAL HALL
March 31 SOUL TRAIN
April 7 MARKET SQUARE ARENA
April 8 THE CHECKER DOME

WILMINGTON, DE
RALEIGH, NC
CHARLESTON, SC
ATLANTA, GA
LOUISVILLE, KY
BUFFALO, NY
(AIRING)
INDIANAPOLIS, IN
ST. LOUIS, MO

Salsoul Records • Manufactured by Salsoul Record Corporation • A Cayre Industries Company, 240 Madison Avenue, New York, NY 10016
In Part III of our “Tribute To Black Radio History”, we move out of the South to Washington, DC and New York City where Hal Jackson carved out a historic career. Working at up to four stations at one time and tirelessly MC’ing charity functions, Jackson blazed new trails for black broadcasters and aided in the civil rights struggle. Today he is a top executive at Inner City Broadcasting and manages WLIB/New York, one of the most innovative Black stations in the country. Following is his account of the early days, of establishing the “House That Jack Built.”

A Tribute To Black Radio History, Part III:
Hal Jackson — The House That Jack Built

R&R: When did you start your disc jockey career and where?

JACKSON: Down in Washington, D.C. I would say it was a whole lot of years ago. I was the first, I guess, full-time black broadcaster in the country. It goes back to the forties when they were really called race records. I was in Washington, D.C. where there was so much segregation . . . Blacks couldn’t even go downtown to go to theater or eat in a restaurant. Even in the Union Station. They couldn’t even come out and get into a cab even though there were so Yellow Cabs. They had to walk in the street and hope and pray someone would get them. I just kind of made up my mind. I was a sportswriter for the African-American newspaper. Then I started announcing from Griffith Stadium. That was the big stadium where they had the Black Negro League – Satchel Paige, Jess Gibson. I made up my mind that I would like to go into radio. And I went down to station WINX in Washington and walked in and said, “What do you have to do to really qualify?” I told them my background. I remember a guy standing up in front of me. He wasn’t quite as redneck as I acted like one. He said, “On the radio? A nigga on the radio? We’ll never have a nigga on this radio station in Birdland.”

But six months later I was on four radio stations in the same city every day. I think it was really a matter of determination. I went out and got the sponsors. I had such a heavy personal following, I used to even broadcast from locations. One, of course, was from an automobile where several sold over like a half a million dollars worth of cars. I broadcast right from the lot. I’d say, “Hi, this is Hal. Come on down here and let me show you XYZ car.” And you’d see the cars pull up to the lot and we’d sell hundreds of thousands of dollars worth of cars. And then I used to do a lot of interviews – you know, Dr. Mary McLeod Bethune, of course. first. I raised $7 million in a period of about ten years, much of it for her, the National Council of Negro Women. I raised all the money to pay for this building on Vermont Avenue, which was $90,000. I just loved her and what she represented. I think one of the biggest thrill I ever had in broadcasting in the beginning was the fact that I sat with this woman at night and she would dial the President of the United States. I would sit with her and she would put me on the phone.

I came to New York because Morris Novik wanted me to. He and his brother bought WLIB for $80,000 – with $15,000 down. And I came up from Washington because, I guess, I was so hot. I was the only one at WLIB for a year. I’d do 6 to 10, tape two hours and then come back and work from sign-on. It was a daytime station. And I did that seven days a week. Plus after really jumping into New York . . . I used to do a lot of benefit shows. I raised, I guess, close to a quarter of a million dollars in a year. Then I decided to go back to Washington because there were two bankruptcy stations – one was WBCB/Bethesda. They wanted to get on the board. So I went in and I renamed the station WUSP. At WUSP I started giving the race results. In two months we were number one in Washington. I was really giving the numbers and stuff, but it worked out. Everybody would listen to find me during the day. After that I started working – and this is gonna kill you – I started doing, for two years, a wake-up show in Washington on WOOK for three hours. I’d drive to Annapolis, WANN, and do two hours where I broke in Happy Adams, who is a cripple. He took him out of a cab and made him a DJ.

I’d do that 11:00 to 1:00. Then I’d drive to Baltimore which was another 30 minutes away and do a five hour race results show where you gave the races and played music. Then I would come back to Washington and do a three-hour show every night on WINX. WANN was in Annapolis. WSDP in Baltimore was another show. And I’d come back into Washington on WINX. I did that for two years. Also, I had the first show from the stage of a theater – the first television show from the stage of a theater. It was at the Howard Theater in Washington.

R&R: When was that?

JACKSON: That was in 1950. It was before Ed Sullivan had his show from a theater.

By the way, Sammy Davis got his first break in television on that show. I had nothing but the biggest names. But at the time there weren’t a million sets so people would go to everybody’s house at the time. I was on so they couldn’t get to the theater and work it from there.

‘This is Hal Jackson welcoming you to the ‘House That Jack Built.’ We’re rolling up the musical carpet. And we’ll be spinning a few just for you. So come on in and sit back and relax and enjoy all your favorite recording stars. Stars from here to Mars.’

THE SHORT THAT JACK BUILT – Radio and record pioneers Hal Jackson (left) and Ahmet Ertegun as they appear today.

R&R: What was the name of the show?

JACKSON: The “Hal Jackshow”. I did it over the Dumont Television Network which was then Channel 5, which is Metromedia now. I did it there and it was piped into New York. So then Nathan Strauss, who owns WMCA, came to me in 1952 and asked if I’d come back to New York because WMCA did not have any blacks, had never had any blacks and he wanted me, not to come in to do a black show, but the Hal Jackson All-American and I did that. And they said, “You gotta come back to New York. New York needs you.”

I came up and was doing this show eight to ten every night on WMCA. Shortly after that I was approached to go on WABC. We are doing part of the “Birdland Show” from go out on the rest of it – I’d do a live show for one hour. The first hour was done live from Birdland.

A Shot For Rhythm & Blues

R&R: These were jazz shows?

JACKSON: Yes. Then I would go back to the studio and do the other five hours. I was on from 12midnight to 6am. It was piped into SI stations. Also, at WJAR, Al Lampee asked me to help him out; he’d just taken over. So I was on WJAR from 4 to 6pm, WMCA till 10 and WABC midnight to 6am. I did that for two years. And on every Sunday, I was doing a kiddie show on WYPX, “Uncle Hal’s Kiddie Show.” Nobody believes this. They would never let me do anything in a black way. I would play the Nat Adders, the Basils, the Sinatras and the jazz things that I liked. They’d let me drop a little Earl Bostic in, and then and now and then a Ruth Brown. But I knew that the big thing was coming for the big stations to get rhythm and blues over. And they wouldn’t let me ‘cause they didn’t want me identified as black, just a person. I picked my own music but I wanted to get down with the Fats Dominoes and the others because it was ready. And right at that time Alan Freed came in and went on WINS and started playing strictly rhythm & blues and called it rock & roll, and there’s the real beginning. But I knew then, even though the black guys were working on little stations and didn’t have the outlet, WMCA could have been the first in that area.

R&R: Did you know Alan Freed at that time?

JACKSON: Very much so. When he wanted to get talent to go into his Brooklyn Park mount shows, he came to me. Alan was no stranger. And then I brought Jocko to New York. Jocko was down in Philadelphia. Morris Novik got involved with WOV, which turned into WADO. I brought Jocko to New York. They wanted me to do another show and I said I was tired and I couldn’t do anymore two hours. So I brought Jocko in and put him on WOV 10 to 12. Then I went to Mr. Schifman at the Apollo. I said, “Look if you get this guy the worst time of the year and let him bring the show in here, he’ll pack in. Jocko is such a great gimmick.” And Schiffman said, “Are you crazy, Who is Jocko?” Anyway, he gave Jocko the worst week of the month in December, before Christmas when nobody had money or anything. And, of course, Jocko brought a blockbuster in there with Mickey and Sylvia and all the others. Lines around the block and that was it.

“I still say you can give the public a variety of things and they’ll love it.”

I’ve always tried to open the door for other people. I’ve never tried to take a selfish situation in anybody I thought I could build. And even today I try to give them that kind of outlet.

R&R: When did the “House That Jack Built” come along?

JACKSON: “House That Jack Built” started when I started radio, and I used to put my “house” on wheels and roll from one city to another. And then I would say, “Okay, let’s go out on the terrace. So and so’s sitting out there to entertain us. Let’s go back in the music room.” The “House That Jack Built” is an identification with me. And I would roll my house to these different cities. It’s always been the “House That Jack Built.”

R&R: That was your handle?

JACKSON: Right. Of course, during these times I was doing shows that I wanted. I never took a dime for any benefit show. I only gave money. For instance, I started record hops in

THE SHIRT THAT JACK BUILT - R & R: radio and record pioneers Hal Jackson (left) and Ahmet Ertegun as they appear today.
“Consistency”
OSIRIS

Added Consistently In These Markets:
Florida
The Carolinas
Memphis
Washington
Baltimore
The Virginias
Detroit
Cincinnati
Indianapolis
New Orleans
Houston
... AND MORE EVERY WEEK!

FROM THEIR EXCITING NEW ALBUM
“Since Before Our Time”

OSIRIS
Since Before Our Time
Includes: Gamine My Love
What’s The Use Consistency

On Warner Bros. Records
**HOTTEST**

Following are listed in order of their airplay activity.

**JACKSONS** "Shake Your Body (Down To The Ground)" (Epic)

**INSTANT FUNK** "Got My Mind Made Up (You Can Get It Girl)" (Salsoul/RCA)

**CHUCK BROWN & THE SOUL SEARCHERS** "Bustin’ Loose" (Source/RCA)

**TAVARES** "Never Had A Love Like This Before" (Capitol)

**ROD STEWART** "Da Ya Think I’m Sexy" (WB) GLORIA GAYNOR "I Will Survive" (Polydor)

**LAKESIDE** "It’s All The Way Live" (Solar/RCA)

**SISTER SLEDGE** "He’s The Greatest Dancer" (Cotillion)

**POINTER SISTERS** "Fire" (Planet)

**CLIMBERS** Following are listed in order of their airplay activity.

GEORGE BENSON "Love Ballad" (WB) 47% of our reporters are on it. A hot record. Catching on fast in all regions. Already in hit rotation in many day parts reporters around the country.

NARADA MICHEL WALDEN "I Don’t Want Nobody Else" (Atlantic) 33% of our reporters are on it. Record biggest in the Midwest. Catching on quickly in the South as the East shows good growth. CHIC "I Want Your Love" (Atlantic) 27% of our reporters are on it. Strongest activity in the East. South follows with good airplay and growth. The West is slow but shows positions where played.

G.Q. "Disco Nights (Rock Freak)" (Arista) 27% of our reporters are on it. Strongest in the East. Midwest is growing. South is just catching on. West reflects scattered airplay.

AMI STEWART "Knock On Wood" (Arista) 27% of our reporters are on it. Becoming solid in the South with hot airplay. Scattered hot airplay in the East. Just catching on in the Midwest.

DONNA SUMMER w/BROOKLYN DREAMS "Heaven Knows" (Casablanca) 27% of our reporters are on it. Midwest dominates with hot airplay. The South also reflects hot airplay. Scattered hot airplay in the East.

PHYLISS HYMAN "Something In My Lifetime" (Atlantic) 27% of our reporters are on it. Top Ten in the East. Midwest dominating in the South. Hot airplay in the Midwest. GARY’S GANG "Keep On Dancin'" (SAMI/Columbia) 22% of our reporters are on it. Hot disc record is catching on with black radio. South is just picking it up as the Midwest reflects scattered airplay.

RUFUS "Keep It Together" (ABC) 23% of our reporters are on it. East reflects scattered hot airplay. Midwest dominates with hot airplay. Catching on quickly in the South. SWITCH "I Wanna Get Closer" (Gordy) 23% of our reporters are on it. South dominates with chart activity - scattered Top Five positions. Midwest reflects hot airplay. West reflects Top Five numbers.

MARVIN GAYE "A Funky Space Reincarnation" (Tamla) 23% of our reporters are on it. Strongest airplay off the album. Midwest dominates with Top Five activity. Top Ten in the West and growing. Becoming solid in the South. Midruining in the East.

FOXY "Hot Number" (TK) 23% of our reporters are on it. Catching on quickly in the Midwest. Already receiving hot airplay in the East. Just picking up in the South. ALTON McCLELLAN & DESTINY "It Must Be Love" (Polydor) 17% of our reporters are on it. Catching on in the South. Hot on the West Coast. Midruining and growing in the Midwest - already Top Five in some areas there.

MR. DANNY/PARKER "Mr. Danny’s Your Slim Girl" (Unlimited Gold/Columbia) 17% of our reporters are on it. South reflects Top Five. Just catching on in the East. Midwest reflects hot airplay.

**NEW & ACTIVE**

The following are those newer releases that are currently receiving airplay at many of our reporters. Each report regarding each song is given not necessarily, and are assigned to highlight the key in the report.

RICK JAMES "High On Your Love" (Gordy) 33% of our reporters are on it. New at WVOL, WTVT, WPQ, WIL, WQOL. Receiving hot airplay in the South at WPQ. Hot airplay in the Midwest at WCVN and as well at WOL in the East. In the West, it’s just 10 at KLIP and KHMR.

NATALIE COLE "Stand By" (Capitol) 30% of our reporters are on it. New at WVOL, WTVT, WQOL, WIL, WQOL, KPRS, WOL, and WQDL. Already in hit rotation in the East at WVIN.

"Feel That You’re Feelin’" (Capitol) 17% of our reporters are on it. New at WTVT, WQOL, WILC, KPRS and WAMO.
Tony Wilson's new single is

TRY LOVE

from the hit album,

CATCH ONE

On Bearsville Records

Distributed by Warner Bros. Records

Produced by Ron Albert & Howard Albert for Fat Albert Productions, Inc.
A Tribute To Black Radio History

New York. I had the first rock & roll show from the stage of Carnegie Hall. And all of that money went to the YMCA and YWCA's. We sometimes ended up sending as many as four or five hundred young people to camp.

R&R: Give us an idea of what your shows sounded like.

JACKSON: Well. In Washington it was a household word. They said we had eight of ten people in Washington listening, black and white. We had a thing, "Faging Mr. Jackson. Have you seen him around?" I'll bring you a copy of that record. It was reissued on MGM that Tommy Edwards did. Then we'd get a whole lot of things in. I'd say, "How are you? This is Hal Jackson welcoming you to the 'House That Jack Built.' You're rolling up the musical carpet. And we'll be spinning a few just for you. So come on in and sit back and relax and enjoy all your favorite recording stars. Stars from here to Mars."

I did a lot of rhyming. I broke a guy in called Lord Fautleroy Randy. I took him out of Howard University — but wait, I'm leaving out a very important part. While I was doing WOOK, I started play-by-play broadcasting. I was the first black play-by-play broadcaster. I used to broadcast on the Howard University football and basketball games home and away. And used to do a six-hour show in the morning and then go to Howard and broadcast a whole game and then come back and do five hours more.

R&R: Let me ask you some more about the days of the "House That Jack Built." You've had two songs written because of your radio shows.

JACKSON: Atlantic came up with the first one, Ahmet Ertegun, because I helped them get Atlantic started. The first thing on Atlantic was "Jumping In The House That Jack Built."

R&R: Do you remember who recorded it?

JACKSON: I forgot the guy's name.

R&R: And then the one by Aretha.

JACKSON: Yeah. Of course, I did Palisades, too, in the Sixties. Palisades Amusement Park — second to Disneyland. It was in New Jersey. We did four million people a year and I was the first black cat to do a broadcast from there every day. We did black and white acts. And I was happy 'cause it gave me a chance to give a lot of black acts exposure. We'd run page ads in the paper and I was the voice of the Palisades for radio and TV commercials, and they'd do probably 70 or 80 commercials a day. Then those halls that Tommy Edwards did. Then we'd get a whole lot of things in. I'd say, "How are you? This is Hal Jackson welcoming you to the 'House That Jack Built.' You're rolling up the musical carpet. And we'll be spinning a few just for you. So come on in and sit back and relax and enjoy all your favorite recording stars. Stars from here to Mars."

JACKSON: Atlantic came up with the first one, Ahmet Ertegun, because I helped them get Atlantic started. The first thing on Atlantic was "Jumping In The House That Jack Built."

R&R: Is there a difference in the way radio now?

JACKSON: It was unbelievable. Because you saw transition. It really gave you a chance to reach and create. Even then there were certain standards, like Dizzy Gillespie. It was no problem in those days to really mix. You didn't have a separation. I'd play a Dizzy Gillespie record next to a Fats Domino. Then maybe a Nat Cole. It's the way you even then made the mix. And I keep thinking about Quincy Jones. Quincy's first start, really. I used to put him on every Saturday on WLBJ and let him be a disc jockey.

Radio Then And Now

R&R: Do you think the basic difference in radio now?

JACKSON: There's a lot of differences. I see it moving back to where it was. When I programmed all of WBLI from 1976 to 1978 — you saw the tremendous numbers — I would say that there must have been a hundred stations that copied us across the country, and they're still doing it. I still say you can give the public a variety of things and they'll love it. And I'd like to give it to them first. But I think music is at a pitch now where people are able to absorb a lot of things. I think disco is here to stay. But I think it's going to find its niche, like fusion jazz and other things.

R&R: If there was one thing you could possibly change about radio, what would it be?

JACKSON: I think radio is at a point now where it is stretching out more. Then again I feel limitations. Top 40's are running away from black acts and in many cases they have limitations. They will say, okay, we're playing three black acts this week on the radio. In most cases, I don't care if they have seven of the hot black acts. They will go ahead and say, well, we have to take one of them off. They may take one of the hottest ones off just to put another one on. I still think there's a fear of oversaturation of black performers killing the white listening audience. I think it's a myth.
MCA Welcomes Hiatt To House

MCA Records has signed John Hiatt with an album scheduled for March release. Shown at the signing ceremony are (l to r) Bob Siner, President, MCA; John Hiatt; Danny Bruce, artist's manager and producer, Stan Layton, VP, MCA; Larry King, VP, MCA, and Danny Rosencrantz, VP, MCA.

Mayall Brings Blues To Bottom Line

Following DJM artist John Mayall's recent performance at the Bottom Line in New York, the veteran bluesmeister was greeted backstage by various record reps including (l to r) Carmen Le Rose, DJM; Harry Mandell, group member, Jim Sotet, Phonogram/Mercury (which markets DJM); Bonnie Parker, group member, Steve Katz, VP Phonogram/Mercury, and Steve Greenberg, Phonogram/Mercury.

Dobie Gray and Chums

Infinity artist Dobie Gray (center) recently visited Toronto in support of his "You Can Do It" single. Flanking Dobie are (l to r) CHUM-AM air personality Mike Holland and CHUM-FM's Nanci Krant.

Producer's Platinum Presentation

Pictured presenting producer Mike Chapman (right) with a platinum record award for their single, "Hot Child In The City." In Chrysalis' Mike Gilder (center) while Chrysalis' Roger Watson looks on at left.

Polydor Congratulates Godley, Creme

Congratulating Polydor artists Lol Creme and Kevin Godley (center) upon the completion of their recent promotional tour of the U.S. are (l to r): Polydor's Len Eppard and Arthur von Blomberg.
By the time you read this, R&R Convention '79 will already be in progress. For those of you who are unable to attend, rest assured that we'll be bustling transcribing appropriate portions of the AOR sessions for future columns so that every one of R&R's readers can benefit from the sharing of knowledge taking place this weekend in Century City.

For those of you on hand for all the activity, you may find a free moment sometime during the weekend when you may wish to dial-punch around the LA area AOR’s. F.Y.I., here’s a list of some of the stations you may want to check out, and their frequencies:

- 83: KNX-FM/Los Angeles
- 95.9: KEZY-FM/Anaheim
- 93.9: KZLA/Los Angeles
- 106.5: KNAC/Long Beach
- 107: KMET/Los Angeles
- 106.7: KROQ-FM/Pasadena

Have a wonderful weekend in Los Angeles, and at R&R Convention ‘79.

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As AOR continues to grow so too does R&R’s AOR section, continuing to present the industry’s most complete and accurate overview of AOR radio. In the recent past we have welcomed the following as new AOR reporters: WRCN/Riverhead, NY (Don Brink PD, Chuck Mackin MD); WRXL (XL192)/Richmond (Rob Chappy, MD); WWVL (LOVE 94)/Miami (Rick Peters, PD & MD); WSAI-FM/Cincinnati (Tom Owens, PD & MD); KEZD (Z-92)/Omaha (Bob Linden, PD); KSPN/Aspen (Frank Erickson, PD); and KZOM/Beaumont (Mark McLaren, MD). In weeks to come we will also be welcoming KYTK (KYY9)/Amarillo (Max Miller, MD), and our newest Canadian addition, CFOX/Vancouver (Don Shafer, MD), as well as other AOR leaders within their communities.

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**Evolution**

WBRR/Burlington is a new AOR (Bob Jackson, PD) . . . Sonny Fox has resigned as PD at WYSP/Philadelphia but will retain his airshift. Jerry Abear has been named Operations Manager for the station, up from Sports Director and Asst. PD. A new PD choice is yet to be announced . . . KFRC/Austin has switched to Disco . . . CHOM-FM/Montreal PD Bill Androusiak is exiting the station to return to school. Also leaving is current News Director Julie Brown. No replacements have been named yet . . . Dee Donovan has been moved to PD from MD at WLAV/Grand Rapids. Tony Gater is the new MD (from mornings). Former WLAV PD Ed Buchanan retains his airshift . . . Tanya Townsend has been moved to MD from Programming Assistant at WFRF/Detroit . . . WAER/Syracuse has a new PD: the staff’s Bob Shephardson. Upged from Music Assistant to MD is Rich Sutton . . . Steve Kostan is new to overnight shifts at W4/Detroit from the city’s WABX. Returning to the station for weekends is former staffer Rick Waldecker.

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**KPRI’s Bullet Shoots To Chicago’s WLUP**

Cecil Heftel has made his Program Director choice for his new Chicago AOR acquisition WLUP (“The Loop”), and he’s a man with nearly fifteen years of radio experience: ten of them in AOR, two as a major market AOR PD. He is Jessie Bullet, current PD at KPRI-FM/San Diego, an Abrams Superstars affiliate in the Southwest. In mid-March Bullet will replace departing WLUP PD Jay Blackburn (who will announce his new plans shortly), and he is to be replaced at KPRI by former Y-94/Houston PD Bill Todd.

**Radio Possession**

San Diego is an especially competitive market for AOR radio, with a long-running battle between KPRI-FM and KGB-FM. AOR signals which all seek the listenership of the 18-34 year old audience. Bullet has climbed this year’s year-to-date as PD at KPRI with his station-busting its usual format-dominant competitors KGB-FM in the ARB 18-24 figures for the first time in six months. Bullet’s secret? Among other things he says, “I am possessed by my job. It’s given me the unique opportunity to expand my range after so many years as a jack.” Bullet is currently an off-air PD who likes to do occasional airshifts as “reality checks”: “It’s like being in the National Guard and going to summer camp for two weeks every year.”

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**Putting The Magic Into Radio**

As Bullet sees it, “My job as PD is to provide a bit of magic to the operation of a radio station. I help create the family inside the building. I spot untapped energies and resources in my jocks and help them bring these to light.”

**Bass Line Rock ‘N’ Roll**

Bullet calls the station’s music “bass line rock ‘n’ roll.” He explains, “This market is so fractionalized: so many stations are playing permutations of the same music. I felt the best position for KPRI to be at musically was relatable, familiar music; you might not know the song title every time but you’d recognize the artist singing it.” Abram’s research shows that as the AOR listening audience ages, it becomes more sensitive to guitar leads in songs. If you keep the music to a “bass line rock ‘n roll” approach you still get the teens listening but you get their mothers listening as well.” The KPRI musical blend is tight-listed with room for some creative leeway on the part of the jocks. “I would always allow for some musical leeway,” Bullet says. “You have to give your people something to look forward to on that level on the air.”

**Radio Plays**

KPRI’s jocks are viewed by Bullet as radio actors: “We’ve written this story, this is our play, and we’re presenting it to our audience. I give them their lines but there is an infinite number of different ways they can say those lines to reflect their own personalities.” Bullet is a firm believer in radio station visibility within the marketplace; he had the station call letters on constant display on billboards, Sparkletts’ and Coke trucks, and on TV, which he called “the great cube builder of the eighties.”
Just released the new album from Suzi Quatro
"If you knew Suzi..."
contains the smash hit single
"Stumblin' In"
Produced by Mike Chapman
Jeff Gelb

Another PD To GM Move: Jeff Chard, WOUR/Utica

It's always nice to see AOR PD's jumping from the top of the programming ladder to the top of the management ladder. It happened again this week as WOUR/Utica's current GM Bob Putnam announced his plans to leave the station in April to become GM for WLAND-AM & FM/Denison. In his position at that time will be the station's current PD Jeff Chard.

Speaking of such PD-GM changes in general, Putnam told R&R. "I've always felt that programming is the main thrust of any radio station, it's the product you have to offer. Anytime a guy who produces the product for you can hold that operation, I think it's a great move." He continued, "The idea that programmers are locked out of management positions at many stations is a bad move. In a lot of group operations the group manager likes to call all the shots. He likes to hire a sales oriented person in as GM to peddle the personnel and hustle the biz. I think it's a good move when someone who has a lot of areas of expertise, as Jeff does, can get into a management position. That's one of the benefits of doing radio in a smaller market. Jeff has sold time here, been on the air, worked on the equipment... a jack-of-all-trades. He'll do a hell of a good job, I'm certain."

Chard was equally enthusiastic about his coming change in positions. "Because I've already had experience on a corporate level as well as a programming one, I don't think any one department in the station will need feel slighted by my appointment..."

It's too early in the game to say the recent number of PD to GM moves represent a radio trend, but one thing's certain: GMs like Chard are in a unique position of understanding both sides of the often-opposing sales and programming teams, offering the potential to eliminate many areas of friction before they even rise to the surface. That's to the benefit of everyone working at the station and radio in general as well.

Meanwhile, current WOUR MD Tom Starr has been upped to the station's PD post. While no MD choice has been announced, Chard assured that, in keeping with the spirit of the recent promotions, that choice would be made from within the ranks of the current staff members.

WJAX VALENTINES — WJAX FM/Jacksonville staffers and friends gathered for this shot following the successful conclusion of a Valentine's Day Ball for 750 of their listeners. Pictured (l-r) are WJAX air personality Steve Fox, Atlantic's Alan Weimer, WJAX PD Jamie Brooks, salesperson Lana Vought, air personality Dave Stockton, local promoter Robbie Robberson.

Update

WNEW-FM/New York sponsored a recent benefit concert for the International Rescue Committee, selling out 3500 seats for concert performances by BOC, Patti Smith, David Johansen, Meat Loaf and Todd Rundgren. The show also ran as a radio concert on the station and was recorded for future airing on the "King Biscuit Flower Hour"... WLRS/Louisville has sold over 2000 "Wally" (station mascot) candy bars at $1.50 each, with proceeds benefiting the station's scholarship fund... KIHK/Tri Cities, WA is back on the air full power after running at greatly reduced power following their transmitter's tumble to the ground. The transmitter was literally rebuilt from scratch in a month's time... KBPI/Denver reports excellent listener response to a program geared to their older demographics: a weekly show called "Nostalgic Rock" which plays cuts from the fifties on, mostly by request... Right Chain, Wrong Station Dept.: It was KSHF/St. Louis, not WABX/Detroit (as reported last week which held its second annual "St. Valentine's Day Massacre" concert recently, drawing nearly 11,000 people to celebrate the 50th anniversary of the actual St. Valentine's Day massacre with musical entertainment by Toto, April Wine and Stillwater... ZBI (KEZO)/Omaha co-sponsored with Miller Beer a midwest open ski championship which drew 2000 participants to a day of skiing competitions with over $2000 in ski merchandise as prizes.

Concerts & Conversations

PRESENTATIONS: WQFM/Milwaukee presented Steve Forbert for $3.00... KFDI/Wichita presented Dixie Dregs, Nighthawks for $3.00. WVBR/Ithaca presented Aztec Two-Step for $2.50.

RADIO CONCERTS: Outlaws and Molly Hatchet on WIOQ/Philadelphia... Corky Siegel, Peter Tosh on KBCO/Boulder... Lee McEwen on KSPN/Aspen... Taj Mahal on KBLJ/Austin... Jimmie Mold, Molly Hatchet, Outlaws on WLRJ/Long Island... Peter Tosh on KZEW/Dallas... Trillion on WSAI-FM/Cincinnati... Peter Tosh on WLS/Atlanta... Sad Cafe, Dixie Dregs on KMOD/Tulsa... Tom Rush on WCMF/Rochester.

CONVERSATIONS: The Babys, Alice Cooper on M105/Cleveland... J.M. Jarre on KZOK/Seattle... Sammy Hagar on KYV9/Amarillo... Outlaws, Molly Hatchet, Cheech & Chong on WLRJ/Long Island... Outlaws on QFMP/Rockford... Eddie Money, Cindy Bullens on KJSP/San Jose... Dr. Hook on WQCM/Hagerstown... Sad Cafe, Toto, Stillwater, April Wine on KSE/SLouis... Nancy Wilson, Triumph on WJAX/Jacksonville... Sad Cafe on KFDI/Wichita... Runaways on WBRU/Providence... N.R.P.S. on KSPN/Aspen... J.M. Jarre on KINK/Portland... J.M. Jarre, Spirit, Dwight Twilley on KROQ/Pasadena... Leon Redbone, Angela Boffil, Sammy Hagar on KBCO/Boulder... Aztec Two-Step on WVBR/Ithaca.
Be Aware of the Hits of March on RCA

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Thanks for the Gold.

Max Demian

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The Most Added LP In The Country!

Robert Gordon

Exploding on your desk now!
"IT'S ONLY MAKE BELIEVE" is One of the Most Added AOR Singles in Radio & Records.
#4 Most Added — Bill Hard
#6 Most Added — Album Network

Bonnie Tyler

Look for the 12" of "TOO GOOD TO LAST"
B/W "LOUISIANA RAIN"

Where the MAGIC... is in the MUSIC!

RCA Records
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<td>January 19, 1979</td>
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FEB. 23rd ISSUE

Radio & Records Album Airplay/40 March 2, 1979
35 BOOMTOWN RATS ... A Tonic For The Troops (Coll.) ... "Rat" "Date"

Have ("A Tonic With The Troops")
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• #29 R&R • #37 - Bill Hard • #24 Hottest Album Network • #9 Most Progress Album Network • #14 New Action Albums / Album Network • #17 Most Added Album Network • #29, Goodphone • #18, Gavin

News Notes

In a surprise move Monday (26), WCAR/Detroit kicked off its format change to Country with a month earlier than had been announced. PD Bill Ford told R&R, "We wanted to have as much going for us as we could before the next book. We were ready and decided to pop it on the city early." On Sunday (25) at 2am the station aired a 20-hour Elvis special. Deano Day, who had for many years been a top-rated personality at WDEE and most recently at CKLW-FM, started the new format at 6am on Monday. The station supported the change over with newspaper ads proclaiming, "Deano's Back In The Country," making reference to Day's being back from his morning duties at CKLW-FM. During the Elvis special, the commercial-free day was interrupted only by occasional pre-recorded mentions of the new music format that would start the next day. Also, during the special the air personalities read fan letters to the star. The station's presentation was well received.

Contests, Concerts & Conversations

WQQQ/Sayreville held a contest for a very limited segment of their audience those with birthdays on February 29. The 29th of that month comes around every four years, and WQQQ invited anyone who could prove they were born on that date to come by the station and get a "birthday gift" for his song sung to them. In Indianapolis, WIRE presented their 2nd Annual "Top Choice Awards Show." WIRE let its listeners vote for their favorite artists and songs of 1978. The next airing of the station's bimonthly program will be to announce the winners. WKKR/Dayton this year, in addition to their annual "Jukebox Jamboree," will hold a "Kool Kountry Jam"-type event in the fall. The program is that the listener is given the mental illusion that the awards show is done in an actual theater, which was called, appropriately, "The Illusion Theater." More than half of the winners were reached, prior to the show, and taped responses were used during the show. The response was so strong that the first airing, the station was forecast to air it twice. Interestingly, Jerry Stamey's "De You Ever Fool Around" was voted single and Kenny Rogers took honors as entertainer of the year... For George Washington's birthday, KZFX/Norfolk celebrated with its annual "Save-A-Day" contest, From the word "America," the last name of a Country Every 10 years, Johnny Cash made a visit to a record store for a promotion, The station also invited listeners to a Valentine's trip to Nashville. The best two tapes and resumes to send in to the station. (I can see the champagne pre-show party dressed in tuxedos. Their means of transportation was a truck show. Shown are B.J. Gibson, Charlie Hart and Doug Lane.)

Two Truck & Tux Oshkosh Wisconsin station WWTY, like many other radio stations, staged a special live appearance of the movie "Every Which Way But Loose." As a different twist, the air staff came to the champagne pre-show party dressed in tuxedos. Their means of transportation was a truck show. Shown are B.J. Gibson, Charlie Hart and Doug Lane.

FLYWIE PIE To raise money for the Norfolk United Givers Fund, WYVA/Yorktown, VA air personality "Murphy in The Morning" offered to give his face. Murphy helped to raise over $800 by auction pies to be shaved in his face. The first picture shows Murphy getting paid by a listener who paid 3125 for the honors. Helping is who knows. The second photo shows Murphy watching on as Music Director Barb Timmons gets a special pie-in-the-face from one of her midday listeners.

WGNM/Madison reports. The station also invited listeners to a Valentine's trip to Nashville. The best two tapes and resumes to send in to the station. (I can see the stock cover last Monday's eclipse of the sun: "We had a pilot from a Continental Airlin" described the event from 27,000 feet up. He broadcast somehow on the amateur radio band on a flight from Seattle to Denver." During the 19th annual Montgomery May Club Awards, new station WLV-FM won 13 out of 18 awards for radio commercials at a dinner of 27,000 feet up. He broadcast somehow on the amateur radio band on a flight from Seattle to Denver." During the 19th annual Montgomery May Club Awards, new station WLV-FM won 13 out of 18 awards for radio commercials at a dinner of 27,000 feet up. He broadcast somehow on the amateur radio band on a flight from Seattle to Denver."
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“Jamboree USA” has been one of the most successful country programs, originating each week from WWVA in Wheeling for 46 years. Over 5 million country music fans have travelled to Wheeling to see the top performers such as: Bill Anderson, Faron Young, Billy “Crash” Craddock, Mel Tillis, Donna Fargo, Eddie Rabbitt, Tammy Wynette, Buck Owens and Tom T. Hall.

If your station programs country, this weekly concert is a perfect vehicle. If your station is looking for new, impressive audience and sales potential, “Jamboree USA” is just what you need!

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DALLAS: 4141 Office Parkway
Dallas, Texas 75204
(214) 623-2600
had to be promoted through KLAC, such as the station's interview program. "Coffee With," hosted by Sammy Jackson, 9 to noon. KLAC/Denver has gone through some changes in the last week. Ex-KFYV/Arraya Grande, CA PD Larry Watts has taken over the PD job at KLAC. Dan Schrader, a former PD of KLAC who was recently fired from KCWW, is now in charge of the news department. The station is currently looking for a new talk show host. The talk show, which has been on for 2 years, is set to premiere on Monday, June 1. Watts will be on the air this coming Monday. Former KFYV/Arraya Grande, CA PD Larry Watts has taken over the PD job at KLAC. Dan Schrader, a former PD of KLAC who was recently fired from KCWW, is now in charge of the news department. The station is currently looking for a new talk show host. The talk show, which has been on for 2 years, is set to premiere on Monday, June 1. Watts will be on the air this coming Monday.

**Contests, Concerts & Conversations**

WQXT/Savannah held a contest for a very limited segment of their audience: those with birthdays on February 29th. The 29th of that month comes around every four years (next in 1980) so people who could prove they were born on that date could come to the station and get a "birthday gift" and a Happy Birthday To You! song sung to them. In Indianapolis, WIRE presented its 2nd Annual "Top Choice Awards Show." WIRE let its listeners vote for their favorite artists and songs. The contest was open to all WIRE listeners, and the two winners were chosen by a panel of judges. The contest was a great success, and the winners were announced during the show.

**FLYIN' PIE** To raise money for the Norfolk United Givers Fund, WWAY/Yorktown, VA air personality "Murphy In The Morning" offered to give his face. Murphy helped to raise over $800 by auctioning pies to be sold in his face. The first picture shows Murphy getting pied by a listener who paid $125 for the honors. Helping is WWAY's Blake Thompson. The second photo shows Murphy catching a package of money from music director Timmons getting a special pie in the face from one of her midday listeners.

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MUTUAL RADIO PRESENTS THE BEST IN COUNTRY MUSIC DIRECT FROM WHEELING, W.Va., EVERY FRIDAY NIGHT!

Each week this 50-minute in-concert program is recorded live and features the biggest names in the country music business.

Mutual will feed "Jamboree USA" at 10:06 PM Eastern Time every Friday night with two 25-minute segments of the program and a break for five minutes of national news on the half hour.

"Jamboree USA" has been one of the most successful country programs, originating each week from WWVA in Wheeling for 46 years. Over 5 million country music fans have travelled to Wheeling to see the top performers such as Bill Anderson, Faron Young, Billy "Crash" Craddock, Mel Tillis, Donna Fargo, Eddie Rabbitt, Tammy Wynette, Buck Owens and Tom T. Hall.

If your station programs country, this weekly concert is a perfect vehicle. If your station is looking for new, impressive audience and sales potential, "Jamboree USA" is just what you need!

Best of all, "Jamboree USA" is available to you at no cost (non-affiliates must interconnect to the nearest point of Mutual Network service).

Visit Mutual's Hospitality Suite at the Century Plaza Hotel during the R&R Convention for more info on "Jamboree USA" and other fine Mutual Programming.

mutual broadcasting system

Washington, D.C. World Headquarters
1755 South Jefferson Davis Highway, Arlington, VA 22202
(703) 685-2050

LOS ANGELES: 1900 Avenue of the Stars
Los Angeles, CA 90067
(213) 277-7200

DALLAS: 4141 Office Parkway
Dallas, Texas 75204
(214) 823-2800
NEW & ACTIVE

All other new and recent releases getting substantial airplay. These are listed in order of activity for this week. You'll notice that our members have a bit more flexibility and are updated on our subscription plan (see above). The first list contains the total number of reports involved in this week's activity report. The second list contains the numerical information for the top number of reports involved in this week's activity report.

SUSIE ALLANSON
Words (Elektra/Curb)

KENNY ROGERS & DOTTIE WEST
All I Ever Need Is You (UA)

BRENNER'S

Page 90

Radio & Records
COUNTRY AIRPLAY/40

Three Two Last
Weeks Weeks Week
1 2 1 1
2 1 2 1
1 2 1 1
2 1 2 1
3 1 2 1
2 1 2 1
3 1 2 1
2 1 2 1
4 1 2 1
3 1 2 1
2 1 2 1
4 1 2 1
5 1 2 1
4 1 2 1
5 1 2 1

Hottest:

Most Added:

Don't You (Think) I'm Just Like You (UA)
JONES & JAYNE
RICKY SKAGGS
BAYER CHAPLIN
KING RICK
THOMAS (Capitol)

Most Requested:

RICKY SKAGGS
DONNA FARRO
DEBBIE DUBER
JACKIE WILSON
W T Q
JUDY STAPLETON

Active Re-Currents

Breakers that have dropped off our current charts, but still getting some strong daytime or to-night play.

JOHN CONLEE
Lady Don't You Cry
HASSELMANN
KARLIE BUCK
SIMS

IDLE HOUR

MAYBEE YOU'RE THINKING ABOUT ME

WILLIE NELSON
Whiskey River
DAWSON BROWNS
RICKY SKAGGS
REDEE IN WHISKEY

I'M NOT SORRY

RICKY SKAGGS
DONNA FARRO
BILLY CRADDOCK
KING RICK
THOMAS (Capitol)

GREAT SONGS OF THIRTY YEARS (ABC) 5/82
JOHN CONLEE

RICKY SKAGGS
DONNA FARRO
BILLY CRADDOCK
KING RICK
THOMAS (Capitol)

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IN CAPITOL COUNTRY
WE SHOOT
BULLETS FASTER:

<table>
<thead>
<tr>
<th>Artist</th>
<th>R&amp;R</th>
<th>BB</th>
<th>CB</th>
<th>RW</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILLY &quot;CRASH&quot; CRADDOCK...</td>
<td>5*</td>
<td>4*</td>
<td>4*</td>
<td>3*</td>
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<tr>
<td>&quot;IF I COULD WRITE A SONG AS BEAUTIFUL AS YOU&quot;</td>
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<tr>
<td>ANNE MURRAY...</td>
<td>3*</td>
<td>5*</td>
<td>6*</td>
<td>5*</td>
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<tr>
<td>&quot;I JUST FELL IN LOVE AGAIN&quot;</td>
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<tr>
<td>GLEN CAMPBELL...</td>
<td>34*</td>
<td>21*</td>
<td>21*</td>
<td>21*</td>
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<tr>
<td>&quot;I'M GONNA LOVE YOU&quot;</td>
<td></td>
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<tr>
<td>GENE WATSON...</td>
<td>33*</td>
<td>36*</td>
<td>36*</td>
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<tr>
<td>&quot;FAREWELL PARTY&quot;</td>
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<td>JUICE NEWTON...</td>
<td>45*</td>
<td>53</td>
<td>50</td>
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<tr>
<td>&quot;LET'S KEEP IT THAT WAY&quot;</td>
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<tr>
<td>FREDDIE HART...</td>
<td>58*</td>
<td>58*</td>
<td>56*</td>
<td></td>
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<tr>
<td>&quot;MY LADY&quot;</td>
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<tr>
<td>MEL MCDANIEL...</td>
<td>84*</td>
<td>76*</td>
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<tr>
<td>&quot;LOVE LIES&quot;</td>
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</table>

CURRENTLY LOADING UP FOR THE CHARTS:

<table>
<thead>
<tr>
<th>Artist</th>
<th>Name of Song</th>
</tr>
</thead>
<tbody>
<tr>
<td>DON SCHLITZ...</td>
<td>&quot;YOU'RE THE ONE WHO REWROTE MY LIFE STORY&quot;</td>
</tr>
<tr>
<td>ALAN DAVID...</td>
<td>&quot;GET YOUR LOVE RIGHT&quot;</td>
</tr>
<tr>
<td>CHIP TAYLOR...</td>
<td>&quot;ONE NIGHT OUT WITH THE BOYS&quot;</td>
</tr>
</tbody>
</table>
NEW & ACTIVE


JANIE FRICKE "Love Your Troubles Away For awhile" (Capitol) 55 W.I.R.E. W.F.N.C., V.W.X.C.L.

"Love Doesn't Live Here Anymore" (Capitol) 49/5 W.I.R.E. W.F.N.C., V.W.X.C.L.

LORETTA LYNN - "We've Come A Long Way, Baby" (MCA) 49/5 W.I.R.E. W.F.N.C., V.W.X.C.L.

Winners: Jerry Reed, one of the three final nominees as "the Best Supporting Actor" in the "People's Choice Awards" this Thursday (3/11), "The Kendalls" (Ray and Jeannie), get the key to the city of St. Louis at a "Homecoming Day". March 18. Kenny Rogers tapes portions of his CBS-special this week (7th and 8th) at the Opry House here, with Ray Charles, Jacki Dustie West, The Oak Ridge Boys and Marianne Gordon (Mrs. Rogers) as guests... Happy birthday to Faron Young, Johnny Cash, Chuck Glaser, Cliffie Stone, and Bette-Waterman, this week... Willie Nelson's current "sidemen" include Leon Russell, Gary Busby (he once played drums in Russell's band under the name Teddy Jack Edy) ... Mickey Gilley's Esquire magazine article last fall, "Urban Cowboy," is now becoming a more shooting locations include Gilley's Club in Pasadena (Houston)

Loretta Lynn, now the "Crissco Kid," has a new member of her family: Her name is Lottie Mae (a Yorkshire terrier)... Tammy Wynette on Phil Donahue's daily show this week told about her recent last-minute change of the pistol range... "Mac Davis" Forty has him in a football suit... Don Williams did a Playboy interview... Hoyt Axton set to guest on the CBS-TV series "WKRP/ Cincinnati"... "The Fool Strikes Again" (RCA) 32-26 W.E.P.F, 31-25 K.R.A.M.

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### COUNTRY REGIONAL ADDS

#### WEST
- WMTN
- KLKB
- KRTZ
- KGUG
- KTHI
- KGVL
- KLOE
- KGVL
- KJKK
- KGVL
- KXCC
- KGVL
- KOWS
- KJKK
- KXCC
- KGVL
- KXCC
- KXCC
- KLOE
- KXYG
- KJKK
- KXCC
- KGVL

#### MIDWEST
- WKLL
- WKEF
- WITI
- WOBL
- WKNO
- WIKI
- WITN
- WWOI
- WUPG
- WAXY
- WREX
- WVEO
- WQAM
- WSCU
- WWLD
- WQAM
- WBBY
- WLSI
- WQAM

#### EAST
- WOR
- WKRK
- WUSA
- WOR
- WSO
- WJAC
- WOR
- WSO
- WCBS
- WOR
- WSO
- WJAC
- WOR
- WJAC
- WOR
- WJAC
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- WJAC
- WOR

### COUNTRY SINGLES

#### Chart Notes
- Radio & Records
- Across America
- Billboard

#### Chart Numerics
- #1
- #2
- #3
- #4
- #5
- #6
- #7
- #8
- #9
- #10

#### Artists
- Bill Anderson
- Lynn Anderson
- Rayburn Anthony
- Jewel Blanch
- Bobby Borchers
- Johnny Cash
- Kim Charles

#### Tracks
- "This Is It"
- "Cowboy's Prayer"
- "Five Manオ
- "I'm an Old Cowhand"
- "Mama"
- "Tennessee Walking"
- "Sweet Memories"
- "I'm Gonna Love Me Again"
- "Tender"
- "Gone Fishing"
- "Let Me Love You"
- "Sweet Memories"
- "Tennessee Walking"
- "I'm Gonna Love You"
- "Sweet Memories"
- "Tender"
- "Gone Fishing"
- "Let Me Love You"
- "Sweet Memories"
Welcome To Convention ‘79

While we can’t promise perfect weather outside, we can guarantee you blue skies and green lights inside as R&R Convention ‘79 figures to be the most memorable of them all. Besides our regular features such as individual format rooms, cocktail party & buffet supper and banquet & superstar show, R&R has produced a spectacular multi-media “Salute To Radio Across America” presentation that will surely be one of the highlights of your stay in L.A.

The complete convention schedule is included in the packet you’ll be issued at the registration desk. The Pop/Adult Discussion Session is set to begin at 8:45pm Friday in the Bremwood Room. Be aware that the seating arrangements will be set up for “smoking” and “non-smoking” sections. Again, welcome to the Century Plaza as we gather for what surely will be the most exciting industry convention ever!

New Concept In New Haven

After many years of having to “cold turkey” the audience from a music format into a two-hour news block, WELI Program Director Bill Rock has come up with what appears to be a successful solution.

First, the two-hour period was split in half, with the 4-5pm segment becoming the “transitional” hour. This 60-minute segment features a radio magazine formula that can and does include a limited amount of music along with news features.

Rock illuminates, “The music we play in that transitional hour is aimed at a particular reason — for example after the Grammys, we played the winning music, or on Valentine’s Day we played several different versions of ‘My Funny Valentine,’ things like that.” In addition to the limited music, the station offers heavy news on the hour and half hour, six traffic reports, an astrological feature with a well-known astrologer, a one-minute wine report, a health information/medical report and an entertainment program citing who’s playing where.

Continuing, Rock says, “If I think it’s an interesting concept, and we have the right guy (Dick McDonough) to pull it off. It’s working very well, and despite it being highly structured, he’s given enough leeway to weave it together. The bottom line is that it prepares people for the heavy news block that follows. With the features and entertainment, it’s a little like a David Hartman situation on “Good Morning America.”

A close look at the rating book gave Rock reason for the alteration, as he points out: “Checking the hour-by-hours… I found we had one complete audience which was primarily young men and women for the music… and they completely left us at 4 o’clock with another huge 54+ audience coming in at that time. It simply did not make for good radio, at least in our view. The April/May should show us at least a good initial reaction.”

Update

A TAXING SITUATION: WCBM/Baltimore, in anticipation of the upcoming April 16th tax deadline (the 15th is on a Sunday this year) will feature a weekly series of tax discussions with IRS (the flag is up) representative Gerald Portney. Among the issues discussed will be the best method of choosing tax preparers, the most common errors made on returns, new changes in tax laws, and how the system of tax refunds works.

Harry Smith, KHOW/Denver personality, hosted a disco marathon for the Denver Symphony Orchestra; included in the $5 per person event was a spectacular disc/laser light show on the theater’s stage. KEW/Portland’s grand opening of its new studios was quite an event, as Chairman Gene Autry and his wife along with the governor of Oregon and the mayor of Portland were on hand for the ceremonies, which included a fireworks show.

WBAL’s 6th Annual “Wax the Wax” benefit event was quite a success, as KWHJ/Jackson and Maynard Ferguson, to name a few. WBEN/Buffalo reports excellent listener reaction to its month-old traffic reports. Saleslady Debbie Stimpson does the airborne reports in the morning and Chief Engineer Dave May gets it up each afternoon. It’s the only traffic reporting service from the sky in the market. KMRJ/Pittsburgh, KS was awarded the AP Best Spot News Coverage (for small markets) for its coverage of the nationally reported Conner Hotel collapse. The station also won the Overall News Coverage award (all-size markets) for the state of Kansas. Many WBAL/Baltimore staffers were forced to make the best of a bad situation during last week’s blizzard conditions — they spent the night at the studios, unable to get through 27 inches of snow.

KGNN/Sacramento is the latest P/A station to start a disco segment, called “Saturday’s Night Fever.” It airs from 7pm-1am Saturday and 5-12 midnight. KMGM/Tulsa morning man Brad Willistock won an award from the National Conference of Christians & Jews for his feature “Neighboring For Neighbor,” an organization that helps financially troubled residents.

Color

SOLAR SNEAK A PEEK: KMZ/Kansas City ran a “Watch The Eclipse With Mother” promotion last Monday with a parking lot full of listeners. Morning ace Curt “Mother” Merr invited all to come and join him for the 10:40am phenomenon and to participate in the broadcast. Merr supervised the event, making sure that everyone used only the approved methods of viewing the eclipse. Ray Dunaway, another personality, showed up wearing a long white robe carrying a sign reading, “The End Is Near.” The daring (or possibly bored) attendees were given a variety of prizes for their support. On the West Coast, KEW/Portland had a real spectacular promotion as they sent up a jet to 35,000 feet for inspection of the eclipse. Afternoon personality Nick Diamond, a lucky listener, and a representative from the Oregon Museum of Science enjoyed this thrill of a lifetime. The next total solar eclipse in North America will occur in April of 2024.

A HIT FOWL: WELI/New Haven is giving away a total of 960 (dial spot) chickens to benefit families in the area. Half of the birds will go to the correct numbered caller, while the rest will be given to the Greater New Haven Free Food Council in the caller’s name for distribution to the needy.

NAME THAT TUNE: WBEN/Buffalo is running a nostalgic variation of the “Name That Tune” concept. Mini-portions of big hits from the 50’s are aired, with the correct numbered caller having a chance to identify the title and win albums. T-shirts, concert tickets and other prizes.

A ROSE BY ANY OTHER NAME: KGNN/Sacramento is entering its mobile units in the annual Camellia Festival parade coming up March 16th. The parade is a major event that celebrates Sacramento’s being the Camellia capital of the world. Live broadcasts from the flower-draped units will highlight the station’s involvement.

MORE IREAL CINCINNATI RADIO — Powerhouse WLW welcomed Dick Clark recently as a guest of afternoon personality Jim LeBaron’s show. Both gentlemen matched nostalgic wit about 50’s music.
"If loving you is wrong
I don't want to be right"

Add: WERC, KEWI, KSKG,
WHHY, WELK, WNOX,
KOZA, WIBR, WQNZ, WQAD
On: KAKC, WRFC

Produced by Tom Collins
BREUTERS

`Brekers` are those newest records that have the greatest level of station activity on any given week.

No Records Qualified For Breker Position This Week.

NEW & ACTIVE

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


MAUREEN MCGOVERN "Can You Read My Mind" (WB/Curb) 3/7 add KDKA, KDKD, WRMU, WLK, WIRE, KROI. Debuts 37 WBDF, 14 WBQJ, 16 WIRE, 24 WZMA, 28 WNEW, 29 WMTJ. Moves 24 WZMA, 26 WNEW, 29 WMTJ, 28 WBZP. Heavy rotation: WJNO, WNEW, WFTL. Debuts at No. 31 on P/A chart.

ERIC CARMEN "Baby, I Need Your Lovin` " (Arista) 35/4 add WCHC, KOKO, KRKO, WHKM, WKHM. Key moves: 13-16 KRMG, 31-28 WLVA, 31-28 WCHC. Moves 35-22 on P/A chart.

EDDIE RASSO "Every Time We Touch Our Love" (Elektra) 27/3 add WTCN, KWDN, WCHC. Key moves: 7-3 WSM, 18-10 WATR, 29-24 WMZQ, 26-18 WLOD, 26-19 WIRE, 20 WBEN, 30 WHPQ. Heavy rotation: WTMJ. Debuts at No. 33 on P/A chart.

ORSILLA "I Never Said I Love You" (Infinite) 33/7 add WHOK, WHAG, KMRJ, KNBR, WLOD, WATR. Strong early airplay in many major markets. Debuts at No. 43 on P/A chart.

EDDIE MONEY "Maybe I`m A Fool" (Columbia) 22/2 add WJWK, WHAG, KMRJ, WATR, WMZQ. Moves 29-25 WPRQ, 29-24 WMZQ, 32-20 WGMZ, 28-22 WMZQ, 27-20 WMZQ. Debuts at No. 20 on P/A chart.

DR. HOOK "All The Time In The World" (Capitol) 25/1 add WNEW. Key moves: 25-22 WHQI, 30-27 WPDR, 27-20 WPDR, 30 WHPQ, 31-21 DRKQ. Moves 40-37 on P/A chart.


RANDY VANWARMER "Just When I Needed You Most" (Bears/sville) 2/11. Takes Most Added nod for the week, and they include KMBZ, WRO, KMCX, KWDN, WCHC, WATR, WMZQ, KRKK. Debuts at No. 40 on P/A chart.

Others Getting Significant Action

JOHNNY MATHIS & JANE OLIVAR "The Last Time I Felt Like This" (Columbia) 327 add KDWN, KGBR, KGNR, WIRE, KBLF, KPPK, KGIL. Moves 25-20 WWVE, 16.7 WSWM. Hot at WHQI, WKQK.


FRANKIE VALLI "Fancy Dancer" (WB/Curb) 25/1 add WHOK. Moves 29-23 KBLF.

CHER "Take Me Home" (Casablanca) 225 add WNEU, WSAR, KNBR, WLOD. WDFB. Moves 37-29 WHAG, hot at WHQI.

Pop/Adult Album Airplay Tracks

(The following album tracks, alphabetically listed by artist, are getting significant airplay on many of our Pop/Adult stations.

BEE GEES (IRSO) "Living Together" "Love You Inside Out" "Reaching Out" "Society's Flowers" CHICAGO (Columbia) "Love Was New" "Hot Streets" JOHN DENVER (RCA) "You`re So Beautiful" "What`s On Your Mind" NEIL DIAMOND (Columbia) "Hey Maybe" "American Popular Song" "Remember Me" "You`ve Got Your Troubles" DOBBIE ALLEN "Minute By Minute" "Spindrift On You" BILLY JOEL (Columbia) "Rosalinda`s Eyes" "Honesty" "Zanzibar" NICOLETTE LARSON (WB) "Give A Little" "You Send Me" MELISSA MANCHESTER (Arista) "Bad Weather" "Shine Like You Should"

JOHNNY MATHIS (Capitol) "Would You Like To Spend The Night With Me?" ANNE MURRAY (Capitol) "Shadow In The Night" "You`ve Got What It Takes" OHAYA NEWTON-JOHN (MCA) "Never Enough" "Boats Against The Current" LINDA RONSTADT (Asylum) "Alison" "Love Me Tender" AL STEWART (Arista) "Timeless Skies"
### EAST

**adds & HOTS**

- **FARAGHER BROS.** "Stay The Night" (Polydor) B4 add KMPC, WHIZ.
- **WPRQ, WYMC.**
- **DAN FOOLBERG & TIM WEISSBERG** "Tell Me To My Face" (Full Moon/Epix) B1 add KRKK. Heavy rotation at WTMJ.
- **BILLY JOEL** "Big Shot" (Columbia) B1 add WGAR. Moves 14-10 KOLQ, 37-28 WCIV.

**STYX** "Sing For The Day" (A&M) 71 add KX6.

**BARBARA MANDELL.** "If Loving You Is Wrong" I Don't Want To Be Right" (ABC) 62 add KMBZ, WSB. Moves 24-19 WSM.

**ZULEMA (AND FRIEND)** "I'm Not Dreaming" (London) 62 add WHIZ.

**WATL.**

**LINDSAY"** "Warm Feeling" (Alcol) 61 add WHIO.

**SHERON WILEY** "So Close" (Free Flight S/S) add WHOK, WJNO, KRMG.

**MELBA MOORE** "You Stepped Into My Life" (Epix) 50. Moves 30-27 WRIE, 34-28 WNEU.

### MIDWEST

**adds & HOTS**

- **NAT HALL.** HAIN IIKM WEI IIM WEI I.
- **Single P/A**

### SOUTHWEST

**adds & HOTS**

- **Joey Ortiz Look** 131111 1,010 100101 Harrisson.
- **Al City** IINHCIA. von OWN H01W.
- **Nina Thread** 34 131111 100101 Mano Park. cotton.

### WEST

**adds & HOTS**

- **Guardians**
- **ROD SNOOK** 1000/ Son Dom. BOS Pointe. Saw.

### Others Getting Significant Action

**FARAGHER BROS.** "Stay The Night" (Polydor) B4 add KMPC, WHIZ.

**WPRQ, WYMC.**

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Opportunities

Goods & Services Offered

The Pits

"The Pits" - Blasting hot contemporary hits and intro music, $25.00 per year sample issue. 830 P.O. Box 707, Nashville, TN 37202. JIM "The Pits" from the "Fruitbowl Follies"

"Do It Weekly"

WENDY's WEEKNIGHT special for your fun-loving audience. Special theme for current hit and oddities. WENDLL Box 984, Vancouver, WA 98666.

"Complete Set of More & More"

GALAXY - The personality act for AOR, Top 40 and Pop/rock shows. Resumes upon request. Long Beach, CA. Phone (714) 438-8658.

"TRS - 80 Computers"

You can use the TRS-80 computer to do audience research, it's effective and inexpensive. CALL SOUTHAMPTON PROGRAMMING SERVICE for rates. 907-0794.

"Comedy Material"

300 Delightful gags and lines with original material. FREEE, NYE, RNK, Box 959, Los Angeles, CA 90012.

"Programming Power"

The Services of Radio Programming Experts are Revealed in a New Book! Send $15.00 to Pat Martin, 809 Third Street, St. Paul, MN 55102.

"Phantastic Phunnie"

The Industry's internationally acclaimed most respected audience builder! 12 years in the business and good, clean, real, creative, non-occasional, non-explosive humor. CO-211 E 4436 (214) 443-6232 or (214) 422-7001.

"Lole's Lunch"

DROP YOUR PARTS, grab your sack, here is the way to get your show and more. Contemporary club. LOE, 718th Harmad Street, Suite 868, Ypsilanti, Mi 48191.

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular comedy material. RAYLAIS, 389 West Balby Ave., Fresno, CA 93704 or phone 011-451-1832.

"Radio's Premiere Comedy Service"

FREE SAMPLE ISSUE of radio's most popular comedy material. RAYLAIS, 389 West Balby Ave., Fresno, CA 93704 or phone 011-451-1832.

Openings

KOMA/Seattle/City needs a morning Paul Power. Experience needed. Send to Ron Cheek, 7621 N.E. 152nd, Seattle, WA 98116.

KPLZ/Seattle, WA is accepting tapes and resumes for new music director. Pay scale to $250 per week, and negotiating. NO CALLS. Send resumes to Stacy, Red Light, 1900 Little Rock, AR 72203.

KZOK/Seattle, WA needs a music director. Must have good voice, sound personality and a strong background in contemporary music. Send resumes and resumes to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

KWAA/Portland, OR has immediate needs for afternoon personality with production skills. Shift 7 to 11 p.m. Send resumes to Ted Drewer, PD, KWAA, East 4th & Franklin, Watertown, IA 50773 or call (319) 251-1214 (2-W).)

KQWB/Quad Cities, IA/MN is looking for a production/announcer host for a Top 40 station. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

KVBD/Admore, OK is looking for a news/reporter. Experience preferred. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

KGBP/Quad Cities, IA/MN is looking for a news/reporter host. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

KFEC/Long Beach, CA is hiring for an evening personality with production skills. Send resumes to Ted Drewer, PD, KWEK, Boyer 144, Grand Junction, CO 81501. EOE (2-18)

KYBD/Admore, OK is looking for a news/reporter. Experience preferred. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

LSB/Keithville, LA is hiring an on-air personality for station LSX. Send resumes to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

FMBX/1270 LKBOOCK. TX has immediate openings for air talent and equipment operators. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

KXED/KEKO, Box 1448, Grand Junction, CO 81501. EOE (2-18)

KSYT/Admore, OK is looking for a news/reporter. Experience preferred. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

WFEI-BF/Keithville, LA is looking for a full-service news talent. Good pay for the right person. Tapes and resumes to Ron Cheek, Box 426, Kagel City, TX 77626.

WMLU/1270 LKBOOCK. TX has immediate openings for air talent and equipment operators. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

WMLU/1270 LKBOOCK. TX has immediate openings for air talent and equipment operators. Send resume and references to Peter Banter, 2000 Indian School Rd., NW, Albuquerque, N.M. 87114.

Highly respected Midwest radio station seeking a dynamic personality. Must have professional, professional man. Must have the ability to become involved in community, and do more than just play records. This area is a great one for upper medium, looking to settle down in a beautiful city and a great place to raise kids. Send resume to an outstanding radio station, and we'll get back to you in the not to distant future. We offer outstanding money, benefits, and a chance to be a part of a future. If you're the person we're looking for, send tape and resume as soon as possible to Radio & Records, Box 1120, 130 Century Park West, Los Angeles, CA 90067.
The Importance of Piece Count Reports

We have talked quite a bit in the last few weeks about taking piece count reports from stores and the extra information provided through this method of research. This week, we take it one step further by breaking down our Top 30 chart in levels of sales and evaluating groupings of records.

On this week's list, the Bee Gees have pulled farther away from the field and are selling 50% more records than Rod Stewart at number 1. Further, Stewart is outselling the number 3 album by the Blues Brothers by yet another 38%. So, these albums, which are only separated by 1 and 2 places in national rankings, are selling at completely different paces, which is pointed out by the piece count report on the albums.

Below the Blues Brothers, the groupings get wider as upper eight albums are selling at similar levels. The groupings for this week are delineated as follows:

- **Group I** - Album number 1
- **Group II** - Album number 2
- **Group III** - Album number 3
- **Group IV** - Albums number 4 thru 7
- **Group V** - Albums 8 and 9
- **Group VI** - Albums 10 thru 15
- **Group VII** - Albums 16 thru 22
- **Group VIII** - Albums 23 thru 30

The level of sales differentials between groups IV through VIII is not as wide as the differences at the top of the chart. So, an album can move from the bottom group all the way to number 4 without much difficulty, but to move any further will take some serious sales increases.

**NEW & ACTIVE**

**BREUTERS**

"Breakers" are those albums registering the greatest level of sales activity in any given week.

**CHERYL LYNN**

Cheryl Lynn (Columbia)

*Breaks the Top 30 overall, now debuting at No. 27. 29% of our reporters show this record inside their Top 30. Reporters include Tape City, Cicles, Warehouse, Strawberries, Mile Hi, Record Factory, Wherehouse, Record World/TSS, Lieberman Kansas City (rack & one-stop).*

**OTHERS GETTING SIGNIFICANT ACTION**

**BOBBY CALDWELL** "Bobby Caldwell" (Cloud/TK) Although not a big increase in percentage this week (19%, down 2% from last week) the outlook for this package is very promising, owing to increased piece counts, combined with heavy rotation on the hit single, which hasn't begun to peak yet. A big seller for Korvettes, Odyssey, Mile Hi, Hotline, Licorice Pizza, Spica, Tender, (among others).

**BELL & JAMES** "Bell and James" (AbrM) Up some over last week to 19%. This package has the potential to follow Gotta Gavyn and Peaches & Herb into the Top 30 overall. Significant to note: this action is coming from some of the bigger reporters. Korvettes, Fathers & Sons, Odyssey, Hotline, Two Guys, Poplar Tunes, Franklin. More West Coast action is expected thanks to major market play by the single in Los Angeles and San Francisco.

**RICHARD PRYOR** "Wanted" (WBD) Dropped considerably to 19%. Top 30 sales still at Cactus, Strawberry, SoundTown, Poplar, Sound Unlimited, Record Bar, Record World/TSS, Chuck Brown & The Soul Searchers. "Out of Luck" (Source/MCA) Sales are still mostly centered in the South, but Top 40 action in the Midwest has caused instant sales reaction to that single. 19% of our reporters, a significant increase over last week, chart the disc solidly. Among them are Record Bar, Poplar Tunes, Tape City, Hotline, Fathers & Sons, Cicles, Mile Hi, and Odyssey.

**JEFF BROWN** "George Hamilton IV" (Dark Horse) A great opening week, with 19% of our reporters showing Top 30 strength. Licorice Pizza includes Fathers & Sons, Franklin, Hotline, Tower (S.F.), 1972, East/West, Record Rove/R, Friday, March 2nd.

**POCO** "Legend" (ABC) LP sales are holding about the same from last week. The single continues to score sensationally, and the increased rotation is expected to explode this album.

**Breakers** are those albums registering the greatest level of sales activity in any given week.

**NEW & ACTIVE**

All other new and recent releases receiving significant sales action, as measured by their percentages of top 30 reports and actual sales levels at our reporting outlets.

**NICOLETTE LARSON** "Nicolette" (WB) The emphasis on this LP is at retail. 52% of our reporters (down 5% from last week) show solid activity in the Top 30, most of the sales centering at the following accounts: Music Plus, Cactus, Licorice Pizza, Warehouse, Tape City, East/West, Tower (S.F.), Eulpiment, Record Factory, Everybody’s, Disc, Hotline, Mile Hi, Odyssey, Record Factory, Fathers & Sons, Wherehouse, Record World/TSS, etc.

**JEFFERSON STARSHIP** "Gold" ( RCA/Grunt) A six percent increase over last week, with 40% of our locations now selling the record. Vidiy in the Top 30. Accounts include Record Theatre, Two Guys, Cactus, Licorice Pizza, East/West, Tower (S.F.), Eulpiment, Overburn, Everybody’s, Music Stop, Odyssey, Franklin, Fathers & Sons, Record World/TSS, Fred Meyer. Interesting to note that the spread is coast to coast.

**THE BABYS** "Head First" (Chrysalis) Percentage wise, the action has more than doubled since last week, 36% this week over 17% for last week. The hot rotation of the single, which has now entered the Top 20, is no doubt responsible. Strongest accounts include Wherehouse, Sound Unlimited, Korvettes, Fathers & Sons, Record Factory, Soundtown, Franklin, George American, Record Rove/R, Tower (S.F.), Warehouse, Licorice Pizza, Music Plus.

**HEART** "Dog & Butterfly" (Portrait) Sales hold on fairly steady for this album, behind another good week on the single. 31% (down just a bit from last week) of our accounts are enjoying the Top 30 status on the L.P. Some accounts include Fred Meyer, Franklin, Odyssey, Hotline, Disc, Soundtown, Great American. Everybody’s, 1972, Overburn, Spectrums, Odyssey, East/West, Cactus.

**CHEAP TRICK** "At Budokan" (Epix) Action has almost doubled for this live package this week (29%) as the word spreads on the street about the LP. Serious sales for Camelot, 1972, Stop, Hotline, Franklin, Record Factory, Fathers & Sons, Kempwill, Sound Unlimited, Wheelerhouse, among others. This group has been building a very strong base, and is on the verge of catapulting into the next level of sales and awareness.

**JERRY JENKINS** "Joy" (RCA) Lack of momentum on the current single has imposed the growth of this package. Down again this week, 24% of our reporters showing Top 30 mentions. Among them are Fred Meyer, Lieberman Mills (rack), Soundtown, Great American, Franklin, Fathers & Sons, Korvettes, Sound Unlimited, Record World/TSS, plus others.

**ANNE MURRAY** "New Kind Of Feeling" (Capitol) As the single charges into the Top 25 with bullets, the album is being swept up in that direction as well. 24% of our reporters are now selling this package full force, some larger than ever. Reporters include Record Bar, Fathers & Sons, Franklin, Odyssey, Tower (S.F.), Licorice Pizza, Music Plus, Record Theatre, Lieberman Kansas City (rack).

**POCO** "Legend" (ABC) LP sales are holding about the same from last week. The single continues to score sensationally, and the increased rotation is expected to explode this album.

MusicVision is an independent marketing firm contracted by Radio & Records to compile sales information from key retail and rack locations across the country. All data is audited by R&R.

24% of the locations surveyed show solid Top 30 status. Reporters include Poplar Tunes, Mile Hi, Great American, Tape City, Warehouse, Record Bar, Record Theatre, Lieberman Kansas City (rack & one-stop).

**HOT CHOCOLATE** "Every '1s A Winner" (Infinity) Maintaining approximately the same volume as last week, with 24% of our accounts selling the record in the Top 30. A new single needed to sustain this action. Reporters are Licorice Pizza, Warehouse, Tape City, Record Rendevoir, Great American, Poplar, Two Guys, Odyssey, Mile Hi, Hotline.

This chart is based solely on sales statistics compiled weekly from our MusicVision retail, rack and one-stop reporters.

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**COMBINED TOP 30**

March 2, 1979

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**BEE GEES/Spirits Having Flown (RSO)**

**ROD STEWART.Blondes Have More Fun (WB)**

**BLUES BROTHERS/Refrase Fall Of Blues (Atlantic)**

**VILLAGE PEOPLE/Cruin' (Casablanca)**

**BILLY JOEL/Back Street (Columbia)**

**DOBBIE BROTHERS/Minute Number 2**

**OLIVIA NEWTON-JOHN/Only Have (MCA)**

**DIRE STRAITS/Dire Straits (WB)**

**CHIC/C'est Chic (Atlantic)**

**BARRA BANNON/Greatest Hits (A&M)**

**EARTH, WIND & FIRE/Best Of, Vol. I (ARIAC)**

**DONNA SUMMER/Live And More (Casablanca)**

**GLORIA GAYNOR/Love Tracks (Polydor)**

**TOWN/Two (Columbia)**

**FOREIGNER/Self Talk (Atlantic)**

**KENNY ROGERS/The Gambler (UA)**

**EDDIE MONEY/Life For The Taking (Columbia)**

**PEACHES & HERB/Hot (Polydor)**

**ELVIS COSTELLO/Armed Forces (Columbia)**

**GREASE/Soundtrack (RSO)**

**STEVE MARTIN/Wild & Crazy Guy (WB)**

**SATURDAY NIGHT FEVER/Soundtrack (RSO)**

**NEIL DIAMOND/You Don't Send Me Flowers (Columbia)**

**RICK JONES/Beavin' Out Of L' Seven (Gordy)**

**STYX/Pieces Of Eight (A&M)**

**CHERYL LYNN/Cheryl Lynn (Columbia)**

**BILLY JOEL/The Stranger (Columbia)**

**VILLAGE PEOPLE/Macho Man (Casablanca)**

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Coming Soon...

Van Halen II

Produced By Ted Templeman

On Warner Bros. Records & Tapes.
Also selling substantially in the South and the Midwest, Popped up at 12% of our reporters, the 11% from last week. This album is on the heels of one of the hottest black singles in the country. Top 30 at Poplar Tunes, Fathers & Suns, Hotline, Odyssey, etc. McGinnis, Clark & Hillman, "McGinnis, Clark & Hillman" (Capitol) A nice first week on this debut LP for the group, with 12% of our reporters showing Top 30 strength. Reporters include Everybody’s, Fathers & Sons, Record Rendevous, Louricca Pizza, Kemppil. PETER TOSH “Bush Doctor” (Rolling Stone) Significant sales activity on this LP, produced by Mick Jagger. Appeared Top 30 for 12% of our accounts, with a wide geographic spread. Reports came from Seattle, Trinidad, Everybody’s, Odysse, Warehouse, JUDE DUKE “Follow The Run” (Epip) Good first week for this new one by Duke, a nice showing at 10% of our reporters, located on the East Coast and the Midwest, Kemppil, Fathers & Sons, 1812 and Circles.

POLICE: “Outlandos D’Amérique” (A&M) Major market action on this debut LP for the label, with 10% of our locations now seeing Top 30 sales. Some things include Korvettes, Tower (F.F.), Strawberries.

VILLAGE PEOPLE “Macho Man” (Casablanca) This LP has exploded in the last few weeks at the rack level so much so that it has re-entered the Combined Top 30 at No. 29. Accounts selling this LP by the tons include Pickwick, Camelot, Lieberman Mics. (rack), Lieberman Kansas City (rack), Hotline, Sound City, Odyssey, etc. (BILLY JOEL “The Stranger” (Columbia) As the new single jumps into the Top 30, we find a resurgence on the old LP, which bounces back into the Top 30 at No. 28.

REGIONAL BREAKDOWN

Washington, D.C.

NEW & HOT

ANGELA BOVALL “Angela” (Arista/GRP)

St. Louis

NEW & HOT

CHEAP TRICK “At Budokan” (Epic)

THE BABIES “Head First” (Chrysalis)

HEAD EAST “Live” (A&M)

Seattle

NEW & HOT

STEVE FORBERT “Alive On Arrival” (Nemperor/CBS)

A list of the top five selling albums and significant “New & Hot” releases in four key regional markets. Sections in this article will rotate periodically.
"Inside" Out.

"From The Inside"
ALICE COOPER

The title track from his smash album.

Produced by David Porter
Original concept, lyrics and direction
by Alice Cooper and Bernie Taupin

BLONDIE
Heart Of Glass (Chrysalis)

EDDIE MONEY
Maybe I'm A Fool (Columbia)

BOB WELCH
Precious Love (Capitol)
68% of our reporters on it, 21 adds including 99X FM, WPEC, KEAR, WSRP, WVSC, JKB, KXJZ, WJZ, I-1, WJQ, KSL, KXAA, WBB, WJQL, WJQ, WJQ, Key moves: 99X FM-20, WRRK 28-22, WPDC d-27, KRDE d-22, Z93 30-25, WLCY 15-11, Q105 16-9, CKLW 20-17, KSLQ 22-15, WZZP 22-32, KHJ d-27, KEARTH 23-18, KBGQ 36-10, KJR 22-16, KOPA 18-29, WKEE 19-17, WQXQ 22-18, WAPE 10-8, Y95 28-14, WQBO d-17, KXIX0 16-20, WHT 27-22, KFIC 18-6, WLBZ 33-27, WHWH 24-18, WFMQ 23-18, WSTE 30-25, WAXK 22-17, WQRY 24-20, KYSN 35-29. See Parallels, charts at number 28.

AMII STEWART
Knock On Wood (Ariola)
67% of our reporters on it, 13 adds including 13Q, WDRC, Y103, WRMJ, KATC, KWTX, WAE, WJB, WJON. Key moves: 99X FM-25, WRRK 22-26, WPDC d-27, KRDE d-22, Z93 30-25, WLCY 15-11, Q105 16-9, CKLW 20-17, KSLQ 22-15, WZZP 22-32, KHJ d-27, KEARTH 23-18, KBGQ 36-10, KJR 22-16, KOPA 18-29, WKEE 19-17, WQXQ 22-18, WAPE 10-8, Y95 28-14, WQBO d-17, KXIX0 16-20, WHT 27-22, KFIC 18-6, WLBZ 33-27, WHWH 24-18, WFMQ 23-18, WSTE 30-25, WAXK 22-17, WQRY 24-20, KYSN 35-29. See Parallels, charts at number 29.

NEW & ACTIVE
BOB WELCH
Precious Love (Capitol)
86% of our reporters on it, 21 adds including 99X FM, WPEC, KEAR, WSRP, WVSC, JKB, KXJZ, WJZ, I-1, WJQ, KSL, KXAA, WBB, WJQL, WJQ, Key moves: 99X FM-20, WRRK 28-22, WPDC d-27, KRDE d-22, Z93 30-25, WLCY 15-11, Q105 16-9, CKLW 20-17, KSLQ 22-15, WZZP 22-32, KHJ d-27, KEARTH 23-18, KBGQ 36-10, KJR 22-16, KOPA 18-29, WKEE 19-17, WQXQ 22-18, WAPE 10-8, Y95 28-14, WQBO d-17, KXIX0 16-20, WHT 27-22, KFIC 18-6, WLBZ 33-27, WHWH 24-18, WFMQ 23-18, WSTE 30-25, WAXK 22-17, WQRY 24-20, KYSN 35-29. See Parallels, charts at number 30.

MAY CAUSE AHEAD TIE BREAKER (SCORPIO)